

## STUDENT SATISFACTION OF SERVICE QUALITY EDUCATION IN JEMBER

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### ABSTRACT

*This study aims to analyze the importance and performance of educational services. The quality of service consists of tangible, reliability, responsiveness, assurance and empathy. The data were obtained by distributing questionnaires to students of the Faculty of Economics, University of Muhammadiyah Jember with sample 60 respondents selected by purposive sampling. Customer satisfaction index is used to analyze the level of overall student satisfaction. For identifying performance improvement priorities, the Analysis method used consists of two components: quadrant analysis and gap analysis. The results showed that the overall performance of students was satisfied with education services to the student satisfaction index score was 86.60 percent. Quadrant analysis shows that the dimensions of assurance, reliability, responsiveness, and empathy are considered an important dimension and good performance in accordance with the expectations of the students so that this dimension needs to be maintained and enhanced performance. The dimension that is considered less good is that of tangibles.*

**Key words:** *Service Quality, Tangibles, Reliability, Responsiveness, Assurance, Empathy, and Education.*

### ABSTRAK

*Penelitian ini bertujuan untuk menganalisis peranan dan kinerja pelayanan pendidikan. Kualitas layanan terdiri dari tangible, reliability, responsiveness, assurance, dan empathy. Data diperoleh dengan menyebarkan kuesioner kepada mahasiswa Fakultas Ekonomi, University of Muhammadiyah Jember dengan sampel 60 responden yang dipilih secara purposive sampling. Indeks kepuasan pelanggan digunakan untuk menganalisis tingkat kepuasan mahasiswa secara keseluruhan. Untuk mengidentifikasi prioritas peningkatan kinerja, metode analisis yang digunakan terdiri dari dua komponen: analisis kuadran dan analisis kesenjangan. Hasil penelitian menunjukkan bahwa kinerja keseluruhan siswa merasa puas dengan layanan pendidikan dengan nilai indeks kepuasan mahasiswa 86,60 persen. Analisis kuadran menunjukkan bahwa dimensi assurance, reliability, responsiveness, dan empathy dianggap dimensi penting dan kinerja yang baik sesuai dengan harapan para siswa sehingga dimensi ini perlu dipertahankan dan ditingkatkan kinerja. Dimensi yang dianggap kurang baik adalah dimensi tangibles.*

**Kata Kunci:** *Service Quality, Tangibles, Reliability, Responsiveness, Assurance, Empathy, and Education.*

## INTRODUCTION

Service is the key to success in various businesses or activities of a service. Its role will be to determine if the activities in the public services are competitive for the effort to seize the market or service users. With the competition, they have such a positive impact on the company. Companies are competing to provide services through a variety of means, techniques, and methods that can attract more customers as user's services produced by the company. The success of a service can be seen when the customer or customers who receive services in accordance with what is expected (Lupiyoadi 2006).

The increasingly sharp competition forced the companies or organizations to focus on improving the competence to improve the quality of human resources that can be relied upon in the face of competition that exist in order to meet the needs and desires of customers. Improving the quality of human resources can only be performed by qualified educational institutions, educational institutions both domestic and private educational institutions. Educational institution is a place to prepare for the establishment of quality human resources human resources needed for future development through education. This educational process involves several elements including faculty, students, staff, parents, government, infrastructure, and other parties that it will determine the success of educational institutions to produce qualified young generation in accordance with the demands was and progress era.

Education is one of the important factors in the development of human resources. Education is a factor directly related to the ability and progress of society. This is because education is able to establish a pattern of thinking towards a better society. The higher the educational level of a society will encourage indirectly the development of national level faster and directed towards development aspired. Education recognized to be one of the crucial factors for Indonesia to

compete in the global era. The role of educational institutions is forcing communities to absorb all the knowledge in depth to be one of the critical success factors in the future development.

Customer satisfaction is the degree of one's feelings after comparing performance compared with expectations (Kotler and Gary 2007). Therefore, customer satisfaction is a state where desires, expectations and needs can be met. A service is considered satisfactory if the service can meet the needs and expectations of customers. Customer satisfaction measurement is an important element in providing better services, more efficient and more effective.

The Faculty of Economics, University of Muhammadiyah Jember students satisfaction is due to the presence of students is very important for the sustainability of educational institutions in the future. The aim of this study was to determine the level of student satisfaction on the quality of educational services at the Faculty of Economics University of Muhammadiyah Jember based on five dimensions of service. The second objective is to determine the gap between the expectations of student performance.

## THEORETICAL FRAMEWORK AND HYPOTHESIS

### Marketing Management

Kotler (2006) says that marketing is a social and managerial process by which individuals and groups obtain their needs and desires by creating, offering and exchanging something of value to each other. This definition has the core concepts include the needs, desires and demand of products, value, cost and satisfaction, exchange, market relations, and marketing as well as market. Tjiptono (2006) argues that marketing is a whole system of business activities required for planning, pricing, promoting and distributing goods or services that satisfy the needs of existing customers and potential buyers. Lupiyoadi (2006), defines marketing management is the activity of analyzing, planning, implementation and control of programs that

are created to establish, build and maintain, the advantage of the exchange market in order to achieve the target through the organization with long-term goals.

Kotler (2006) says marketing management is the process of planning and implementation of ideas, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy the objectives of individuals and organizations. This definition recognizes that marketing management is a process that involves the analysis, planning, implementation and control, which covers goods, services, and ideas, which depends on the exchange and with the aim of producing satisfaction for the parties involved.

### Characteristics of Services

Services are one of the products offered to consumers. Thus, the service is any action or activity that can be offered to other parties that are essentially intangible and does not result in any ownership. Production can be associated or not associated at a physical product (Mote 2008). Services have four major characteristics that greatly affect the design of marketing.

1. Intangibility. Services are intangible, unlike physical products; services can not be seen, felt, heard or enjoyed before purchase.
2. Inseparability. In general, services produced and consumed simultaneously.
3. Variability. Services vary because it depends on who is providing services as well as when and where it was done.
4. Perish ability. Services can not be stored, the service life depends on the situation created by a variety of factors.
5. Researchers such as Parasuraman, Zeithaml, Berry (Kotler 2006) make a list of the main determinants of service quality. They found that consumers basically using the same criteria, regardless of the type of services.

### Quality Services

The success of a company closely associated with the presence of high quality provided

by the company. In this case, the quality of product, service and customer satisfaction has a strong relationship where the higher level of quality led to higher customer satisfaction. Kotler (2006) defines quality or characteristic is the overall quality and characteristics of a product or service that affect its ability to satisfy stated or implied. It can be clarified that the quality of the properties and characteristics of the total of a product or service related to its ability to satisfy the needs of its customers. A company that is usually satisfying the needs of its customers called the company's most qualified.

Quality of service is the level of excellence expected and control of excellence to meet customer desires. The key is to meet or exceed the expectations of top quality services that customers want. Customers will be satisfied if they get what they want.

The service provider must identify the target customer desires in any particular period. Service providers face a choice between customer satisfaction and company profits. The important thing is that the service providers to clearly define and communicate the level of services to be performed, so that employees know what they should do and consumers will get what they want. There are five dimensions of service quality determinants in (Tjiptono 2006), among others:

1. Tangible, Covers physical appearance such as buildings, equipment or front-office space.
2. Reliability, Ability to perform the promised services.
3. Responsiveness. The ability to provide services quickly.
4. Assurance, The ability of employees to the product correctly and courtesy of employees, giving rise to the trust and confidence of customers.
5. Empathy, The Company's concern for the customer to understand the customer's wishes and needs.

### Customer Satisfaction and Measurement

Satisfaction is feeling happy or disappointed someone who comes from a comparison be-

tween the impression of a product's performance or results and expectations (Kotler 2006). From the definition above can be explained that a person's feelings of pleasure or disappointment after sensing performance of a given product commensurate with the company's expectations. Therefore, consumers will also feel the extent to which the notion of performance products to meet the expectations of the buyer or consumer.

If performance is below expectations then the customer will not be satisfied or disappointed, and conversely, if the performance meets the expectations of the customers will be satisfied. Service is one thing, which should be noted in the service industry. Tjiptono (2006) defines service as one of the measures taken to meet the needs of others (consumers, customers, guests, clients, patients) that the level of gratification can only be felt by those who serve and are served.

Lupiyoadi (2006) suggests the quality or the quality of services in the industry is a presentation of a product or service that the size effect. Quality services are basically centered on meeting the customer's needs and desires as well as the accuracy of its delivery to offset customer expectations. Thus the achievement of customer satisfaction requires a balance between needs and wants and what is given.

### **Satisfaction Measurement**

Tjiptono (2006) stated that customer satisfaction or dissatisfaction is the customer response to the evaluation of the perceived discrepancy between expectations and actual performance products previously perceived after use. Lupiyoadi (2006) revealed that customer satisfaction is an evaluation of an alternative derived after sale, which at least gives the results (outcomes) equal, or exceed customer expectations, while dissatisfaction arises if the results obtained do not meet customer expectations. Kotler and Armstrong (2007) assert that customer satisfaction is the degree of one's feelings, after comparing the quality of service perceived by expectations.

Customer satisfaction is the extent to which the notion of quality of service meets customer expectations. When the quality of customer service is lower than the expectations of customers, then they will feel dissatisfied. When we meet or exceed the expectations of customers who are satisfied will remain loyal longer, buy more, are less sensitive to price changes in favor of the company and conversation (Sugiarto 2005).

Consumer or customer satisfaction is determined by the quality of service performance in the field. If the service is not the same or not in accordance with customer expectations, then customers assess the service is bad or evil. The following equations customer satisfaction:

$$Satisfaction = f (Performance - Expectation) \quad (1)$$

Where:

*Performance* < expectancy indicate poor service and yet satisfy customers.

*Performance* = expectation indicates service provided was mediocre but sufficient to satisfy the customer.

*Performance* > expectation indicates service provided was excellent and very satisfying customers.

Customers always want to get the maximum satisfaction scores are based on the needs and desires of each individual. Satisfaction can be achieved when the needs and expectations of the product are met. So the level of satisfaction is a function of the difference between perceived performances to expectations. Consumers form expectations of the past, comments from her relatives, and the promises of information marketers. A satisfied customer will have a high loyalty, less sensitive to price, and give good comments about the company (Roland and Hotniar 2007).

### **Consumer Expectations**

The ability to translate consumer expectations which are divided into five dimensions (tangible, reliability, responsiveness, assurance, empathy) into the actual service level management service is a real problem. Inaccuracy

between customer expectations with the characteristics of the services provided can lead to a gap. Kotler and Armstrong (2007) identify five gaps that cause the failure of the delivery of services because of the failure to meet customer expectations so that customer satisfaction is not achieved, namely:

1. Gap between customer expectations and perceptions of management.  
Management does not always understand and feel correctly what customers want exactly.
2. Gap between management perception and service quality specification  
Management may be correct in understanding customer desires, but do not set specific standards of quality service.
3. Gap between service quality specifications and service delivery  
The personnel may be poorly trained or do not meet the standards, or they are faced with the opposite standards, such as the time to listen to our customers and serve them quickly.
4. Gap between service delivery and external communications  
Customer expectations are affected by statements made representatives and advertising company. If a cafe that offers brochures and lavish facilities, but then customers arrive and get a cheap or as well as the usual facilities, the external communication has been distorting the expectations of consumers.
5. Gap between service experienced with the services expected  
Occurs when measuring customer service quality in different ways and have a false perception of the quality of service.

## RESEARCH METHOD

### Sampling Techniques

The population consists of all students of the Faculty of Economics, University of Muhammadiyah Jember registered until the year 2013/2014. The determination of sample size is done by using Sugiono opinion (2007) where the minimum sample size was used by four or five times the number of

variables included in the model. There are five variables in this study, based on this understanding, then  $5 \times 10 = 50$  respondents, so the researchers determined the number of respondents at least 60 respondents, using purposive sampling method.

### Data Collection Techniques

Stage of data collection is used to obtain accurate and valid data for basic research success. The data collection method will be implemented in this study are as follows (Singgih 2006):

1. Observation, Methods of data collection by conducting direct observation and systematic recording of the company's activities related to the issues under study.
2. Interview, A data collection techniques for researchers to conduct a study to find problems to be studied.
3. Questionnaires, Data collection methods by providing a set of written questions to the respondents to answer.
4. Literature study, The method of data collection is done by studying books - books that relate directly to the theory that describes the problem under study.

### Validity Test Data

Test the validity of the data that is intended to determine the extent of the validity of the data obtained from the questionnaires and the validity test was done by calculating the correlation between each question or statement with a total score of observation (Arikunto 2005). Criteria for a questionnaire as valid if the value of  $r$  results greater than the recommended value of  $r$  suggested that 0.3.

### Reliability Test Data

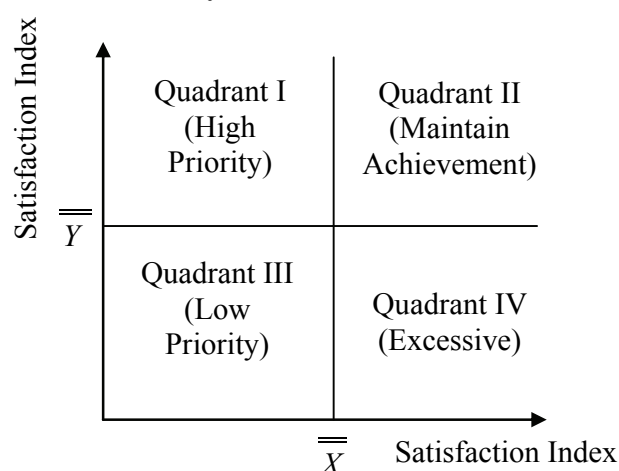
Test reliability is a value that indicates the consistency of a measuring device in the same symptoms. Each measuring device should have the ability to provide consistent measuring results. Alpha testing using the following formula: (Arikunto 2005). In testing the reliability of each question on the questionnaire, it was done by using stan-

**Table 1**  
Standard of Customer Satisfaction Index Value

Value of CSI	Standard of CSI
0.81 – 1.00	Very satisfied
0.66 – 0.80	Satisfied
0.51 – 0.65	Quite Satisfied
0.35 – 0.50	Less Satisfied
0.00 – 0.34	Not Satisfied

Source: Prasetyo (2013).

**Figure 1**  
Analysis of IPA Quadrant



standardized item alpha formula, and then compared to the critical alpha reliability on the table. A questionnaire is said to be reliable or reliable if the answer to question one is consistent or stable over time. A construct or variable specifies the values said to be reliable if the Cronbach Alpha is  $> 0.60$ .

#### Analysis of Customer Satisfaction Index

Customer Satisfaction Index is used to analyze the level of customer satisfaction with the overall look of the expectation level of the attributes of products /services. CSI values in this study were divided into five criteria are not satisfied to very satisfied (Table 1).

#### Analysis of Importance Performance Analysis

With Importance Performance Analysis, it was identified any dimensions that must be considered in order to improve the quality of educational services at the Faculty of Economics University of Muhammadiyah Jember. This study used two components: quad-

rant analysis and gap analysis. With the quadrant analysis it can be seen that the response of students to attribute plotted based on the level of expectation and performance of these attributes.

Yet, the gap analysis is used to see the gap between the performances of an attribute with the expectation of students to these attributes. Comparison of importance and performance aimed at Cartesian diagram. Cartesian diagram is a figure that consists of two perpendicular lines intersecting at the point  $(\bar{x}, \bar{y})$  where is the average of the average score of the level of the quality of all factors or attributes. is the average of the average score of the level of interest of all the factors that affect customer satisfaction.

#### DATA ANALYSIS AND DISCUSSION

##### Characteristics of Respondents

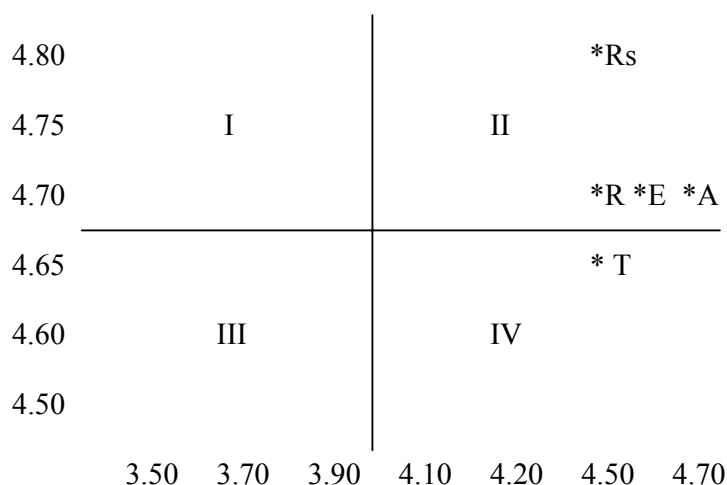
The questionnaires were distributed to 60 respondents and divided into four sections, namely the profile of respondents, the questionnaire measure of hope, questionnaire

**Table 2**  
**The Value of Mean for Performance and Expectation Aspect**

No	Attributes	Expectation	Performance
		Means	Means
1	Tangible	4.63	4.52
2	Reliability	4.70	4.60
3	Responsive	4.80	4.60
4	Assurance	4.70	4.58
5	Empathy	4.70	4.60

Source: Data processed in 2014.

**Figure 2**  
**Diagram of Cartesian**



measures of performance, and additional information. About 67% of survey respondents are males and the rest are women. Respondents aged between 18-20 years. A total of 60% and between 21-23 years of age of respondents was 40%.

**Test Validity Research Variables**

The results of the analysis concerning the validity of each item statement to measure expectations and to measure performance against the performance of the quality of educational services at the Faculty of Economics, University of Muhammadiyah Jember E based on the 5 (five) dimensions declared invalid, since each value of the correlation is positive and the value of probability  $\leq$  significance level of 0.05.

**Reliability Test Research Variables**

The reliability test of the questionnaire used in the data collection is based on the 5 (five)

expectations regarding the size and dimensions of the performance measure perceptions of service quality performance of education at the Faculty of Economics, University of Muhammadiyah Jember otherwise reliable. Since each dimension has a Cronbach’s alpha value greater than 0.60.

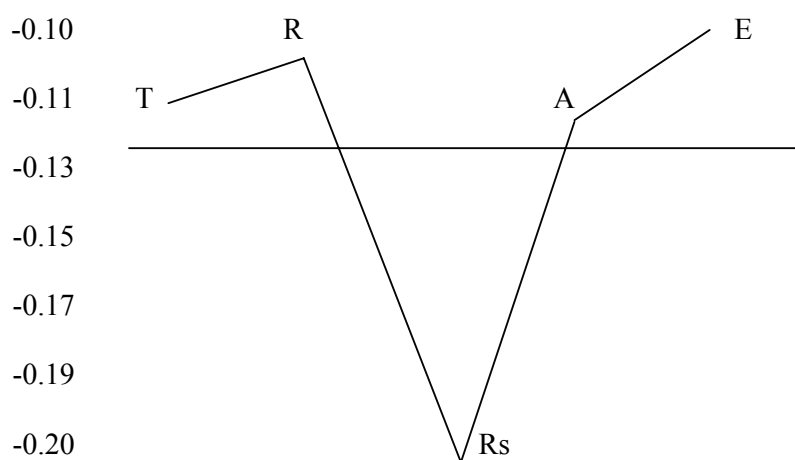
**Analysis of Customer Satisfaction Index**

Based on calculations, the obtained value of customer satisfaction index is 0.8660 or 86.60 percent. This value is in the range of 0.66 to 0.80 based on the index of consumer satisfaction. This suggests that student satisfaction index is at criteria are satisfied. Students satisfied with the overall performance of each service quality dimension of education, Faculty of Economics, University of Muhammadiyah Jember. Until now, the quality of education services, Faculty of Economics, University of Muhammadiyah Jember has managed to satisfy its students at

**Table 3**  
**Gap between Performance and Expectation Aspect**

No	Attributes	Expectation	Performance	Gap
		Means	Means	
1	Tangible	4.63	4.52	-0.11
2	Reliability	4.70	4.60	-0.10
3	Responsive	4.80	4.60	-0.20
4	Assurance	4.70	4.58	-0.12
5	Empathy	4.70	4.60	-0.10

**Figure 3**  
**The Gap between Expectations and Performance**



86.60 percent. However, the leadership of the Faculty of Economics, University of Muhammadiyah Jember must continue to maintain and improve its performance so that students feel more satisfied and student satisfaction index value can be close to 100 percent.

#### **Quadrant Analysis (Cartesian Diagram)**

Here is a table that contains the average performance of each dimension of the quality of the service and hope that is tangible, reliability, responsiveness, assurance, and empathy which will be presented in Table 2. Faculty of Economics, University of Muhammadiyah Jember must continue to maintain and improve its performance so that students feel more satisfied and student satisfaction index value can be close to 100 percent.

From the analysis of the data, it can be seen that the average level of consumer expectation still higher than the performance of the Faculty of Economics, University of

Muhammadiyah Jember, it can be seen through a comparison of the average values obtained from the performance expectations. Based on the results of the quadrant analysis, it can be seen that there are attributes in quadrant I, II, III and IV as well as the implications for these results. Attributes contained in each quadrant can be seen in Figure 2.

#### **Quadrant I (High Priority)**

Attributes contained in this quadrant have a high level of importance by the respondents but the performance is still low. The implication of attributes contained in this quadrant should be prioritized to be amended. In this quadrant there are no attributes at all.

#### **Quadrant II (Maintain Achievement)**

Attributes contained in this quadrant have a high level of importance and performance is assessed both by the respondent. Attributes contained in this quadrant is the power or



superiority in the eyes of the respondent companies that need to be maintained over the performance of these attributes as well as its quality is maintained. Attributes contained in this quadrant are attributes derived from the dimensions of Reliability, Empathy, Assurance and Responsiveness dimensions.

#### **Quadrant III (Low Priority)**

Attributes contained in this quadrant have a low interest rate and good performance is judged less by respondents. Needs to be improved performance against these attributes to prevent the attributes shifted to quadrant I. Attributes contained in this quadrant are attributes derived from the dimensions of tangibles.

#### **Quadrant IV (Excessive)**

Attributes contained in this quadrant have a low interest rate according to the respondents but has performed well so it is considered excessive by the respondent. Improved performance on these attributes will only lead to a waste of resources. In this study no existing attributes in quadrant IV.

#### **Gap Analysis**

Here is a table that contains a gap, which is the difference between the performances of each dimension of the quality of the service and hopes that tangible dimension, reliability, responsiveness, assurance, and empathy, which is presented in Table 3.

Table 3 shows the analysis of the gap, it can be seen that the performance of the entire attribute is below the expectations of respondents. The following analysis of the gap can be seen in Figure 3.

Some of the attributes that are above the average value of the difference in weight is an attribute that needs to be preserved (Figure 3). These attributes include the attributes derived from tangible dimension, reliability, assurance, and empathy. However, the dimensions of which are below the average of the need for priority to be noted that the dimensions of the gap scores big responsive-

ness. These attributes increasingly prioritized for repair.

#### **CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS**

In general, it can be concluded as the following.

1. Overall the students of the Faculty of Economics, University of Muhammadiyah Jember are satisfied with the performance of services that institution. It can be seen from the consumer satisfaction index score of 0.866 students or 86.60 percent, where the value is within the criteria are satisfied (0.66 to 0.80).
2. In Cartesian diagram, it can be seen that the dimensions of assurance, reliability, and empathy is responsiveness dimensions considered important by the students of the Faculty of Economics, University of Muhammadiyah Jember, so it needs to be maintained and if it could be further enhanced. Dimensions are assessed its low performance by students is the tangible dimension in which this dimension has the benefit of a low but good performance.
3. Based on the gap analysis of some attributes, which are below the average of the difference in weight, is an attribute that should be prioritized to be fixed among other attributes derived from responsiveness dimensions.

Students of the Faculty of Economics, University of Muhammadiyah Jember have been satisfied with the service quality of educational services. However, to maintain and improve service, the chairperson of the Faculty of Economics, University of Muhammadiyah Jember should pay more attention to the dimensions of educational services that are in tangibles dimension because this dimension is considered important. However, the performance is given not as expected by the students. This dimension is thus the major priority that needs to be paid attention by the institution of the Faculty of Economics, University of Muhammadiyah Jember. Another dimension whose value is

below the average is responsiveness dimension. Dimension of responsiveness needs priority repairs.

Students of the Faculty of Economics, University of Muhammadiyah Jember have been satisfied over the service quality of educational services that consist of tangible dimension, reliability, responsiveness, assurance, and empathy, however, to maintain and improve services, the Faculty of Economics, University of Jember leaders should pay more attention to the dimensions of educational services which are in tangibles dimension because they are considered important. Yet, the performance has not been given as expected by the students that the dimension is a top priority that needs to be fixed by the institution of the Faculty of Economics, University of Muhammadiyah Jember.

The steps in this research have been conducted in accordance with established procedures, but there are still constraints / limitations in conducting research. Some limitations of the study include: 1) This study only examines student satisfaction factor of five dimensions, that is tangible, responsiveness, reliability, empathy, and assurance, 2) The data used in this study is the moment of data or cross section data, so it cannot be used to generalize the results, 3) The object of this research is only at one university in Jember.

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