ABSTRACT

ANALYSIS OF THE QUALITY OF HIGHER EDUCATION IN THE FACULTY OF SCIENCE AND TECHNOLOGY OF MUSI CHARITAS OF CATHOLIC UNIVERSITY

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Science and Technology Faculty of Musi Charitas of Catholic University is the transformation of the Technical College of Musi officially changed on July 25, 2015. Based on interviews with FST students, there are still less than satisfactory higher education services. The tools used in this study used a questionnaire to approach 2 methods, namely Importance Performance Analysis (IPA) and Potential Gain in Customer Values (PGCV). Based on the results that have been calculated based on the method IPA and PGCV and mapped in the Cartesian diagram. The main priority for repair contained in the first quadrant is in the Cartesian diagram. There are five attributes that a top priority, namely comfort classrooms (TK = 93.52%), the availability and cleanliness of the toilets (TK = 88.31%), completeness teaching material (TK = 95.5%), the availability and suitability lecturers with specific expertise (TK = 94.78%), and response to FST student's complaints (TK = 95.51%). All attributes have a value below the average level of concordance of 96.03%. Solutions for attributes: comfort classrooms to focus more on checking and maintenance of existing equipment in the classrooms on a regular basis; availability and cleanliness of the toilets are more focused on checking and routine maintenance and provide a bin on throwing garbage in the toilet; completeness of teaching materials is more focused on the development of teaching materials in accordance with technological developments; the availability and suitability of lecturers to their expertise is a lecturer should further develop the field of science by conducting research; as well as the response to the FST student's complaints is to do follow up on a complaint or grievance student-centered rather than self-interest.

Keywords: Importance Performance Analysis, Potential Gain in Customer Values, Higher Education Service