ABSTRACT

This research aims to assess student satisfaction. Student asked to rate Quality of education, teaching, and effort to pass course based on its importance and performance. Primary data is obtained from students of entrepreneurship and marketing management from three lecturers at the Economic Faculty of UMS. Collecting data applies survey method.

Analysis instrument applied here is Importance-performance analysis. Based on that analysis, Study show that IS lecturer in entrepreneurship subject should improve their performance in quality of course and decrease the number of tasks which student have to accomplish. In the other hand, S lecturer should emphasize improvement her performance in seven aspects of course. Those aspects are individual attention, need and interest, chance to participate, the number of tasks, arduous learning, linking with Career, and performance in quality of course.

In marketing management subject, S lecturer need to upgrade her performance in need and interest, chance to participate, and quality of course. Whereas, H lecturer is required to enhance his performance in willing to discuss at extra time, give student a wide chance to participate at class discussion, lessen a number of task, as well as quality of course.

Keywords: Satisfaction, course, lecturer, performance