

ABSTRAK

Penelitian ini berjudul “Pengaruh Mutu Pelayanan Pendidikan dan Pelatihan Terhadap Kepuasan Peserta Pendidikan dan Pelatihan di Sentra Pendidikan BRI Bandung”. Permasalahan yang dibahas dalam penelitian ini menyangkut mutu pelayanan diklat dan pengaruhnya terhadap kepuasan peserta diklat di Sentra Pendidikan BRI Bandung. Penelitian ini dilakukan di Sentra Pendidikan BRI Bandung dengan objek penelitian peserta diklat dengan jenis program pendidikan Aplikasi Mantri Grade 3.

Tujuan dari penelitian ini adalah untuk memperoleh gambaran mengenai pengaruh mutu pelayanan pendidikan dan pelatihan terhadap kepuasan peserta pendidikan dan pelatihan di Sentra Pendidikan BRI Bandung. Penelitian ini menggunakan metode deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data dilakukan dengan metode angket tertutup. Populasi dalam penelitian ini adalah peserta pendidikan dan pelatihan yang mengikuti diklat di Sentra Pendidikan BRI pada periode bulan Juli 2013 yaitu 6 angkatan peserta jenis Program Pendidikan Aplikasi Mantri Grade 3 sebanyak 139 orang, dan untuk sampel berjumlah 58 orang peserta diklat.

Berdasarkan hasil perhitungan dengan menggunakan rumus *Weight Means Score* (WMS), gambaran umum variabel X (Mutu Pelayanan Diklat) berada pada kategori sangat baik dengan skor rata-rata 3,28. Sementara gambaran umum variabel Y (Kepuasan Peserta Diklat) berada pada kategori sangat baik, dengan skor rata-rata 3,17. Korelasi variabel X dan Y memiliki hubungan yang signifikan. Hal ini dapat dilihat dari hasil koefisien korelasi sebesar 0,631 yang ada pada kategori kuat dan signifikan, dengan koefisien determinasi sebesar 39,8%, serta hasil analisis regresi yaitu $\hat{Y} = 18,807 + 0,631X$ yang bersifat signifikan dan linier.

Kesimpulan penelitian menyatakan mutu pelayanan pendidikan dan pelatihan berpengaruh signifikan terhadap kepuasan peserta pendidikan dan pelatihan di Sentra Pendidikan BRI Bandung.

ABSTRACT

This research was titled "Influence Of The Quality Of Training And Education Services To The Satisfaction Of Training And Education Participants In BRI Bandung Training Center". The problems discussed in this study concerns the quality of service and influence on satisfaction of training and education participants in BRI Bandung Training Center. The research was conducted in BRI Bandung Training Center with objects of research is training and education participants namely 6 generation training and education participants programs Aplikasi Mantri Grade 3.

This research aims to obtain the actual description about the influence of the quality of training and education services to the satisfaction of training and education participants in BRI Bandung Training Center. This research uses descriptive quantitative approach. Data was collected by questionnaire covered. The population in this research is the training and education participants who followed training in BRI Bandung Training Center in the period July 2013, that is 6 generation training and education participants programs Aplikasi Mantri Grade 3 as much as 139 people, and for the total sample of 58 training participants.

Based on calculations using the formula Weight Means Score (WMS), an overview of the variables X (Quality of Training Service) is in very good category with an average score of 3.28. While an overview of variable Y (Training Participant Satisfaction) in the category very well, with an average score of 3.17. Correlation of variables X and Y have a significant relationship. It can be seen from the correlation coefficient is 0.631 which is in a strong category and significant, with a coefficient of determination of 39.8%, and the results of the regression analysis is $\hat{Y} = 18,807 + 0,631X$ that is both significant and linear.

Conclusion this research shows the quality of training and education services significantly influence satisfaction of training and education participant at BRI Bandung Training Center. As for the suggestion of this study that training and education institutions especially BRI Bandung Training Center is expected to further optimize the ministry of training and education that met the needs of training participants and achieve satisfaction.