

**QUALITY ANALYSIS OF SERVICE ON STUDENT SATISFACTION ON STMIK
MAKASSAR INTERESTED**

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Abstract

This study aims to determine the effect of service quality on student satisfaction STMIK Dipanegara Makassar. which consists of the influence of reliability, responsiveness, assurance, empathy, physical evidence (tangibles) on student satisfaction at STMIK Dipanegara Makassar.

The population of this research is all students of STIMIK Dipanegara and the sample is 100 people informatics management programmer by using slovin method. Data collection is done through observation, interview, and documentation. Hypothesis testing using multiple regression analysis with the help of IBM SPSS 22.

The results showed that from the five variables only one variable that does not affect the assurance variable (assurance). While the other variables have positive and significant effect.

Keywords : Realibility, Responsiveness, Assurance, Empathy, Tangibles, Student Satisfaction

Foreword

The field of education services in Indonesia, especially in Makassar, has been influenced by the flow of globalization, and the globalization competition has been perceived to cause a change of competition map in providing increasingly rigorous education services. This can be seen from the many stands of educational institutions such as high schools, colleges and foreign swastha schools entering Makassar as part of a global cooperative network will serve global consumers or consumers who have a global taste-based experience and high technology that offers consumers better expectations and services and leverages these products.

Higher Education can be categorized as a complex Service institution. This arises because the Ministry of Higher Education related to various services of education, research and community service in accordance with the Tri Darma of Higher Education. Student satisfaction and loyalty as an end user of Higher Education services is necessary to stay ahead in long-term competition. For Makassar the existing universities are grouped into:

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Table 1
Number of Universities in Makassar City

College	Total
University	12
High School	44
Institute	2
Academic	28
Polytechnic	1

Source : Kopertis Region IX Makassar

The number of students can be seen in the following table:

Table 2
Number of STMIK Dipanegara students
T.A. 2011/2012 s.d. T.A. 2015/2016

Year	Total
2011	909
2012	845
2013	558
2014	711
2015	744

Source :Quality Assurance Unit STMIK Dipenegara Year 2017

Increasing the demand of university students and society about the service of Higher Education must be with the improvement of human resource capability in carrying out its function and responsibilities. In reality, however, there is a general phenomenon which shows that private universities are not responsive and proactive towards these developments, so that in providing service to customers does not seem to mean it. Understanding the needs and desires of customers can be known by conducting a student satisfaction survey so that qualified service can be achieved with the commitment, support and discipline along with the belief in the ability of themselves from the organization.

Therefore must be supported by the existence of organizational commitment to the human resources sumser owned. If human resources are managed well, it can create a competitive advantage. This is because human resources basically have knowledge and intellectuality through their experiences, skills and ideas (David, 1999). In other words to improve services to students, then a high private board must first commit to human resources owned and then committed to what has been offered to students (facilities and so on) and about the quality or absence of an education institution need empirical evidence of the truth of the quality of education to respond to comments such as "Whether the community is very dissatisfied with education today or is it only directed to a higher education institution for the provision of educational services"

One of the educational institutions in the city of Makassar, private universities in this case STMIK Dipanegara can not escape from global competition. Challenges and opportunities arising from the external environment must be wisely and wisely.

Therefore STMIK Dipanegara can provide quality and service in accordance with the goals and expectations. If this is not met, it will lead to student dissatisfaction and automatically

they will move other educational institutions that are able to provide services that are in expect.

In this competitive world, student satisfaction is the decisive factor to seize competitive advantage. From the above understanding clearly visible satisfaction mahasiswa menjadi reference point that is being developed from conceptualization, namely the formulation of theoretical concepts that pengapaanya can be made up in developing a student satisfaction strategy that includes the factors: (1) .Have a good relationship, (2) .Provide (4) .Offensive customer-inspired and defensive to existing customers as well as (5) .Motivation of product performance such as quality service.

The result of the theoretical and empirical research that has been above, the research plan to conduct research development to prove and examine the nature of direct or indirect relationship between the variables of commitment organisasi to service quality, student satisfaction and competitive advantage. It is anticipated that this research will further complement the factors of building quality of service, student's satisfaction in competing in private universities in Makassar and dissecting this study with previous studies

B. Research Problem

Based on the description of the background, can be formulated some of the problems of this research as follows:

From the description above background can be taken a problem formulation as follows:

1. Does Reliability (reliability) affect student satisfaction at STMIK Dipanegara Makassar?
2. Does Responsiveness affect student satisfaction at STMIK Dipanegara Makassar?
3. Does Assurance affect student satisfaction at STMIK Dipanegara Makassar?
4. Does Empathy (empathy) affect student satisfaction at STMIK Dipanegara Makassar?
5. Do physical evidence (tangibles) affect student satisfaction at STMIK Dipanegara Makassar

C. Concept of Service Marketing

In the increasing economy of the society then the consumption of secondary goods such as business services for beauty is also increasing. Business services engaged in beauty one of them is a salon business.

According to Lupiyoadi (2006), services are any activities offered by a party and are essentially intangible and do not result in ownership of something.

From the above definition, it can be seen that there is interaction between the consumer and the service provider. Service is an appearance performance, intangible and quickly lost, more perceived than owned, offered for sale on the other hand ie the service user. Generally services are produced and consumed simultaneously, where the interaction between the service provider and the beneficiary will affect the outcome of the service.

Services are often viewed as a complicated phenomenon because services have many senses, ranging from personal service to service as a product. services are individually identifiable activities that are essentially intangible and should not be tied to the sale of other products or services. To produce services may or may not require the use of tangible objects. However, even if the use of the object is necessary, there is no transfer of property to it (permanent ownership). Service buyers only acquire temporary ownership or temporary use of goods required to produce services.

D. Concept of Satisfaction

The general understanding of customer satisfaction or dissatisfaction is the result of differences between consumer expectations and perceived performance by consumers. From the various definitions of consumer satisfaction that have been researched and defined by marketing experts, it can be concluded that consumer satisfaction is a response of consumer behavior in the form of evaluation of buying to a goods or services perceived (product performance) compared with consumer expectations.

Satisfaction of service is defined as the satisfaction of service quality / service that is applied. There are ten dimensions of service quality developed by Garvin (in Lovelock, 1994) cited by Tjiptono (1996: 68) and can be used as a strategic planning and analysis framework. Consumer satisfaction is highly dependent on the perception and expectations of consumers themselves. Factors that affect the perception and expectations of consumers when making a purchase of goods or services is the need and desire felt by the consumer at the time of making a purchase of goods or services, past experience when consuming goods or services and experience of friends who have consume such goods or services and advertising.

According to Kotler (2002) Satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the perception or the impression to the performance or the outcome of a product and expectations. Thus, satisfaction is a function of perception or impression of performance and expectations. If performance is below expectations then the customer is not

satisfied. If performance meets expectations then customers will be satisfied. If performance exceeds expectations then the customer will be very satisfied or happy. The key to generating customer loyalty is delivering high customer value.

E. Service Quality

According to Lavelock in Utami (2012) service quality is a long-term consumer perspective and is a cognitive evaluation of the transfer of services. Quality of service is how far the difference between reality with the expectations of consumers for the services they receive. Quality services will create satisfaction with service users or consumers who can provide several benefits, including a harmonious relationship between service providers with consumers, providing a solid basis for repeat purchase, and the creation of consumer loyalty.

Quality is a good level of bad service. According to Tjiptono (2007) "the concept of quality itself is often regarded as a relative measure of the perfection or goodness of a product / service, consisting of design quality and conformance quality". Meanwhile, according to Goetsh and Davis in Tjiptono (2007) "quality is defined as a dynamic condition associated with products, services, human resources, processes, environments that exceed or meet expectations".

According to Indranata (2008) quality is a comprehensive improvement both in process quality, product, people, environment and service in order to be able to face the increasingly high organizational competition. So quality is a dynamic condition that undergoes a thorough improvement of products, services, human resources to fit customer expectations

Quality of service is an effort to meet the needs and desires of customers and accuracy of delivery to compensate for customer expectations (Tjiptono, 2006).

Keywords in service are quality, where the services provided can satisfy others. In the business perspective, the quality of service is aimed at satisfying the consumers in fulfilling the expectation in consuming the goods and services offered.

The image of quality service, among others, is formed by several things. According to Parasuraman, Zeithamil, and Berry (quoted from Tjiptono F and Chandra G, 2011) as follows:

1. Reliability : Relates to the company's ability to provide accurate service from the first time without making any mistakes and delivering its services according to the agreed time.
2. Responsiveness : With regard to employees' willingness and ability to assist customers and respond to their requests, as well as to inform when services will be delivered and then

provide services quickly.

3. Assurance : Namely the behavior of employees is able to grow customer confidence in companies and companies can create a sense of security for its customers. Warranties also mean that employees are always polite and master the knowledge and skills needed to handle any customer questions or concerns.
4. Empathy (empathy) : It means that the company understands its customers' problems and acts in the interests of its customers, and gives personal attention to its customers and has a comfortable operating hours.
5. Physical evidence (tangibles) : Physical evidence or tangibles regarding the attractiveness of the physical facilities, equipment, and materials used by the company and the performance of employees.

According to Tjiptono (2007: 61), concluded that "the image of good service quality is not based on the perspective / perception of service providers, but based on consumer's point of view / perception". This is because consumers are consuming and enjoying the services, so they determine the quality of services. Consumer perceptions of service quality is a comprehensive assessment of the benefits of a service.

F. Method

Data analysis used in this research to see the relation between organizational culture, and organizational commitment to employee performance of Agriculture Department of Regency of Mamuju, as seen in hypothesis, hence in this research used multiple linear regression with formulation as follows:

Where: Y	= Performance of employees
X1	= Reliability
X2	= Responsiveness
X3	= Assurance
X4	= Emphaty
X5	= Tangibles
b0	= Constants
b1, b2, b3, b4 b5 ,,	= estimated regression coefficients (parameters)
ei	= Factor error (error)

then tested by using Fisher test or F test that aims to test whether the variables X1, X2, X3,

X4, X5 have the effect simultaneously to Y. F-test is done by comparing the value of F-arithmetic with the value in the table, if the result of the value of F-count is greater than F-table then the variables X (independent variables) together affect the variable Y (independent variable). In addition, t-test is also conducted to determine the effect of X variables partially (individual) to variable Y. If the calculation results show the value of tcount > ttable with the level of trust <0.05 means that the variable X influences the variable Y significantly.

To test the proposed hypothesis as follows:

1. The t test (partial) is used to test the regression coefficient parameters of each partial free variable. This means that the t test can determine whether individual independent variables have a significant effect on the response variable.

The test is:

Ho : $b_i = 0$ (Xi factor is not affected Y)

Hi ; $b_i \neq 0$ (Xi factor influences Y), if a factor X has an effect on, if the tcount is greater than the ttable or the probability value is smaller than α ($\alpha = 5\%$). The influence here means that there is a rejection of Ho. Sedangkan opposite if the value of t count smaller ttable or probability value count greater than α ($\alpha = 5\%$), then menunjukkan factor X has no effect on Y.

tcount > ttable or P value $< \alpha$; Reject Ho

tcount < ttable or P value $> \alpha$; Accept Ho

2. F test (simultaneous test) is used to test the conformity of the model simultaneously the independent variables affect the dependent variable. An X factor will affect Y large from Ftable, then at least one X affects Y. Whereas if Fcount is less than Ftable, then certainly none of X affect Y. If elaborated further:

Fcount < Ftable then Ho accepted, meaning factor X together have no significant effect on Y.

Fcount > Ftable then Ho is rejected, meaning there is at least one factor X which has a real effect on Y.

3. To see the closeness of the relationship between the independent variables to the dependent variable (Dependent Variable) is explained by the correlation coefficient (R) if the value of $R > 0.5$ means the strong relationship, $R = 0.5$ means the medium relationship and $R < 0.5$ means weak relationship.
4. To estimate the dependent percentage of dependent variables (Dependent Variables) and the interscope constants are explained by the coefficient of determination (R^2) or (R-square) and if the Interscope effect is issued then R^2 becomes R^2 correlated (Adj R-Square). The value of R^2 shows the coefficient of determination is how much the change in the dependent variable is caused by the change of the independent variables simultaneously.

G. Research Result

1. Hypothesis Testing Simultaneously

This test aims to see the effect of service on student satisfaction by looking at the value of F-hitungnya. The test results simultaneously, can be seen in the following table:

Table 3

Testing Simultaneously

ANOVA^a

Model	Sum of Squa	df	Mean Squar	F	Sig.
1 Regression	15.062	5	3.012	86.674	.000 ^b
Residual	3.267	94	.035		
Total	18.330	99			

a. Dependent Variable: y

b. Predictors: (Constant), x1, x3, x2, x4, x5

1. **Source** : SPSS Outputs Processed, 2017 SPSS Outputs Processed, 201

2. The data in table 20 shows that the value of *F*-arithmetic is 86.674, while the *F*-table on 95% confidence interval or error rate ($\alpha = 0,05$) will get 86.674. Thus, the value of *F*-arithmetic > *F*-table or $3.012 > 86.674$ which means, the independent variables will affect synchronously with the dependent variable. Significance is high because 0.000 is smaller than alpha level of 0.05. It can be concluded that simultaneously variables Tangibility, Realibility, Responsiveness, Assurance, Emphaty, have a significant and positive effect on student satisfaction at STMIK Dipanegara Makassar.

H. Quantitative Analysis

Testing of regression result obtained was tested simultaneously by using *F*-test and partial test by using *t*-test. Then it can be described for more details:

1. Hypothesis Testing Partially

Hypothesis testing is used partially to see the effect of variables Tangibility, Realibility, Responsiveness, Assurance, Emphaty, on student satisfaction at STMIK Dipanegara Makassar. Test results can be seen from the value *t*-count. The partial test results (*t*-count) can be seen from the table below:

Table 4
Partial Testing (Test 1)

Variabel Independent	Koefisien Regresi (B)	t- hitung	Sig
Tangibility (X_1)	0.787	5.629	0,000
Realibility (X_2)	0.830	4.703	0.000
Responsiveness (X_3)	0.306	2.070	0,041

Assurance (X_4),	0.211	1.100	0,274
Emphaty (X_5)	0.340	6.821	0,000
Konsatanta (b_0)	0.044		

Source: SPSS Outputs Processed, 2017

Based on the partial test as shown in table 21 shows that Tangibility, Realibility, Responsiveness, Assurance, Emphaty, significant and positive to student satisfaction at STMIK Dipanegara Makassar. This can be known from t arithmetic obtained greater than t -table or t -count is smaller than t -table. The result of analysis also shows from the two variables that are developing, it turns out that the variable has dominant influence in increasing student's satisfaction at STMIK Dipanegara Makassar, this can be seen from t count of individual characteristic bigger than t count value of energy and value from greater than t count value of competence

then in the table, it can be seen whether the results of multiple linear regression equation of this research model are as follows:

$$Y = 0.044 + 0.787 X_1 + 0.830 X_2 + 0.306 X_3 + 0.211 X_4 + 0.340 X_5$$

Based on the multiple linear regression equation above, it can be interpreted as follows:

- a. Constanta (b_0) is obtained from the value of 0.044 which states that the added value of students at STMIK Dipanegara Makassar consisting of Tangibility, Realibility, Responsiveness, Assurance, Emphaty.
- b. $b_1 = 0.787$, has a positive meaning that shows a positive sensitivity to student satisfaction at STMIK Dipanegara Makassar, which b_1 is positive and significant due to the value of $p = 0.000$ smaller than 0.05. Can with clarity and so forth, it will increase student satisfaction of 21.3% at STMIK Dipanegara Makassar.
- c. $b_2 = 0.830$, has a positive sign indicating positive realibility to student satisfaction at STMIK Dipanegara Makassar. The coefficient of b_2 is positive and significant because $p = 0.830$, smaller than 0.05. It can be given an additional increase of 17.0% and other independent variables constant, it will increase student satisfaction at STMIK Dipanegara Makassar.
- d. $b_3 = 0,306$, have positive sign showing individual characteristic have positive effect to

student satisfaction at STMIK Dipanegara Makassar. The coefficient of b_2 is positive and significant because $p = 0.306$, smaller than 0.05 . It can be explained that the increase of individual characteristic by $69,4\%$ and other independent variable constant, hence will increase student's satisfaction at STMIK Dipanegara Makassar.

- e. $b_4 = 0.211$, has a positive sign indicating that responsiveness has a positive effect on student satisfaction at STMIK Dipanegara Makassar. The coefficient of b_2 is positive and significant because the value of $p = 0.211$, less than 0.05 . It can be explained if there is an increase of responsiveness of $78,9\%$ and other independent variable constant, hence will increase student satisfaction at STMIK Dipanegara Makassar.*
- f. $b_5 = 0.340$, has a positive sign that indicates that empathy has a positive effect on student satisfaction at STMIK Dipanegara Makassar. The coefficient of b_5 is positive and significant because the value of $p = 0.340$, smaller than 0.05 . It can be explained if there is an increase of individual characteristics by 66% and other independent variables constant, it will increase student satisfaction at STMIK Dipanegara Makassar.*

The amount of contribution given from variables Tangibility, Realibility, Responsiveness, Assurance, Emphaty to student satisfaction at STMIK Dipanegara Makassar and can be seen from the coefficient of determination. Obtaining the determination value (R^2) can be seen in the table below:

Table 5
Coefficient Determination Test Result (R^2)

Model	R	R Square	Adjusted R Square
1	0.907 ^a	0.822	0.812

Source : SPSS Output processed, 2017

Based on the results of determination test table 22, it can be explained that the magnitude of the coefficient of determination (R^2) is 0.812 . The coefficient of determination states that the variable of Tangibility, Realibility, Responsiveness, Assurance, Emphaty can only explain or contribute to the variation of student satisfaction

change by 90.7%. While the rest of 0.3% influenced by other variables that are not involved in this study.

Based on the results of statistical tests can be seen clearly that the partial (individual) all independent variables affect the dependent variable. Influence given the three independent variables are positive meaning Tangibility, Realibility, Responsiveness, Assurance, Emphaty then lead to higher student satisfaction in STMIK Dipanegara.

Discussion

1. The influence of Tangibility on Student Satisfaction STMIK Dipanegara Makassar.

Various efforts made by the management of companies ranging from small things such as fostering good communication is done regularly to the big things like providing optimal service all aimed to obtain customer satisfaction. However, customer satisfaction tends to change either in terms of rising or decreasing difficult to determine the length of time, so to be able to maintain customer satisfaction is not something that can be done and completed in a relatively short time.

According to Assauri (2012), "Customer satisfaction is a forward indicator of the company's business success, which measures how well the customer's response to the company's business future".

According to Kotler and Keller (2007), consumer satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of the product to the expected performance.

Customer satisfaction, an important concept in the modern marketing era, emphasizes the satisfaction of the service (not just the product) to the customer to get the end result of profit. In customer research in the intent is STMIk students Dipanegara Makassar. In other words, student satisfaction is needed in addition to empirical findings also found other findings, namely the paradigm of confirmation and disconfirmation. Confirmation occurs when the satisfaction received matches the standard. While confirmed occurs when the satisfaction received does not comply with the standard. Confirmation and disconfirmation are expected to determine student satisfaction and dissatisfaction. Although many research results may accept this paradigm, each has a different view of the standard of comparison and the relationship of a number of key variables (Oliver, 1980; Cadotte, et

al., 1987).

Some marketing research states that product satisfaction that exceeds standards will result in satisfaction (Enggell & Blackwell; 1982 Howard & Sheth 1969). This is consistent with the finding that satisfaction is a function of some particular standard and the differences received from some of these standards (Andrews & Withey 1979, Weaver & Brickman, 1974).

Tangible or physical evidence regarding the attractiveness of physical facilities, equipment, and materials used by the company as well as the appearance of employees. The result of hypothesis testing has proved that there is influence between the tangibility to the satisfaction of STMIK Dipanegara Makassar students. This means that tangibility partially have a positive and significant effect on student satisfaction.

From the tabulation of respondent's answer show that the fourth indicator on the physical evidence variable (X1) with the highest frequency of 64 respondents with a large percentage of 64.0 percent in indicator 2 about the convenience of doing the service will have an impact on the increase of student satisfaction and the second highest respondent answer is on 4th indicator of 63 respondents or 63.0 percent of the discipline of officers in the service can increase student satisfaction. Then it can be concluded that the convenience of doing services and discipline officers in performing services can increase student satisfaction at STMIK Dipanegara Makassar.

This is in line with research from Heri Susanto (2015) in his research entitled *The Influence Of Academic Service To Satisfaction Of Students Of The Open University Graduate Program In The Distance Learning Program Unit (UPBJJ) Mataram*. Thus, the result of partial regression analysis of the independent variables on the dependent variable in Table 7 can be concluded that the variables of academic service quality (tangible and empathy) partially have a significant influence on student satisfaction (Y) at the Open University Graduate Program in Distance Learning Program Unit UPBJJ) Mataram. Meanwhile, the variable of academic service quality (reliability, responsiveness, and assurance) partially has no significant effect on student satisfaction (Y) at the Open University Graduate Program in Mataram Distance Learning Program Unit (UPBJJ) Mataram.

2. Influence of Realibility on Student Satisfaction STMIK Dipanegara Makassar

Realibility or reliability, the ability of STMIK Dipanegara to provide accurate service since the first time without making any mistakes and deliver his services in accordance with the agreed time.

The result of hypothesis testing has proved that there is influence between realibility to student satisfaction of STMIK Dipanegara Makassar. This means that partial realibility has a positive and significant effect on student satisfaction

From the results of processing and data analysis can be seen that the 4th indicator that the expertise of officers in using the tools in the service process will help improve student satisfaction and the second indicator 63responden or 63.0 percent of Having a clear standard of service. It can be concluded that the expertise of the officers in using the tools in the service process and Have a clear standard of service can improve.

This is in accordance with research conducted by Dwi Aryani and Febrina Rosinta (2010) under the title Influence Quality of Service Against Customer Satisfaction in shaping customer loyalty. The results of this study indicate that the five dimensions of service quality providers proved to significantly affect service quality. The strongest dimensions in describing the quality of service are: reliability, responsiveness, assurance, empathy, and tangibility. In addition, the results showed there was a strong and positive influence between the quality of service variables KFC to customer satisfaction in FISIP UI students. This is evident from the results of research showing that 72.9% variable customer satisfaction can be explained by service quality variables, while the remaining 27.1% influenced by other factors outside the variable quality of service

3. Influence of Resonsiveness on Student Satisfaction STMIK Dipanegara Makassar

Responsiveness variables are related to employees' willingness and ability to assist customers and respond to their requests, and to inform when services will be delivered and then provide services quickly.

The result of hypothesis testing has proved that there is influence between Responsiveness to student satisfaction STMIK Dipanegara Makassar. This means that partial responsiveness has a positive and significant effect on student satisfaction.

From the results of processing and data analysis can be seen that the 5th indicator is the Officer performing the service with the right time, and the 4th highest indicator that the

Officer performs the service carefully. It can be concluded that for the Officer to do the service with the right time and the Officer do the careful service can produce better satisfaction at STMIK Dipanegara Makassar.

4. Effect of Assurance on Student Satisfaction STMIK Dipanegara Makassar

It is the behavior of employees to foster students' confidence in campus academics and so the campus can create a sense of security for the students. Warranties also mean that employees are always polite and master the knowledge and skills needed to handle any student questions or concerns.

Hypothesis testing results have no influence between Assurance on student satisfaction STMIK Dipanegara Makassar. This means that Assurance partially does not have a positive and significant effect on student satisfaction.

From the data analysis, it is known that the 4th indicator is the Officer providing the guarantee of cost assurance in the service, and the 2nd highest indicator that is 1 and 3 each has the same value. The officer provides timely guarantee in the service and the Officer provides the legality guarantee in the service. It can be concluded that to improve student satisfaction hence Officer give guarantee of certainty of cost in service and Officer give timely guarantee in service and Officer give guarantee of legality in service can yield better satisfaction at STMIK Dipanegara Makassar

5. Influence of Emphaty on Student Satisfaction STMIK Dipanegara Makassar

The campus understands the problems of its students and acts in the interests of its students, and gives personal attention to the students and has a comfortable operating hours.

The result of hypothesis testing has proved that there is influence between Emphaty to student satisfaction of STMIK Dipanegara Makassar. This means that empathy partially have a positive and significant effect on student satisfaction.

From the results of processing and data analysis can be seen that that on the second indicator is the Officer serving with a friendly attitude, and the highest indicator to 1 that First priority student interests. It can be concluded that to improve the satisfaction of STMIK Dipanegara students should provide a friendly service and attitude and always prioritize students' interests, this can result in better satisfaction of STMIK Dipanegara Makassar students.

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