

ABSTRACT

(COMMUNICATION STYLE RELATION OF MUHAMMADIYAH LAMPUNG UNIVERSITY WITH PERFORMA SERVICE EXCELLENCE INCREASE)

By

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This research analyzes and explains the communication style relation of Muhammadiyah Lampung University with performa service excellence increase. Muhammadiyah Lampung University have communication style difference than another university in Lampung, wherever use organization communication, group communication, and interpersonal communication, so use Religy approach to delivery message from Optimally service policy program. Intention Optimally service policy program is to increase public satisfaction, especially is university student of Muhammadiyah Lampung University. So leader and staff of Muhammadiyah Lampung University a continue to improving facilities and profesionall service from human resource.

Type of this research is correlational research using quantitative methode. The population is university student from Muhammadiyah Lampung University. Big sample is using by Taro Yamane formula and getting sample about 75 responden. Getting sample is using cluster

sampling, include four faculty in of Muhammadiyah Lampung University.

If relation with communication style theory, conclusion of this research is the leader communication style as a manager has to be according to communicator roles such as a interpersonal roles, informal roles, and decisional roles. Besides roles as a communicator, a communication style of the leader so action to warning employee and lecturer for implementation akhlakul kharimah (moslem values) as a Muhammadiyah cadre. For in this event programm at Muhammadiyah Lampung University always open with Tausiah, So it wishes to employee and lecturer do the duty are concern with moslem values and Ideology of Muhammadiyah. For group communication such as a lecturer meeting, it wishes that management of Muhammadiyah Lampung University more improve: facilities, human resources (employee and lecturer), and improve to manage of information system so strengthening of the institutional more improve and give service for university student can be optimallylike to pourt out in Optimally service policy.

Keyword : Communication Style, Service Excellent.