

ABSTRACT

Recently, education is an important need to prepare a better future. The changes in the education system, raises new educational institutions, especially private school. Almost of them were competing with each others to improving their quality service in order to complied customer's (students) satisfactions. The rate of student's satisfaction regarding its service can be measured by comparing between student's expectations of quality service against the fact that they received.

This research was hold to analyze the level of customer benefit and performances of education quality service in Krista Mitra High School Semarang. The test is using IPA (Importance Performance Analysis) method with 79 correspondents based on proportional stratified random sampling which has distributed in proportionally on each grade levels. To analyze the accuracy of measuring instrument was used validity test, while to make sure that the result can be trusted is used reliability test. The test has been done towards benefit indicators and performance in all dimensions which the result is correlated positively and significant statistically. This has been proven by significant value < 0.05 , which shown that the result of these research is valid. In the other side, the result of reliability test was show cronbach alpha value < 0.6 , so it can be said that all of concept gauge from each variable of the questionnaire is reliable so every concept gauges were decent as measurement instrument.

Based on this result, Krista Mitra High School Semarang able to considering their policy to make better quality performances in order to meets the customer's satisfactions in future.

Keyword : Service Quality, Importance Performance Analysis (IPA)