ABSTRACT

"The Influence of Interpersonal Communication and Quality of Service to Library User Satisfaction Indonesian Computer University (UNIKOM) Bandung "

By : Ria Rahmawati

Under The Guidance of Trustorini, SE.,M.Si.

The research was conducted at the University Library Computer Indonesia (UNIKOM) Bandung. This study aims to provide information related to the Interpersonal Communication Satisfaction and Quality of Service to the User Library UNIKOM Bandung. Interpersonal Communication is communication between people in person, which allows each participant captures the reactions of others directly, either verbally or non verbally. Service quality is an expected level of excellence and control over the level of excellence that meet customer expectations.

Research is carried out to obtain a comprehensive overview on the implementation of the Quality of Interpersonal Communication and Computer Services at the Library of the University of Indonesia (UNIKOM) Bandung, while the aim is to find great influence of independent variables (Interpersonal Communication and Quality of Service) of the dependent variable (Consumer Satisfaction) University Computer Indonesia (UNIKOM) Bandung either partial or simultaneously.

To answer this research has been conducted descriptive analysis and verifikatif, while the data in the preparation of this thesis is obtained from interviews, observations, surveys, and questionnaires, and used software to analyze data using SPSS 13.0 For Windows.

With a sample size of 83 people next hypothesis test results revealed the existence of significant influence with the results of correlation r of 0.901, which means there is a very strong relationship between the Interpersonal Communication Satisfaction and Quality Service by User. Magnitude of the effect is partially known for 35.0% (Interpersonal Communication on the User Experience), 46.1% (Quality of Service to the User Satisfaction). Magnitude of the influence of free and bound variables simultaneously categorized both by 81.1% while the remaining 18.9% is affected other factors that the authors neglected in this study.

Keywords: Interpersonal Communication, Service Quality and User Satisfaction