

ANALISIS KEPUASAN MAHASISWA TERHADAP KUALITAS LAYANAN PENDIDIKAN DENGAN MODEL HEISQUAL DI UNIVERSITAS PEMBANGUNAN NASIONAL VETERAN JAKARTA

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ABSTRAK

Kualitas layanan pendidikan merupakan salah satu faktor penting yang memengaruhi kepuasan mahasiswa terhadap perguruan tinggi. Penelitian ini bertujuan menganalisis kualitas layanan pendidikan berdasarkan model *Higher Education Service Quality* (HEISQUAL), menguji pengaruh setiap dimensi HEISQUAL terhadap kepuasan mahasiswa menggunakan *Covariance-Based Structural Equation Modeling* (CB-SEM), serta menentukan prioritas perbaikan layanan melalui *Importance–Performance Analysis* (IPA). Penelitian menggunakan pendekatan kuantitatif terhadap 200 mahasiswa aktif Program Sarjana Universitas Pembangunan Nasional “Veteran” Jakarta (UPNVJ). Pengumpulan data dilakukan menggunakan kuesioner dengan 63 indikator HEISQUAL dan 7 indikator kepuasan mahasiswa. Uji validitas dilakukan menggunakan *Kaiser-Meyer-Olkin* (KMO) dan uji reliabilitas menggunakan *Cronbach’s Alpha*. Hasil penelitian menunjukkan bahwa seluruh dimensi HEISQUAL memiliki nilai kesenjangan negatif antara tingkat kepentingan dan tingkat kinerja. Hasil CB-SEM menunjukkan bahwa *Teacher’s Profile*, *Infrastructure and Facilities*, *Management and Support Staff*, serta *Employment Quality* berpengaruh signifikan terhadap kepuasan mahasiswa, sedangkan *Curriculum*, *Safety and Security*, dan *Students’ Skills Development* tidak berpengaruh signifikan. Analisis IPA mengidentifikasi 10 indikator yang menjadi prioritas utama perbaikan, terutama pada aspek *Teacher’s Profile*, *Infrastructure and Facilities*, *Management and Support Staff*, serta *Employment Quality*. Hasil penelitian diharapkan menjadi dasar bagi UPNVJ dalam menetapkan prioritas peningkatan kualitas layanan pendidikan secara lebih efektif.

Kata kunci: HEISQUAL, kualitas layanan pendidikan, kepuasan mahasiswa, CB-SEM, *Importance–Performance Analysis* (IPA).

***ANALYSIS OF STUDENT SATISFACTION WITH
EDUCATIONAL SERVICE QUALITY USING THE HEISQUAL
MODEL AT UNIVERSITAS PEMBANGUNAN NASIONAL
VETERAN JAKARTA***

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ABSTRACT

Educational service quality is a key factor influencing student satisfaction in higher education institutions. This study aims to analyze educational service quality using the Higher Education Service Quality (HEISQUAL) model, examine the influence of each HEISQUAL dimension on student satisfaction through Covariance-Based Structural Equation Modeling (CB-SEM), and determine service improvement priorities using Importance–Performance Analysis (IPA). A quantitative approach was employed involving 200 undergraduate students at Universitas Pembangunan Nasional “Veteran” Jakarta (UPNVJ). Data were collected using a questionnaire consisting of 63 HEISQUAL indicators and 7 student satisfaction indicators. Instrument validity was assessed using the Kaiser–Meyer–Olkin (KMO) test, while reliability was evaluated using Cronbach’s Alpha. The results indicate that all HEISQUAL dimensions exhibit negative gap scores between perceived performance and importance. CB-SEM analysis reveals that Teacher’s Profile, Infrastructure and Facilities, Management and Support Staff, and Employment Quality significantly influence student satisfaction, whereas Curriculum, Safety and Security, and Students’ Skills Development do not. IPA identifies ten indicators requiring immediate improvement, particularly those related to teaching quality, educational facilities, administrative services, and university–industry collaboration. These findings provide strategic recommendations for improving educational service quality at UPNVJ.

Keywords: *HEISQUAL, educational service quality, student satisfaction, CB-SEM, Importance–Performance Analysis (IPA)*