

## THE INFLUENCE OF TEACHING STAFF PERFORMANCE ON STUDENT SATISFACTION

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### Abstract

Sustainability is one of the strategic issues for higher education institution (DIKTI, 1995) that can be achieved through Quality Assurance. It means that the higher education institution has to implement total quality in their management. Total quality is based on three fundamental principles, such as: 1. Focus on customer and stakeholders, 2. Participation and teamwork by everyone in the organization, and 3. A process focus supported by continuous improvement and learning (Evans & Lindsay;2002). Facing an increasing in competitive environment in the private education sector in Indonesia, Widyatama University is also forced to implement the Total Quality Assurance (TQA) concept in its management system. Implied by the TQA concept and maintain consistently, Widyatama has been measuring their teaching staff performance (as a part of teamwork in university) and student satisfaction (as the customer) periodically. The objective of this study is to analyze the influence of teaching staff performance on Student Satisfaction. Such measurement has been conducted for the past 3 years. The Teaching Staff Performance is assumed to have significant influence on Student Satisfaction. The result is expected to provide empirical evidence regarding the academic concept through Quality Assurance as well as emphasizes the need to conduct inspections as well as the need of management in conducting corrective and preventive action.

Keywords: total quality assurance, teaching staff performance, student satisfaction.