

**MENGUKUR TINGKAT KEPUASAN MAHASISWA MELALUI ANALISIS TINGKAT KEPENTINGAN
DAN KINERJA**

**SOEPATINI & RINI KUSWATI
FAKULTAS EKONOMI UNIVERSITAS MUHAMMADIYAH SURAKARTA**

ABSTRACT

This research aims to assess student satisfaction. Students are 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 Economic Faculty of UMS. Collecting data applies survey method.

Analysis instrument applied here is Importance-performance analysis. Based on that analysis, study shows that IS lecturer in entrepreneurship subject should improve their performance in quality of course and decrease the number of tasks which students 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 needs 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 students a wide chance to participate at class discussion, lessen a number of tasks, as well as quality of course.

Keywords: *Satisfaction, course, lecturer, performance*