

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh kualitas fasilitas akademik, efektivitas pengelolaan administrasi, dan pelayanan akademik terhadap kepuasan mahasiswa Universitas Islam Negeri (UIN) Raden Intan Lampung, baik secara parsial maupun simultan. Penelitian ini menggunakan metode kuantitatif dengan desain asosiatif kausal melalui survei terhadap mahasiswa dari berbagai fakultas yang dipilih menggunakan teknik random sampling. Data dikumpulkan dengan instrumen kuesioner skala Likert yang telah diuji validitasnya menggunakan korelasi Pearson dan reliabilitasnya dengan koefisien Cronbach's Alpha. Analisis data dilakukan dengan statistik deskriptif dan regresi linier berganda setelah seluruh asumsi klasik terpenuhi. Hasil penelitian menunjukkan bahwa secara simultan, kualitas fasilitas akademik, efektivitas pengelolaan administrasi, dan pelayanan akademik berpengaruh signifikan terhadap kepuasan mahasiswa. Secara parsial, efektivitas pengelolaan administrasi dan pelayanan akademik berpengaruh positif dan signifikan, sementara kualitas fasilitas akademik berpengaruh positif namun tidak signifikan. Temuan ini menunjukkan bahwa kepuasan mahasiswa lebih dipengaruhi oleh mutu layanan administratif dan akademik dibandingkan dengan kualitas fasilitas fisik, sehingga diperlukan penguatan sistem administrasi berbasis teknologi, peningkatan responsivitas, dan profesionalisme layanan untuk mengoptimalkan kepuasan mahasiswa.

Kata kunci: kepuasan mahasiswa, kualitas fasilitas akademik, pelayanan akademik, pengelolaan administrasi, UIN Raden Intan Lampung.

ABSTRACT

This study aims to analyze the effects of academic facilities quality, administrative management effectiveness, and academic services on student satisfaction at the State Islamic University (UIN) Raden Intan Lampung, both partially and simultaneously. The research employed a quantitative method with a causal associative design, using a survey conducted among students from various faculties selected through random sampling. Data were collected using a Likert-scale questionnaire, the validity of which was tested using Pearson correlation, while reliability was measured using Cronbach's Alpha coefficient. Data analysis was conducted using descriptive statistics and multiple linear regression after all classical assumption tests were satisfied. The results indicate that, simultaneously, academic facilities quality, administrative management effectiveness, and academic services have a significant effect on student satisfaction. Partially, administrative management effectiveness and academic services have a positive and significant effect, whereas academic facilities quality has a positive but insignificant effect. These findings suggest that student satisfaction is more strongly influenced by the quality of administrative and academic services than by the quality of physical facilities. Therefore, strengthening technology-based administrative systems, enhancing service responsiveness, and improving service professionalism are necessary to optimize student satisfaction.

Keywords: student satisfaction, academic facilities quality, academic services, administrative management, UIN Raden Intan Lampung.