

ABSTRACT

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College Student`s Satisfaction Description toward Service Quality of Academic Administration Bureau. (Study in X Institution). (Rostiana D.N., M.Si., Psi); Tarumanagara University Bachelor`s Study Program of Psychology. (81 pages, R1-R2)

This research was made to see the College Student`s Satisfaction Description toward Service of Academic Administration Bureau. Sample (N=400) was taken from convenience sampling technique. Data was collected from questioner of 400 subjects and analyzed by using frequencies from SPSS program 12.0. The results shows that college students satisfaction is only in Reliability. Mean while, in Tangibles and Emphaty their satisfaction is only reached quite satisfied scale. And in Ressponsiveness and Assurance the college students is found feel unsatisfied toward Service Quality of Academic Administration Bureau in X Institution.

Keyword : Satisfaction and Service Quality