

Academic Service Quality and Learning's Influence on Student's Satisfaction

Fikri Alfaroq¹, Jumira Warlizasusi¹, Hasep Saputra¹

¹Institut Agama Islam Negeri Curup, Rejang Lebong, Indonesia

Corresponding Author E-mail: fikrialfaroq.s2iaincurup@gmail.com

Received 14 October 2021; Revised 20 June 2022; Accepted 16 July 2022

Abstract: This research is done because there are study programs in the IAIN Curup postgraduate program that have not been nationally accredited. However, in 2019 this accreditation problem can be overcome with the issuance of B accreditation for the MPI, PAI, and HKI programs, while the BKPI study program is still at minimal accreditation, as a study program that has just received an establishment permit. Another problem is that there are some students who are not satisfied with the IAIN Curup Postgraduate services, especially the performance of several lecturers. There are lecturers who do not provide information regarding absenteeism, and some students admit that they tend to have difficulty in thesis guidance. This study aims to determine the quality of academic and learning services on student satisfaction in the IAIN Curup postgraduate program. The sample used was 30 respondents from each study program in the IAIN Curup postgraduate program with non-probability sampling. The data analysis technique used is linear regression analysis. The results showed that the variables of academic service and learning had a significant effect on student satisfaction of the IAIN Curup postgraduate program. The results of this study are expected to provide a positive significance to academic services and the learning process so that students can complete their studies on time and students become more total in carrying out the learning process.

Keyword: Academic and Learning Services, Postgraduate IAIN Curup, Student Satisfaction

1. Introduction

The era of globalization is a challenge for universities in preparing their graduates to be able to compete in the job market and produce innovative and creative graduates. Internationally, starting in 2003 AFTA (Asean Free Trade Area) and AFLA (Asean Free Labor Area) will be initiated. This means that labor competition will be open, consequently our workforce must be able to compete openly with foreign workers from various countries. If not, then Indonesian workers will be excluded by foreign workers from Malaysia, the Philippines, Bangladesh, India, and so on.

Efforts to fulfill the wishes of students and prospective students are the key to success in winning the competition. The best action that needs to be taken by higher education institutions is to use feedback from students or prospective students to control organizational change. Conformity between consumer desires or perceptions and the will of higher education management organizations is an important requirement for the success of the higher education process. Because service quality refers to services, the author wants to discuss services. Where services are processes or activities that are intangible and show interaction between humans, even though the parties involved are not aware of it. However, the results of the service do not lead to the ownership of the individuals involved. The meaning of service is related to quality, means the suitability of a product, both goods and services with a predetermined purpose, where reliability, durability, and the right time in interpreting integrity, so as to satisfy customers. Thus, service quality is an effort to fulfill customer needs and desires as well as the accuracy of service delivery, so that the services they receive are in accordance with customer expectations (Agustiono, et. al, 2006).

In the face of increasingly fierce economic competition, only products and services with high quality and low production costs will excel in this competition. To deal with this, each company needs to improve its performance by improving service quality and product quality to customers.

The creation of customer satisfaction can provide several benefits, including harmonious relations between the company and customers, providing a good basis for repeat purchases and creating customer loyalty, and forming word of mouth recommendations that benefit the company (Tjiptono, 1997).

A decision-making process does not only end with the occurrence of a purchase transaction, but is also followed by a stage of post-purchase behavior, (especially in broad decision-making). In this stage the consumer feels a certain

level of satisfaction or dissatisfaction which will influence subsequent behavior. If consumers are satisfied, they will show great opportunities to repurchase or buy other products at the same company in the future (Tjiptono and Chandra, 2016).

Furthermore, according to Sugandini (2003) in his research entitled "Antecedents of Consumer Loyalty in the Hospitality Industry, Studies on Star Hotels in the Special Region of Yogyakarta", shows that image, value, and customer satisfaction have a positive effect on consumer loyalty. The effect of total image on consumer loyalty can be enlarged by the role of the mediating variable, namely perceived quality. Direct consumer satisfaction has the greatest influence on consumer loyalty, compared to value and image. With the role of value, perceived quality and consumer satisfaction, the influence of image on loyalty can be enlarged, but cannot exceed the influence of consumer satisfaction on consumer loyalty (Fathurrochman, et.al, 2021).

The direct effect of image is greater than the indirect effect because three, four, and five star hotels have good or quality facilities compared to the type of hotel that has stars below it. The facilities owned by three-star hotels and above are what cause the hotel's good image in the community, so that from this good image positive word of mouth communication will emerge, the willingness to recommend someone to stay at the hotel, the willingness to stay at the hotel, and a willingness to encourage someone to do business with the hotel in question.

According to (Tjiptono, 1997) service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations. In fulfilling services, as a service provider must also pay attention to every desire from these consumers, this is because consumers are an important factor in assessing the service criteria, both in terms of the quality of the services offered, services, and the company's ability to fulfill these services.

Consumer satisfaction has the greatest influence on consumer loyalty, because in three, four, and five-star hotels in addition to having good and adequate facilities, the ability and skill of the staff in serving is also good, so that consumers who stay at the hotel feel happy and satisfied with the service. the services provided. This feeling of satisfaction can cause the consumer to return to stay at the hotel in question at another time, reluctant to move to another hotel, willing to recommend the hotel to others, and showing his loyalty to the hotel in question (Fathurrochman, et al, 2021).

Furthermore, research conducted by Guolla entitled "Assessing the teaching quality to student satisfaction research in the classroom" proves that learning is strongly related to lesson satisfaction and instructor enthusiasm is strongly related to instructor satisfaction (Guolla, 1999).

The IAIN Curup Postgraduate Program is one part of the Religious Colleges in Rejang Lebong Regency, Bengkulu Province. This Postgraduate Program was first established in 2015 with a commitment to become an institution that produces masters who have broad knowledge, master methodologies and scientific approaches to be able to transform Islamic thoughts into actual dimensions. As a provider of educational services, the IAIN Curup Postgraduate Program also experiences competition with other universities.

There are three study programs at the IAIN Curup Postgraduate Program, namely Islamic Education Management Study Program (MPI), Madrasah Management Distinction, Islamic Religious Education (PAI) based on educational technology and Ahwal Syakhsyah which is Islamic Family Law. From 2015 to 2019 there were fluctuations in the acceptance of postgraduate students who registered in the three study programs.

The fluctuations of students enrolling in the IAIN Curup Postgraduate Program need to be observed. As a provider of educational services, the Postgraduate has done various ways to promote the Postgraduate Program. From 2015 to 2020, an average of 20 students registered.

Some of the problems that arise, one of which is because there are study programs that have not been nationally accredited. However, in 2019 this accreditation problem can be overcome with the issuance of B accreditation for the MPI, PAI, and HKI programs, while the BKPI study program is still at the minimum standard of accreditation, because as a study program that has just received an establishment permit. Another problem that the author got from initial observations in the form of questions and answers with several students was a statement that some of the students were not satisfied with the IAIN Curup Postgraduate services, especially the performance of several lecturers. There are lecturers who do not provide information regarding absenteeism, and some students admit that they tend to have difficulty in thesis guidance.

The IAIN Curup Postgraduate Program has implemented Standard Operating Procedures to determine the level of student satisfaction through the Student Satisfaction instrument for campus services which includes facilities, administrative services, and the lecture process. The results of this Student

Satisfaction Instrument are reported annually and the annual report on average shows that the Postgraduate Program has a good performance in accordance with the aspects assessed.

Based on the identification of these problems, this article plays a very positive role in improving the relationship between service quality and student satisfaction and student loyalty at the IAIN Curup Postgraduate Program. The trend of fluctuations in students enrolling in the IAIN Curup Postgraduate Program gives the assumption that student satisfaction as the basis for word of mouth recommendations as an indicator of loyalty has not been accommodated properly.

2. Methods

This research includes quantitative research. Quantitative research is used to test a theory, present a fact or describe statistics. Quantitative research uses fewer variables with a sufficiently large and representative sample to determine correlation and causal effects. Quantitative research is an exploratory method that reflects an understanding of positivism.

The research method used is basically a scientific method that can be used to obtain data for certain purposes and uses. A method that is relevant to the goals to be achieved is needed to achieve these goals (Fathurrochman, 2020). The research method used in this study is a survey method. The purpose of survey research is to provide a detailed description of the background, characteristics, or characteristics of incidents or incidents that commonly occur. In accordance with the purpose/research method, the sampling procedure uses a deliberate sample (purposive sampling). In survey research, the researcher asks different people (respondents) about past or present beliefs, opinions, characteristics of an object and behavior,

$$(x + a)^n = \sum_{k=0}^n \binom{n}{k} x^k a^{n-k}$$

Image 1. The formula for linear regression analysis of the T test of two variables (Ristianti et al, 2020).

This research uses survey type research. This study aims to determine the quality of academic and learning services on student satisfaction in the IAIN Curup postgraduate program. The sample used was 30 respondents from each

study program in the IAIN Curup postgraduate program with non-probability sampling. The data analysis technique used is linear regression analysis.

3. Results and Discussion

Academic Service

The results of the study aimed to determine the quality of academic and learning services on student satisfaction in the IAIN Curup postgraduate program. After testing, it is known that academic services have a significant effect on student satisfaction. This shows that the level of academic service of educators is the backbone of the academic process in the IAIN Curup postgraduate program.

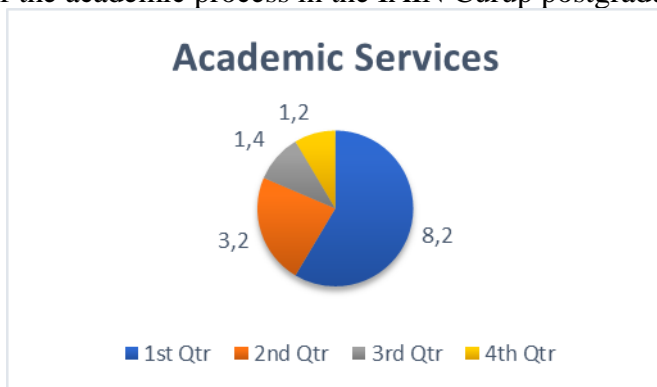


Figure 1 Academic service quality

Based on Figure 2 above, it can be concluded that the academic service is good and students are very satisfied with the academic service at the IAIN Curup postgraduate program. Fathurrochman et al, (2021) explains that academic service is very influential on student loyalty. Therefore, the level of academic service becomes very high urgently carried out by educational institutions. Student satisfaction in academic services is categorized as quite good. This is influenced by several factors that cause students to be quite satisfied with the quality of services provided by the Academic Secretariat, one of the influencing factors is how the Secretariat responds to each student's needs (Fathurrochman, 2020). The results of research on academic service variables are very important for evaluation, because there are still several points that are noted for improvement.

Learning Service

In the learning service variable, the results of the study show that this research is also different from the results of previous studies which were used as a literature study. The dissimilarity of research results is also influenced by the demands of learning that take place in the post-graduate program of IAIN Curup, where the estimated parameter between the learning quality variable and the student satisfaction variable shows significant positive results with a significant level value of 5%. Thus, hypothesis II can be accepted, meaning that the service quality variable has a positive effect on the student satisfaction variable in this study, which is proven empirically.



Figure 2 Quality of learning

In its activities, the IAIN Curup postgraduate program must be able to manage the service quality system and its administration. This kind of scope will result in a service system that is transparent, on time, in the right quantity and with the right quality. If such aspects are carried out properly, it will create an image of reliability and assurance which includes: trust in the implementation, timeliness of education, and guarantee of successful education (Fathurrochman and Apriani, 2017).

There is a positive influence between learning variables on student satisfaction variables. Thus, it means that learning has a positive effect on student satisfaction. Learning variables use indicators of knowledge, enthusiasm, learning media, communication, and guidance for student learning difficulties. The results of this study reinforce the opinion of Amin et al (2018) that all existing value chains in educational institutions must create added value for students.

There is a positive influence between service quality variables on student satisfaction variables. Thus, it means that service quality has a positive effect on student satisfaction. The service quality variable uses indicators of campus

location, large parking area, completeness of books in the library, availability of adequate number of lecture rooms, and comfort of lecture halls.

These four aspects will reflect the extent of the service quality and management of the higher education institution. It can be seen that universities as one of the service managers must also take into account the level of customer satisfaction in order to be able to carry out lecture activities properly.

4. Conclusions

Based on the results and discussion above, it is concluded that the influence of the quality of academic services in the IAIN Curup postgraduate program which consists of reliability, responsiveness, guarantee, empathy and physical evidence simultaneously against student's satisfaction. The quality of reliability, responsiveness, assurance, empathy and physical evidence have a significant influence on the level of student satisfaction that is 51.4% while the rest is influenced by other factors not examined in this research.

5. Acknowledgement

The author would like to thank the entire academic community at the IAIN Curup postgraduate program, all study programs that are the location of this research, and also to the leadership of IAIN Curup who has given permission to the author to participate in research activities, where this article is one of the externalities of this research.

6. References

- Agustiono, B., & Sumarno, (2006), Analisis Pengaruh Kualitas Pelayanan Jasa terhadap Kepuasan dan Loyalitas Pasien Rawat Inap di Rumah Sakit St. Elisabeth Semarang [Analysis of the Effect of Service Quality on Satisfaction and Loyalty of Inpatients at St. Hospital. Elisabeth Semarang]. *Eksplanasi*, 1(1), 1-18.
- Amin, M., Suci, L, S., & Fathurrochman, I. (2018). Implementasi Manajemen Kesiswaan Dalam Meningkatkan Prestasi Non Akademik Di SMP Kreatif 'Aisyiyah Rejang Lebong [Implementation of Student Management in Improving Non-Academic Achievement at the Creative Middle School 'Aisyiyah Rejang Lebong]. *Journal Literasiologi*, 1(1), 103–121. <https://doi.org/10.1017/CBO9781107415324.004>

- Fathurrochman, I. (2020). Pendidikan Sebagai Media Integrasi Agama Dan Sains Dalam Era Revolusi Industri 4.0 [Education as a Media for Integration of Religion and Science in the 4.0 Industrial Revolution Era]. *Jurnal Literasiologi*, 3(1).
- Fathurrochman, I., & Apriani, E. (2017). Pendidikan Karakter Prespektif Pendidikan Islam Dalam Upaya Deradikalisasi Paham Radikal [Islamic Education Perspective Character Education in Efforts to Deradicalize Radical Understanding]. *Potensia: Jurnal Kependidikan Islam*, 3(1), 122-142.
- Fathurrochman, I., Danim, S., Anwar AB, S., & Kurniah, N. (2021). The School Principals' Role in Education Management at the Regional Level: An Analysis of Educational Policy in the Industrial Revolution 4.0. *Advances in Social Science, Education and Humanities Research*, 532, 237–242.
- Guolla, M. (1999) Assessing the Teaching Quality to Student Satisfaction Relationship: Applied Customer Satisfaction Research in The Classroom. *Journal of Marketing Theory and Practice*, 7(3), 87-96.
- Risianti, D. H., Putrajaya, G., & Fathurrochman, I. (2020). Organizational behavior management through group counseling discussions as a radicalism preventive effort. *Jurnal Konseling Dan Pendidikan*. <https://doi.org/10.29210/139900>
- Sugandini, D. (2003). Antecedens Loyalitas Konsumen pada Industri Perhotelan (Studi pada Hotel Berbintang di Daerah Istimewa Yogyakarta) [Antecedents of Consumer Loyalty in the Hospitality Industry (Study on Star Hotels in the Special Region of Yogyakarta)]. *Wahana*, 6(2), 181-200.
- Tjiptono, F. (1997). *Strategi Pemasaran [Marketing strategy]*. Yogyakarta: Andi.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality, and Satisfaction*. Yogyakarta: Andi Offset.