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ANALYSIS OF THE QUALITY OF SERVICE TO THE SATISFACTION OF THE STUDENT ACCOUNTING EDUCATION IN PRODI'S ECONOMIC FACULTY OF UNIMED

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ABSTRACT

This research examines the quality of the service provided oleh pegawai academic administration and student FE Unimed and the influence of the level of satisfaction students Education Study Program accounting. More specifically, this research aims to know the quality of service on the servants of the administration of the academic and student Faculty Of Economics University of Medan based on student satisfaction prodi accounting education, as consumers. and any attributes that need to be done for improvement can increase the quality of service on the servants of the administration of the academic and student FE Unimed. This research including research deskriptif analytically, data collection is done with the questionnaire distributed to the students education study program accounting FE Unimed. Data analysis techniques using descriptive univariat test. The results of this study concluded that according to the opinion of the students prodi accounting education, evaluated both in terms of aspects of Reliability (reliability), *responsiveness aspects* (oversight), or aspects of the Empaty (attention). The service quality performance of employees less provide customer satisfaction less attention to the students who come and less able to provide the response and less able to give attention to the students who come and employees less able to provide the response to the request of respondents.

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