THE INFLUENCE OF PERCEIVED VALUE TOWARDS STUDENTS SATISFACTION IN UNIVERSITY OF LAMPUNG
(Case Study at the Faculty of Economics Students Regular S1 University of Lampung)

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Competition in education institution had been increasingly tight, this will require higher education institutions, both public and private sectors to improve their quality. More diverse options and programs offered to make prospective students must selective in deciding which university institution eligible to be selected. Therefore, universities are required not only offer services in physical, but also serve students more professional so that they feel satisfied and convey to his colleagues to study at university.

There are various problems that occur in the current Faculty of Economic Unila, including the average ratio of faculty: student 1: 38.4. Still below the ideal (1:20). Average level of importance (importance) of students is 80.808, below - average level of performance (performance) majors, 54.64. Discruption of SIAKAD access because of electricity problems, inadequate campus facilities, a constraint that must be corrected in the future. There are many things that affect consumers' assessment of satisfaction or whether he will obtain the product or service. One of these is the perceived value. As long as there is no measurement of long-term value to the title that carried its graduates clearly do not expect to know whether education in an expensive business school was really helpful. Therefore, the Faculty of Economic, University of Lampung as part of the education necessary to measure how significant the effect of Perceived Value to the customers' satisfaction. This study aimed to investigate the influence of the dimensions of the perceived value of owned student satisfaction Regular S1 Faculty of Economic, University of Lampung.

The hypothesis is Perceived Value significantly influence students satisfaction in the Faculty of Economic University of Lampung.The population in this study were students (S1 Regular) Faculty of Economic University of Lampung, graduate 2005 to 2007, using stratified random sampling technique and the sample size is 94 respondents. This analysist use logistic regression.

Based on the testing that has been done, it can be concluded that perceived value has a significant on customer satisfaction. functional value; want satisfaction (X_1) is significant at the probability 0003, Image (X_3) is significant at 0017, Emotional Value (X_4) is significant at 0.037, Functional Value, Price / Quality (X_5) is

significant at 0.001, Social Value (X_6) significant at 0.043. Meanwhile, one other dimension of Perceived Value, Epiestemic Value (X_2) significant at the probability 0.108. It means these dimensions are not significantly influence on customer satisfaction. Test the accuracy of binary logistic regression model with the test of Hosmer and Lemeshow 0.769, this figure is greater than 0.05 then Ho is accepted. The value of R^2 nagalkerke at 0879. It means that Perceived Value is able to influence consumer satisfaction (Y) 87.9% while 12.1% influenced by other variables outside the model.

Advice can be given of expected the economy to adjust faculty lectures that are more applicable, eg by carrying out visits to the company, or bring in practitioners from outside the campus (the company) as a speaker / guest lecturer. Increase the number of lecturers at least 95 people to achieve the ideal ratio of students: lecturers are 1:20, and improving teacher quality by giving training for lecturers, conducting comparative studies.