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## TANDA PERSETUJUAN SKRIPSI

Judul

: The Analysis of Public Satisfaction Based on Servqual

Method: Study in Public Senior High School 4 Malang

Disusun oleh

Silvyanti Tiara Saras Nur Anggraini

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Fakultas

Ilmu Administrasi

Program Studi

: Ilmu Administrasi Publik

Konsentrasi/Minat: -

Malang, 18 Agustus 2016

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Hari

: Selasa

Tanggal

: 16 Agustus 2016

Jam

: 11.00 - 12.00

Skripsi atas nama

: Silvyanti Tiara Saras Nur Anggraini

Judul

: The Analysis of Public Satisfaction Based On Servqual

Method (Study in Public Senior High School 4 Malang)

Dan dinyatakan lulus

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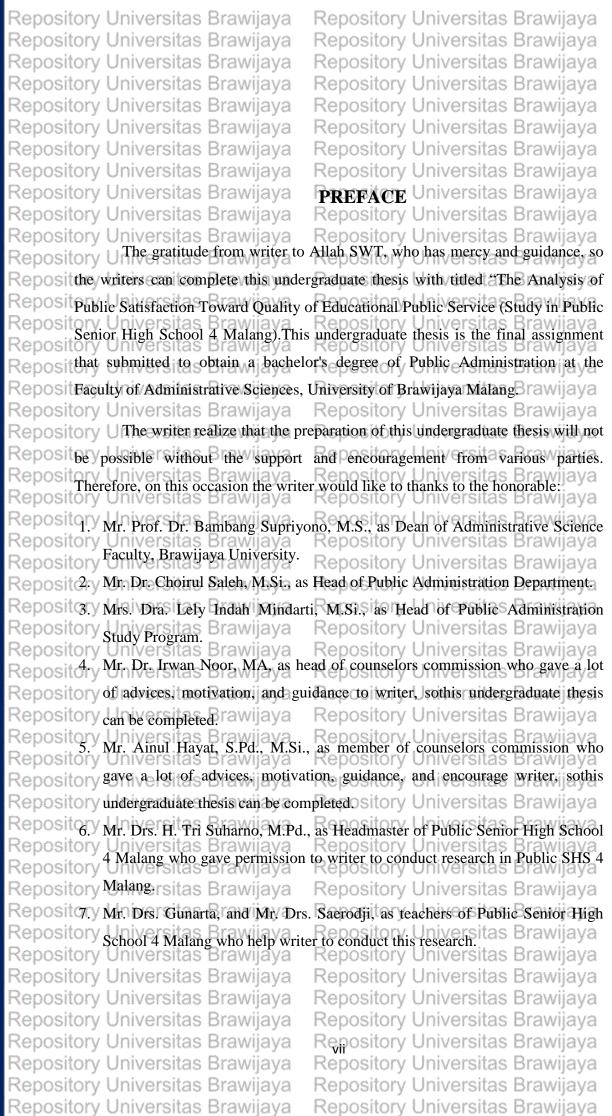
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Malang, 27 Juli 2016

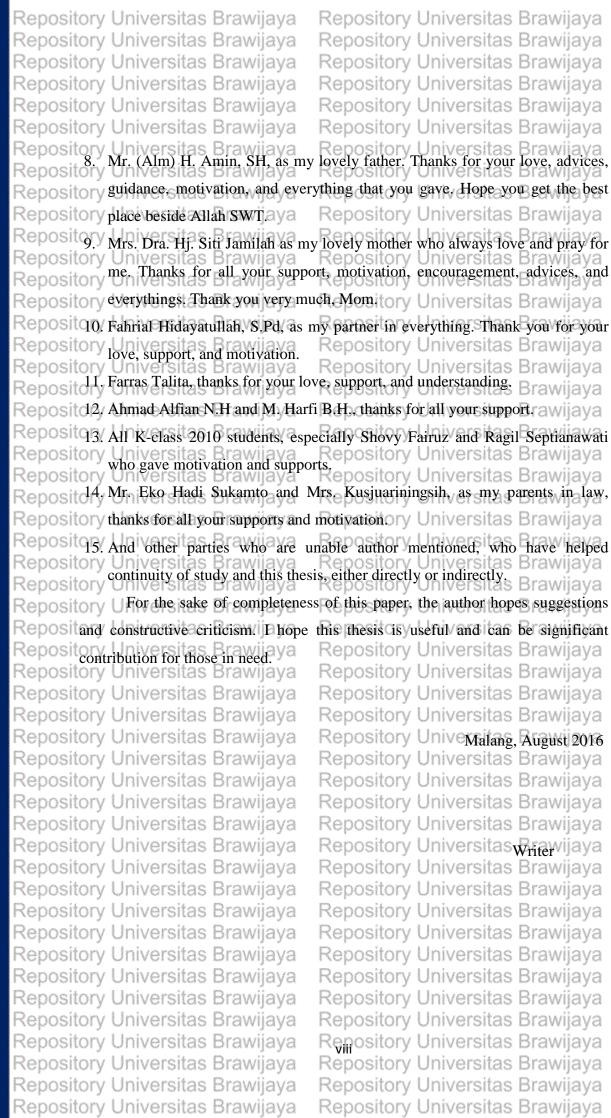
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Silvyanti Tiara Saras Nur Anggraini, 2016, **Analisis Tingkat Kepuasan** Publik Berdasarkan Metode Servqual (Studi di SMA Negeri 4 Kota Malang), Dr. Irwan Noor, MA, Ainul Hayat, S.Pd, M.Si, 98 Hal + xii Repository

Repository Universitas Brawijaya Repository Universitas Brawijava Dalam Undang-Undang Republik Indonesia No. 25 Tahun 2000 tentang Program Pembangunan Nasional dikatakan bahwa salah satu usaha untuk meningkatkan kualitas pelayanan publik adalah dengan melakukan pengukuran Repositkepuasan publik. Hasil pengukuran tersebut dapat menjadi tolak ukur dalam Reposi mengevaluasis pelayanan/publik. Sayangnya banyak sekolah negeri/selaku Reposi penyelenggara pelayanan publik bidang pendidikan yang tidak melakukan

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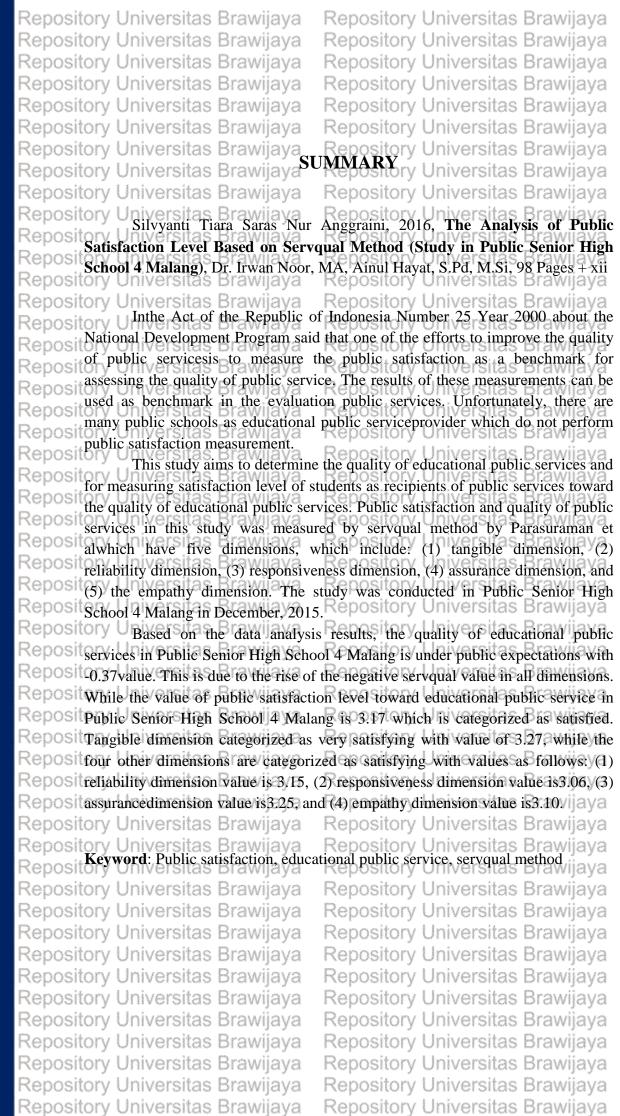
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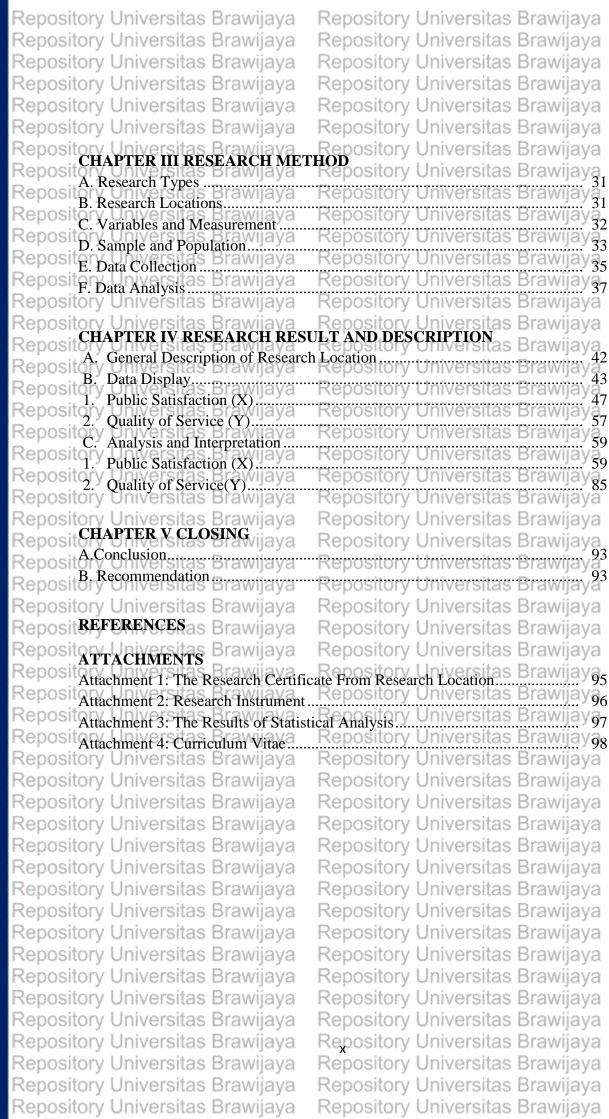
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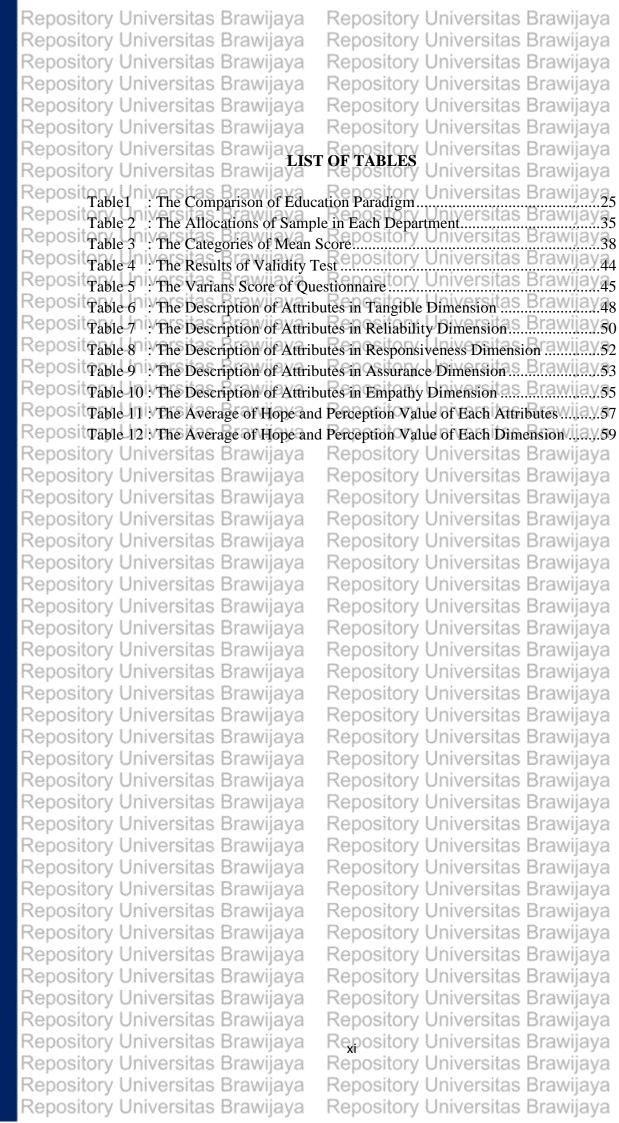
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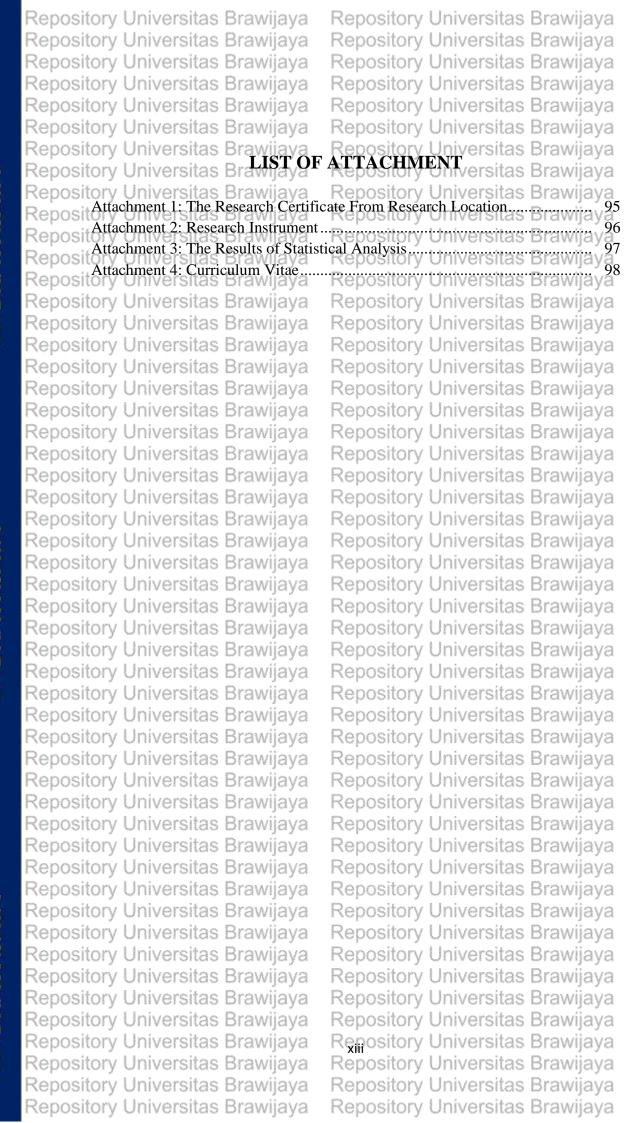




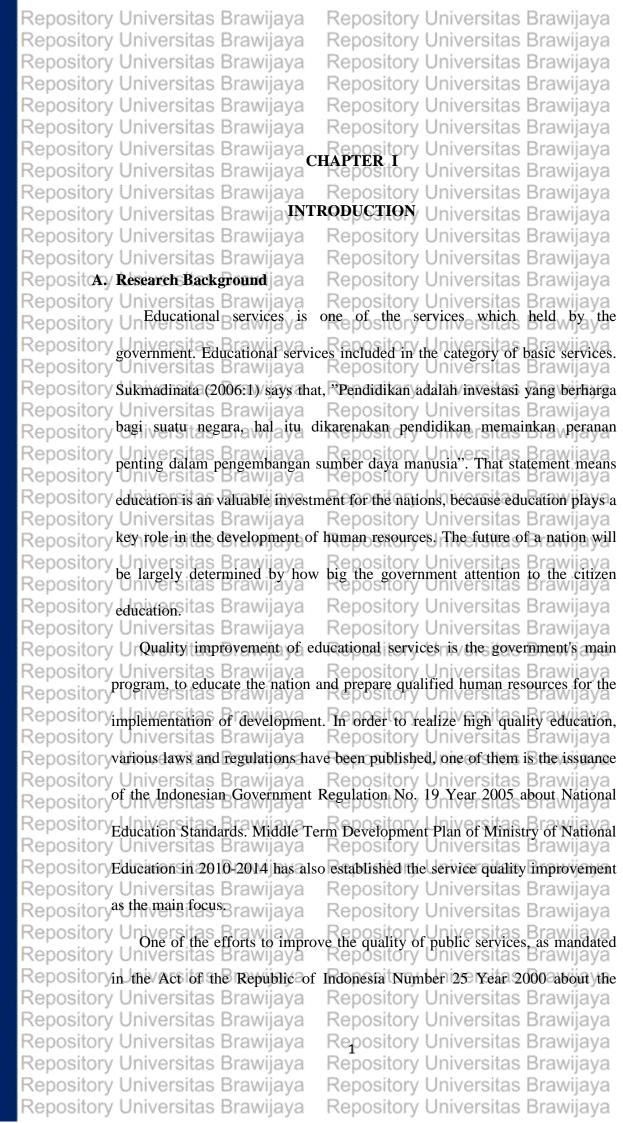
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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Figure 2: The Public Satisfaction Toward Reliability Dimension......51 Figure 3: The Public Satisfaction Toward Responsiveness Dimension .......52 Reposit Figure 4 : The Public Satisfaction Toward Assurance Dimension ......54 Reposite Figure 17 iv Classroom Repository Universitas Brawijaya Repositrigure 8 12 Laboratory Repository Universitas Brawijay 61 Reposit Figure 9 14 Tables and Chairs For Students Ository Universitas Brawijay 62 Reposit Figure 11' Benches in Front of Classrooms Sitory Universitas Brawilay 63 Reposit Figure 12: The Appearance of Teachers Dository, Universitas, Brawilay, 64 Reposit Figure 13: Toilets For Girls Java... Repository Universitas Brawillay 65 Reposit Figure 14: Inside The Toilets ya... Repository. Universitas. Brawilay 65 Reposit Figure 15 (Mosque / Prayroom/a....Repository, Universitas, Brawijay, 66 Reposi Figure 24: The Placement of Whiteboards, Projector, and Reflector .....70 Reposit Figure 25: Computer Laboratory ......71 Reposit Figure 26: Trash Bins Around Men's Toilets Repository Universitas Brawijaya Repository Universitas Brawijaya



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Repository Universitas Brawijaya ause servqual method has more advantages Repositor than the other method. Here is some advantages of servoual method, such as: Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor (1) In current service literature, there are number of key instruments available but the servqual model has been the major Repository Universitas Brawija Repositor for measuring service quality, Repositorygeneric model used to measure and manage service quality across different Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor service settings and various cultural backgrounds and is valued by academics Repository Universitas Brawijaya Repository Universitas Brawijava Repositor and practitioners (Buttle, 1996:18); (2) Once data have been analyzed, they can Repository Universitas Brawijaya Repository Universitas Brawijaya easy to identify strengths and weaknesses Repository universitas Brawijaya Repositor (Buttle, 1996:18); (3) It provides the opportunity for a firm to assess its service Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor quality performance on the basis of each dimension individually as well as the overall dimensions (Parasuraman et al as cited by Pasolong, 2007:132); (4) It Repositor allow the firm to classify its customers into different segments based on their Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor individual servqual scores (Parasuraman et al as cited by Pasolong, 2007:133); Repositor (5) Servqual model can be used in various service setting/sectors and provides Repositorya basic skeleton that can be adapted to fit the specific attributes of a particular Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor organization. It is applicable across different empirical context and various Repository Universitas Braw Repository Universitas Bray countries and cultural backgrounds (Parasuraman et al as cited by Pasolong, Repositor 2007:132); (6) Servqual is a tried and tested instrument which can be used Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor comparatively for benchmarking purposes. It benefit from being a statistically valid instrument as a result of extensive field testing and refinement (Al Repository Bassam & Al Shawi as cited by Warokka et al, 2011:9). Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U Servoual method measure the service quality attributes of each dimension, Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor so we'll get a gap value which represent the difference between consumer Repository Universitas Brawijaya Repository Universitas Brawijaya

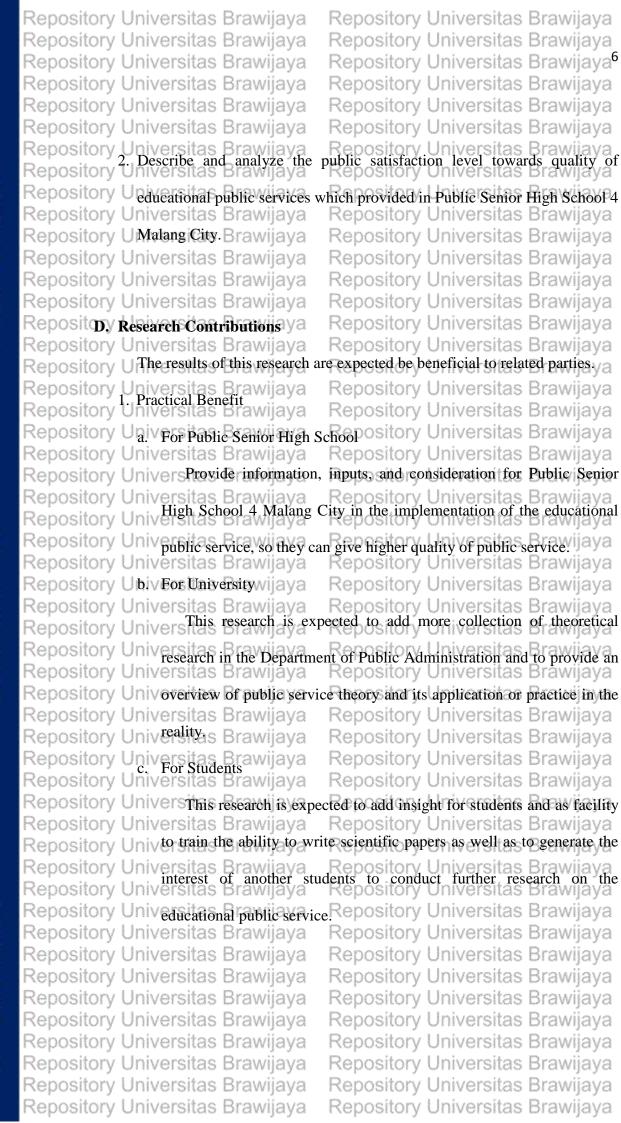
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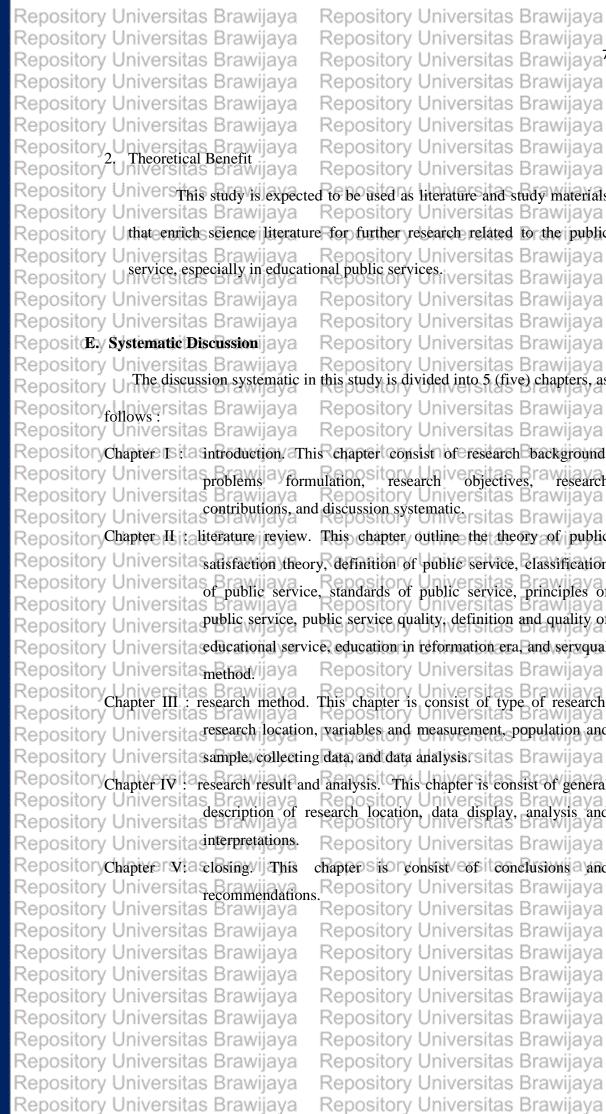
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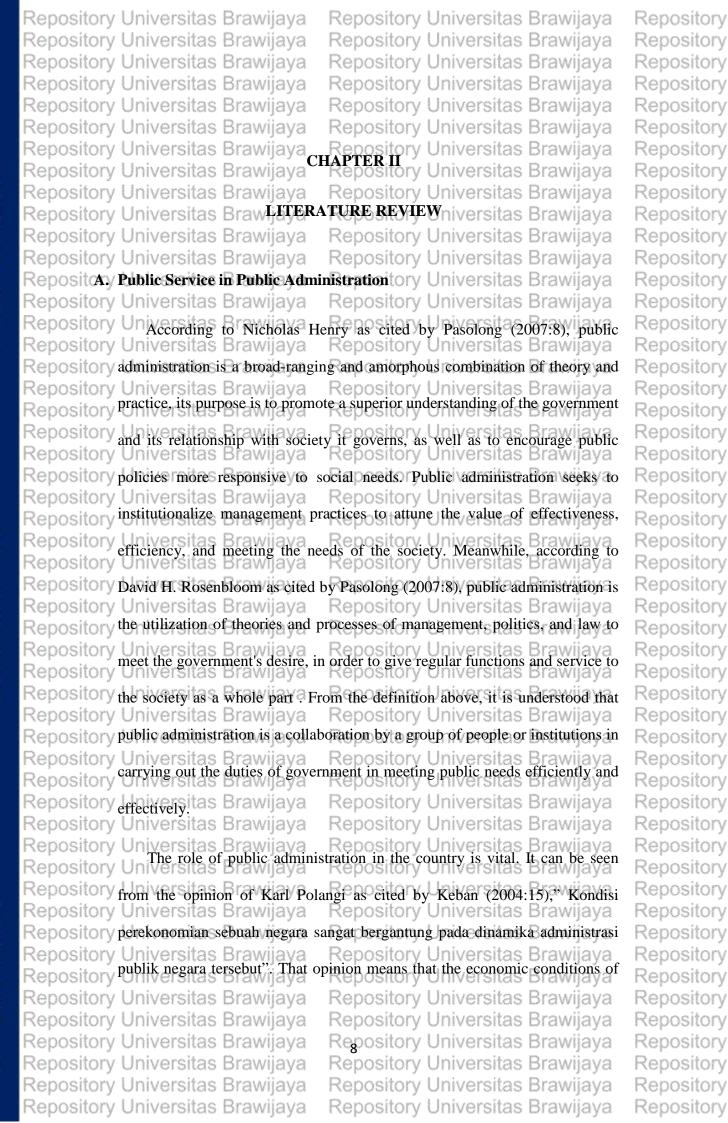
Repository Universitas Brawijaya from the students as recipients of services. Repository Universitas Brawijaya senior high school that viewed Repository Universitas Brawijaya Repositor Based on the great Indonesian dictionary, the word "Analysis" have two Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor meanings, first is analyse as investigate to find out the real situation in Repository Universitas Brawijaya Repository Presearch location and second is review or explain based on theoretical Repository framework. The word analyse in the title referres to the first meaning and Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor deliberately included because the writer wanted to show the concept of a Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor strong desire to determine real situation. To contribute in improving the Repository quality of educational services, the research about "The Analysis of Public Universitas Brawijaya Repositor Satisfaction Based on Servqual Method (Studies in Public Senior High Repository Universitas Brawijaya Repository Universitas Brawijaya Repository School 4 Malang) is conducted Repository Universitas Brawijaya Reposit B. Research Problems wijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya By considering the background which has been describe above, the Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor/1. How is the quality of educational public services in Public Senior High Repository Universitas Brawijaya Repository Universitas Brawijaya Repository | School 4 Malang City? Repository Universitas Brawijaya Repositor 2. How is public satisfaction level towards the quality of educational public Repository Uservices in Public Senior High School 4 Malang City? Sitas Brawijaya Repository Universitas Brawijaya Repository Research Objectives Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository 1. Describe and analyze the quality of educational public services in Public Repository Universitas Brawijaya Repository Universitas Brawijaya



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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya<sup>1</sup> Repository Universitas Brawijaya epository Universitas Brawliaya provide public services lies with the Repository Universitas Brawijaya Although the obligation Repository Universitas Brawijaya Repository government, public services can also be provided by private parties and the Repository Universitas Brawijaya Repository Universitas Brawijaya Repository third party, namely the non-profit organizations, volunteers, and Non-Governmental Organizations (NGOs). If a particular public service handed Repository Universitas Brawijaya Repository over to the private or the third party, then the most important thing done by Repository Universitas Brawijaya Repository Universitas Brawijaya Repository the government is to provide regulations, security, law certainty, and a Repository Universitas Brawijava Repository Universitas Brawijaya Repository conducive environment (Silahudin, 2010) itory Universitas Brawijaya Repository Universitas Brawijaya Reposit 2. Public Service Classifications Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U Public services that should be given by the government can be classified Repository Universitas Brawijaya Repository Universitas Brawijaya into two main categories, namely: basic services and general services, as Repository Universitas Brawijaya Repository described by Mahmudi (2005: 205) as opelayanan dasar dan pelayanan Repository Universitas Brawijaya Repository Universitas Brawijaya Repository umum". Basic services that should be provided by the government includes: Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U Health is one of the basic needs of the community. The government must Repository Universitas Brawijaya Repository Universitas Brawijaya Repository be able to guarantee the right to a healthy society (right for health) to provide Repository Universitas Brawijaya Repository Universitas Brawijaya Repository health services in a fair, equitable, adequate, affordable, and qualified. Repository 2) Education Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Uniter form of basic services is education. Similar to health, education is a Repository Universitas Brawijaya Repository Universitas Brawijaya Repository form of investment in human resources. In our public administration, basic education translated into Twelve Years Compulsory Education Program. Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository 3) Public Basic Comodities Repository Universitas Brawijaya Repository Universitas Brawijaya



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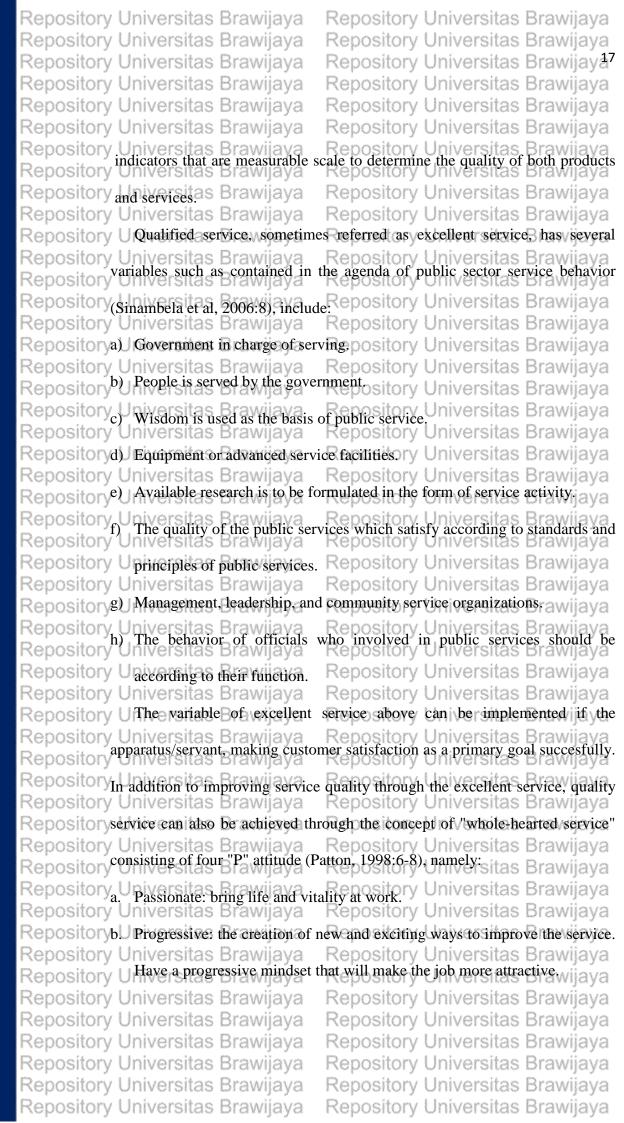
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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya<sup>4</sup> Repository Universitas Brawijaya Responsibility, Leadership Repository Universitas Brawijaya of public service providers or designated Repository Unificial responsible for the provision of services and resolution of Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U complaints / issues in the implementation of public services Brawijaya Repository Universitas Brawijaya s. Availability of adequate labor and Repository Universitas Brawijaya R Repository Universitas Brawijaya R Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor 8) Ease of access. The place and the location and service facilities are Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U adequate, a easily vaccessible by the public, and can utilize the Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor 9) Discipline, S Courtesya and Friendliness. Service providers should be Repository Universitas Brawijaya Repository Universitas Brawijaya Repository disciplined, polite and courteous, friendly, and provide services with Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository10) Comfort. Environmental services should be orderly, organized, provided a Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U comfortable waiting room, clean, tidy, beautiful and healthy environment Repository Universitas Brawijava Repository Universitas Repository Repository Universitas Repository Repos Repository Universitas Brawijaya Repository UnPublic services should be provided based on specific standards. Standards Repository Universitas Brawijaya Repository Universitas Brawijaya Repository are the technical specifications / something standardized as a benchmark in Repository Universitas Braw conducting activities. Repository Universitas Braw Repository Universitas Brawijaya public service standards are technical Repository Repository specifications for standardized services as a benchmark in public service as Repository Universitas Brawijaya Repository Universitas Brawijaya Repository stated by Silahudin (2010) in his website,"Standar pelayanan publik adalah Repository Universitas Brawijaya Repository Universitas Brawijaya Repository spesifikasi teknik untuk standar pelayanan sebagai tolak ukur dalam Repository Universitas Brawijaya Repository Universitas Brawijaya

Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya to Act 25 of 2009,"Standar dari pelayanan Repository Universitas Brawijaya Pelayanan publik. According Repository Universitas Brawijaya Repository publike ลิปสิติ นักโล้ห์บลิห์นัก yang digunakan sebagai panduan dalam Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor/penyelenggaraan pelayanan dan acuan penilaian kualitas pelayanan publik Repository Universitas Brawiiava Repository Universitas Brawijay sebagai kewajiban dan janji penyelenggara kepada masyarakat dalam rangka Repository pelayanan yang berkualitas, cepat, mudah, terjangkau, dan terukur". That Repository Universitas Brawijaya Repository Universitas Brawijaya Repository statement means that the standard of public service is a benchmark that can be Repository Universitas Brawijaya Repository Universitas Brawijava Repositor, used as guidelines for service delivery and service quality assessment as the Repository obligation and the organizers promise to the community in order to fast, easy, Universitas Brawijaya Repository Universitas Brawijaya Repository affordable, and scalable quality of service. According to the Decree of Repository Universitas Brawiiava Repository Universitas Brawijaya Repository Ministry of State Apparatus Reforms No.63 of 2003, the scope of public Repository Universitas Brawijaya Repository Universitas Brawijaya service standards should be set at least the following: repository Repository Universitas Brawijaya Repository1) Service Procedure Wijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository | There should be a standard of procedures for service providers and Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository2) Completion of Time Jaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U There should be standards specified completion time of service, from the Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya the completion of the service, including the control of the service. Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository3) Cost of Service rawijava Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository There should be a standard cost / tariff services including the details set Repository University Service delivery process. Any fare increase / service charge Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Ushould followed by an increase in service quality. Versitas Brawijaya Repository Universitas Brawijaya

Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya6 Repository Universitas Brawijaya Repository There should be a standard set of products (results) service that will be Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U accepted in accordance with the conditions set. With the cost of the service Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Facility and Infastructure Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U There should be a standard set of adequate facilities and infrastructure Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University public service providers ository Universitas Brawijaya Repository University Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U There should be competency standards for personnel of service providers Repository Universitas Brawijaya Repository Universitas Brawijaya Repository | based on knowledge, expertise, skills, attitudes, and behaviors required. agency standards in accordance with public Repository Universitas Brawijaya Repository Universitas Brawijaya Repository service providers in Indonesia, both at the central and local governments, is Repository Universitas Brawijaya Repository Universitas Brawijaya Repository the obligation to implement the Minimum Service Standards (MSS). It is Repository Universitas Brawijaya Reposit5ry Public Service Quality ava Repository Universitas Brawijaya Repository abstract. Quality can be used to assess or determine the level of adjustment of Repository Universitas Brawijaya Repository Universitas Brawijaya Repository a case against the requirements or specifications. Pasolong (2007:132) says that,"Kualitas tidak dapat diukur karena kualitas itu merupakan bayangan Repository (imajinasi), dan itu bukanlah kuantitas yang dapat diukur. That statement Repository Universitas Brawijaya Repository Universitas Brawijaya Repository means that the quality can not be measured actually because it is the virtual Repository Universitas Brawijaya Repository Universitas Brawijaya Repository (imaginary), and it is not a quantity which measurable. Therefore, it need Repository Universitas Brawijaya Repository Universitas Brawijaya



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Repository Universitas Brawijaya Repository Universitas Brawijaya<sup>8</sup> Repository Universitas Brawijaya iveness is required in working to provide a Repository Universitatic Repository University Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor d. Positive: the positive attitude able to change the atmosphere for the better Repository Universitas Brawiiava Repository Universitas Brawijaya services, and consumers will enjoy any service provided. Repository Uneasurement of quality of services is important because it can provide Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor benefits to the organization. "Pengukuran kualitas pelayanan akan Repository Universitas Brawijaya Repositor memaksimalkan usaha suatu organisasi dalam memberikan kepuasan kepada Repository Universitas Brawlayani", Repository Universitas Brawijaya said Pasolong (2007:134). That statement niversitas Brawijaya <epository</p> Repositor means that measurement of quality of service will make the maximum of an Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor organization to meet the satisfaction of customers they served. In 1988, Parasuraman-Zeithaml-Berry put forward the concept of service-Repositor quality, or better known as servqual, as quality of service measurement and Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor they argue that the poor quality of service provided by the service provider, Repository Universitas Brawijaya Repository Universitas Brawijaya depending on consumer perceptions of the service provided (Pasolong, Repository Universitas Brawijaya, Repository Universitas Brawijaya, Repositor 2007:134). There are size indicators to significantly determine the quality of Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor perceived service by consumers which located on the five dimensions of Repository Universitas Brawijaya Repositoryempathy. This statement indicates the existence of strong interactions between Repository Universitas Brawijaya Repository Universitas Brawijaya Repositoryservice quality and customer satisfaction sitory. Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay&1 Repository Universitas Brawijaya (2013: 14), the formal educational service Repository Universitas Brawijaya community. According to Fattah Repository Universitas Brawijaya Repository providers includes several units, namely: sitory Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor a. J Education providers are institutions which have and at the same time foster Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Units / programs. Repository Universitas Brawijaya Repositoryb. Educational Units / programs which exist in the scope of formal education Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U at elementary and secondary levels, can be educational units / programs or Repository Universitas Brawijaya Repository Universitas Brawijaya Repository madrasa. Units / programs can be owned by the community, district / city, Repository Universitas Brawijaya Repository Universitas Brawijaya provincial, and central government. Repository Universitás Brawijaya Repository Universitas Brawijaya Repository. The provider of educational units / programs (Kindergarten / RA, ES / MI, Repository Universitas Brawijaya Repository Universitas Brawijaya Repository UJHS-/SMTs, SHS./i MA, VHS, HS, and college) that owned by the Repository University is a foundation. Repository University Brawlia and American Repository University is a foundation. Repository Universitas Brawijaya Repository Universitas Brawijaya Repositoryd. The provider of educational units / programs (Kindergarten, ES, JHS, Repository Universitas Brawijaya Repository Universitas Brawijaya SHS, and VHS) that government-owned is regency / city government. Repository Universitas Brawijaya e The provider of educational Repository Universitas Brawijaya units / programs (Handicapped School, RSBI Repository Uand SBI) that government-owned is provincial government. Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor f. The provider of madrassa (RA, MI, MTs, MA, and religious colleges) owned by the central government is managed by the Ministry of Religious Repository Universitas Brawijava Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositoryg. The provider of universities that governments-owned is central Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Ugovernment (Ministry of Education and Culture) iversitas Brawijaya Based on Act No. 20 Year 2003 about National Education System, non-Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor formal educational units provider consists of: colleges, training institutes, Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor study groups, learning centers, and taklim, and similar educational units. The Repository Universitas Brawijaya Repository Universitas Brawijaya

Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay& Repository Universitas Brawijaya results of non-formal education Repository Universitas Brawijaya can be valued equivalent to the results of a Repositor formal education program through the assessment process after equalization Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor by the agency that appointed by the Government or local authorities by Repository Universitas Brawijaya Repository 3 Quality of Educational Service pository Universitas Brawijaya Repository Universitas Brawijaya
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Repository Universitas Brawijaya Repository Repositor education Education service providers need to perform promised quality, so Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor the public will satisfied with the perceived services. According to Sallis Repository Universitas Brawijaya Repository Universitas Brawijay philosophy and methodology which helps Repositor (2006:33), the quality is a Repository organizations to plan for change and set the agenda in dealing with external Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor pressures by involving all the members of the organization it as Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijava Repository Quality is an important power which can lead to success both within the Repository organization and institutions growth, it can also be applied in the provision of Repository Universitas Brawijaya Universitas Brawijaya Repositor educational services. Since the issuance of Act Number 23 of 2003 about Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor National Education System, the management of public schools in Indonesia, which is under the Ministry of National Education, now became responsibility Universitas Brawijaya Repository of local regency / city. While the Ministry of Education, which is now called Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor the Ministry of Education and Culture, only acts as a regulator in the field of Repository University Brawing and ards. Considering that education is an important Repository aspect of life, both central and local governments are required to continue to Repository Universitas Brawijaya Repository Universitas Brawijaya Repository improve the quality of public services pository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya<sup>4</sup> Repository Universitas Brawijaya Standard of Education (SNP), and quality Repository Universitas Brawijaya Repository Universitas Brawijaya Repositorystandards over the SNP which have been unit or educational programs. Ilaya Repository Universitas Brawijaya Repository UThe implementation of decentralized systems due to the implementation of Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor Government Regulation No. 25 Year 2000 on Government Authority and Repository Universitas Brawijaya Repository Universitas Brawijaya Provincial Authority as an Autonomous Region, the authority to provide Repository Universitas Brawijaya Repositor education, youth, and sports give effect to the implementation of the public Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor service education. The management of education in Indonesia, which is under Repository Universitas Brawijaya now become the responsibility of local Repository Universitas Brawijaya Repository the Ministry of Education, Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U Moreover, since the issuance of Act No.23 of 2003 on National Education Repository Universitas Brawijava Repository Universitas Brawijaya Repositor System that reinforces the educational decentralization process. Since the Repository enactment of the Act, the Department of Education which is now called the Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor/Ministry of Education and Culture only acts as a regulator in the field of Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor national education standards. Although the management of local education Repository becoming more contextual, education system should remain in the framework Universitas Brawijava epository Universitas Brawijaya Repositor of the national education system of the Republic of Indonesia. In other words, Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor although the educational decentralization is implemented, there is no "local education system" because the existing is "a national education system" that Repositor most of the implementation is carried out by the business or local government Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor (Jalal and Supriadi, 2001:6-7). Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijay26 Repository Universitas Brawijaya y education, as well as educational unit based Repository Universitas Brawijaya to manage primary and secondar Repositoryon local advantages (Act No. 20 of 2003 Article 50 Paragraph 4). Srawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U Jalal and Supriadi (2001:9) says that, "Implementasi desentralisasi di Repository Universitas Brawija Repository Universitas Brawijaya bidang pendidikan dalam konteks otonomi daerah, hanya akan berhasil apabila Repositorydidasari oleh konsep yang jelas, aktor yang berakuntabilitas, ketersediaan Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor sarana dan prasarana, dan kemampuan untuk melihat masalah yang muncul Repository Universitas Brawijaya Repository Universitas Brawijava Repositor secara keseluruhan dan mengatasinya. That statements means the Repository implementation of educational desetralization in the context of regional Universitas Brawijaya Repositor autonomy, will only succeed if based on clear concepts, actors who have Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor accountability, availability of facilities and infrastructure, and the ability to see Repository Universitas Brawlaya the problems that arise as a Repository Universitas Brawlaya whole and resolve it. Here is a comparison Repository between the old educational paradigm with a new educational paradigm Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor (education in autonomy era): Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitable 1: The Comparison of Educational Paradigms Brawijaya Old Educational Paradigm New Educational Paradigm Repositor <epos</pre> Repository pricentralized Brawijaya Repos Decentralized SITAS Brawijaya /ersitas Brawiiava Bottom-Up policy direction Wilaya Top-Down policy direction Repos Developing orientation is partial Developing orientation is holistic Repositor versitas Brawijaya ory Universitas Brawijaya Kepos The role of government is reduced Repository versitas Brawijaya Repos The dominant role of government and Repositor and the role of society increases both the role of society is minimal. Repository Universitas Brawijaya qualitatively and quantitatively ava Universitas Brawijaya Repository Universitas Brawijaya Source: Jalal dan Supriadi, 2001:5 Repository Universitas Brawijaya Repository University the realization of educational quality that is held by the local Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor government, then minimum service standards (MSS) of education is set Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijay 28 Repository Universitas Brawijaya argue that the poor quality of service provided by the service provider, depending Reposition consumer perceptions of the service provided. Pasolong (2007:134) says that, Repository Universitas Brawijaya Repository Universitas Brawijaya Reposi "Salah satu ukuran keberhasilan menyajikan pelayanan yang berkualitas (prima) kepuasan pelanggan yang dilayani". Repository Universitas Brawijaya sangat tergantung pada tingkat Reposit statement means that one of the measures of successful quality service is highly Repository Universitas Brawijaya Repository Universitas Brawijaya Reposit dependent on the level of customer satisfaction. The opinion indicates that the Repository Universitas Brawijaya customer's perspective is more important and more precedence to achieve service Repositor quality performance Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U Meanwhiles Gerson (2002:55), said internal quality measurement is Repository Universitas Brawijaya Repository Universitas Brawijaya important. But all of that means nothing if the customer is not satisfied with the provided services. To make the measurement of service quality more meaningful Reposition appropriate, "ask" to customers what they want which could satisfy them. Repository Universitas Brawijaya Repository Universitas Brawijaya Reposi According to Zeithaml as cited by Pasolong (2007:133), a consumer's decision to Repository University Branch and product or service affected by various factors, one of Reposithem is the perception of service quality. In other words, both good or bad quality Repository Universitas Brawijaya Repository Universitas Brawijaya Repositof service depends on consumer perceptions of the provided service. This ository Universitas Brawijaya Repository Universitas Brawijaya statement shows the strong influence between the "consumer satisfaction" to the ository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawija Repository of services Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U Dimension of service quality in the Servqual method based on a multi-Repository Universitas Brawijava Repository Universitas Brawijava item scale that designed to measure customer expectations and perceptions, as well as the gap between 2 dimensions of service quality (Parasuraman et al as Repository Universitas Brawijaya Repository Universitas Brawijaya Repositived by Pasolong, 2007:129). At first Parasuraman et al identified ten basic Repository Universitas Brawijaya Repository Universitas Brawijaya Reposition dimensions with 22 variables related with service and then analyzed using factor Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijay29 Repository Universitas Brawijaya Reposition analysis that suggested some criteria to use in assessing the service quality Reposit (Parasuraman et al as cited by Pasolong, 2007:130). The criteria include 10 Repository Universitas Brawijaya Repository Universitas Brawijaya Reposit potential vecomplementary a dimensions, sinamely invangibles, Brareliability, Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya credibility, security, competence, courtesy, Repositunderstanding and access. Then in further studies Parasuraman et al in 1988 Repository Universitas Brawijaya Repository Universitas Brawijaya enhance that dimension and then processed again and eventually be reduced to 5 Repository Universitas Brawijaya Repository Universitas Brawijaya dimensions (Parasuraman et al as cited by Pasolong, 2007:134), namely: Repository Tangible: quality of service in Repository Universitas Brawijaya the form of physical infrastructure such as Repository office tools, computerized administration, reception area, and information Repository Universitas Brawijaya Repository Universitas Brawijaya Repository places versitas Brawijaya Repository Universitas Brawijaya Repository Reliability: ability and reliability to provide reliable service.

Repository Reliability: ability and reliability to provide reliable service.

Brawijaya Reposition (Responsiveness: ability to assist and provide fast, accurate, and responsive Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor toward consumer desires ava Repository Universitas Brawijaya Repository Universitas Brawijaya Assurance: ability and the Repository Universitas Brawijaya friendliness and courtesy of employees in Repository convincing customer wijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Reposit 5) Empathy: assertive employees, but full of attention to the consumer. Repository Universitas Brawijaya Repository Universitas Brawijaya Servqual method was originated come from the business world, and lot of public Repository Universitas Brawijaya Repository Universitas Brawijaya Repositions adopted this method. Basically the servoual theory of Zeithaml et al Repository Universitas Brawijaya Repository Universitas Brawijaya Repository be used to measure the performance of public services that provided by Reposit government agencies (Pasolong, 2008:135). Here is how to analyze data with Repository Universitas Brawijaya Repository Universitas Brawijaya Reposit servoual method (Sugiyono, 2011): Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository 1. Sum hope value (Y) and perception (X) from each attribute, then count the Repository Universitas Brawijaya Repository Universitas Brawijaya

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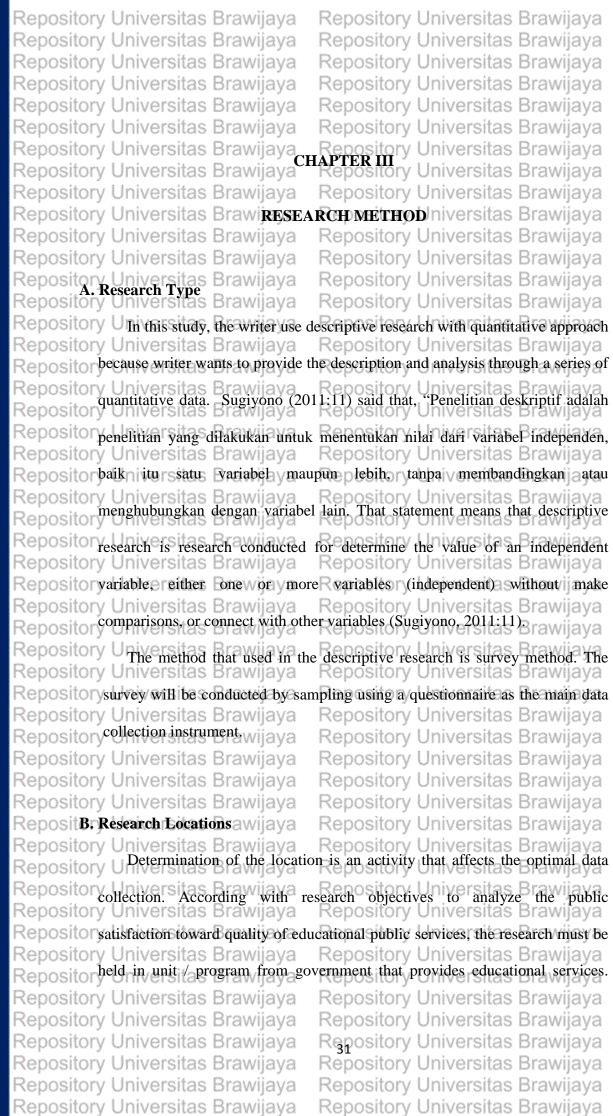
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Public Senior High School is one example of a government unit / program that Repositor provides educational services for people in the age of 16-18 years. Srawllaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U The research locations selected using probability sampling. Probability Repository Universitas Brawijaya Repository Universitas Brawijaya sampling means that every element in population have same opportunity to Repositor choosed as sample. The amount of public senior high school in Malang City is Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor 10 school (as stated in introduction). Then because of the small amount of Repository Universitas Brawijaya Repositor research location choices, probability sampling method that used here is simple random sampling. Beside that, the homogenity of research locations choices is Repository Universitas Brawijaya Universitas Brawijaya Repositor also become the reason to use simple random sampling method. After draw the Repository Universitas Brawijaya Repository Universitas Brawijaya research units, then Public Senior High School 4 Malang is choosed as research Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Upublic Senior High School 4 is one of public senior high school in Malang Repository Universitas Brawijaya Repository Universitas Brawijaya Reposito Raya which located at North Tugu Street Number 1 Malang City. This school SM. It has 3 education department which Repository Universitas Brawijava Repository Universitas Brawijava Repositor consist of Social Department, Science Department, and Language Department. Repository Universitas Brawijaya Repository Universitas Brawijaya RepositorThere are 879 students which consist of 705 students of Mathematic and Repository Universitas Brawijaya Repository Universitas Brawijaya Science Department, 161 students of Social Department, and 33 students of Repositor Language Department. Wijaya Repository Universitas Brawijaya Repository Uncording to Sugiyono (2011: 38), the variable is the attribute or the Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor nature or value of people, objects, or activities that have a certain variation Repository Universitas Brawijaya Repository Universitas Brawijaya

Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya variables in this research. First variable is public satisfaction (X) and the Repositor second variable is quality of service (Y). Because this research is descriptive Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor research, so the writer just describe the variables and not analyse the relation Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Un this study, measurement of research variables using a servqual model Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor which was developed by Parasuraman, Berry, and Zeithaml. The research Repository Universitas Brawijava Repository Universitas Brawijava Repositor variables were measured via questionnaires that contain questions that reveal Repository the perception and hope of the respondents in the five items (tangible, Repository Universitas Brawijaya Repositor/reliability, responsiveness, assurance, and empathy) from the servoual model. Repository Universitas Brawijaya Repository Universitas Brawijaya Here is the operational definition of research variables: Repository Public Satisfaction (X) is public perception about the performance of services Repository provided by public service providers apparatus (Decree of Ministry of State Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Apparatus Reforms Number 25 Year 2004). TV Universitas Brawijava Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Quality of Service (Y) is the discrepancy between consumers' perceptions of Repository services offered by a particular firm and their expectations about firms Repository Universitas Brawijaya Repository Universitas Brawijaya Repository offering such services (Parasuraman, Berry, Land/Zeithaml as cited/by Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Pasolong, 2007: 130) wijaya Repository Universitas Brawijaya Reposit D. Sample and Population jaya Repository Universitas Brawijaya Repository Universitas Brawijava 1:80), "Populasi adalah wilayah generalisasi Repository Universitas Brawijaya Repository According to Sugiyono (201 yang terdiri atas obyek/subyek yang mempunyai kuantitas dan karakteristik Repository Universitas Brawijaya Universitas Brawijaya Repositor tertentu yang ditetapkan oleh peneliti untuk dipelajari dan kemudian ditarik Repository Universitas Brawijaya Repository Universitas Brawijaya Repository kesimpulannya. That statements means that the population is a generalization Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay 35 Repository Universitas Brawijaya Repository University Brawijaya Proportionate Stratified Random Sampling according to Sugiyono (2011: 118) Repository is taking a member sample of the population was randomly with attention to Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor heterogenity of strata in the population. Number of samples which taken is Repository Universitas Brawijaya Repository Universitas Brawijaya determined again based on each strata using the following formula Repository Universitas Brawijaya n = Normalization of Strata itory Universitas Brawijaya Repository Universitas Brawijaya Brawijaya Repository Universitas Brawijava Repository Universitas Brawijava Repository Universitas Brawijava Repository in Public Senior High School 4 Malang. At first, writer is choosed stratum ya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor based on the grade, but because the availability of acceleration class that can't Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository different facility, infrastructure, and teachers. The number of samples in each Repository Universitas Brawijaya Repository Universitas Brawijaya Repositorystratum can be seen in the table below: ository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Table 2: The Allocations of Sample in Each Department Repository University Population **Samples Allocation** Repository Universitas Brawijaya Repository Universitas Brawijaya Repos | Mathematics and Science Department Repos705ry Universitas B72wijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repos Social Department Repos Repos Language Department Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijava Repository Universitas Brawijaya RepositSource: Public Senior High School 4 Malangitory Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya RepositEr Data Collection Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Unata collection techniques used in this research is in the form of Repository Universitas Brawijaya Repository Universitas Brawijaya Reposito questionnaires to the respondents. Arikunto (2010:194) said that, "Kuesioner epository Universitas Brawijaya lis yang digunakan untuk memperoleh Repository adalah sejumlah pertanyaan Repositor informasi dari responden dalam arti laporan tentang pribadinya atau hal-hal Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijayah Repository Universitas Brawijaya Repositor written questions used for obtain information from the respondents in terms of Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor statements about personal or things that he knows. The questionnaire was made Repository Universitas Brawijaya Repository Universitas Brawijaya to be easily understood and to understand the respondents, as well as easy in Repository of filling. In addition to using questionnaires, this study also uses Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor interviews and observation as data collection techniques. The questionnaire is Repository Universitas Brawijaya Repository Universitas Brawijava Reposito divided into hope part and perception part. The questionnaire prepared by the Repository University Brawijaya Repository Universitas Brawijaya using the Likert scale with four response Repositor categories as the following options. Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository a. Not satisfied / Not important Repository Universitas Brawijaya Repository Universitas Brawijaya Repositoryb. J Less satisfied Less important score is 20ry Universitas Brawijaya Repository Universitas Brawijaya Very satisfied Very Important score is 4 Universitas Brawijaya Repository Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijava Repository Before use, the questionnaire should pass validity test first. Validity test is Repository Universitas Brawijaya Repositor/Sugiyono (2011: 124), "Teknik korelasi untuk menentukan validitas suatu Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor item adalah teknik yang paling sering digunakan saat ini". That statements Repository Universitas Brawija va means that correlation technique to determine the validity of an item until now Repository Universitas Brawija va Repository Universitas Brawi Repository is the most widely used technique. The minimum respondents to conduct Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor validity test is 30 respondent (Effendi and Tukiran, 2012: 138). The research instrument categorized as valid if the coefficient is r count > r of df table. To Repositor view the r of df table is to look at row n-2 (Effendi and Tukiran, 2012: 140). Repository Universitas Brawijaya Repository Universitas Brawijaya The r of df table with a 10% error rate from 30 respondents is 0.3061. So, if Repository Universitas Brawijaya Repository Universitas Brawijaya

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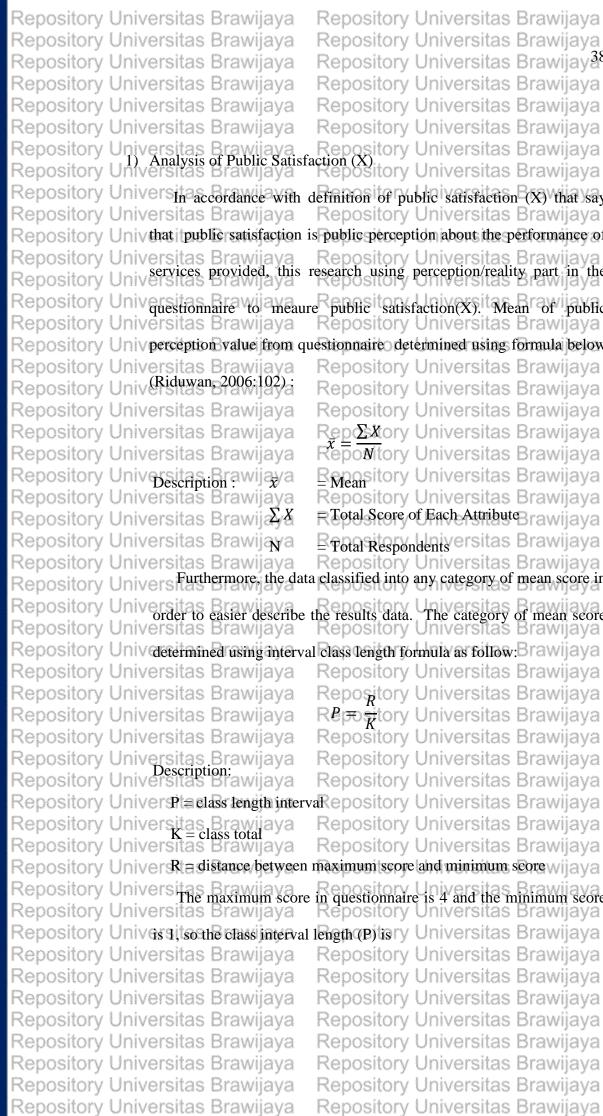
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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya7 Repository Universitas Brawijaya the correlation between the grains with a total score is less than 0.3061 then Repository Universitas Brawijaya Repositor the items in the instrument declared as invalid. To find correlation value, the Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor authors used correl function in Microsoft Excel 2007. versitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Usugiyono (2011: 132) states that reliability test is "suatu index yang Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor mengindikasikan apakah alat pengukuran yang digunakan reliabel atau tidak". Repository Universitas Brawijaya Repository Universitas Brawijaya Repository That statements means that reliability test is an index that indicates how far Repositorythe measuring device is reliable or unreliable. Reliability test will be perform Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor using Alpha Cronbach with the following formula: niversitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository del priversitas Brawijaya Repository Universitas Brawijaya Reposito<del>ry Un</del>iversitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya RepositoryDescriptionitas B⊑instrument reliability itory Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitals Bratotalof questions ository Universitas Brawijaya Repository Universitas Brawijava Reposit Repository Universitas Brawijaya Reposit Repository Universitas Brawijaya epository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor In this technique, if alpha coefficient  $\geq 0.6$  it means that the instrument is Repository Universitas Brawijaya Repository Universitas Brawijaya Repositor reliable (Sugiyono, 2011: 137). Repository Universitas Brawijaya Repository Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U Data analysis was interpreted as an effort to process data into information, Repository of the characteristics or properties of data can be easily understood and useful. Repositor) There are two ways of analysis that used in this research, ie: as Brawijaya Repository Universitas Brawijaya



Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay 38 Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universinaccordance with definition of public satisfaction (X) that say Repository Universitas Brawijaya Repository Univithat public satisfaction is public perception about the performance of Repository Universitas Brawijaya Repository Universitionnaire to meaure public satisfaction(X). Mean of public Repository Universitas Brawijaya Repository Universeption value from questionnaire determined using formula below Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya RepoSxory Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Total Score of Each Attribute rawijaya ≝Total Respondents ersitas Brawijaya Repository Universitas Brawijaya Repository Univers Furthermore, the data classified into any category of mean score in Repository Universitas Brawlaya Repository Universitas Brawlaya Repository Universitas Brawlaya Repository Universitas Brawijaya in questionnaire is 4 and the minimum score epository Universitas Brawijaya Repository Universitas Brawijaya

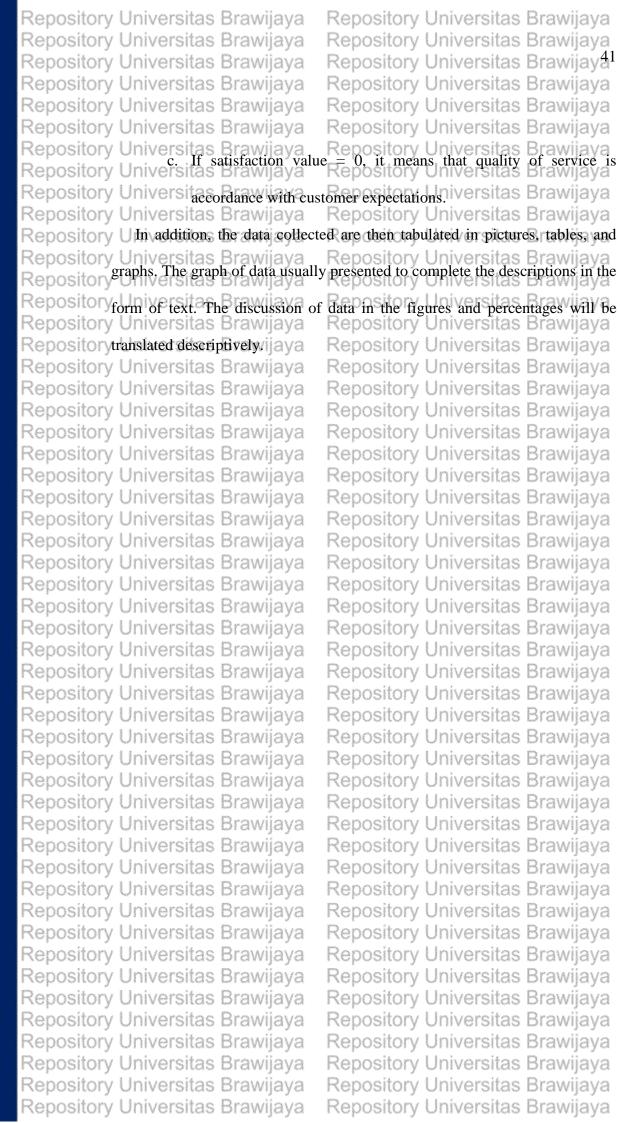
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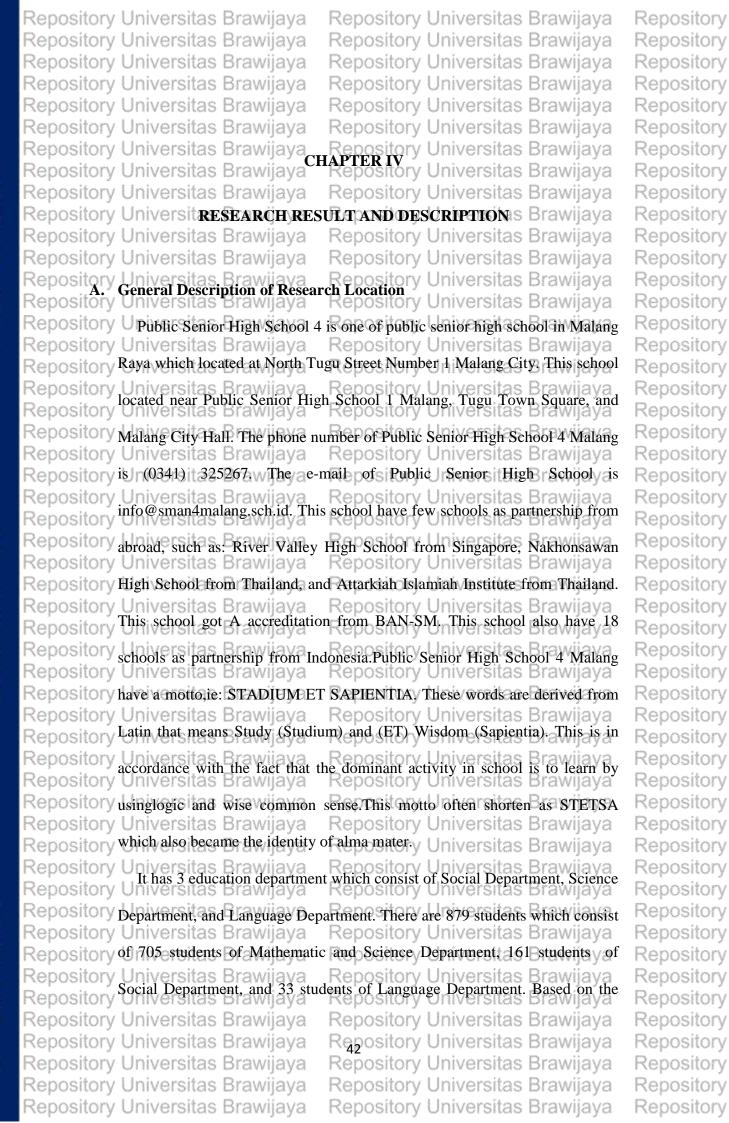
Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay40 Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya perception average value and hope average Repository Universities each attribute, with formula as follow ersitas Brawijaya Repository Universitas Brawijaya NSp⊕xītery Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U13. Count the average from all servoual value in all variables, with Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya NSpes<del>itor</del>y Universitas Brawijaya Repository Universitas Brawijaya Repository Univ Description: A = amount of attributes in each variable. S Brawijaya Repository Universitas Brawijaya Reposi<u>tor</u>y Universitas Brawijaya Rep<mark>9siloF</mark>y Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brake = Customer expectations / hopes on service quality/a Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universiff servoual value is negative (Q < 0), it means that there is any Repository Universitas Brawijaya Repository Universigap between customer expectation and quality of perceived Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University If satisfaction value > 0, it means that the quality of service is Repository Universitas Brawijaya Repository Universimore than customer expectations ry Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay43 Repository Universitas Brawijaya students is 311 students. Then, the amount of Repository Universitas Brawijaya Repository Universitas Brawijaya Repository second grade students is 280 and the amount of third grade students is 273. In Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Public Seniors High School 4 Malang, there is an acceleration class that consist of 15 students. The students of acceleration class only take 2 years on Repository Universitas Brawiiava Repository their studies in Public Senior High School 4 Malang. Versitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository This school is leads by Drs. H. Tri Suharno, M. Pd as headmaster, Alfan Repository Universitas Brawijaya Repository Universitas Brawijava Repositor Akbar Yusuf, M.Si as chief headmaster of student affairs, Drs. Gunarta as Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository headmaster of public relations, and Hj. Indyah Kusdarini, S.Pd as chief Repository Universitas Brawijaya Repository Universitas Brawijaya Repository headmaster of facility of infrastructures. Public Senior High School 4 has 48 Repository teachers, 3 janitors, 6 administration staffs, and 3 security. This school have Repository visions and missions. The visions of Public Senior High School 4 Malang is Repository Universitas Brawijaya Repository Universitas Brawijaya Repository superior in IMTAQ, science and technology, friendly to environmental, and Repository grounded in the culture of the nation, as well as the highly competitive. Then, Repository Public Senior High School 4 Malang also have missions that consist of 36 Repository Universitas Brawijaya Repository Universitas Brawijaya Repository missions that describe how to accomplish school's visions tas Brawijaya Repository Universitas Brawijaya Reposit**B**ry **Data Display** S Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U The distribution of questionnaires were conducted twice. First, there are 30 Repository Universitas Brawina questionnaires were distributed to 30 respondents. The results used to do Repository validity test and reability test by Microsoft Excel 2007. Second, there are 110 Repository Universitas Brawijaya Repository Universitas Brawijaya Repository questionnaires were distributed and there are only 90 that meet the criteria. Repository Universitas Brawijaya Repository Universitas Brawijaya

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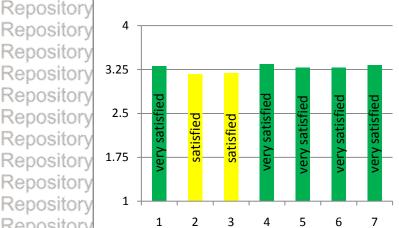
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## **Public Satisfaction Toward Tangible Dimension**



- 1 The tidiness of the way teachers dress up.
- The tidiness of the way educational staff (administration staff, security, office boy) dress up
- School's cleanliness and comfortability
- The availability of schools infrastructures (classroom, library, laboratory, workshop)
- The availability of schools supporting facility (toilet, sportfield, canteen, pray room, health center)
- The availability of learning media (LCD, projector, computers, book)
- The availability of schools facilities (schools furnitures, laboratory equipment)

Repositor Repository University 1: The Public Satisfaction Toward Tangible Dimension. Jaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository UniversFrom table 6 and figure 1, we got data results with details below: Repository Universitas Brawijaya Repository Universitas Brawijava Repository Univ (1) The tidiness of the way teachers dress up got 3,31 score and Repository University qualified as very satisfying with percentage 82,77%, (2) The tidiness Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University of the way educational staff (administration staff, security, office boy) Repository Universitas Brawiiava Repository Universitas Brawijaya Repository Universes up got score 3.17 and qualified as satisfying with percentage Repository Universitas Brawijaya cleanliness and comfortability got score 79,72 Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ and qualified as satisfying with percentages 79,72%, a (4) The Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univavailability of schools infrastructures (classroom, library, laboratory, Repository Universitas Brawijaya workshop) got score Repository Universitas Brawijaya and qualified as very satisfying Repository Univ percentage 83,61%, (5) The availability of schools supporting facility Repository Universitas Brawijaya Repository Universitas Brawijaya

Repository Univ (toilet, sportfield, canteen, pray room, health center) got score 3,28

Repository Univavailability of learning media (LCD, projector, computers, book) got Repository Universitas Brawijaya Repository Univ score 3,28 and qualified as very satisfying with percentage 81,94%, Repository Universitas Brawijaya Repository Universitas Brawijaya

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satisfying with percentage 81,94%, (6) The

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya0 Repository Universitas Brawijaya Repository Universitas Repository Universitas schools facilities (schools furnitures, The availability Repository University equipment) got score 3,33 and qualified as very satisfying Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ with percentage 83,33%. Based on mean score, tangible got 3,27 and Repository Universitas Brawijaya Repository Urb) Reliability rawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijava Repository Univers There are 4 attributes that used in reliability dimension. Based on Repository University analysis, in accordance with qualification level, the data can be Repository Universitas Brawijaya Reposit Table 7: The Description of Attributes in Reliability Dimension Brawillava Score **Qualification** Reposi Universitas Brawijaya Maximum awijaya Score Percentage Reposi Universi Attributes wijava iver<u>sita</u>s Score Universitas Brawijaya sitory Un Repository Repo iversitas B aw(%)ya Repository The accuracy of lessons schedule Satisfied 78,61% Reposi The accuracy of teachers arrival 3,06 Reposi when teaching Repositor The accuracy of services schedule Reposi iversitas ton awiiava from educational staff with the set Repositor time (school fee payment, school cooperation service, service from Repositor iversitas B awijaya laboratory staff) Repos The accuracy and suitability 3,20 Sto 4 Universified B Repository between learning materials and sitorv Universitas B Reposi curriculum itas Brawi Repository Universitas Brawii Mean Realiability Renository Universitas B Repos Satisfied Repository UniQualificationLevelvijaya Repository Repository Uni78:82%tas Brawijaya Reliability Percentage (%) Repository Universitas Brawijaya RepositoSource: Processed Questionnaire Data (2015) ory Universitas Brawijaya Repository Universitas Brawijaya

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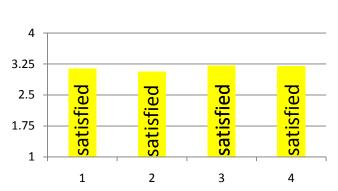
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- 1 The accuracy of lessons
- The accuracy of teachers arrival when teaching.
- The accuracy of services schedule from educational staff with the set time (school fee payment. school cooperation service, service from laboratory staff)
- The accuracy and suitability between learning materials and

Reposito Figure 2: The Public Satisfaction Toward Reliability Dimension Repository Universition table 7 and figure 2, we got data results with details below: Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ (1) The accuracy of lessons schedule got score 3,14 and qualified as Repository Universitas Brawijaya Repository Universitas Brawijaya satisfying with percentage 78,61%, (2) The accuracy of teachers Repository University when teaching got score 3,06 and qualified as satisfying with Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ percentage 76,39%, (3) The accuracy of services schedule from Repository Universitas Brawijaya Repository Universitas Brawijava Repository Univeducational staff with the set time (school fee payment, school cooperation service, service from laboratory staff) got score 3,21 and Repository Universitas Brawija Repository Universitied as satisfying with percentage 80,28%, and (4) The accuracy Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ and suitability between learning materials and curriculum got score

3,20 and qualified as satisfying with percentage 80%. Based on mean

Repository University got 3,15 and qualified as satisfying with percentage Repository Universitas Brawijaya Repository University Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya

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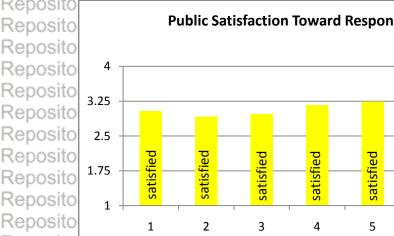
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Repository Universitas Brawijaya Repository Universithere are 5 attributes that used in responsiveness dimension. Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ Based on data analysis, in accordance with qualification level, the data Repository Universitas Bra epository Universitas Brawijaya can be seen in Table 8 and Figure 3. Universitas Brawijaya Repository UnTable 8: The Description of Attributes in Responsiveness Dimension Repository Universitas Maximum r Qualification Reposi Universitas Brawijava ravScoreva Score Universi Attributes wijava Repository SIT Score Un IVe Estas Percentage (%) Repository The teachers responses when Repository Sito 4/ Universified S overcoming students difficulties in Repositor Repo iversitas scholersitas Brawijava 3rawiiaya Reposi Satisfied S [Q[ The teachers responses to perceive 2.92 Reposi students complains rawijava tor Rep iversitas Repositor The educational staff responses to IV Satisfied S sra\74,17%/a perceive students complains Reposi The schools willingness to give 3,16 Satisfied Reposi informations for public Repos The schools willingness to 3,24 Reposi communicate with parents Repositor Univa<sub>06</sub>itas Mean Responsiveness Reposi Reposi Qualification Level | | a | a Repositor Uni76,61%tas Responsiveness Percentage (%) Reposi Source: Processed Questionnaire Data (2015) Repositor Reposito **Public Satisfaction Toward Responsiveness Dimension** Reposito Reposito 1 The teachers responses when overcoming students Reposito difficulties in school



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- The teachers responses to perceive students complains
- The educational staff responses to perceive
- students complains The schools willingness to
- give informations for public The schools willingness to communicate with parents

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Repository Figure 3: The Public Satisfaction Toward Responsiveness Dimension Repository Universitas Brawijaya Repository Repository

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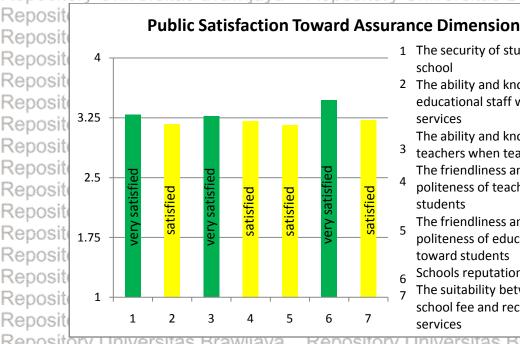
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1 The security of students in

- 2 The ability and knowledge of educational staff when giving services
- The ability and knowledge of teachers when teaching The friendliness and
- politeness of teachers toward students
- The friendliness and politeness of educational staff toward students Schools reputation
  - The suitability between school fee and received services

Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Uni Figure 4: The Public Satisfaction Toward Assurance Dimension/jaya Repository Universitas Brawijaya Repository Universitas Brawijava Repository Univers From table 9 and figure4, we got data results with details below: Repository University of Students in schoolgot score 3,29 and qualified as Repository Universatisfying with percentage 82,22%, (2) The ability and Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ knowledge of educational staff when giving services got score 3,17 Repository Universitas Brawijaya Repository Universitas Brawijaya

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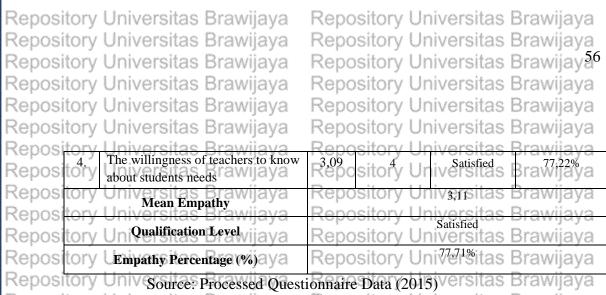
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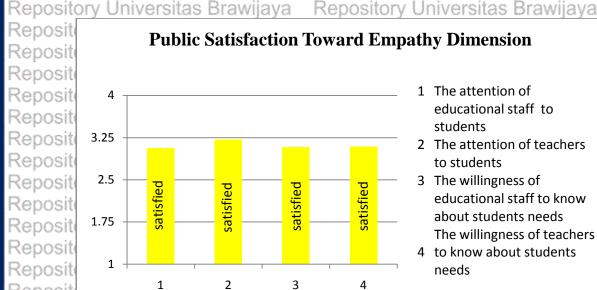
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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay 25 Repository Universitas Brawijaya ing with percentage 79,17%, (3) The ability Repository Univand knowledge of teachers when teachinggot score 3,27 and qualified Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ as very satisfying with percentage 81,67%, (4) The friendliness and politeness of teachers toward studentsgot score 3,21 and qualified as Repository Universitas Brawijaya Repository University Satisfying with percentage 80,28%, (5) The friendliness and politeness Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ of educational staff toward studentsgot score 3,16 and qualified as Repository Universitas Brawijaya Repository Universitas Brawijava Repository Universitying with percentage 78,89%, (6) Schools reputationgot score Repository Univ 3,47 and qualified as very satisfying with percentage 86,67%, and (7) Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universe suitability between school fee and received services got score 3,22 Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ and qualified as satisfying with percentage 80,56%. Based on mean Repository University assurance got 3,25 and qualified as satisfying with percentage Repository Universitas Brawijaya Repository Univensity Brawijaya Repository Universitas Brawijaya Repository Univers There are 4 attributes that used in empathy dimension. Based on Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ data analysis, in accordance with qualification level, the data can be Repository Universitas Brawija Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University Dimension of Attributes in Empathy Dimension Repository Universitas Brawijaya Repository Universitas Brawijaya Maximum Qualification Universitas Brawijaya Reposi Score Repository Universi Attributes wijava SII Score Un IVe Level S rept Percentage (%) Reposi The attention of educational staff 3,06 Satisfied Reposi to students itas Brawijaya Repositor The attention of teachers to students 3.21 Satisfied 180,28% Reposi Iniversitas Brawijava The willingness of educational staff Repositor Satisfied to know about students needs Repository Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Repository Universition table 10 and figure5, we got data results with details below: Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ (1) The attention of educational staff to studentsgot score 3,06 and Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitied as satisfying with percentage 76,39%, (2) The attention of Repository Universities to studentsgot score 3,21 and qualified as satisfying with Repository Universitas Brawijayā Repository Universitas Brawijaya Repository Univ percentage 80,28%, (3) The willingness of educational staff to know Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ about students needs got score 3,08 and qualified as satisfying with percentage 76,95%, and (4) The willingness of teachers to know about Repository Univertidents needs got acore 3,09 and qualified as satisfying with Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ percentage 77,22%. Based on mean score, empathy got 3,11 and Repository Universitas Brawijaya Qualified as satisfying with percentage 77,71%. Repository Universitas Brawijaya Repository Universitas Brawijaya

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Average Average Reposi Hope tas **d**ara Perception Servqual No. Attribute of Hope Perception Value Value Repos Brawijava tory Value Value Repos **Tangible** Repos The tidiness of the way teachers 3,33 300 -0,02Reposi dress/uprsitas Brawija The tidiness of the way Repository /ijaya educational staff Reposi t02", y 290 3,22 285 rs ta3,17 a -0.06(administration staff, security Repository itas Bra office boy) dress up Reposito School's cleanliness and 326 3,62 -0,43Repositor comfortability s Brawijava The availability of schools Repositor Re nivers infrastructures (classroom, 331 Repositor library, laboratory, workshop) Repository The availability of schools Repositor supporting facility (toilet, sport 330 295 rs lta 3,28 ra field, canteen, pray room, Repository Кe ositor Jnivers tas Bra health center) Repository The availability of learning media (LCD, projector, will ava 324 ta**3,28**ra Repository Jr295ers computers, book) Repos The availability of schools Reposi 300 ers facilities (schools furnitures, Repos inivers tas laboratory equipment) Reposi Reliabilityersitas The accuracy of lessons Repos 283 315 -0.36schedule citas Rrawi Repos The accuracy of teachers arrival Repository 319 3,54 Jr275ers ta3,06rav when teaching Repository The accuracy of services schedule from educational staff Repository Universitas Brawijaya with the set time (school fee Repository Ur289 rs ta3.2 ra vi 0.24 03,46 V payment, school cooperation

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay 59 Repository Universitas Brawijaya of hope and perception value of each Repository Univertibutes, here is the table of average of hope and perception value of Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University dimensions ava Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Table 12: The Average of Hope and Perception Value of Each Dimension Average Dimension Braw Reposi **Hope** Perception Servqual Perception of Hope Value e Value Value Repositor Value Value Repository Tangible 2225 3,53 2061 3,27 -0,26 Reposi 2.Reliability Braw a 1261 3.50 11135/@ 3.15 TE -0.35 Repos 3. Responsiveness 1604 3,56 1379 3,06 -0,5 Assurance 2262 3,59 2050 3,25 -0,34 Repos 1258 3,49 3,10 -0,39 **Empathy** 1119 All Dimension 8610 3,54 7744 3,17 -0,37 Reposi Source: Processed Questionnaire Data (2015) Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univers From table 12, it can be seen that all dimensions of service quality Repository University are got negative servqual value: (1) Tangible got -0,26 as servqual Repository University and Servqual value: (1) Tangible got -0,26 as servqual value: (2) Tangible got -0,26 as servqual value: (3) Tangible got -0,26 as servqual value: (1) Tangible got -0,26 as servqual value: (2) Tangible got -0,26 as servqual value: (3) Tangible got -0,26 as servqual value: (4) Tangible got -0,26 as servqual value: (5) Tangible got -0,26 as servqual value: (6) Tangible got -0,26 as servqual value: (7) Tangible got -0,26 as servqual value: (8) Tangible got -0,26 as servqual value: (1) Tangible got -0,26 as servqual value: (2) Tangible got -0,26 as servqual value: (3) Tangible got -0,26 as servqual value: (4) Tangible got -0,26 as servqual value: (5) Tangible got -0,26 as servqual value: (6) Tangible got -0,26 as servqual value: (8) Tangible got -0,26 a Repository University (2) Reliability got -0,35 as servoual value, (3) Responsiveness Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ got -0,5 as servqual value, (4) Assurance got -0,34 as servqual value, Repository University and (5) Empathy got -0,39 as servoqual value. Servoqual rate of all Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University Brawijava
Repository University Brawijava Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Unalysis and interpretation from this research for giving image of research Repository Universitas Brawijaya Repository Universitas Brawijaya Repository result specificly in accordance with theories and relevant concept. rawijaya Repository Universitas Brawijava Repository 1. Public Satisfaction (X) Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University 5 servoual dimensions that used in this research, tangible Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urdimensions is qualified as very satisfying with score 3,27. The other Repository Universitas Brawijaya Repository Universitas Brawijaya

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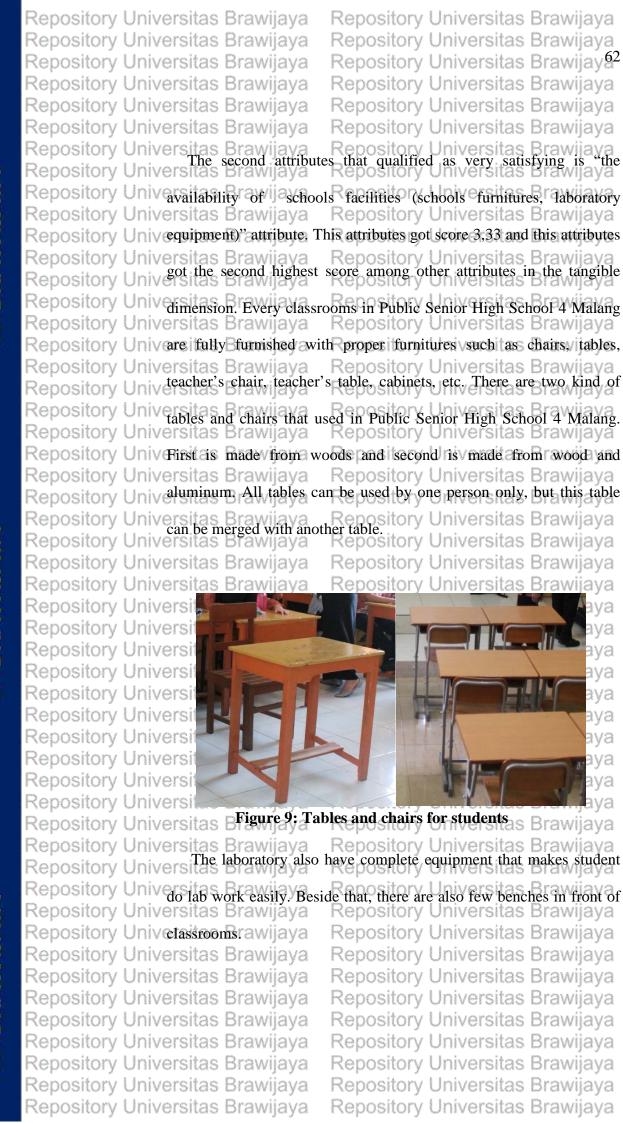




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Repository Universitas BravFigure 11: Benches in front of classrooms rawijaya Repository Universitas Brawijaya Repository UniversThe third attributes that qualified as very satisfying is "the tidiness Repository Universitas Brawijaya Repository Univ of the way teachers dress up" attribute. This attributes got score 3,31 Repository University of the tangible that place this attributes into third highest scores in the tangible Repository University of the tangible repository. Repository Univ dimension. From the research results that was conducted in Public Repository Universitas Brawijaya

Repository Universitas Brawijaya been scheduled in Regulation of Ministry of Home Affairs Number 68 Repository Universitas Brawijaya Repository Univ Year 2015. It is combined with formal shoes in dark color like dark Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijay Figure 14 chiside, the toilets sitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository UniversBesides that, Public Senior High School 4 Malang have 2 Repository Universitas Brawijaya Repository Universitields, a canteen, a medium mosque that have separated wudhu

Repository Universities for boys and girls, a student cooperation, parking lots for Repository Universitas Brawijaya Repository Univestudents, parking lots for teacher and educational staffs, and a health Repository Universitas Brawijaya Repository University center. The sportfields are can be used as basketball court, volleyball

Repository Univ ceremony places and training place for cheerleader and modern dance Repository Universitas Brawijaya Repository Univelultas Brawijaya

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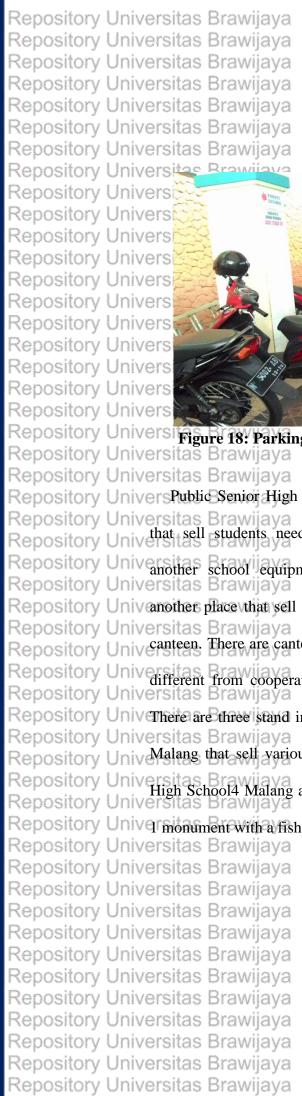
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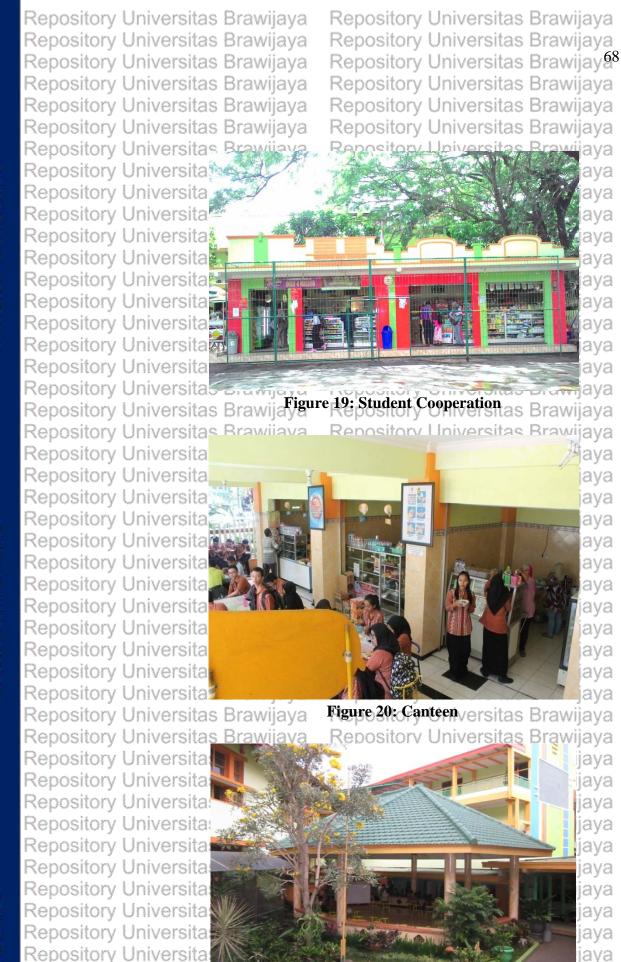
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Repository Universitas Brakigure 21: Gazebo in the middle of school Brawijaya Repository Universitas Brawijaya

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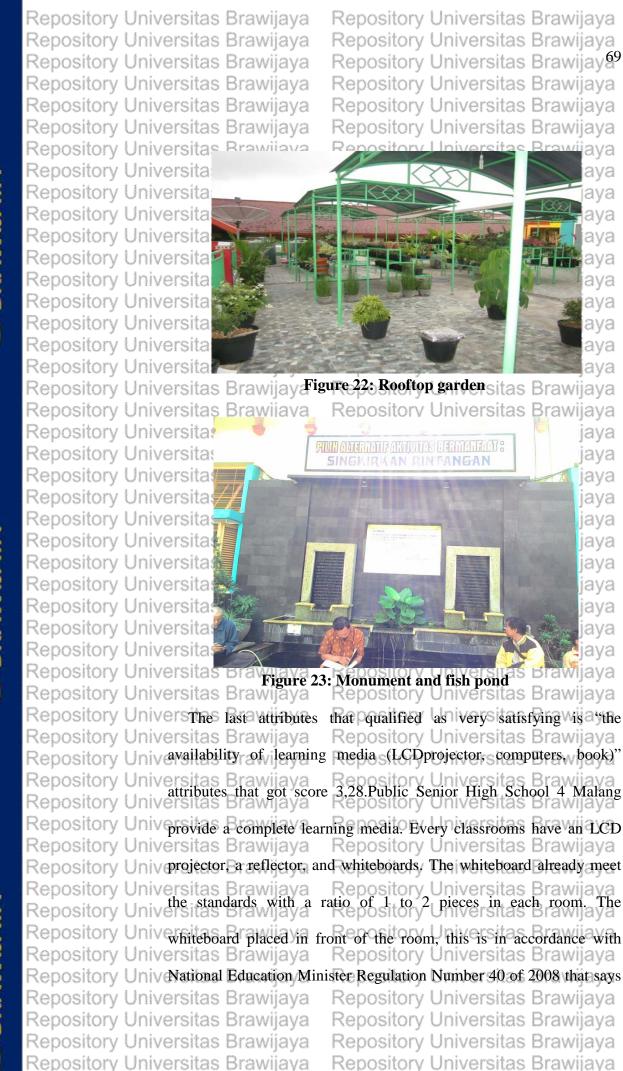
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Repository Universitas Brawijaya Repository Univerflector is also placed in the ideal place, so the projector can display Repository Universitas Brawijaya Repository University and clear images. Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Univ Figure 24: The placement of whiteboards, projector, and reflector Repository Universitas Brawijaya Repository Univers This school also have a computer/multimedia laboratory that have Repository University 40 computers. With the average student from 32 to 37 students each Repository University 10 to 37 students each repository 10 to 37 students each repository University 10 to 37 students each repository 10 to Repository University it can be sure that each student can use a computer without Repository Universitas Brawijaya Repository Univ sharing with other students. This school provide schoolbooks from Repository Universitas Brawijaya books such as dictionary and regulation books, magazines, newspaper,

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya aya



Repository Universitas Brafigure 26: Trash bins around men's toilets rawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Usually the dirtiest part of school is toilets, but the toilets in Public Repository Universitas Brawijaya Repository Univ Senior High School is really clean and there is no unpleasant smell. Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ Beside that, Public Senior High School 4 Malang also have good Repository Universitas Brawijaya Repository University drainage. Based on Education Minister Regulation Number 24 in 2007 Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ About's General a School and School School a Facilities a and Repository Universitas Brawijaya Repository Universitas Brawii Infrastructure, school comfortability is determined by the ability of Repository Uni Repository Universitas Brawijaya reduce vibration and disturbing noise, good Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitation systems, good lighting, and the existence of stairs for Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ multi-storey buildings that consider the convenience, security, and Repository University of users. Classrooms at Public Senior High School 4 Malang is Repository Universitas Brawijaya kepository Universitas Brawijaya Repository Univocated in a place away from the noise source, for example canteen, Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universerts fields, roads and parking lot. Every room in Public Senior High Repository Universitas Brawijaya School 4 Malang have Repository Universitas Brawijaya good ventilation and good lighting. Public Repository University High School 4 Malang also have lots of stairs which can Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univaccommodate students well. With the fulfillment of the indicators of Repository Universitas Brawijaya Repository Universitas Brawijaya comfort above, students of Public Senior High School 4 Malang will Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univers. The last attributes that qualified as satisfying are "the tidiness of Repository Universitas Brawijaya Repository Universitas Repository Repository Universitas Repository Repository Universitas Repository Re Repository Universe up". This attributes got score 3,17 and this attributes is the least Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University and in tangible dimension. Public Senior High School 4 Malang have Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ 3 janitors that always ready to clean the school especially the dirty Repository Universitas Brawijaya Repository Universitas Brawijaya

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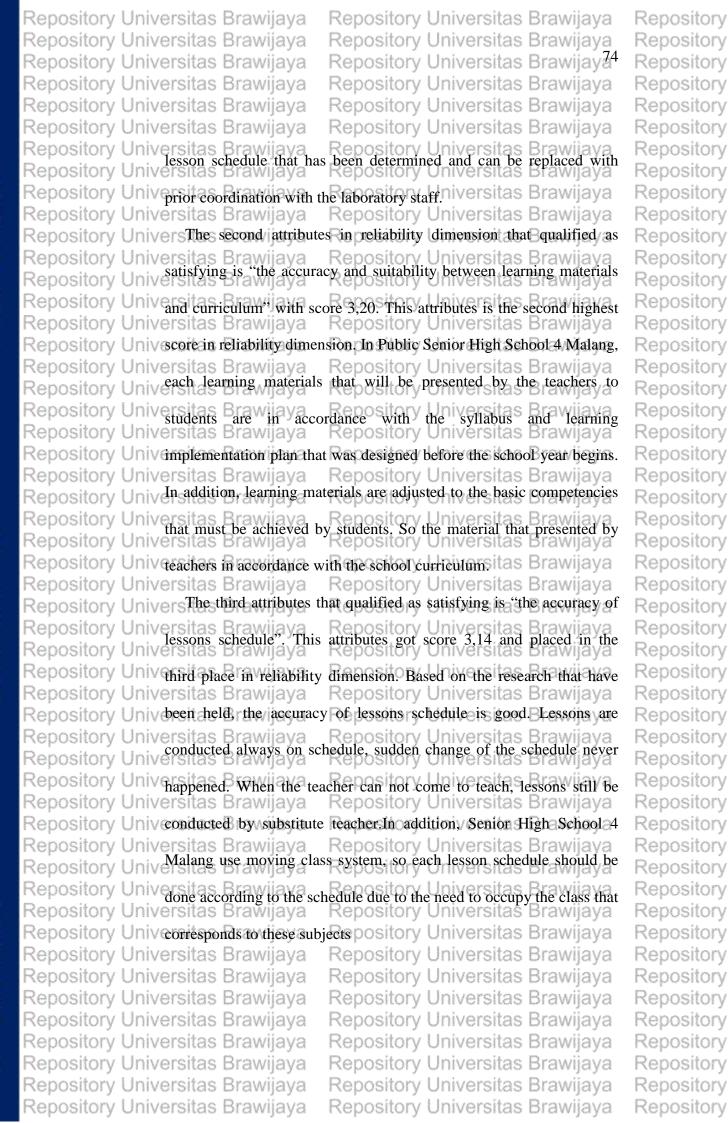
Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya3 Repository Universitas Brawijaya Repository Univ field, and 3 security that always ready to secure the school areas. The Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univadministration vistaff wear uniformthat has been scheduled in of Home Affairs Number 68 Year 2015. The Repository Universitas Brawija Regulation of Ministry Repository Universarity wear security uniform and the janitors use janitors uniform. Repository Universitas Brawijaya Repository Urby Reliability rawijava Repository Universitas Brawijaya Repository Universitas Brawijaya toward reliability is qualified as satisfying. All Repository Universitas Brawijaya Repository Univertributes of reliability dimension are qualified as satisfying. The first Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univertibutes that qualified as satisfying is "the accuracy of services schedule from educational staff with the set time (school fee payment, Repository Repository University Staff)". This Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University attributes got score 3,21 and this is the highest score in reliability Repository Universitas Brawijaya Repository University aducational staffs is in accordance with the setted schedule. Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University Payment Pof school fees served by ladministrative staff in the from at 08.00 to 14.00 in Monday until Repository Universitas Brawija Repository Universitas Brandfices Repository Univ Thursday, while on Friday and Saturday at 08:00 to 11:00. Services in Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univithe student cooperation, library, and canteen also start at 08.00 and Repository Universitas Brawijaya Repository Univend at 14.00 in Monday until Thursday, while on Friday and Saturday Repository Universal at 08.00 and end at 11.00. The schedules are valid and can not be Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University Services by laboratory staff conducted in accordance with Repository Universitas Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya<sup>6</sup> Repository Universitas Brawijaya and objective information about the Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universidation, development, and progress of students in the educational Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ process. These ithings are the effort of teachers and schools in Repository Universitas Brawijava Repository Universitas Brawijava developing cooperative relations effectively and efficiently with the Repository Universitas Brawija Repository University guardians of students in the educational process. Brawijaya Repository Universitas Brawijaya kepository Universitas Brawijaya Repository Univers"The school's willingness to give informations for public" attribute Repository Universitas Brawijaya Repository University got score 3,16 and this attributes is the second highest score in Repository University responsiveness dimension. Based on the research, Public Senior High Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University Malang have high willingness to give information for public. Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ This is proven by the existence of a Senior Public High School 4 Repository Universitas Brawijaya Malangwebsite named Repository Universitas Brawijaya www.sman4malang.sch.id. This Repository Universities information and news about things that happened in Public Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ Senior High School 4 Malang. The website is regularly updated by the Repository Universitas Brawijaya ICTCenter (Information Repository Universitas Brawijaya and Communication Technologies Center). Repository Univ Besides a website, Public Senior High School 4 also have a facebook Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univaccount named SMA Negeri 4 Malang and a twitter account named @ Repository Universitas Brawija Repository University sman4mlg that provide information routinely, whether it is information Repository University the activities at Public Senior High School 4 Malang or the Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univergistration information, acceptance of new students, and also another Repository Universitas Brawiiava Repository Univinformations. In addition, Public Senior High School 4 Malang also has a telephone line that can be contacted by anyone who wants Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univenformation from Public Senior High School 4 Malangs Brawijaya Repository Universitas Brawijaya

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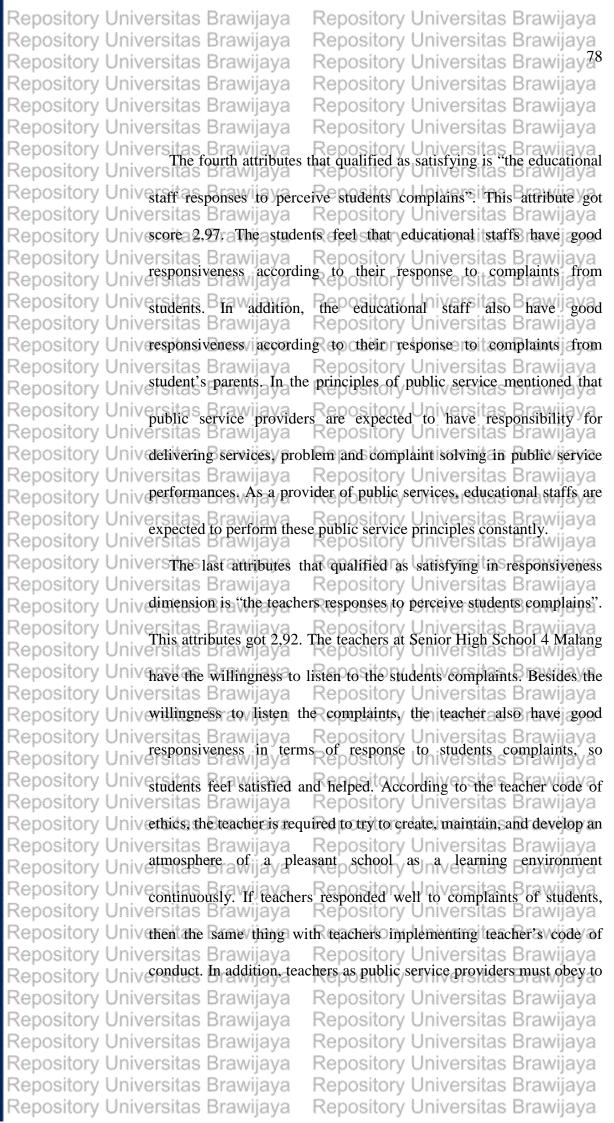
Repository Universitas Brawijaya The attribute that got Repository Universitas Brawijaya third places in responsiveness dimension is Repository Univerthet teachers responses when overcoming students difficulties in Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University attribute. This attribute got score 3,03 that means public epository Universitas Brawijaya Repository Universitas Brawijaya satisfied with this attribute.Students feel that teachers already have a Repository University good responsiveness to respond to adversity students in schools Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University athose associated with learning difficulties. WIn the Repository Universitas Brawijaya Repository Univ operational value of teachers stated that teachers should devote his Repository Universional efforts to help learners. Teachersare not only obliged to Repository Universitas Brawijaya epository Universitas Brawijaya Repository University, but teachers should also help students to overcome these Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univelifficulties and that is done by teachers at Public Senior High School 4 Malang.In addition, Public Senior High School 4 Malang have three Repository Univ counseling teacher that will give attention in the form of counseling Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univandithelp students in facing and overcoming their difficulties. Repository Universitas Brawijaya Counseling activity can Repository Universitas Brawijaya be done in the classroom and outside the Repository University This school provides counseling rooms which can be used Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univas a place consultation between teachers and students to solve Repository Universitas Brawija Repository Universitas Braw problems and difficulties students. Counseling activity can be done Repository University and collectively. The problem solving mechanisms that Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univ conducted by the counseling teacher in counseling services to Repository Universitas Brawijaya Repository Universitas Brawijaya Repository University students, including the identification step, data collection step, Repository Universitas Brawijaya, Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Univervices. Brawijaya Repository Universitas Brawijaya

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Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay&7 Repository Universitas Brawijaya of Public Senior High School 4 Malang as Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universited plents wijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository UniversEmpathy dimension is dimension that got second highest negative Repository Universitas Brawijaya Repository Unscore. "The willingness of teachers to know about students needs" Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Unattribute got the highest negative servoual score. It means that students Repository Universitas Brawijaya Repository expectation about teachers understanding to know what students needs Repository Universitas Brawijaya teachers efforts. The next attribute is Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Unwillingness of educational staff to know about students needs". This Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U attribute got second highest negative servqual value. It means that Repository Universitas Brawijaya F Repository Universitas Brawijaya F the understanding of their needs have Repository Undiscrepancy or gap with educational staffs efforts. The attention of Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Ureducational staff to students" attribute got the third highest negative Repository Universitas Brawijaya Repository Universitas Brawijaya that there are any discrepancy / gap between Repository Unstudents expectation about Peducational staff lattention to them and Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Ureducational Staff attentions. R"The attention of teachers Hoastudents" Universitas Brawijaya attribute got lowest negative servqual value. It means that there are any Repository Universitas Brawijava Repository Undiscrepancy / gap between students expectation about teacher attention to Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urthem and teachers efforts. The discrepancy/gap in empathy dimension Repository Universitas Brawijaya Repository indicates the lack of understanding, individual attention, and awareness Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository UrPasolong (2007:134). To overcome this gap, educational staffs and Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urteachers needs to be more attentive and apprehensive to students. Repository Universitas Brawijaya Repository Universitas Brawijaya

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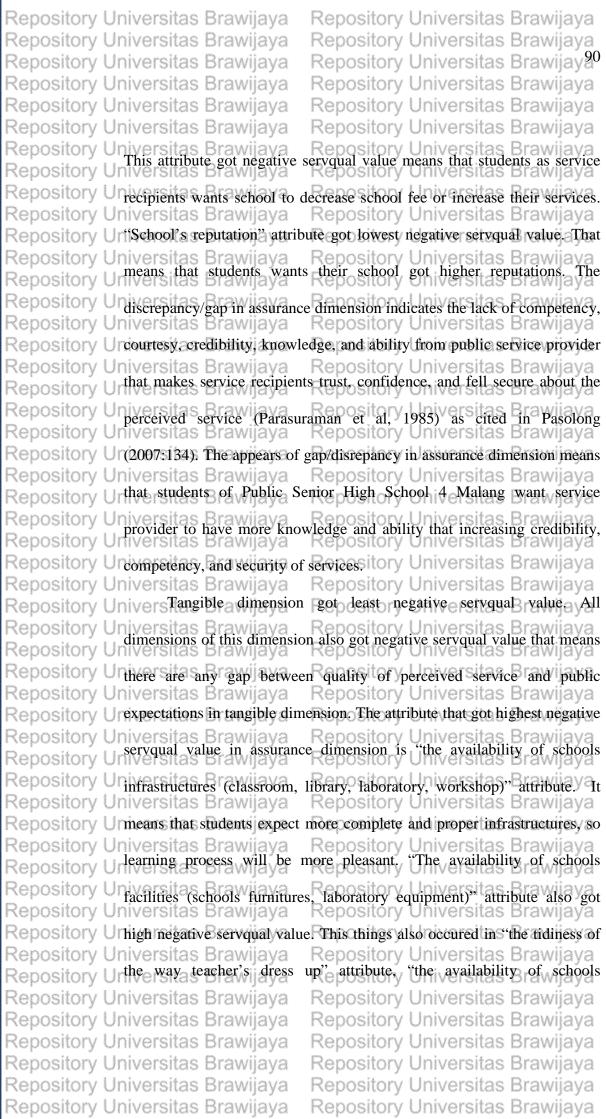
Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijay&8 Repository Universitas Brawijaya Repository Unsituations, maintain good relations with students, more communicative, Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urand more understanding students need tory Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Braw Repository Universeliability dimension got negative servqual value. All dimensions Repository Unof reliability dimension also got negative servqual value that means there Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urare any gap between quality of perceived service and public expectations Repository Universitas Brawii Repositor in reliability dimension. The attribute that got highest negative servqual Repository Unique in reliability dimension is "the accuracy of teachers arrival when Repository Universitas Brawijaya epository Universitas Brawijaya Repository Urteaching" attribute. It means that students expect teachers to be more on Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urtimer in teaching times. Next attribute is "the accuracy of lessons Repository Unschedule". This attribute got second highest negative servqual score in Repository Unthis dimensional til means that there are any gap between students Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U expectation about lessons schedule and lessons schedule that have been Repository University Brawing and set by schools. Next attribute in reliability dimension is "the accuracy and Repository Usuitability between learning materials and curriculum"! There are any gap Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urbetween students expectation about accuracy and suitability between Repository Universitas Brawijava epository Universitas Brawijay learning materials and curriculum and schools effort in giving learning Repository University and carry out the curriculum. The last attribute in reliability Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Undimension is "the accuracy of services schedule from educational staff Repository Universitas Brawijaya Repository with the set time (school fee payment, school cooperation service, service from laboratory staff)". There are any gap between students expectation Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Unabout services schedule from educational staff and educational staff Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urefforts in carrying out the schedules. The discrepancy/gap in reliability Repository Universitas Brawijaya Repository Universitas Brawijaya



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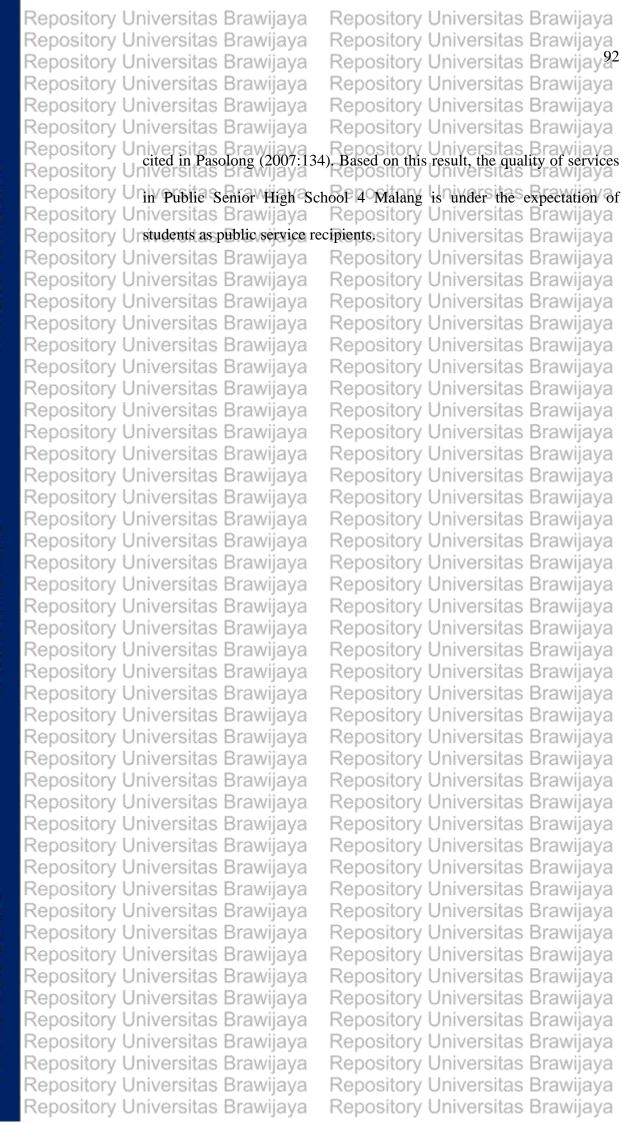
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Repository Universitas Brawijaya sportfield, canteen, prayroom, health center)" Repository Unattribute, and the availability of learning media (ECD projector, Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U computers, book)" attribute. "Schools cleanliness and comfortability" Repository University Brawing Repository University Brawing attribute and "the tidiness of the way educational staffs (administration Repository Unstaffs, security, office boy) dress up attribute got lower negative servqual Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Uvalue against other attributes. The discrepancy/gap in tangible dimension, Repository Universitas Brawijaya Repository U which is the most concrete dimensions, indicates the lack of facility, Repository Unequipment, and appearancethat provided byservice provider (Parasuraman Repository Universitas Brawijaya epository Universitas Brawijaya Repository U et al, 1985) as cited in Pasolong (2007:134). Beside that, the appearance Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urof negative servqual values in this dimension shows high expectation from students, of Public Senior High School 4 Malang, in this case as Repository Upublic service recipients, in the tangible dimension. They expect finest Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U and more complete facility and infrastructures. Beside that, public service Repository Universitas Brawijaya Repository Universitas Brawijaya service provider to look more tidy and have Repository Urgood professional looking, so they can enjoy and trust the services from Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Urthemsitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawijaya Repository Universitas Brawija Repository University Negative servqual value that obtained by all dimensions in Public Repository Ursenior High School 4 Malang showed that public got higher expectation Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U than perseived public service that performed by public service providers. Repository Universitas Brawijaya When expected service is have higher score than perseived service, this means that quality of service is on the outs with expectation from service Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U recipients. The quality of service that expected to be received is not Repository Universitas Brawijaya Repository Universitas Brawijaya Repository U acceptable well by the service recipients. (Parasuraman et al, 1985) as Repository Universitas Brawijaya Repository Universitas Brawijaya

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