INFLUENCE OF COMMITMENT TO QUALITY MANAGEMENT SERVICES TO STUDENTS BY LEVEL OF SATISFACTION FRONTLINER WORK SATISFACTION AND STUDENT PERCEPTION THE QUALITY OF SERVICE

Abstrak :

ABSTRACT

This study aims to determine management's commitment to quality service from the managers in UNAIR, to determine employee job satisfaction in UNAIR frontliners, to determine a student's perception of service quality in UNAIR and students to find satisfaction in UNAIR. Population in this research is UNAIR academic community, while the sample in this study is the manager of the Faculty, staff and students frontliner.

Commitment from top managers in the service quality of the faculty in the Faculty-UNAIR environment is quite high, while the level of employees in their jobs is also quite high, but still relatively small number of students are very satisfied with his work. On the student side, although the percentage of students who felt satisfied big enough, but in fact the percentage of students who were dissatisfied look is still quite large. This indicates that the role of managers in each Faculty in the environment are expected UNAIR further enhanced so that it can improve employee satisfaction and ultimately frontliner can improve student satisfaction, more so with the approach of implementation at the State University of Airlangga University in order not to lose competitive with the State Universities (PTN) and Private Higher Education (PTS) in Indonesia.

Keyword :

management commitment, frontliner employee, student perception