
ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON THE LEVEL OF STUDENT SATISFACTION AT THE FACULTY OF ECONOMICS AND BUSINESS, AHMAD DAHLAN UNIVERSITY, YOGYAKARTA

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ABSTRACT-This study aims to determine whether there is an effect of service quality on student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta. And to find out how the influence of the quality of Administration services, library services and parking services on student satisfaction. This research is a survey research using a questionnaire as the instrument. The population in this study were students of the Ahmad Dahlan University Faculty of Economics and Business Yogyakarta. The sample in this study were 121 active students of the Faculty of Economics and Business, Universitas Ahmad Dahlan Yogyakarta using the Purposive Sampling Method. Namely the technique of determining the sample for certain considerations. Test the validity of the instrument using Confirmatory Factor Analysis. While the reliability test used Alpha Cronbach. The analysis technique used is multiple linear regression analysis technique. The results of this study indicate that the Administration variable (X1) has a significant positive effect on student satisfaction at the Ahmad Dahlan University Faculty of Economics and Business Yogyakarta. While the library variable (X2) has a significant positive effect on student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta. And the third variable is the Parking variable (X3) has a positive significant effect on student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta. The results of this study indicate that the Administration variable (X1) has a significant positive effect on student satisfaction at the Ahmad Dahlan University Faculty of Economics and Business Yogyakarta. While the library variable (X2) has a significant positive effect on student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta. And the third variable is the Parking variable (X3) has a positive significant effect on student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta. The results of this study indicate that the Administration variable (X1) has a significant positive effect on student satisfaction at the Ahmad Dahlan University Faculty of Economics and Business Yogyakarta. While the library variable (X2) has a significant positive effect on student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta. And the third variable is the Parking variable (X3) has a positive significant effect on student

satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta.

Keywords: Administration service quality, library service quality, parking service quality and student satisfaction.

INTRODUCTION

Education is a process experienced in human life that takes place continuously wherever humans live, as suggested by Driyarkara (in Dwi Siswoyo, et al, 2007: 62) where there is human life, there must be education. This theory shows how important the role of education is in human life both individually and in social life. In human life, this education has a function as a preparation for a person to become a complete human being, so that it will provide better change and live a natural life as a human being and be able to fulfill his duties in life (Dwi Siswoyo, et al, 2007: 83). Education has goals as stipulated in the Law on National education goals (in Dwi Siswoyo et al, 2007: 87) is for the development of the potential of students to become human beings who believe and have devotion to God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent and become democratic and responsible citizens. To achieve this national education goal, of course, it must be followed by an increase in supporting sources for the implementation of education, one of which is the completeness and quality of learning resources.

In the current era of free market competition, every university should prepare its best graduates to be able to compete in the world of work in the future, and to prepare for this, a quality education system that is capable of supporting the competitive era of the job market is needed.

The number of companies that require educated and skilled workers makes the enthusiasm of each individual to be competent in improving the quality of their expertise through education. Education is not the only component that determines a condition in the future, but education is an important factor that will realize what is expected for the future.

Therefore, higher education which is one of the paths to the future must be able to create superior seeds who are ready to plunge into the real world of work. In this case, the role of the university is very influential in shaping the character and personality of each student. Giving good and appropriate attention is what students need, both from an academic and a service perspective. Students not only need academic needs, but also students expect attention to the services they need.

Kandmpully (2002) states that service quality has a very important role for the success of a service business. In the service business, the interaction between consumers and service providers is very high, considering that in most service businesses, customers are demanded and participate in the production and consumption process. Thus customers have the opportunity to critically assess the quality of services provided. Customers will assess the quality of service by comparing the services obtained with the services expected. Therefore, service quality plays an important role in providing

added value to the overall service experience according to Tampubolon et al. (2007)

As the level of education increases and the development of science, students become more critical in assessing the quality of the services provided. These services are services in the Administration Unit (TU), Libraries, and Parking Space Provision. Considering that consumers' perceptions of satisfaction are a right they must receive, the expected service is ideally friendly, fast, and accurate. This means that service orientation in the Administration Unit (TU), Libraries, and Parking Space Providers must be based on student needs. Anticipating the development of technology, information, and friendly services, the rigidity of service must be eliminated. So that the servants in the three units have a more professional impression.

At Ahmad Dahlan University, services and services to meet student needs still require special attention from the University, because in addition to being used as a support in the teaching and learning process, services are also used to measure the level of student satisfaction with the services provided. In this research, we will test the level of student satisfaction with the quality of services provided, and the quality of service that will be examined is the service section regarding Administration (Tu), Libraries, and services to the provision of parking spaces.

This research was conducted to determine and prove the level of student satisfaction in using the services provided. Are the services provided in accordance with what they need. If consumers feel satisfied, loyalty will be created. If loyalty has been formed, it will have a positive impact on both parties

LITERATURE REVIEW

Definition of Service Quality

Service Quality, according to (Tjiptono, 2001: 145). Quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations. So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of its delivery in balancing consumer expectations. Service quality can be identified by comparing consumers' perceptions of the real service they receive or receive with the real service they expect or want for the service attributes of a company. If the service received or perceived (perceived service) is as expected, then the service quality is perceived as good and satisfying, if the service received exceeds consumer expectations,

According to the Decree of the Minister of State for the State Apparatus No. 63 of 2003 states that: "Services are all forms of service activities carried out by government agencies at the central, regional, and in the environment of state / regional owned enterprises in the form of goods or services in the context of fulfilling community needs and in the context of implementing the provisions of laws and regulations. -invitation.

Service quality must start from customer needs which end in customer perceptions. This means that the image of service quality is not the perception of the

service provider but from the customers. It is the customers who consume and enjoy the services of an agency, so that they should be the quality of service. Customer perception of service quality is a comprehensive assessment of service excellence. According to Supranto (2001: 227), "Service quality is an activity offered by one party to another and is basically intangible and does not result in ownership of a production process and is also not associated with a physical product".

Service Quality Indicators

a. Tangible

According to Zeithaml (2000), "Tangible is the quality of service in the form of physical targets for offices, computerization, waiting rooms, information places, equipment and personnel". According to Kotler (2001), "Tangible refers to physical facilities, personnel equipment and communication media.

b. Reliability (Reliability)

Zeithaml (2000), "Reliability is the ability and reliability to provide reliable, fast and impartial service. Kotler (2001), "Reliability is the ability to perform the promised services on time".

c. Responsiveness

According to Zeithaml (2000), "Responsiveness is the ability to help and provide pleasant service and responsive to consumer desires". Kotler (2001), "Responsiveness is the ability to help customers and provide services quickly".

d. Guarantee (Assurance)

According to Kotler (2001), "Assurance includes knowledge, abilities, politeness and trustworthiness possessed by staff, free from danger, risk or doubt. Rangkuti (2002), "Assurance namely knowledge and courtesy of employees and their ability to generate trust and confidence".

e. Empathy (Empathy)

According to Kotler (2001), Empathy refers to the conditions for caring, giving personal attention to customers. Rangkuti (2002), "Empathy is a sense of caring to give individual attention to customers and ease of contact.

Definition of Satisfaction

Satisfaction is the level of a person's feelings after comparing the perceived performance / results with expectations according to Oliver (1980). So the level of satisfaction is a function of the difference between perceived performance and expectations. According to Day (Tse and Wilton, 1988) in service management Tjiptono (2004: 146) states that customer satisfaction or dissatisfaction is a customer response to evaluating perceived non-conformity or disconfirmation. between previous expectations (other performance norms) and the actual performance of the product that is felt after the usage. Engel, et al (1994) stated that customer satisfaction is an evaluation of the buyer in which the alternatives chosen at least give the same results or exceed customer expectations. while dissatisfaction arises when the results obtained do not meet customer expectations. Meanwhile, according to Kotler (: 1994), customer satisfaction is a person's level of feeling after comparing the perceived performance (results) compared to his expectations.

1. Student Satisfaction Indicators

According to Berry and Parasuraman (in Alma, 2005) there are five indicators

student satisfaction in relation to the quality of education, namely:

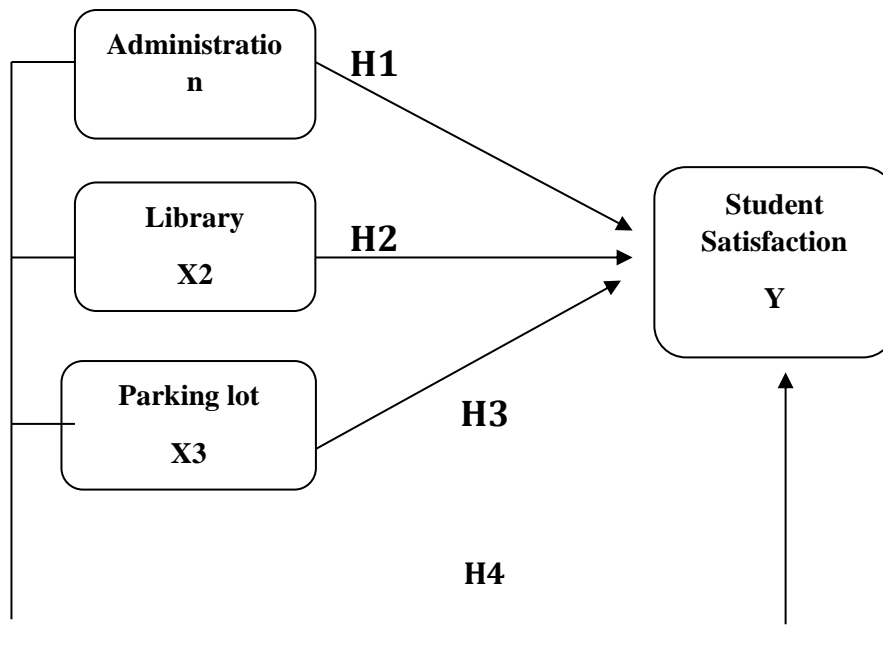
- a. Reliability relates to leadership policies, lecturer competence and employee services in providing quality services as promised, consistent, in accordance with the needs and expectations of students.
- b. Responsiveness, the availability of school personnel to listen to and resolve student / student complaints related to lecture issues concerning school problems.
- c. Certainty, which is a condition in which an institution / school provides assurance of service certainty to students, which is inseparable from the ability of institution / school personnel, especially leaders, lecturers and employees to generate confidence and trust in school promises to students, in addition to other services. .
- d. Empathy is a mental state that makes a person feel himself in someone else's state. Thus the form of institution / school empathy towards student needs is an understanding of the institution's personnel / student's needs and striving towards their achievement.
- e. Tangible, in the world of education related to the physical aspects of the school which are needed to support the teaching and learning process, including; buildings, environmental cleanliness, parks, laboratories, libraries and others (Sopiatin, 2010).

If the performance is below expectations, the customer will be disappointed. When performance is as expected, customers will be satisfied. Meanwhile, if the performance exceeds customer expectations will be very satisfied. Customers 'expectations will be influenced by past experiences, comments from relatives and competitors' promises and information. To create customer satisfaction, universities must create and manage a system to obtain more customers and the ability to maintain customer quantity (Supranto, 2011: 234).

Relationship Between Variables

- a. Relationship Quality of Service with Customer Loyalty
Prasetyorini (2003), "Service quality is literally excellent service or the best service and maintains and retains customers and adds new customers". Meanwhile, according to Tjiptono (2005), "customer loyalty in the context of marketing services as a response that underlies continuity, relationships and is usually reflected in the continuous purchase of the same service provider on the basis of dedication to the pragmatics". In this study, customer loyalty is the level of student satisfaction where the satisfaction is a measure of the results of the use of the services provided. The higher the level of student satisfaction, it shows that the services received can meet their needs

Framework



Research Hypothesis

- H1: Service quality in the Administration (TU) section has a significant positive effect on the level of student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University.
- H2: Service quality at the Library section has a significant positive effect on the level of student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University.
- H3: The quality of service in the parking space provision has a significant positive effect on the satisfaction level of Faculty students Ahmad Dahlan University Economics and Business.
- H4: Quality of Administration services (TU), Library Services, and Servicesn parking together has a significant positive effect on the satisfaction level of students of the Faculty of Economics and Business, Ahmad Dahlan University.

RESEARCH METHODS

Population and Sample

Population

(According to Sugiyono 2013) Population is a generalization area consisting of objects or subjects that become certain quantities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population in this study were students of the Ahmad Dahlan University Faculty of Economics and Business Yogyakarta. Rasmus was used to determine the sample as stated by Umar (2003) (in Simamora 2004: 37).

$$n = \frac{N}{1 + N \cdot d^2}$$

Information :

n = Number of samples

N = Total population

d 2 = 10% sampling error rate

Sample

According to Sugiono (2015), the sample is part of the total population and the characteristics of that population. If the population is large, and it is impossible for the researcher to study everything in that population, for example, limited funds, energy and time, the researcher uses a sample drawn from that population. What the sample studies, the conclusions will be applicable to the population. For this reason, the sample must truly represent (Sugiono, 2015). The number of samples taken was as many as 121 respondents, the samples in this study were men and women who were in the Faculty of Economics and Business, Ahmad Dahlan University.

RESULT AND ANALYSIS

Distribution of questionnaires (Try Out)

To test the research instrument, it was carried out by testing the validity and reliability of the questionnaire. This research questionnaire test, the data taken on the distribution of questionnaires given to 37 respondents, and then the results were processed using the SPSS version 20 for windows computer program.

a. Research sites

This research was conducted at the Ahmad Dahlan University Faculty of Economics and Business where there were 37 respondents as a Try Out for validity test, this study consisted of management study programs with 20 respondents, 9 accounting and 8 respondents in development economics, so the total number of respondents in this study 37 respondents consisting of batch 2014, 2015, 2016. which fit the inclusion criteria regarding the analysis of the effect of service quality on the level of student satisfaction at the faculty of economics and business at Ahmad Dahlan University with 3 variables 1. Administration services 2. Library services 3. Parking services.

Validity Test Results

Indicator	Loading factor				Status
	1	2	3	4	
VAR00001	,549				Valid
VAR00002	,571				Valid
VAR00003	,454				Valid
VAR00005	,591				Valid
VAR00006	,657				Valid
VAR00007	,493				Valid
VAR00008	,583				Valid
VAR00009	,503				Valid

VAR00011		, 559			Valid
VAR00012		, 698			Valid
VAR00013		, 571			Valid
VAR00014		, 584			Valid
VAR00015		, 692			Valid
VAR00016		, 516			Valid
VAR00017		, 788			Valid
VAR00018		, 654			Valid
VAR00020			, 706		Valid
VAR00021			, 706		Valid
VAR00022			, 717		Valid
VAR00024			, 318		Valid
VAR00025				, 727	Valid
VAR00026				, 650	Valid
VAR00027				, 748	Valid
VAR00028				, 434	Valid
VAR00029				, 595	Valid
VAR00030				, 685	Valid
VAR00031				, 399	Valid

Source: Primary data, processed in 2018

Reliability Test

The reliability test shows the results of the measure even though it is used to measure it many times. The questionnaire instrument must be reliable to measure a questionnaire which is an indicator of variables or constructs. A questionnaire can be said to be reliable if the answers to the questions are consistent or stable. Reliability can be measured using the Cronbach's alpha (α) statistical test is said to be reliable if it gives a value of Cronbach's alpha (α) > 0.60. The calculation results obtained using the SPSS Version 20 program are in the following table:

Table 4:13 Reliability Test Results

Variable	Crombach's Alpha	α -limit	Information
TU (X1)	0.826	0.60	Reliable
Library (X2)	0.871	0.60	Reliable
Parking (X3)	0.790	0.60	Reliable
Student satisfaction (Y)	0.839	0.60	Reliable

Source: Primary data

it can be seen that the results of the reliability test can be explained as follows:

- That the Administrative service (TU) variable has a Cronbach's alpha value of $0.826 > 0.60$. Based on the above provisions, the indicators in the Administrative variable are declared reliable.
- That the library service variable has a Cronbach's alpha value of $0.871 > 0.60$. Based on the above provisions, the indicators in the library variables are declared reliable.

- c. That the Parking service variable has a Crombach's alpha value of 0.790> 0.60. Based on the above provisions, the indicators in the Parking variable are declared reliable.
- d. That the Student Satisfaction variable has a Crombach's alpha value of 0.839> 0.60. Based on the above provisions, the indicators in the Student Satisfaction variable are declared reliable.

Based on the results of this analysis, it can be concluded that each of the variables, both the independent variable and the dependent variable, are all declared reliable and suitable to be used as a measuring tool for the questionnaire in this study.

Multiple Linear Regression Test Results

Model	<i>Unstandardized Coefficients</i>	Sig.
	B	
1 (Constant)	-, 001	0.997
TU (Administration)	0.495	0,000
Library	0.187	0.032
Parking	0.278	0,000

Source: Primary data

Based on the above data analysis, the following equation is obtained:

$$Y = 0.001 + 0.495X1 + 0.187X2 + 0.278X3 + e$$

From the results of the multiple linear regression equation, it can be interpreted as follows:

a = -, 001 is a constant value, if X1, X2, X3 are considered 0 then the service satisfaction value is - .001

X1 = 0.495 means that the Administration variable has a positive effect on student satisfaction and if the Administration variable increases by 1 unit, the student satisfaction score increases 0.49. How high the level of administration interest will not affect student satisfaction scores.

X2 = 0.187 means that the library quality variable has a positive effect on student satisfaction. This shows that the increase in the quality of library services 1 unit, then the value of customer satisfaction increases 0.187. How high is the value of library service quality will not be able to affect student satisfaction scores.

X3 = 0.278 means that the Parking variable has a positive effect on student satisfaction and if the Parking variable increases by 1 unit, the student satisfaction score increases by 0.278.

Simultaneous Significance Test (Test F)

The statistical test shows whether all the independent or independent variables included in the model have a joint influence on the dependent variable.

Multiple Linear Regression Test Results

Model	F	Sig.
Regression	69,532	.000b
Residual		
Total		

Source: Primary data, processed in 2018

Based on the results of the simultaneous test from table 4:16, it can be seen that the F count is 69.532 and the F test above is obtained with a significance level of 0.05 (sig 0.000 <0.05), that the quality of Administrative services (X1), library quality (X2) , and parking quality (X3) together have a significant effect on student satisfaction variable (Y).

Partial Significance Test (T Test)

Partial or individual significant test is used to test an independent variable Administration (X1), library service quality (x2) and parking service quality (X3) have an effect or not on the dependent variable, namely student satisfaction (Y).

Partial Significance Test Results (t test)

Variable	Test results
	Significance
Administration	0,000
Library	0.032
Parking	0,000

Source: Primary data

the results of the t test in this study can be explained as follows:

a. Administration service quality variable

Ha: There is a significant influence between the Administration variable (X1) on student satisfaction (Y) Ahmad Dahlan University Faculty of Economics and Business Yogyakarta.

H0: there is no significant influence between the Administration variable (X1) on student satisfaction (Y) Ahmad Dahlan University Faculty of Economics and Business, Yogyakarta.

Judging from the count sign value > alpha (0.05) in table 4.17, the calculated sign value obtained is 0.000, this shows that the count sign value is 0.000 <0.05, it can be concluded that the hypothesis Ha is accepted and H0 is rejected, which means that there is an influence significant between the Administration variables (X1) on student satisfaction (Y) Ahmad Dahlan University Faculty of Economics and Business, Yogyakarta.

b. Library service quality variable

Ha: There is a significant influence between the Administration variable (X1) on student satisfaction (Y) Ahmad Dahlan University Faculty of Economics and Business Yogyakarta.

H0: Judging from the count sign value <alpha (0.05) in table 4.17, the calculated sign value obtained is 0.032, this shows that the count sign value is 0.032 <0.05, it can be concluded that the hypothesis Ha is accepted and H0 is rejected, which means that there is a significant influence between the library variable (X2) on student satisfaction (Y) Ahmad Dahlan University Faculty of Economics and Business, Yogyakarta.

c. Variable quality of parking service

Ha: There is a significant influence between the Administration variable (X1) on student satisfaction (Y) Ahmad Dahlan University Faculty of Economics and Business Yogyakarta.

H0: Judging from the value of the count <alpha (0.05) in table 4.17, the calculated sign value obtained is 0.000, this shows that the count sign value is 0.000 <0.05, it can be concluded that the hypothesis Ha is accepted and H0 is rejected, which means

that there is an influence significant between the parking variable (X3) on student satisfaction (Y) Ahmad Dahlan University Faculty of Economics and Business, Yogyakarta.

Determination Test Results (R2)

The value used in this study is Adjusted R2 because this value can increase or decrease if one independent variable is added to the model being tested. The Adjusted R2 value can be seen in the table below:

Value Adjusted R2

Model	R	R Square	Adjusted R Square	Std.Error of the estimate
1	,800a	,641	,631	,32833

Source: Primary data

In the table above, it can be seen that the Adjusted R2 value is 0.631. This means that the independent variable Quality of Administration Services (X1), Quality of Library Services (X2) and Quality of Parking Services (X3) can explain the dependent variable of student satisfaction (Y) at the Faculty of Economics, Ahmad Dahlan University by 63.1%

CONCLUSION

This research was conducted to determine the level of student satisfaction with the quality of service at the Faculty of Economics and Business, Ahmad Dahlan University, Yogyakarta.

The conclusions of this study are as follows:

1. The first hypothesis is rejected, which means that there is no influence between the Administration variables (X1) and student satisfaction (Y) at the Faculty of Economics and Business, Ahmad Dahlan University, Yogyakarta.
2. The second hypothesis is accepted which means that there is an influence between the library variable (X2) on student satisfaction (Y) at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta.
3. The third hypothesis is rejected, which means that there is no influence between the Parking variable (X3) and student satisfaction (Y) at the Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta.
4. The fourth hypothesis is accepted, which means that the variables of administration, library and parking have an effect on student satisfaction at the Faculty of Economics and Business, Ahmad Dahlan University, Yogyakarta.

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