

ABSTRACT

Education also became an event in this competition because more colleges start giving good service to students and prospective students. In its activities, the College should be able to manage the quality of service as well as its administrative system. Service quality can also affect the level of consumer satisfaction itself, where the consumer here is that students and student of the College. This research aims to identify the influence of quality of academic service owned by the Prodi Administration Business toward consumer satisfaction batch 2013. This research used quantitative descriptive method. The type of data required for research is the primary data and secondary data. Sampling done by the method of probability sampling type of simple random sampling with 72 respondents.

Data were analyzed using descriptive analysis and multiple linear regression analysis. Based on the results of T test here are two variables that effect i.e. variable Responsiveness (responsiveness) and Tangible (physical evidence), while variable Reliability (reliability), Assurance (Assurance) and Emphaty (empathy) does not affect the satisfaction of the students. The result of this research was based on the F-test is the quality of service which consists of Reliability (reliability), the Responsiveness (responsiveness), Assurance (Assurance), Emphaty (empathy) and Tangible (physical evidence) take effect simultaneously and significantly to student satisfaction

Keywords: Service Quality, Tangible, Emphaty, Assurance, Responsiveness, Reliability, Student Satisfaction

