

ABSTRACT

Student services in higher education play an important role in developing student potential through participation in student organizations (ORMAWA). The field survey shows the satisfaction of 37 ORMAWA respondents with 12 Likert scale questions showing mixed results: 4.18% very dissatisfied, 29.48% dissatisfied, 32.68% neutral, 31.68% satisfied, and 2.21% very satisfied. Neutral respondents were generally dissatisfied due to gaps in facilities, budget, support between ORMAWA, miscommunication, lack of openness between student affairs and ORMAWA, and slow and insufficient budget issues. This indicates the need for improvement in student affairs services to match ORMAWA's expectations. Therefore, it is necessary to improve the quality of student affairs services, especially in services to Ormawa. The purpose of the research is to provide suggestions for improvements or top priorities for service improvement, so that Ormawa feels fully satisfied. The process of determining the proposed improvements will use the Service Quality, Importance Performance Analysis, and Customer Satisfaction Index methods. The results indicate that the level of student satisfaction (CSI) with Telkom University Purwokerto Student Affairs services still needs to be improved, with a value of 66.83% which is still below the very satisfied category (above 81%). Importance Performance Analysis (IPA) analysis identified five top priority attributes that need to be improved: service conformity with standards, solutions that suit the needs of ormawa, accuracy of staff information, activity submission process without delay, and administrative guidance and distribution of funds. Suggested improvement efforts include digitizing the integrated system, guiding the urgency of activity submissions, and improving the quality of staff training. The fishbone analysis also identified factors causing dissatisfaction, such as lack of staff training, absence of an integrated system, and pressure related to impromptu activity submissions.

Keywords: *ORMAWA, Student Affairs, Service Improvement, Servqual, Fishbone*