

ABSTRACT

DEWI RAHMAWATI, 2024. LEVEL OF SATISFACTION OF JAPANESE LANGUAGE TRAINING PARTICIPANTS ON SERVICE QUALITY (Study of Japanese Language Training Participants at LPK Seiko Sukapura Indonesia). Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University.

Service quality is an important factor that needs to be considered in the sustainability of a program. Good service quality determines the level of satisfaction felt. This research aims to determine the level of service quality and the level of satisfaction with the quality of educational services at LPK Seiko Sukapura Indonesia. This research uses the service quality theory proposed by Parasuraman, Zeithaml and Berry which consists of five dimensions, namely physical evidence, reliability, responsiveness, assurance and empathy. The method used in this research is a quantitative approach with descriptive methods. The data collection technique used was a questionnaire/research questionnaire. The research results showed that Japanese language training participants were satisfied with the quality of educational services at LPK Seiko Sukapura Indonesia. This is proven by the average satisfaction percentage of 87.4%, which means it is in the "Very Satisfied" category. It can be said that this is because the point of view or perception of Japanese language training participants regarding service quality at LPK Seiko Sukapura Indonesia shows agreement with the statements measuring the quality of educational services which are measured based on service quality dimensions. The conclusion of this research is that LPK Seiko Sukapura Indonesia has provided satisfactory service quality for Japanese language training participants.

Keywords: Satisfaction Level, Service Quality, Training