

ABSTRACT

Tri Satria. The Museum of Bank Indonesia Quality Service For Student Visitor Satisfaction from Madrasah Aliyah, Senior High School, Vocational High School or equivalent. Skripsi. Jakarta: Study Program of Social Studies Education, Department of Social Studies Education, Faculty of Social Sciences, State University of Jakarta. 2016.

The purpose of this study was to determine the advantages and disadvantages of the aspects of service quality for the satisfaction of student visitors of madrasah aliyah, senior high school, vocational high school or equivalent in the Museum of Bank Indonesia. This research uses a descriptive method. The population of this research used the survey respondents with the accidental random sampling. There were 81 students from madrasah aliyah education, high school, vocational school or equivalent as the respondent for this study. The results of this study showed that the Museum of Bank Indonesia has the aspect of the quality of service by 74.2% consisting of the physical aspect (tangibles) by 85%, reliability by 70%, the responsiveness by 65%, empathy of 70% and assurance of 82%, while aspects of the satisfaction of student visitors are 80%, which is composed of the aspects of satisfaction on the product and services (attributes related to products) amounted to 85%, satisfaction towards services (attributes related to service) by 72% and satisfaction of the management system (attributes related to purchase) by 83%. The study concluded that the quality of service The Museum of Bank Indonesia provide quality services to the categories "Good" and provide student visitors satisfaction from Madrasah Aliyah, High Schools, Vocational High School equivalent to a category "satisfy".

Keywords: Quality of Service, Visitor Satisfaction