ABSTRACT

Service quality can be measured by seeing how far the effectiveness of service delivery can be achieved at the gap between the expectations with the services provided and the level of student satisfaction for a service that can be measured by comparing students' expectations of service quality they want with the fact that it receives. Therefore, this research is conducted to find out how big the expectations and performance of the infrastructure, facilities, teachers, staff, curriculum and Guardian order.

Data on infrastructure, facilities, teachers, staff, curriculum and Guardian order were collected through interviews using a questionnaire. Respondents in this study taken as many as 100 students of SMK Antonius Semarang based proportional stratified random sampling method, which is distributed in proportion to each grade level and department. Subsequently, the collected data were analyzed by using the technique of Importance Performance Analysis (IPA).

The results of this study indicate that the level of overall student satisfaction toward the dimension tool is categorized unsatisfactory, satisfactory categorized infrastructure dimensions, dimensions of teachers categorized as quite satisfactory, the dimensions of employees categorized as quite satisfactory, satisfying dimension classified curriculum and governance dimension considered quite satisfactory. Of the 35 indicators that are analyzed then there are five indicators included in the quadrant A, which is the main priority, 13 indicators are included in quadrant B (perception and expectation was based), who fall into quadrant C there are 10 indicators (dunulai low priority), and there seven indicators included in quadrant D (be overestimated by the students).

Keywords: Quality of Service, Facilities, Infrastructure, Teachers, Employees, Curriculum, and Guardian order.