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# SATISFACTION OF IBNU SINA UNIVERSITY'S STUDENTS BASED ON ANALYSIS OF ACADEMIC SERVICE QUALITY

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***ABSTRACT**--Universities should provide maximum services and match the wishes of students. One sign of the good university can be seen from the Lecturers and service staff in Education. The existence of good quality in Education and Education services provide maximum results so that students feel satisfied with the service. In fact, the University still has many obstacles that result in dissatisfaction of students. The problem is focused on an academic preparedness service and infrastructure whose evaluation is still lacking. Academic handling problems that become obstacles for students such as lecture schedules, lecture schedules are less consistent, Lecturers are too busy, the slow announcement of Grades on Exams, lack of transparency in grades, and difficult to relate to certain Lecturers in guiding the preparation of the final project. Based on these problems, research is needed in the field of quality of education services and seeks to improve service satisfaction for students at the university. The type of this research is descriptive quantitative approach and research focus of Management study program, Ibnu Sina University. The observations carried out as a survey method with a population of respondents were 36 students. The technique used includes a sample of nonprobability sampling technique by purposive sampling. Data collection techniques used was questionnaires and documentation. The results showed that the dimensions of Reliability and Responsiveness obtained the lowest percentage value (71.35%), followed by the Assurance dimension of 73.13%, and Empathy of 73.74%, while the highest score obtained by the Tangible dimension of 81.25%.*

***Keywords--** Serving, Students Dissatisfaction.*

## I. INTRODUCTION

In increasing academic satisfaction of each user of educational services, the main thing is students. Improving the quality of tertiary education must be carried out by tertiary education providers, both tertiary institutions organized by the government, private sector and the community. The quality of education achieved so far has not been enough to provide provision to college graduates. This can be proven from the weak competitiveness of Indonesian tertiary graduates in the international sphere. The Central Government and the Regional Government

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as the main civil servent of higher education management alumni should get what they want, namely professional HR in accordance with their expertise[1]. In order for students in this case the management to get what is expected, the university must be able to synergize the expectations of students with the vision, mission and goals of the organization[2]. The synergy of student expectations and the interests of tertiary institutions will be achieved if the academic services carried out prioritize aspects of quality, adequate facilities, and professional management[3][4][5]. Higher education in accordance with its vision and mission is an institution of cultivating and producing superior human resources as a bridge in producing quality products to be able to compete in the global market. Students are a vital and central element in a college. Higher education has an interest in fulfilling various dimensions of satisfaction, especially for students in order to realize quality output in order to make the best contribution in their service to society. Managers of higher education must have the struggle to build a high commitment to improving quality in accordance with the costs incurred. This commitment is evidenced by teachers or lecturers who meet the qualifications, and learning facilities that meet the standards become the main prerequisites to provide satisfaction to the cadets[6][7]. The role of educators and educators in providing academic services to cadets must be commensurate with the costs incurred. On the other hand, the availability and completeness of learning facilities in tertiary institutions is highly needed to support the quality of civil service which is a figure that grows as a person and has a mature self-concept, moving from dependence. Self-maturity in question is the psychological maturity of students as individuals who are able to direct themselves. According to Miyono Encouraging the emergence of psychological needs[8][9][10], namely the desire to be seen and treated by others as individuals who direct themselves, not directed, forced or manipulated by others. 2 The level of maturity is one of the factors that drive students to give a perception of something they can feel while being a student. There are students who are quite happy with the situation they felt while being a student both in terms of the learning process, campus facilities, environment and current campus life[11][12]. But there are also students who feel less or dissatisfied with the learning process, campus facilities, the environment and campus life so that dissatisfaction arises in him. Students in this case can be said as college customers who have relatively complex and diverse characteristics, so that customers are not only single but many parties (multiple) with different satisfaction factors or criteria. One customer in a university, in this case a student, is more suitable to be identified with the term of civil servant because it shows that there are many customers with different satisfaction factors from one another. Other types of university stakeholders include end user, community (social), and lecturers and employees[13].

Students are core stakeholders because interested parties are directly influenced by the learning and management of tertiary institutions. End users and community (social) users are stakeholders who are interested in the results of tangible contributions from lecturers and employees, students and alumni. Important contributions made by lecturers and staff are learning services, management and provision of adequate lecture facilities, guaranteed security and the existence of a comfortable campus life and environment for students. The satisfaction of users of education services is very important for the progress of higher education. Student satisfaction as the main service user becomes a milestone for the sustainability of a college. This is because student satisfaction will have an impact on their loyalty to the tertiary institution. A loyal service user (student) will be a very valuable asset for universities, because students will be willing to promote their colleges to others, provide positive feedback, reduce the influence of attacks from competitors of similar institutions (holding positions), and improve the image positive from the institution.

## II. LITERATURE REVIEW

According to Sularso (1997: 244) the quality dimensions presented by several experts are very important to consider in order satisfying customers. There are seven basic dimensions of quality, namely: a. Performance, which is the absolute level of performance of goods or services on key attributes identified by customers. b. Employee interactions, such as hospitality, respect, and empathy are shown by the people who provide services or goods. c. Reliability, namely the consistency of the performance of goods, services and stores. d. Durability, which is susceptible to product life and general strength. e. Timeliness and Comfort, i.e. how quickly the product is delivered or repaired, how fast is the information product or service delivered. f. Aesthetics, which is more on the physical appearance of goods or stores and the attractiveness of the presentation of services.

Brand awareness, which is an additional positive or negative impact on the apparent quality, which recognizes the brand or store name for customer evaluation. The above opinion is in line with the opinion of Kotler and Susanto (2003: 561) follows. There are five criteria determining the quality of services, namely reliability, responsiveness, confidence, empathy, and tangibility. The five criteria will affect customer responses in the form of expectations and reality, which ultimately lead to customer satisfaction. Higher education customers are those who are influenced by higher education products and the processes that occur in the production and presentation of the product. According to Tampubolon (2001: 72):, College graduates are partial products. If you are satisfied with the service, then the number of customers will continue to grow and profits in various forms will increase. This addition implies that customers experience and enjoy the services produced by these service business entities. In other words, the services that occur in a service industry affect customer feelings positively. Conversely, if the service is not satisfactory, of course the customer is disappointed and will not return again. The needs of students in general according to Tampubolon (2001: 88) need to be understood first. Needs are everything that humans need for their lives. When viewed from an educational standpoint, student needs are related to the self-actualization needs. Based on the study of the theory above, what is meant by service quality is service that meets the requirements, so that service enables customer satisfaction. The indicators in this study are direct evidence (tangibles), reliability responsiveness, assurance, and empathy.

## III. METHODOLOGY

This research is descriptive and uses a quantitative approach and research focus in the Human Resources Management Study Program-Faculty of Economics and Business. The study was conducted using a survey method in the population of respondents namely management majors with a total of 36 students. The method must be used with nonprobability sampling technique sampling and taking samples by purposive sampling. Questionnaire and documentation are used to collect data. The research was carried out intensively, the researchers participated in the field and recorded really in accordance with the pact in the field, besides that, the researchers conducted reflective analyzes of various documents found in the field, and made detailed research reports.

## IV. RESULTS AND FINDINGS

The measurement of job satisfaction assessment of the academic services of the S-1 Human Resource Management Study Program is carried out for all the S-1 Human Resource Management Study Programs held at the end of the current academic year and will enter the next level. The several questions in the measurement of job satisfaction assessment of the academic services of the S-1 Study Program in Human Resources Management are as follows.

Rated aspect: Tangibles aspects (Educational facilities, lectures, teaching media and educational infrastructure): Comfortable, clean and tidy lecture rooms, HRM Study Program provides adequate learning facilities in the lecture room, HRM Study Program has adequate library, HRM Study Program provides adequate reference books at library, HRM Study Program provides clean washroom facilities, HRM Study Program has worship facilities that can be used by civil servants.

Reliability and Responsiveness Aspects Examination on time, Learning in accordance with a predetermined time, HRM Study Program helps cadets when facing problems in the academic field, HRM Study Program provides convenience in obtaining academic information, HRM Study Program facilitates activities, invitations, and championships with students outside the university, Academic staff have the ability to serve the interests of the civil service. Assurance aspects: Treat academic staff with courtesy, friendliness, in providing services to cadets, Problems / complaints of cadets are always handled by the HRM study program, Every job / assignment is always returned to the service, Time is used effectively by lecturers in the learning process, There are sanctions for civil servants who violate established regulations and apply to civil servants without exception. Empathy Aspect (Understanding of the interests of the civil service): The HRM Study Program always tries to understand the interests and difficulties of the civil service, the HRM Study Program always monitors student progress through counseling lecturers or counseling guidance lecturers, Lecturers are willing to help cadets who experience difficulties in study, Lecturers are friendly to the cadets, Study Programs HRM strives to understand the interests and talents of the civil service and strives to develop it. From some of the indicators above, it will give satisfaction to students if everything has been achieved, by providing quality services that are marked by the convenience of students in receiving academic services provided by universities and the cost of tuition that is implemented into a value (benefit) in accordance with expectations college student. From the description above, it can be concluded that strategies that can be done to improve the quality of academic services at tertiary institutions can be seen in the following table.

Strategies That Can Be Done to Improve the Quality of Academic Services in Higher Education: 1. Direct evidence (tangibles)

2. Reliability 3. Responsiveness 4. Assurance 5. Empathy.

Student Academic Satisfaction**:**

1. The suitability of the curriculum between expectations and reality 2. The suitability of the infrastructure of lectures between expectations and reality 3. The suitability of the implementation of lectures between expectations and statements, 4. The suitability of academic guidance between expectations and reality.

## V. CONCLUSION

Based on the results and analysis of the data, the management student satisfaction report on the academic services of the S1 Study Program of Human Resource Management in 2019 can be concluded that the academic services of the S1 Study Program in Human Resource Management have been going very well with an average total percentage of 74, 87%.

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