

The Effect of Office Administration Staffs Services towards Student's Satisfaction in Universitas Klabat

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Abstract: This research aims in getting students' perception about the service quality that involves tangible, reliability, responsiveness, and assurance aspects of office administration staff towards students' satisfaction in Universitas Klabat. This descriptive research used primary data that are obtained by questionnaire survey to 85 students in faculty of nursing enrolled in semester I 2016/2017. The sampling technique used in this research was sampling purposive with descriptive data analysis technique using simple regression formula with the results: (1) the tangible aspect is the highest aspect in perception of office administration staff services (2) according to students' perception, the services of office administration staff were very satisfying, (3) there is no significant effect from service quality based on the aspects of tangible, reliability, responsiveness and assurance toward students' satisfaction, and (4) there is a significant effect from the service quality of office administration staff based on empathy aspect towards the students satisfaction in Universitas Klabat. It can be concluded that without looking at the aspects of tangible, reliability, responsiveness, and assurance, the quality of office administration staff is good and students are satisfied; and from all aspect of service quality, the empathy aspect is the most influential aspect towards students' satisfaction in Universitas Klabat. It is suggested to improve the service quality of office administration staff in empathy aspect and maintain the aspects of tangible, reliability, responsiveness, and assurance in services of administration staff of Universitas Klabat using different respondent.

Keywords: Service quality, satisfaction, tangible, reliability, responsiveness, assurance, empathy