

ABSTRACT

THE INFLUENCE OF SERVICES QUALITY ON STUDENTS MOTIVATION TO STUDY IN PRIVATE COLLEGE OF DCC WISMA BANDAR LAMPUNG

By

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The purpose of this research is to know how much the influence of service quality on student motivation to study at Private Colleges DCC Wisma Bandar Lampung. This type of research is *explanatory* research (explanation). The population in this study were students majoring DCC Wisma Bandar Lampung AMIK in 2008 with 78 sample respondents. Data analysis technique was use in this research is a simple regression analysis, which according to the analysis result R^2 0337 and t 6.126, shows that service quality has positive and significant impact on student motivation to study at private universities (Private) DCC Wisma. With determination coefficient of 33.7%

Keywords: Quality of Service, and Student Motivation