

The Effect of Lecturer Service Quality and Lecture Facilities on Student Satisfaction of the Faculty of Economics and Business, Islamic University of Malang

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Abstract

This study aims to investigate the effect of service quality of lecturers and lecture facilities on student satisfaction. Primary data in this study was used by distributing questionnaires. The population is students of the Faculty of Economics and Business UNISMA, while the sample used is the Management, Accounting and Sharia Banking Study Program for the 2016-2018 academic year at the Faculty of Economics and Business, Islamic University of Malang. The research sample was taken using a purposive sampling method. The results of this study show that the service quality of lecturers partially affects student satisfaction and lecture facilities affect student satisfaction. Meanwhile, simultaneously the quality of lecturer services and lecture facilities affect student satisfaction.

Keywords

service quality; lecture facility; student satisfaction



I. Introduction

Education is the most important area of the economy. Many countries are now shifting their economic sector from manufacturing to the service sector. The education sector is the most important service sector. The education sector is considered as important as other economic sectors. The success of a nation can be measured through its advanced education world, where it becomes a barometer of the level of progress of a nation. The positive impact that can be seen from the progress of education in a nation, namely from the structure of its society which is increasingly concerned with the world of education, the quality of life is getting better, as well as dynamic developments in various industrial sectors.

In Indonesia, efforts to build facilities and infrastructure in the world of education have started at various levels, ranging from kindergarten, elementary, junior high, high school, and university. According to the Law on the National Education System Number 20 of 2003 (Chapter II Article 3). So that the goals and functions of education in Indonesia are expected to be applied in universities (PTN and PTS).

Universities as one of the providers of educational services, must provide services to students as consumers, so that universities can compete with other universities. Thus, the university must have a competitive advantage in order to win the competition between universities (PTS and PTN). One of the advantages that must be applied is the facilities and services for students as consumers, so that customer satisfaction occurs. Which is likely to make consumers become loyal to the institution. Because satisfaction is one of the efforts in creating a good relationship between the institution and students as consumers. Students who

get facilities and services that match or exceed expectations will give a positive response to the institution.

One of the private universities in Malang that has high competitiveness is the Islamic University of Malang. Where this institution must take into account the quality of services and adequate campus facilities in order to compete at the National or International level. In the Islamic University of Malang there are 10 Faculties, one of which is the Faculty of Economics and Business. To find out whether the Faculty of Economics and Business, Islamic University of Malang is able to provide the services and facilities expected by students? Then conducted a study with the aim of knowing the effect of the quality of service lecturers and lecture facilities on student satisfaction.

II. Review of Literature

2.1 Service Quality

According to Tjiptono (2014: 268) that "service quality is an effort to fulfill and want consumers and the provision of delivery in balancing consumer expectations".

According to Kaihatu (2008:69) reveals that service quality is the basis for service marketing, because this product being marketed is a performance (quality) and it is performance that is purchased by customers, therefore the quality of service performance is the basis for service marketing. The concept of good service will provide opportunities for companies to compete in capturing consumers. While good performance (quality) of a service concept creates a competitive situation where it is implemented through a strategy to convince consumers to strengthen the image.

According to Parasuraman, Zeithaml, and Berry (1985: 46) argue that "The success of the company in providing quality services can be determined by the opinion of Service Quality that has been developed by the company". Service Quality is how far the difference between the expectations and reality of customers for the service they receive. Service Quality can be identified by comparing the customer's perception of the service they actually receive with the actual service they expect. Service quality is the main thing that is seriously considered by the company, which involves all the resources that have the company.

2.2 Facility

According to Sulastiono (2006:11) Facilities are providing physical equipment to provide convenience to consumers in carrying out their activities or activities, so that consumer needs can be met while buying PPHM kopotren. All existing facilities, namely the condition of the facilities, completeness, design, interior and exterior as well as the cleanliness of the facilities, must be considered, especially those closely related to what is felt, either directly or indirectly. Consumers must be satisfied, because if they are not satisfied, it will have a negative impact. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019).

Tjiptono (2014: 317), Facilities are physical resources before a service can be offered to consumers. With good facilities, it can form perceptions in the eyes of customers.

In a number of service types, perceptions formed from the interaction between customers and facilities affect service quality. There are several elements that need to be considered in determining services, namely 1) Partial consideration or planning, Aspects such as proportion, texture, color, etc. need to be considered, combined and developed to provoke a response, intellectual or emotional from the user or from the people who see it. 2) Space designer, this element includes interior and architectural planning such as the placement of furniture and equipment in the room, circulation flow design and others such as the placement of meeting rooms that need to be considered in addition to their capacity, it is also necessary to pay attention to the placement of furniture and equipment. 3) Equipment or furniture, Equipment serves as a means of protecting valuable goods, as a welcome sign for consumers. 4) Lighting,

What needs to be considered in lighting is the color, type and nature of the activities carried out in the room and the desired atmosphere. 5) Color, Color can be used to increase efficiency, create the impression of relaxation, and reduce boredom. 6) Messages conveyed graphically

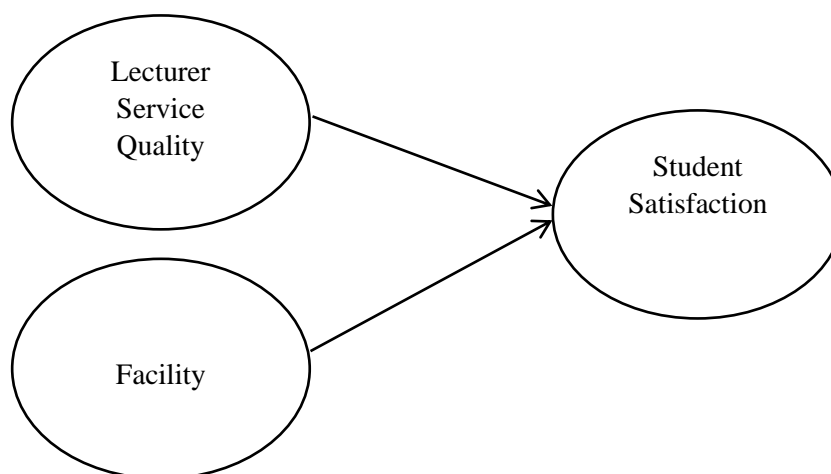
Important aspects related to this element are visual appearance, placement, selection of physical form, choice of color, lighting and selection of the appearance of symbols or signs that are used for certain purposes.

2.3 Customer Satisfaction

According to Tjiptono (2014: 355) that: Customer satisfaction is a post-purchase evaluation between perceptions of the performance of the selected alternative product or service that meets or exceeds expectations. Meanwhile, according to Bitner and Zeithaml (2003:86), "customer satisfaction is the customer's evaluation of the product or service received whether it is in accordance with customer needs and expectations". From some of the definitions above, it can be concluded that consumer or student satisfaction is a level of consumer or customer feeling about the performance he feels towards his needs, desires, and expectations which will then have an impact on the decision of student satisfaction itself.

2.4 Conceptual Framework

Based on the results of previous studies and theoretical studies that have been described previously, this research can be described as a conceptual framework model as follows:



2.5 Hypothesis

Based on the results of previous studies and the theoretical basis, the hypotheses of this study are:

H1 = That the influence of the service quality of lecturers has a partial effect on student satisfaction

H2 = That the influence of lecture facilities has a partial effect on student satisfaction

H3 = That the influence of lecturer service quality and lecture facilities simultaneously affects student satisfaction

III. Research Methods

This study uses a quantitative approach with explanatory research. The sample used was 96 students from the Faculty of Economics and Business at the Islamic University of Malang, 2016-2018, as many as 96 people using purposive sampling technique. The sample studied had the provisions as FEB Unisma students, had a cumulative grade point average of at least 3.5 and attached a study result card. Collecting data using a questionnaire that was distributed directly to the respondents.

Measurement

a. Lecture Service Quality

Service Quality is an activity or quality service provided to consumers, with indicators: tangible, reliability, responsiveness, assurance, dan empathy measured with a Likert scale.

b. Facility

Facilities are facilities and infrastructure provided by the company, with indicators:

- a. The lecture hall is of adequate capacity.
- b. Fully equipped laboratory.
- c. Books in the library.
- d. Hotspot facilities are easily accessible by students.
- e. Ample parking space for students is available.

c. Student Satisfaction

Satisfaction is an achievement of expectations with what is obtained in accordance with the wishes, with indicators: conformity of expectations, Interested to visit again, willingness to recommend.

d. Data Analysis Method

Analysis of the data used to calculate the data that has been obtained by researchers through a questionnaire. In this study, statistical analysis of Inferential Parametric was assisted using the SPSS 20 application. Validity test, reliability test, normality tests, classical assumption test and multiple regression analysis.

III. Discussion

Table 1. Validity Test

Variables	Item	r statistic	sig	Conclusion
Student Satisfaction (Y)	Y.1	0,457	0,00	Valid
	Y.2	0,712	0,00	Valid
	Y.3	0,487	0,00	Valid
	Y.4	0,765	0,00	Valid
Lecture Service Quality (X1)	X1.1	0,874	0,00	Valid
	X1.2	0,850	0,00	Valid
	X1.3	0,703	0,00	Valid
	X1.4	0,577	0,00	Valid
	X1.5	0,460	0,00	Valid
	X1.6	0,785	0,00	Valid
	X1.7	0,768	0,00	Valid
	X1.8	0,521	0,00	Valid
	X1.9	0,462	0,00	Valid
	X1.10	0,398	0,00	Valid
	X1.11	0,625	0,00	Valid
	X1.12	0,738	0,00	Valid
	X1.13	0,830	0,00	Valid
Lecture Facility (X2)	X2.1	0,925	0,00	Valid
	X2.2	0,028	0,00	Valid
	X2.3	0,718	0,00	Valid
	X2.4	0,649	0,00	Valid
	X2.5	0,542	0,00	Valid

Based on Table 1, for all research items, the probability value of all items is less than 0.05 on the variables of Lecturer Service Quality (X1), Lecture Facilities (X2), and Consumer Satisfaction (Y) then all of these variables are said to be valid.

Table 2. Reliability Test

Variables	Reliability Coefficient	Conclusion
Lecture Service Quality (X1)	0,861	Reliabel
Lecture Facility (X2)	0,728	Reliabel
Student Satisfaction (Y)	0,907	Reliabel

Based on Table 2, it shows that the value of the reliability coefficient for the variables of Lecturer Service Quality (X1), Lecture Facilities (X2), and Consumer Satisfaction (Y), has a Cronbach Alpha value > 0.6 so that the statement used is reliable.

Table 3. Normality Test

	Statistical Test	Value	Conclusion
X1	Kolmogorov-Smirnov Z	1,145	Normal
	Asymp. Sig.	0,245	

X2	Kolmogorov-Smirnov Z	1,603	Normal
	Asymp. Sig.	0,112	
Y	Kolmogorov-Smirnov Z	2,105	Normal
	Asymp. Sig.	0,230	

Based on table 3 of the Kolmogorov-Smirnov test, the Kolmogorov-Smirnov value of X1, X2, at Y, where the significance value obtained is greater than = 0.05.

Table 4. Multicollinearity Test

Dependent Variable	Independent Variable	VIF	Conclusion
Student Satisfaction (Y)	Lecture Service Quality (X1)	1,549	No Multicollinearity
	Lecture Facility (X2)	1,549	No Multicollinearity

Based on table 4 of the results of the multicollinearity test, it can be concluded that each independent variable shows a VIF value <10 on the Lecturer Service Quality variable (X1), Lecture Facilities (X2), it is concluded that the multicollinearity assumption has been met or there is no multicollinearity.

Table 5. Glesjer Test

Dependent Variable	Independent Variable	Sig t test
Abs_Res	Lecture Service Quality (X1)	0,863
Abs_Res	Lecture Facility (X2)	0,604

Based on table 5, it is known that in the Lecturer Service Quality variable (X1), Lecture Facilities (X2), the sig value obtained > 0.05, it is concluded that there is no heteroscedasticity.

a. Multiple Linear Regression Analysis

Based on the coefficients table above, multiple linear regression analysis equations can be arranged, as follows:

$$Y = a + x_1 \text{ (Lecturer Service Quality)} + x_2 \text{ (Lecture Facilities)} + e = -5.933 + 0.287 X1 + 0.313 X2 + e$$

b. Hypothesis Test

Table 6. Simultan Test
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	937.141	2	468.570	228.770	.000 ^b
Residual	190.484	93	2.048		
Total	1127.625	95			

From the test results above, it is known that the *f* table is 228.770 and a significance of 0.000, then the variables of Lecturer Service Quality (X1) and Lecture Facilities (X2) have a joint effect on Student Satisfaction (Y).

Table 7. Parsial Test

Independent Variables	B	t	Sig	Conclusion
Lecture Service Quality (X1)	0,695	13,098	0.000	Significant
Lecture Facility (X2)	0,307	5,792	0.000	Significant

Based on table 7, it is obtained that the Quality of Lecturer Service (X1) obtained the value of *t* count = 13.098 and *t* significance of 0.000. The value of the coefficient 1 is 0.695 and is positive. The sig *t* value > 0.05 indicates that H1 is accepted so that it can be concluded that the Quality of Lecturer Service (X1) has a significant positive effect on Student Satisfaction (Y). This can be interpreted that if the quality of Lecturer Service is higher, the students will feel satisfied with their services. This supports the research of Nastiti (2015) which shows that there is a significant influence between the variables of teaching services for lecturers and the use of learning facilities together on student satisfaction and is in the very strong category.

Then, based on the table above Lecture Facilities (X2), the value of *t* count = 5.792 and *t* significance of 0.000. The value of the coefficient 1 is 0.307 and is positive. The sig *t* value > 0.05 indicates that H1 is accepted so that it can be concluded that Lecture Facilities (X2) have a significant positive effect on Student Satisfaction (Y). This can be interpreted that if the Lecture Facilities are better and more complete, the consumer satisfaction will also be higher.

This supports Santoso's research (2017) showing that partially the Facility Variable has a significant effect on Student Satisfaction.

IV. Conclusion

The purpose of this study was to determine the significant influence between the Quality of Lecturer Service and Lecture Facilities at the Faculty of Economics and Business UNISMA on Consumer Satisfaction or Student Satisfaction of FEB students, especially the 2016-2018 class. Based on the results of tests conducted on 92 active student respondents from the 2016-2018 class as follows, the results of the *F* (simultaneous) test indicate that the Quality of Lecturer Service (X1) and Lecture Facilities (X2) has a significant and positive positive effect on Consumer Satisfaction or Student Satisfaction (Y).). Then the results of the *T* test show that each variable, both Lecturer Service Quality (X1) and Lecture Facilities (X2) has an effect on the Consumer Satisfaction variable or Student Satisfaction (Y).

This research of course, has several limitations, which are described as follows, but it is hoped that these limitations will not reduce the benefits achieved. Limitations in this study, among others, this research model is limited to only analyzing 2 independent variables so that it is necessary to expand the research variables in order to better describe consumer satisfaction in learning. In this study, it was only limited to students of the 2016-2018 Faculty of Economics and Business at the Islamic University of Malang. From the results of the research that has been done, the following suggestions are proposed, further research can add other independent variables. It is hoped that further researchers can expand their research locations and the level of students so that their research results can be more valid.

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