

ANALYSIS OF STUDENT SATISFACTION IN ACADEMIC SERVICES WITH SERVQUAL, IPA, AND QFD METHODS

*(Case Study: Students Majoring in Management Faculty of Economic
Padang State University)*

Velya Ramadhani

Faculty of Economic Padang State University

Jl. Prof. Dr. Hamka Kampus Air Tawar Padang

ABSTRACT

This study aims to analyze student satisfaction with the academic services of the Department of Management, Faculty of Economics, State University of Padang by using the Service Quality, Importance Performance Analysis (IPA), and Quality Function Deployment (QFD) methods. In this study, 216 students majoring in management in the class of 2018 and 2019 were selected using Simple Random Sampling. Data collection methods in this study were questionnaires and interviews. Based on the results of the calculation of the servqual score, it can be seen that the average gap shows a negative value of -0.29. Based on the results of the IPA analysis, there are 7 attributes that are in quadrant 1 which are the main priority in the improvement process. The seven attributes are continued in the QFD data processing which produces 11 technical responses that can be considered or input for the management department to improve academic services.

Keywords: *Student Satisfaction, Service quality. Importance Performance Analysis, Quality Function Deployment*