

The Influence of Academic Service Quality on Students' Satisfaction for Pertiwi University Students

Suryati¹, Nur Dina², Pristanto Ria Irawan³

Universitas Pertiwi

Article Info

Article history:

Received: 6 Agustus 2024

Published: 1 November 2024

Keywords:

Pertiwi University;

Service Quality;

Students' Satisfaction.

Abstract

The quality of academic services covers various aspects, starting from the quality of teaching, learning facilities, administration systems, to counseling and career guidance services. Each of these components plays a role in shaping students' perceptions of their educational experience at university. The author is interested in taking the variables of academic service quality and students' satisfaction at Pertiwi University for research. The aim of this research is to determine the influence of service quality regularly partial towards students' satisfaction with Pertiwi University students. This research uses a quantitative descriptive method with data collection techniques through distributing questionnaires and library data. In this research, a purposive sampling method was used, totaling 73 students at Pertiwi University with a simple linear regression data analysis technique. The results of this research show that there is an influence on the quality of academic services regularly, with a partial impact on students' satisfaction at Pertiwi University. The results of this research are expected to contribute to further research.

This is an open access article under the [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/)



Corresponding Author:

Suryati

Pertiwi University

Email: 20120150@pertiwi.ac.id

1. INTRODUCTION

In the era of globalization and increasingly fierce competition in the world of higher education, the quality of academic services is a crucial factor in determining the success of an institution. Pertiwi University, as one of the universities that strives to improve its educational standards, needs to pay attention to aspects of academic services as an indicator of students' satisfaction. Students' satisfaction is an important barometer in measuring the success of a higher education institution. Satisfied students tend to have high loyalty, good academic achievement, and have the potential to become effective ambassadors in promoting their alma mater. Therefore, understanding the factors that influence students' satisfaction, especially the quality of academic services, is very important.

The quality of academic services covers various aspects, starting from the quality of teaching, learning facilities, administration systems, to counseling and career guidance services. Each of these components plays a role in shaping students' perceptions of their educational experience at university. This research aims to partially analyze the influence of academic service quality on students' satisfaction at Pertiwi University. By understanding this relationship, it is hoped that it can provide valuable insight for university management in formulating strategies to improve service quality that are more effective and efficient.

This study is also expected to contribute to existing literature on higher education management, especially in the Indonesian context. The results of this research can be a reference for other higher education institutions in efforts to increase students' satisfaction through improving the quality of academic services

For this reason, the author is interested in researching the variables of service quality and students' satisfaction at Pertiwi University. Several previous studies with the

variables of service quality and customer satisfaction can be explained as follows. This research examines the relationship between service quality and customer satisfaction in the telecommunication private sector in India, shows a significant relationship between these two variables (O. D. Safi & S. Alagha, 2020)), further according to (Kasemsap, 2016) This chapter emphasizes the importance of understanding customer expectations and providing high quality service to achieve customer satisfaction and business success This research uses LibQual to analyze the impact of service quality on customer satisfaction in university libraries, finding that the library environment and general services are critical dimensions.(Afthanorhan et al., 2019)

Based on the results of previous research, researchers are interested in researching the variables of service quality and customer satisfaction with the title the influence of academic service quality on students' satisfaction at Pertiwi University. Of course, the novelty of this research is that there has been no previous research regarding variables in this area, apart from that this research uses simple regression techniques with quantitative methods. It is hoped that the results of this research can contribute to further research.

2. LITERATURE REVIEW

Service Quality

Service quality is defined as the customer's general attitude or assessment of the superiority of a service. Service quality is the most important factor influencing organizational performance and includes excellence in responding to customer needs, market share growth, and productivity (Nejadjavad & Gilaninia, 2016)

Service quality is defined as meeting customer needs and requirements and the extent to which the services provided are in accordance with customer expectations. Service quality includes consumer expectations, management's perception of consumer expectations, service quality specifications, and actual service delivery (Lewis, 2015)

Service quality is the way service customers feel the value of use (value-in-use). Service quality dimensions include solutions, attitude, comfort, expertise, speed of service, flexibility, and cost. Service quality is often considered the same as how customers perceive the value of using a service (Medberg & Grönroos, 2020)

Customer Satisfaction

Customer satisfaction is a measure of the discrepancy between the performance perceived by customers and their expectations. This also reflects the company's ability to anticipate and manage customer expectations, meeting their needs with competence and responsibility. (Ferrentino & Boniello, 2020)

Customer satisfaction is defined as the extent to which the products and services provided by a company meet or exceed customer expectations. Customer satisfaction is the number/percentage of customers whose experience with a product/service exceeds predetermined satisfaction goals. (Sartor, 2019)

Customer satisfaction is a psychological state that arises after purchasing and consuming a product or service. Customer satisfaction reflects the pleasure resulting from product consumption, including the degree of under- or over fulfillment. Customer satisfaction is also closely related to the company's likelihood of success now and in the future (Riak PhD & Bill, 2022)

3. RESEARCH METHOD

Population

This research is a quantitative descriptive study, with the aim of getting an idea of the influence of academic service quality on students' satisfaction at Pertiwi University.

4. RESULTS AND DISCUSSION

Validity Test

In this research, a validity test was carried out on the academic service quality variable instrument (X) The conclusion was obtained that the stated instrument items are valid **12** items, while the students' satisfaction variable (Y) exists **10 items** declared valid. The test uses a two-sided test with a significance level $\alpha = 0.05$, then obtained $r_{table} = 0.234$. The test criteria for declaring an item valid are $r_{count} > r_{table}$

Reliability Test

Based on the calculation results, it is concluded that each item that has been declared valid is reliable with a level of significance $\alpha = 0.05$ then it is obtained $r_{table} = 0,60$. On variables *service quality* (X) $r_{count} = 0.935$ bigger $r_{table} = 0,60$ for **reliable**, and customer satisfaction variable (Y) $r_{count} = 0,939$ bigger $r_{table} = 0,60$ for **reliable**.

Simple Linear Regression Analysis Test

Based on **table 2 coefficients** It can be described as the results of a simple linear regression analysis, regarding the size of the t-count value, the level of significance, and the regression formula can be known. To make it clearer, here are the results. *coefficient* carried out with SPSS;

Table 2
Simple Linear Regression Analysis Table

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.892	2.218		1.755	.084
	Service Quality	.759	.049	.884	15.448	.000

a. Dependent Variable: Students' satisfaction

Source: Data processed from SPSS

In the table above, the calculation results can be seen so that the regression equation can be explained which can be used to predict variables through variables, namely; $Y' = 3.892 + 0.759x$.

As a basis for decision making, it can be seen that by using **thank you** as follows:

- a) If value $t_{count} > \text{value } t_{table}$, then there is an influence of variable X on variable Y.
- b) If value $t_{count} < \text{value } t_{table}$, then there is no influence of variable X on variable Y

Based on the calculation of t-table that has a significance of 5% can be found using the formula: $t_{table} = t(\alpha/2; n-k-1)$, so the value **t value_{table} is; t (0.025; 69-1-1) = t (0.025; 67) = 1.998, and the significance value is 0.00<0.05** thus it can be concluded that the variable **Quality of Academic Services (X)** influence on Students' satisfaction (Y).

From the calculation results in **table 3** coefficient of termination calculation then it can be concluded that the variable *quality of academic services* has a contribution of 78.1% on the students' satisfaction variable, while the remaining amount is **21,9%** influenced by other factors that have not been studied. Then the service quality variable has a positive effect with a very **strong** r value of **0,884** (located in the coefficient interval **correlation 0.80- 1.00**).

Table 3
Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.781	.778	3.469

a. Predictors: (Constant), Service Quality

Source: Data processed from SPSS

DISCUSSION

From the results of the tests that have been carried out, the academic service quality variable (X) has an influence on the students' satisfaction variable (Y) at Pertiwi University. This is proven by the value $15.448 > t_{table} 1.998$, and value $0,000 < 0,05$. So, partially, the quality of academic services has a positive and significant effect on students' satisfaction at Pertiwi University

Thus, it is in line with previous research which confirms that the quality of academic services has an effect on students' satisfaction, which can be proven through research. This paper explores how service quality, influenced by human resources, contributes to customer satisfaction, showing a positive and significant impact. (Djunaid, 2023) **Customer Satisfaction and Service Quality in the Marketing Practice: Study on Literature Review** The review discusses the relationship between service quality and customer satisfaction, emphasizing the SERVQUAL model and its relevance in both public and private sectors .(Ok et al., 2018)

5. CONCLUSION

In general, based on the test results and analysis of the relationship between variable X and variable Y regarding the quality of academic services on students' satisfaction at Pertiwi University, that there is an influence between the variables The quality of academic services on students' satisfaction variables is because $15.448 > t_{table} 1.998$, as well as the significance value $0,00 < 0,05$. Then the academic service quality variable has a positive effect **very strong** r value of **0,884** (located in the coefficient interval **correlation 0.80-1.00**), **as well** has a contribution of 78.1% on the students' satisfaction variable, while the remaining amount is **21,9%** influenced by other factors that have not been studied. Furthermore, we can find out the regression equation that can be used to predict, namely $Y' = 3.892 + 0.759x$.

6. BIBLIOGRAPHY

- Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. L. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, 13–24. <https://doi.org/10.5267/j.msl.2018.11.004>
- Arikunto, S. (2010). *Prosedur Penelitian Suatu Pendekatan Praktek*. PT. Rineka Cipta.,
- Djunaid, A. (2023). THE EFFECT OF SERVICE QUALITY IN ENHANCING CONSUMER SATISFACTION. *JPIM (Jurnal Penelitian Ilmu Manajemen)*, 8(2), 238–250. <https://doi.org/10.30736/jpim.v8i2.1622>

- Ferrentino, R., & Boniello, C. (2020). Customer satisfaction: a mathematical framework for its analysis and its measurement. *Computational Management Science*, 17(1), 23–45. <https://doi.org/10.1007/s10287-018-0305-1>
- Huang, M. (2020). Theory and Implementation of linear regression. *2020 International Conference on Computer Vision, Image and Deep Learning (CVIDL)*, 210–217. <https://doi.org/10.1109/CVIDL51233.2020.00-99>
- Kasemsap, K. (2016). *Promoting Service Quality and Customer Satisfaction in Global Business* (pp. 247–276). <https://doi.org/10.4018/978-1-5225-0143-5.ch015>
- Kumari, K., & Yadav, S. (2018). Linear regression analysis study. *Journal of the Practice of Cardiovascular Sciences*, 4(1), 33. https://doi.org/10.4103/jpcs.jpcs_8_18
- Lewis, B. R. (2015). Service Quality Gaps. In *Wiley Encyclopedia of Management* (pp. 1–3). Wiley. <https://doi.org/10.1002/9781118785317.weom090649>
- Lijan Sinambela. (2021). *Metode Penelitian Kuantitatif: Teoritik dan praktik*. PT.Refika Aditama.Jakarta.
- Mao, S. (2022). Statistical derivation of linear regression. In K. Chen, N. Lin, R. Meštrović, T. A. Oliveira, F. Cen, & H.-M. Yin (Eds.), *International Conference on Statistics, Applied Mathematics, and Computing Science (CSAMCS 2021)* (p. 141). SPIE. <https://doi.org/10.1117/12.2628017>
- Medberg, G., & Grönroos, C. (2020). Value-in-use and service quality: do customers see a difference? *Journal of Service Theory and Practice*, 30(4/5), 507–529. <https://doi.org/10.1108/JSTP-09-2019-0207>
- Nejadjavad, M., & Gilaninia, S. (2016). The Role of Service Quality in Organizations. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 5(7), 19–27. <https://doi.org/10.12816/0019403>
- O. D. Safi, Dr. F., & S. Alagha, Dr. M. (2020). The Relationship Between Service Quality And Customer Satisfaction. *International Journal of Scientific and Research Publications (IJSRP)*, 10(8), 767–787. <https://doi.org/10.29322/IJSRP.10.08.2020.p10497>
- Ok, S., Suy, R., Chhay, L., & Choun, C. (2018). Customer Satisfaction and Service Quality in the Marketing Practice: Study on Literature Review. *Asian Themes in Social Sciences Research*, 1(1), 21–27. <https://doi.org/10.33094/journal.139.2018.11.21.27>
- Riak PhD, G. A., & Bill, D. B. A. (2022). THE ROLE OF CLIENT SATISFACTION IN BANKING SECTOR. *IJRDO - Journal of Social Science and Humanities Research*, 8(11), 75–76. <https://doi.org/10.53555/sshr.v8i11.5380>
- Sartor, M. (2019). 7. Customer Satisfaction Analyses. In *Quality Management: Tools, Methods, and Standards* (pp. 109–116). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-78769-801-720191007>