

Higher Education Management in Academic Service to FKIP Student Satisfaction

Arozatulo Bawamenewi^{1*}, Nathanael Sitanggang², Nasrun³ 

¹ Faculty of Teaching dan Education, Universitas Nias, Gunungsitoli, Indonesia

^{2,3} Postgraduate Manajemen Pendidikan, State University of Medan, Medan, Indonesia

*Corresponding author: arozatulobawamenewi825@gmail.com

Abstrak

Perguruan tinggi memerlukan manajemen yang baik agar tujuan pendidikan tercapai maksimal. Tujuan penelitian yaitu untuk menganalisis manajemen perguruan tinggi dalam mengembangkan pelayanan akademik terhadap kepuasan mahasiswa. Penelitian ini menggunakan pendekatan dengan metode studi kasus. Populasi dalam penelitian ini berjumlah 2312 mahasiswa. Metode yang digunakan dalam mengumpulkan data yaitu instrument. Instrument penelitian ini yakni kuesioner. Teknik analisis data yang digunakan dalam penelitian ini yakni pendekatan kuantitatif. Hasil penelitian menunjukkan tingkat kepuasan mahasiswa setiap prodi yakni Pendidikan Bahasa dan Sastra Indonesia dengan tingkat kepuasan 82,9% dan tidak puas 17,1%. Pendidikan Bahasa Inggris dengan tingkat kepuasan 83,5% dan tidak puas 16,05%. Pendidikan Biologi dengan tingkat kepuasan 78,2 % dan tidak puas 21,8%. Pendidikan Matematika dengan tingkat kepuasan 72,2 % dan tidak puas 27,8%. Pendidikan Ekonomi dengan tingkat kepuasan 82,6 % dan tidak puas 17,4%. PPKn dengan tingkat kepuasan 75,5 % dan tidak puas 24,5%. Hasil uji analisis data menggunakan program SPSS versi 26, hasil penelitian tingkat kepuasan mahasiswa dalam pelayanan akademik menunjukkan tergolong baik. Implikasi penelitian ini diharapkan dapat meningkatkan pelayanan akademik yang diberikan kepada mahasiswa.

Kata kunci: Manajemen, Pelayanan Akademik, Kepuasan Mahasiswa

Abstract

Higher education requires good management so that educational goals are achieved optimally. The research aims to analyze the management of tertiary institutions in developing academic services on student satisfaction. This study uses an approach with the case study method. The population in this study amounted to 2312 students. The method used in collecting data is the instrument. The research instrument is a questionnaire. The data analysis technique used in this research is a quantitative approach. The results showed student satisfaction for each study program, namely: Indonesian Language and Literature Education, with a satisfaction level of 82.9% and 17.1% dissatisfied. English education with a satisfaction level of 83.5% and 16.05% dissatisfied. Biology education with a satisfaction level of 78.2% and 21.8% dissatisfied. Mathematics education with a satisfaction level of 72.2% and 27.8% dissatisfied. Economic Education with a satisfaction level of 82.6% and 17.4% dissatisfied. PPKn with a satisfaction level of 75.5% and 24.5% dissatisfied. Based on the data analysis test using the SPSS version 26 program, the study's results showed that student satisfaction with academic services was relatively good. The implications of this research are expected to improve the academic services provided to students.

Keywords: Management, Academic Services, Student Satisfaction

History:

Received : August 19, 2022

Revised : August 23, 2022

Accepted : October 14, 2022

Published : October 25, 2022

Publisher: Undiksha Press

Licensed: This work is licensed under a Creative Commons Attribution 4.0 License



1. INTRODUCTION

The role of education is increasing rapidly from time to time towards the industrial era 4.0 society 5.0 along with the rapid development of technological sophistication (Nurtanto et al., 2020; Sudana et al., 2019). This situation continues to demand that every education sector prepare quality human resources. This embodiment is inseparable from every evaluation activity to create superior human resources in their fields (Amrizal et al., 2021; Udjang & Subarjo, 2019a). The character embedded in a person becomes a joint task to produce superior human resources as the nation's generation (Hulukati & Rahmi, 2020; Mentari & Rosalina, 2018). The era of globalization is a challenge for higher education in preparing their graduates to compete in the job market and produce innovative and creative

graduates. This means that labor competition will be open. Consequently, our workforce must be able to compete openly with foreign workers from various countries.

Current situational conditions require higher education to be competitive with other tertiary institutions to improve and advance the quality of graduates' competencies nationally and internationally. Each higher education plays an active role in implementing excellent service both horizontally and vertically at the institutional level (Along, 2020; Sastra Agustika et al., 2017). 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. The services provided by higher education must be of high quality in order to gain public or public trust (Sintya et al., 2018; Udjang & Subarjo, 2019b). This means that at least higher education must have service criteria and standards or measure services for customers in order to improve the quality of their education. Every organization, including educational organizations such as higher education and schools, will really need management to organize/manage the cooperation that occurs so that it can run well in achieving goals (Jagers et al., 2019; Zulkarnaini & Fatmasa, 2021). Management will run systematically through the stages, starting with a plan to the next stage by showing an integration in the process, keeping that in mind. Then the meaning of the importance of management is increasingly clear for human life, including the field of education.

The development of the times always has an impact on various things that change according to the needs of existing changes. Today is an era that is considered to be an era that uses technology in various ways, including in the management of higher education institutions. The current era demands various changes in all aspects so that it is called the era of the industrial revolution 4.0, higher education must maximize lecture methods so that students can prepare themselves optimally and highlight uniqueness and added value (Bhakti & Rahmawati, 2017; Sastra Agustika et al., 2017). Academic services are a reference in implementing and being able to apply the knowledge carried to be implemented so that the quality of graduates expected by stakeholders is achieved (Udjang & Subarjo, 2019b; Ulinuha & Novitaningtyas, 2021). In essence, the success of a leader is when he develops the meaning of leadership in life, with the principles of time management and work time discipline as a priority scale in realizing maximum performance results (Andilala & Marhalim, 2019; Prasetya & Harjanto, 2020). Speculation from the public regarding academic services at higher education is mostly constrained by the work/busyness of other lecturers. This was found when student statements based on questionnaires were improved when the lecture process was running.

Good service from a library will prove that the regional archive library is of good quality. One way to attract visitors and win the competition is to provide services that are in accordance with the wishes of customers that can provide satisfaction (Pramana & Sukresna, 2016; Udjang & Subarjo, 2019b). Satisfaction influences visitors to repeat using borrowing books at the regional archive library (Prasetya & Harjanto, 2020; Sulastri, 2017). The role of the Officer is one of the service providers, especially in reading interest, required to be able to provide quality services and be able to provide visitor satisfaction within the limits of professional service standards (Nurjannah, 2020; Sastra Agustika et al., 2017; Setiawardani, 2018). Service satisfaction can be defined as a situation when the needs, desires and expectations of customers can be fulfilled through the products consumed (Gofur, 2019; Saripudin et al., 2021). So the level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, the public will be disappointed, but if the performance meets expectations or exceeds expectations, the community will be very satisfied.

Several previous research findings state that academic services and institutional image affect student loyalty (Zulkarnaini & Fatmasa, 2021). Students are satisfied with academic

administration services (Sumianti et al., 2020). Service quality influences simultaneously on service user satisfaction (Putri & Destiwati, 2017). The research objective is to find out how higher education management develops academic services for student satisfaction. The existence of this research is expected to be able to provide an abstract description of administrative services on student satisfaction.

2. METHODS

The research approach was carried out using the case study method. The research instrument is a questionnaire based on supporting references from previous research, while the data analysis technique is to describe the level of academic service to student satisfaction based on the instrument in the questionnaire distributed to respondents. The research subjects of the Teaching and Education Faculty (FKIP) students of Nias University. The study population was Nias University students, while the study sample was conducted randomly for each study program. With this sampling technique, the researcher also determines the level starting from semesters 3, 5, 7. The purpose of determining this level is so that the answers given by students are in accordance with concrete conditions while attending lectures in the previous semester, while the first semester is at the adaptation stage with other academics. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). If the population is large and it is impossible for researchers to study everything in the population. Due to limited funds, manpower and time, this research was able to use samples taken from the population. Thus, considering that the number of students at the Faculty of Teacher Training and Education (FKIP) at Nias University was too large at 2312 people, this study determined the sample at the 5% level with a total of 506 people. The research instrument was a google form-based questionnaire which was distributed to all research subjects based on a predetermined sample. The data collection technique is guided by the student satisfaction instrument as a customer. The data analysis technique used in this research is a quantitative approach. Research with a qualitative approach, the analysis of this data with regard to calculations to answer the formulation of the problem of testing the hypothesis proposed (Sugiyono, 2019).

3. RESULTS AND DISCUSSION

Results

The results of this study were analyzed and processed based on data analysis techniques presented in the research method. Based on the results of the analysis under "N" totaling 506 with a percentage level of 100%, then there is no missing or lost data during data processing and the level of confidence or validity in the processing is 100%. The results showed the level of student satisfaction in each study program, namely Indonesian Language and Literature Education with a satisfaction level of 82.9% and 17.1% dissatisfied; English education with a satisfaction level of 83.5% and 16.05% dissatisfied; Biology Education with a satisfaction level of 78.2% and 21.8% dissatisfied; Mathematics education with a satisfaction level of 72.2% and 27.8% dissatisfied; Economic Education with a satisfaction level of 82.6% and 17.4% dissatisfied; and PPKn with a satisfaction level of 75.5% and 24.5% dissatisfaction. Based on the results of the questionnaire distributed to the respondents, the reliability of the test is said to be Reliable because $r_{\text{count}} > r_{\text{table}} = 0.979 > 0.088$ or heale and twyeross namely: Cronbach's alpha score = > 0.70 . The normality test results are presented in [Table 1](#).

Table 1. Normality Test

	Prodi	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Score	Bahasa Indonesia	0.294	196	0.000	0.721	196	0.000
	Bahasa Inggris	0.353	120	0.000	0.679	120	0.000
	BI0	0.321	51	0.000	0.789	51	0.000
	Ekonomi	0.462	10	0.000	0.584	10	0.000
	Matematika	0.280	72	0.000	0.818	72	0.000
	PKn	0.244	57	0.000	0.859	57	0.000

The homogeneity test aims to test the similarity of the variances of two or more distributions in the data to be processed. The results of the homogeneity test and the ANOVA test are presented in [Table 2](#).

Table 2: Test of Homogeneity of Variances

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22660.463	5	4532.093	3.950	0.002
Within Groups	573682.896	500	1147.366		
Total	596343.360	505			

Based on [Table 2](#), if the significance score is <0.05 then the data variance is not the same. If the significance score is > 0.05 , the data variance is the same. Based on the results of the analysis, the significance score is <0.05 , so the variance is not the same. The purpose of this research is to find out how higher education management develops academic services to student satisfaction through patterns of teaching, mentoring, administrative services and encouraging higher education to improve facilities and infrastructure. The results of hypothesis testing are presented in [Table 3](#).

Tabel 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.964
Bartlett's Test of Sphericity	Approx. Chi-Square	29350.566
	df	496
	Sig.	0.000

Based on the results of the analysis by looking at the KMO and Bartlett's score is 0.964 with a significance of 0.000 meaning that it is far below 0.05 ($0.00 < 0.05$), then the existing variables and samples are actually feasible and can be analyzed by factor analysis. The results showed the level of student satisfaction in each study program, namely Indonesian Language and Literature Education with a satisfaction level of 82.9% and 17.1% dissatisfied; English education with a satisfaction level of 83.5% and 16.05% dissatisfied; Biology Education with a satisfaction level of 78.2% and 21.8% dissatisfied; Mathematics education with a satisfaction level of 72.2% and 27.8% dissatisfied; Economic Education with a satisfaction level of 82.6% and 17.4% dissatisfied; and PPKn with a satisfaction level of 75.5% and 24.5% dissatisfied.

Discussion

The results showed that the quality of academic services strongly supports the running of academica activities in tertiary institutions. The services provided by tertiary institutions

must be quality in order to gain public or public trust (Ignatius et al., 2022; Majid et al., 2020). This means that at least higher education must have criteria and service standards or measure services to customers in order to improve the quality of their education. Service is an action taken to be given to students as a form of routine performance (Along, 2020; Sumianti et al., 2020). Various higher education now assume that the level of student satisfaction is a very important part of measuring the quality of education services. In addition, students do have the right to obtain the best service, and are entitled to get facilities owned by higher education. This is based on the concept of stakeholder perception services. The services provided will lead to perceptions of satisfaction from students if students' expectations of services are met according to the reality experienced. The quality of academic administration services provided by Politeknik Negeri Bandung to students is in a good category. The better the quality of academic and student administration services, student satisfaction.

Research findings based on the questionnaire distributed to the Student Respondents of the Teaching and Education Faculty (FKIP) of the University of Nias about student satisfaction with academic services, in the form of teaching, learning media facilities experienced by students individually. The results showed that the level of student satisfaction in academic services showed relatively good. The results of this questionnaire are processed through inferential statistics to find out the level of academic services. For every tertiary institution in order to run excellent service to improve better quality. It is recommended to conduct further research, because the results of a low relationship are 0.438. This means that there are other factors that affect the student satisfaction. The findings of this research are strengthened by previous research which states that academic services and institutional images are of an affecting student loyalty (Zulkarnaini & Fatmasa, 2021). Students feel satisfied with academic administration services (Sumianti et al., 2020). Service quality is simultaneously affecting service user satisfaction (Putri & Destiwati, 2017). Thus, the level of student satisfaction in academic services in the Faculty of Teacher Training and Education needs to be improved. That Nias University students tend to be satisfied, even though there are still a few percent in every dissatisfied study program. So, it is expected that lecturers for each study program to improve the performance of teaching or quality of learning to improve students' ladies. Likewise, the provision of facilities and infrastructure facilities to be completed to meet the level of student satisfaction in the lecture process and the level of administrative services from staffing.

4. CONCLUSION

higher education management strategy to develop administrative services on student satisfaction. The level of student satisfaction in academic services shows classified as good. The implications of this research are expected to improve the academic services provided to students.

5. REFERENCES

- Along, A. (2020). Kualitas Layanan Administrasi Akademik di Politeknik Negeri Pontianak. *Jurnal Ilmiah Administrasi Publik (JIAP)*, 6(1). <https://doi.org/10.21776/ub.jiap.2020.006.01.11>.
- Amrizal, A., Bahrin, B., & Yusrizal, Y. (2021). Manajemen Pembiayaan Pendidikan pada Perguruan Tinggi. *Journal of Education Research and Evaluation*, 5(4). <https://doi.org/10.23887/jere.v5i4.35434>.
- Andilala, A., & Marhalim, M. (2019). Aplikasi Tingkat Kepuasan Mahasiswa Terhadap Layanan Administrasi Fakultas Teknik Universitas Muhammadiyah Bengkulu.

- Pseudocode*, 6(2), 172–180. <https://doi.org/10.33369/pseudocode.6.2.172-180>.
- Bhakti, Y. B., & Rahmawati, E. Y. (2017). Indeks Kepuasan Mahasiswa Terhadap Pelayanan. *Jurnal Formatif*, 7(3), 272–285. <https://doi.org/10.30998/formatif.v7i3.2238>.
- Gofur, A. (2019). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(1), 37–44. <https://doi.org/10.36226/jrmb.v4i1.240>.
- Hulukati, W., & Rahmi, M. (2020). Instrumen Evaluasi Karakter Mahasiswa Program Pendidikan Guru Pendidikan Anak Usia Dini. *Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini*, 4(2). <https://doi.org/10.31004/obsesi.v4i2.468>.
- Ignatius, C. G., Bidas, P. R. S. N., & Eleanor, P. D. (2022). Influence of Human Resource Management on Quality of Education in Public Primary Schools in Cameroon. *International Journal of Scientific Research and Management (IJSRM)*, 10(6), 2409–2430. <https://doi.org/10.18535/ijssrm/v10i6.el02>.
- Jagers, R. J., Rivas-Drake, D., & Williams, B. (2019). Transformative social and emotional learning (SEL): Toward SEL in service of educational equity and excellence. *Educational Psychologist*, 54(3), 162–184. <https://doi.org/10.1080/00461520.2019.1623032>.
- Majid, A., R, N., N, M., N, F. E., & Y., A. S. (2020). Kepuasan Mahasiswa terhadap Pelayanan Akademik Akademik Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Lamongan. *Jurnal Ekonomi & Ekonomi Syariah*, 3(2), 413–425. <https://doi.org/10.36778/jesya.v3i2.223>.
- Mentari, T. A. S., & Rosalina, L. (2018). Penggunaan Media Pembelajaran Multimedia Interaktif Untuk Meningkatkan Aktivitas Dan Hasil Belajar Mahasiswa Pada Mata Kuliah Rias Wajah Karakter Foto/TV/Film Program Studi Pendidikan Tata Rias dan Kecantikan Jurusan Tata Rias Dan Kecantikan FPP UNP. *Journal of Education Scienties*, 2(2), 194–199. <http://lppm.ojs.unespadang.ac.id/index.php/UJES>.
- Nurjannah, N. (2020). Evaluasi Kepuasan Mahasiswa Terhadap Pelayanan Akademik Fakultas Tarbiyah Dan Ilmu Keguruan Iai Muhammadiyah Sinjai. *Jurnal Evaluasi Pendidikan*, 11(2), 51–57. <https://doi.org/10.21009/10.21009/jep.0122>.
- Nurtanto, M., Fawaid, M., & Sofyan, H. (2020). Problem Based Learning (PBL) in Industry 4.0: Improving Learning Quality through Character-Based Literacy Learning and Life Career Skill (LL-LCS). *Journal of Physics: Conference Series*, 1573(1), 0–10. <https://doi.org/10.1088/1742-6596/1573/1/012006>.
- Pramana, R. I., & Sukresna, I. M. (2016). Analisis Pengaruh Kualitas Layanan dan Persepsi atas Harga terhadap Loyalitas Konsumen melalui Kepuasan Konsumen (Studi Kasus Pada Konsumen Bus Pariwisata PO Jaya Indah Semarang). *Diponegoro Journal of Management*, 5(2), 1–15. <https://ejournal3.undip.ac.id/index.php/djom/article/view/13960>.
- Prasetya, T. A., & Harjanto, C. T. (2020). Pengaruh Mutu Pembelajaran Online Dan Tingkat Kepuasan Mahasiswa Terhadap Hasil Belajar Saat Pandemi. *Jurnal Pendidikan Teknologi Dan Kejuruan*, 17(2), 188–197. <https://doi.org/10.23887/jptk-undiksha.v17i2.25286>.
- Putri, Y. A., & Destiwati, R. (2017). Pengaruh Kualitas Pelayanan Pusat Bahasa Universitas Telkom Terhadap Kepuasan Pengguna Layanan. *Jurnal Kajian Komunikasi*, 5(1), 102 – 110. <https://doi.org/10.24198/jkk.v5i1.10477>.
- Saripudin, A., Oktriawan, W., & Kurniasih, N. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Restoran Saung Manglid. *Muttaqien; Indonesian Journal of Multidisciplinary Islamic Studies*, 2(01), 48–57. <https://doi.org/10.52593/mtq.02.1.03>.

- Sastra Agustika, G. N., Ayu Wulandari, I. G. A., & Jayanta, I. N. L. (2017). Importance-Performance Analysis Sebagai Alat Evaluasi Kualitas Pelayanan Pendidikan Tinggi (Studi Kasus FIP Universitas Pendidikan Ganesha). *Journal of Education Research and Evaluation*, 1(4), 300. <https://doi.org/10.23887/jere.v1i4.13652>.
- Setiawardani, M. (2018). Pengaruh Kualitas Pelayanan Administrasi Akademik Terhadap Kepuasan Mahasiswa Politeknik Negeri Bandung. *Jurnal Riset Bisnis Dan Investasi*, 4(1), 40–56. <https://doi.org/10.35313/jrbi.v4i1.991>.
- Sintya, L. I., Karuntu, M. M., Sam, U., & Manado, R. (2018). Pengaruh Harga Dan Kualitas Layanan Terhadap Kepuasan Pelanggan Jasa Transportasi Go-Jek Online Pada Mahasiswa Feb Unsrat Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(3), 1778–1787. <https://doi.org/10.35794/emba.v6i3.20462>.
- Sudana, I., Apriyani, D., & Nurmasitah, S. (2019). Revitalization of vocational high school roadmap to encounter the 4.0 industrial revolution. *Journal of Social Sciences Research*, 5(2), 338–342. <https://doi.org/10.32861/jssr.52.338.342>.
- Sugiyono. (2017). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Pendidikan (Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Pendiidikan)*. Alfabeta.
- Sulastri, T. (2017). Pengaruh Kualitas Pelayanan dan Persepsi Harga Terhadap Kepuasan Mahasiswa Serta Implikasinya pada Citra Perguruan Tinggi. *Jurnal Inspirasi Bisnis Dan Manajemen*, 1(1), 41. <https://doi.org/10.33603/jibm.v1i1.491>.
- Sumianti, S., Syamsuddin Syamsuddin, S. N., Hasbullah, H., Herlina, H., & Musjuliana, M. (2020). Analisis Tingkat Kepuasan Mahasiswa Terhadap Layanan Administrasi Akademik Pegawai Iain Kendari. *TA'DIB*, 23(1), 29 – 38. <https://doi.org/10.31958/jt.v23i1.1821>.
- Udjang, R., & Subarjo, S. (2019a). Analisis Tingkat Kepuasan Mahasiswa Pada Kualitas Layanan Universitas Mercu Buana Yogyakarta. *Jurnal Perilaku Dan Strategi Bisnis*, 7(1), 64–75. <https://doi.org/10.26486/jpsb.v7i1.675>.
- Udjang, R., & Subarjo, S. (2019b). Analisis Tingkat Kepuasan Mahasiswa Pada Kualitas Layanan Universitas Mercu Buana Yogyakarta. *Jurnal Perilaku Dan Strategi Bisnis*, 7(1), 64 – 75. <https://doi.org/10.26486/jpsb.v7i1.675>.
- Ulinuha, G., & Novitaningtyas, I. (2021). Analisis kepuasan mahasiswa terhadap sistem pembelajaran daring berdasarkan end user computing satisfaction. *Jurnal Kalacakra: Ilmu Sosial Dan Pendidikan*, 2(1), 1. <https://doi.org/10.31002/kalacakra.v2i1.3321>.
- Zulkarnaini, & Fatmasa, R. (2021). Pengaruh Layanan Akademik dan Citra Institusi terhadap Loyalitas Mahasiswa Universitas Terbuka. *AKSARA*, 7(3), 1285 – 1294. <https://doi.org/10.37905/aksara.7.3.1285-1294.2021>.