

ANALYSIS OF STUDENTS' AND GRADUATES' SATISFACTION WITH THE QUALITY OF SERVICES OF THE FIKK UNY SPORTS SCIENCE MASTER PROGRAM

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ABSTRACT

Objective: to analyze student and alumni satisfaction with the quality of services of the FIKK UNY Masters in Sports Science program.

Method: This research uses a survey method using questionnaires for students and graduates. The target number of respondents is 100 people. The survey was conducted for 2-3 months. The research subjects were all students and alumni of the Master of Sports Science program. Data analysis uses quantitative descriptive statistics to analyze student and alumni satisfaction with the service quality of the FIKK UNY Masters in Sports Science program.

Research results: Student satisfaction with the quality of services provided by the Faculty of Sports Science and Health, Yogyakarta University. The author groups satisfaction into six dimensions, namely Satisfaction with Service Quality, Tangible Dimension, Reliability Dimension, Responsiveness Dimension, Assurance Dimension, and Empathy Dimension. The first dimension, Satisfaction with Service Quality, shows that the majority of respondents are satisfied with the quality of service provided by the faculty, especially in the Responsive dimension. The second dimension, the Tangible Dimension, shows respondents' satisfaction with the physical quality and infrastructure available at the faculty. The third dimension, the Reliability Dimension, shows that respondents are satisfied with consistent and reliable faculty performance. The fourth dimension, the Responsiveness Dimension, shows that respondents are very satisfied with the faculty's ability to provide fast and responsive service. The fifth dimension, the Assurance Dimension, shows that respondents are satisfied with the guarantee provided by the faculty. The final dimension, the Empathy Dimension, shows that respondents are satisfied with the faculty's ability to understand and respond to their needs and feelings. The author emphasizes the importance of maintaining and improving the quality of services provided by the faculty to meet student expectations and needs.

Kata Kunci: *satisfaction, quality of service*