

STUDENT SATISFACTION ANALYSIS OF ADMINISTRATIVE SERVICE PERFORMANCE AT PROFESSIONAL STMIK

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Abstract

This study aims to determine student satisfaction with STMIK Professional Academic Administration Services based on Tangibles, Responsiveness, Reliability, Empathy, and Assurance aspects. descriptive with a quantitative approach. The population of this study was 454 students of the 2018-2021 STMIK Professional class. The sampling technique was carried out by proportional stratified random sampling. The sample size is 100 people. The data collection technique used an attitude scale. The data analysis technique used a trend test and the percentage of the frequency distribution of each aspect of satisfaction.

Keywords: Satisfaction, Academic Administration Service, proportional stratified random sampling

INTRODUCTION

The new paradigm of higher education management refers to five pillars: quality, autonomy, accountability, accreditation, and evaluation (Dirjen Dikti, 1990). The implementation of this paradigm serves to realize the ultimate goal of continuous quality improvement. Management of improving the quality of higher education is defined as public professional services that are carried out and directed as much as possible to provide services that meet or exceed standards. This means that at least Universities / Colleges must have criteria and service standards or measure service to customers in order to improve the quality of their education.

Based on this reality, Universities/High Schools as educational service providers must improve in providing services in order to gain public recognition and be able to compete. According to Umaedi, educational services can be divided into five main types of services, namely: educational administration services, learning services, co-curricular services, research services, and educational information services. The education services provided must pay attention to the quality of education and institutions. There needs to be evidence of achievement, assessment, quality certification, alumni success in obtaining relevant jobs, as well as evaluation results so as to gain public recognition and excel in the competition.

Aspects of a successful education assessment can be indicated as an educational service that is able to produce educational outputs that are in accordance with the demands of the community. Sukamto in Amat Jaedun (2011:4) suggests that the paradigm of client-oriented education quality is defined as a measure of the extent to which the program and its outputs have met the needs and expectations of clients. There are three things that education providers need to understand in order

to meet the needs and expectations of clients, namely: what the client's needs are, how to know the client's needs, and what makes them satisfied. that the variables of physical/real evidence, reliability/reliability, responsiveness/responsiveness, assurance, empathy, all have a positive and significant influence on student satisfaction. To find out the success of the service, it is necessary to measure it

MATERIALS AND METHODS

This study to determine student satisfaction with STMIK Professional Academic Administration Services based on Tangibles, Responsiveness, Reliability, Empathy, and Assurance aspects. descriptive with a quantitative approach. The population of this study was 454 students of the 2018-2021 STMIK Professional class. The sampling technique was carried out by proportional stratified random sampling. The sample size is 100 people. The data collection technique used an attitude scale. The data analysis technique used a trend test and the percentage of the frequency distribution of each aspect of satisfaction.

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To find out the success of the service, it is necessary to measure it. Furthermore, the measurement of satisfaction according to Philip Kotler is based on quality determinants which can be detailed as follows:

1. Tangibles: the appearance of physical facilities, equipment, personnel and communication media.
2. Responsiveness: the ability to help customers and provide services quickly or responsively.
3. Trust or reliability (Reliability): the ability to carry out the promised service accurately and reliably.
4. Empathy: a condition for caring, giving personal attention to customers.
5. Assurance: Knowledge and courtesy of Officers and their ability to generate trust and confidence in students.

STMIK Professionals in carrying out academic services are divided into several functions, namely BAAK, BAUK, Student Affairs, General Affairs, Personnel, and Equipment, as well as the STMIK Professional library. Functionally, each sub-section is led by a Head of Sub-section who is responsible to the Deputy Chair. Based on the results of observations and observations, various problems can be explained including:

1. There is no adequate waiting room, students waiting for services are only provided with chairs outside the room without any supporting facilities such as newspapers and the like.

2. There is no computer to access SISKA
3. There are only 2 service officers, so when asking for service, you have to wait first because the officer is doing other work.
4. There is no suggestion box to collect complaints and suggestions from students so that there has never been a special follow-up on student complaints even though they have been submitted directly.

Analysis is a thinking activity to describe a whole become components so that they can recognize the signs of components, their relationship to each other and their respective functions in one whole integrated one.

Customer Satisfaction

Definition of Customer Satisfaction (Student)

The word satisfaction comes from the Latin "satis" (meaning), good enough, adequate) and "facio" (to do or make). The concept of customer satisfaction is still abstract, however customer satisfaction is a central concept in marketing theory and practice, and is one of the essential objectives for business activities. The role of each individual in the service encounter is very important and influences the satisfaction formed. The term satisfaction when viewed from consumer behavior be something complex. Consumers in giving an assessment of something will usually be more disappointed with services than goods. The reason is because they are also involved in the service creation process. Satisfaction is the level of one's feelings after making a comparison between the reality he feels and his expectations.

This consumer thinking is also said by Kotler, 2002 which defines satisfaction is a feeling of pleasure or disappointment that a person experiences after comparing the perceived performance or results of a product with expectations his hope. If the performance is below expectations, the service user is not satisfied. Meanwhile, if the performance meets expectations, the service users are satisfied. Dimensions of satisfaction include getting what you want, getting what you want, and overall satisfaction. Based on some of the opinions above, it can be said that satisfaction is the conformity of expectations or things perceived by customers with the treatment it receives when requesting services from an institution. This means that customer satisfaction is influenced by the performance of employees in providing service. This certainly affects the existence of the institution in the eyes of the customer. Implementation of the strategy on the concept of customer satisfaction among others :

- a. Customer satisfaction is the most powerful tool for organizational life.
- b. Customers must be given the best and optimal service possible.
- c. Customer satisfaction requires a steady professional work effort.
- d. Satisfying customers is the responsibility of all parties in organization.
- e. Satisfactory service is our action, not advertisement or advertised advertisements.

The above definition refers to the customer as a user or customer service recipient. In the scope of the College / College one of the main recipients of services are students. Students are those who study in colleges/colleges. Student satisfaction is a student's positive attitude towards the services of higher education institutions because there is a match between the expectations of the service compared to the reality they receive.

Factors Affecting Student Satisfaction and Expectations

Factors that determine customer expectations include needs: personal experiences, past experiences, word of mouth recommendations, and advertisements. Satisfaction with service is realized by factors

as follows :

- a. Communication by word of mouth, Information obtained from the community who receive satisfactory service or not, will become information that can be used as a reference to use or choose services.
- b. Personal needs, people always need available services as a personal need that is available at a time and place according to need.
- c. Past experience, people who have received good service satisfactory will return to obtain satisfactory service according to his needs based on his experience.
- d. External communication, broad socialization of the service system regarding facilities, human resources, and the advantages possessed by an institution will affect the use of services by the community.

Students' expectations as the main customers are expectations related to hardware (non human elements), software (human elements), hardware quality and software quality and added value from the learning process. Referring to these expectations, of course, every student has a different perception from one another. There are those who have high standards that cannot be met by institutions, some are moderate and some are low. A common condition is that students can experience one of the following levels of satisfaction:

1. Performance below expectations, students will be dissatisfied.
2. Performance is in line with expectations, students will be satisfied.
3. Performance exceeds expectations, students will feel very satisfied.

This feeling of dissatisfied, satisfied or very satisfied will affect actions next. Students who are satisfied will convey positively about the services he uses/consumes. Dissatisfied students will react differently. Dissatisfied students may try to reduce their dissatisfaction by leaving or moving to another college/college or they may try to reduce their dissatisfaction by looking for information that can reinforce the high value of the service (avoiding information that might reinforce their low score). If the institution raises student expectations too high, students may be disappointed if the institution fails to meet them. The institution sets student expectations too low, so the institution cannot attract enough prospective students even though the students will be satisfied.

A high level of satisfaction or pleasure will create a bond high emotional. Institutions need to shape their culture in such a way so that people in the institution aim to serve and fulfill students. Leadership/management can take steps to minimize the number of student dissatisfaction, for example by communicating directly periodic. Communication with students can be done by provide a good communication forum for student complaints and deal with the complaint quickly. Indicators of student satisfaction in relation to the quality of education, namely:

- a. Reliability, related to leadership policies, lecturer competencies and service employees in providing quality, consistent and according to student needs.
- b. Responsiveness, willingness of school personnel to listen and cope student/student complaints related to college problems regarding school matters.

- c. Certainty, which is a condition in which the institution/school provides assurance of service to students which cannot be separated from the ability of the institution/school personnel, especially leaders, lecturers and employees to create confidence and trust in the promises of the College/Higher School to students, in addition to providing services to students. other services.
- d. Empathy is a mental state that makes a person feel himself in another person's situation. Thus, the form of empathy of the institution/school towards the needs of students is the understanding of the personnel of the institution/to the needs of students and working towards achieving it.
- e. Tangible, in the world of education related to the physical aspects of the school needed to support the teaching and learning process, including; buildings, environmental hygiene, parks, laboratories, libraries and other.

RESULTS AND DISCUSSIONS

The data in this study were obtained through Likert scale statements so that the data obtained were in the form of numbers. The data were analyzed using descriptive analysis techniques by calculating the total score and calculating the Mean (Mi) and standard deviation (SDi), as a reference for determining class. The next step is to compare the score per item with the total score. The results of the comparison of scores per item and category are then converted into percentages. The results of the scores and percentages are then interpreted with reference to the calculations described in the previous chapter.

Based on the results of research on student satisfaction with STMIK Professional academic administration services as follows:

Student Satisfaction

Based on the results of the study, the satisfaction rate of STMIK Professional students

Table 1. Results of Student Satisfaction Scale on Academic Administration Services

No	Satisfaction Indicator	Score	%	Description
Tangibles (Facilities, Equipment, Physical Appearance of Personnel)				
1.	Officers are neatly dressed when serving students	41	85	SP
2.	Easy access to the service desk directly	35	73	P
Responsiveness (Responsiveness in helping customers)				
3.	Officers always ask what students need	36	75	P
4.	The information provided by the officer is always clear	36	75	P
Reliability (Reliability of service)				
5.	The services provided are always resolved quickly	32	67	P

6.	Officers are always fair in serving in the order they come	39	81	P
7.	If asked about information that is not clear, the officer will to promptly provide and explain the information	36	75	P
8.	Service flow updates are now clearer	32	67	P
9.	I think the current service procedure is getting easier	36	75	P

Empathy (Providing personal satisfaction to customers, service guarantee)

10.	When assisting the officer's explanation is easy to understand	36	75	P
11.	If the service I experienced is not finished immediately, promise pick up service is always appropriate	33	69	P

Assurance (Confidence and ability of officers to build customer confidence in the services provided)

12.	Every service requested is always fulfilled	36	75	P
13.	If the service can't be taken care of in the Academic Section the officer provides clear information about how I should be (responsible)	33	70	P

Based on data analysis conducted by calculating the distribution of scores in each frequency distribution then interpreted with criteria. The satisfaction measurement was carried out on STMIK Professional students consisting of 3 study programs. The statement items used are 13 items with a score scale of 1-4. Aspects that are measured include aspects of tangibles (Tangibles), responsiveness (Responsiveness), trust (Reliability, empathy (Emphaty), and confidence (Assurance).

a. Tangibles Aspect (Embodiment)

In general, all satisfaction indicators are considered satisfactory with 75% satisfaction results.

b. Responsiveness Aspect (Responsiveness)

In general, all satisfaction indicators are considered satisfactory with 75% or good satisfaction results.

c. Aspect of Reality (Trust)

The reliability indicator is considered satisfactory with 75% satisfaction results. This means that the academic administration services provided by the academic section are quite good. This shows that the reliability aspect of officers in serving is important. The ability of officers to maintain and pay attention to customers will create a sense of customer trust in officers and existing operational systems to solve their problems.

d. Aspect of Empathy (Empathy)

In general, all satisfaction indicators are considered satisfactory with a satisfaction result of 72% or good. This shows that between students and officers there has been a good communication relationship and understanding of needs.

e. Assurance Aspect (Belief)

In general, all satisfaction indicators are considered satisfactory with 75% satisfaction results. This means that the academic administrative services provided by the academic department are good. This shows that the assurance aspect is something that is important to realize excellent service. However, it is necessary to increase the ability of officers to build trust in customers. In accordance with the theory which says that loyalty begins with trust.

CONCLUSIONS

Based on the results of the discussion of the analysis of student satisfaction on the performance of administrative services at STMIK Profesional, it can be concluded that the level of student satisfaction with STMIK Professional's academic administration services is quite good with a percentage level of satisfaction of 75%.

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