ABSTRACT

For high competition among schools recently, especially private schools and the fact that customer's satisfaction to service quality and product quality are going to influence the survival of service organization in the long term. Therefore, this research is purposed to know the level of student satisfaction by comparing student's expectation and student's perception about service quality and product quality which have been received by students. So Christian Senior High School YSKI can arrange exact strategies to improve its service quality in order to produce a good product quality as human resources in the global era where occurs highest competition. The result of this research shows that student's satisfaction has been influenced by quality service and product quality.
Key words : *quality service, product quality and student satisfaction*

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