

## ABSTRAK

Dalam penulisan laporan tugas akhir ini, penulis membahas mengenai Tinjauan Kualitas Pelayanan Program Studi D3 Manajemen Fakultas Bisnis & Manajemen Di Universitas Widyatama yang bergerak di dalam pelayanan pendidikan, Berdasarkan data yang diperoleh oleh penulis berdasarkan hasil wawancara dan pengamatan bahwa pelayanan yang diberikan oleh pelayan program studi D3 Manajemen Fakultas Bisnis & Manajemen di Universitas Widyatama cukup memuaskan bagi para mahasiswa karena dalam pelayanan sudah sesuai dengan Standar Pelayanan Minimal (SPM) pelayanan program studi D3 Manajemen Fakultas Bisnis & Manajemen di Universitas Widyatama menunjukkan bahwa pada proses pelayanan di tinjau pada aspek *Core service*, *Faciliating Service*, *supporting service*, sudah sesuai dengan standar dan kebutuhan mahasiswa, pada tahap pelaksanaan ditinjau dari 5 dimensi yaitu ) *Tangibe* (Berwujud), 2) *Reability* (Kehandalan), 3) *Responsiviness* (Ketanggapan), 4) *Assurance* (Jaminan), dan 5) *Empaty* (Empati),. Dari penelitian tersebut penulis dapat menyimpulkan bahwa kualitas pelayanan program studi D3 Manajemen Fakultas Bisnis & Manajemen di Universitas Widyatama sudah sesuai dengan prosedur yang telah ditetapkan oleh lembaga. Adapun hambatan yang ditemukan adalah berkenaan dengan beberapa bagian sarana dan sumber daya pelayanan lebih bersifat sangat birokratis, sehingga perlu dilakukan upaya perbaikan kualitas penyelenggaraan pelayanan secara berkesinambungan demi mewujudkan pelayanan yang prima

Kata Kunci : Tinjauan kualitas, Pelayanan, Manajemen Fakultas Bisnis & Manajemen Universitas Widyatama

## **ABSTRACT**

*In writing this final report, the authors discuss the Care Quality Overview D3 Studies Program Management Faculty of Business and Management at the University of Widyatama engaged in educational services, Based on data obtained by the author based on interviews and observations that pelayanan given by the waiter D3 study program of Management Faculty of Business and Management at the University of Widyatama quite satisfactory for the students because in the ministry is in conformity with the Minimum Service Standards (SPM) service courses D3 Management Faculty of Business and Management at the University of Widyatama showed that the service process in the review on aspects of Core service, faciliating Service, supporting service, is in conformity with the standard and the needs of students, during the implementation phase in terms of five dimensions) Tangibe (Tangible ), 2) Reability (reliability), 3) Responsiviness (Responsiveness), 4) Assurance (Security), and 5) Empaty (Empathy) . From the study authors to conclude that the service quality D3 Management study program Faculty of Business and Management at the University of Widyatama already in accordance with procedures established by the institution. The constraints identified are concerns the several parts of facilities and service resources are more highly bureaucratic, so necessary to the improvement of the quality of service delivery on an ongoing basis in order to realize good customer service*

*Keywords: Overview Quality, Services, Management Faculty of Business and Management, University of Widyatama*