

ABSTRACT

Mohammad Nizam Firdaus (NIM 20020230057). The Correlation Between Service Quality Towards Student's Satisfaction in Kampung Inggris Language Centre (KILC) Branch Bogor, Department of English Education, Faculty of Teacher training and Education, Islamic University Kadiri, Kediri. July 2024. Advisor I: Irwan Sulistyanto, M.Pd., Advisor II: Erwin Hari Kurniawan, M.Pd.

The aim of this study is to assess the service quality at Kampung Inggris LC Bogor, which boasts high levels of student satisfaction and a growing student population. The research employs a quantitative descriptive method, using normality tests, linearity tests, and hypothesis testing to explore the correlation between service quality and student satisfaction.

The normality test results show a value of 0.077, indicating normal distribution. The linearity test results reveal an F-value of 1.002, with an F-table value of 1.66 and a significance level of 0.471, confirming a linear relationship. The R-squared value is 0.403, indicating that 40.3% of the variance in student satisfaction is explained by service quality.

Hypothesis testing results yield a correlation coefficient of 0.635 with a 2-tailed significance of 0.000, indicating a significant positive correlation between service quality and student satisfaction. This implies that improvements in service quality at Kampung Inggris LC Bogor lead to increased student satisfaction.

The findings demonstrate a direct and positive relationship between service quality and student satisfaction. Enhancing service quality results in higher levels of student satisfaction, suggesting that improving service dimensions can effectively boost overall student satisfaction and potentially increase student enrollment.

Keywords: service quality, student satisfaction, Kampung Inggris LC Bogor, Correlation, Quantitative.

ABSTRAK

Mohammad Nizam Firdaus (NIM 20020230057). The Correlation Between Service Quality Towards Student's Satisfaction in Kampung Inggris Language Centre (KILC) Branch Bogor, Jurusan Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Islam Kediri, Kediri. Juli 2024. Dosen pembimbing I: Irwan Sulistyanto, M.Pd., Dosen Pembimbing II: Erwin Hari Kurniawan, M.Pd.

Penelitian ini bertujuan untuk menilai kualitas layanan di Kampung Inggris LC Bogor, yang memiliki tingkat kepuasan siswa yang tinggi dan populasi siswa yang terus bertambah. Penelitian ini menggunakan metode deskriptif kuantitatif, dengan menggunakan uji normalitas, uji linearitas, dan uji hipotesis untuk mengeksplorasi korelasi antara kualitas layanan dan kepuasan siswa.

Hasil uji normalitas menunjukkan nilai 0,077, yang menunjukkan distribusi normal. Hasil uji linearitas menunjukkan nilai F sebesar 1,002, dengan nilai F-tabel sebesar 1,66 dan tingkat signifikansi 0,471, yang menegaskan adanya hubungan yang linear. Nilai R-squared adalah 0,403, menunjukkan bahwa 40,3% dari varians dalam kepuasan mahasiswa dijelaskan oleh kualitas layanan.

Hasil pengujian hipotesis menghasilkan koefisien korelasi sebesar 0,635 dengan signifikansi 2-tailed sebesar 0,000, yang mengindikasikan adanya korelasi positif yang signifikan antara kualitas layanan dan kepuasan mahasiswa. Hal ini mengimplikasikan bahwa peningkatan kualitas layanan di Kampung Inggris LC Bogor akan meningkatkan kepuasan siswa.

Temuan ini menunjukkan hubungan langsung dan positif antara kualitas layanan dan kepuasan siswa. Peningkatan kualitas layanan menghasilkan tingkat kepuasan siswa yang lebih tinggi, menunjukkan bahwa peningkatan dimensi layanan secara efektif dapat meningkatkan kepuasan siswa secara keseluruhan dan berpotensi meningkatkan pendaftaran siswa.

Keywords: service quality, student satisfaction, Kampung Inggris LC Bogor, Correlation, Quantitative.

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