THE EFFECT OF ADMINISTRATIVE SERVICES TOWARDS STUDENTS' SATISFACTION IN BUANA PERJUANGAN KARAWANG UNIVERSITY

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Abstract---Employee performance and service quality of academic administration and influential with students' satisfaction. The better the performance of employees and service quality the better the administration of student assessment. On the other hand, there are still beberpa issues relating to it. As their class schedule that collision, making the length of the required letters, do not miss the eyes of college classes, their names are not listed diabsensi. This study intended to answer these problems. Third relations employee performance and service quality of the academic administration of the student satisfaction., Recognizing the importance of this, then do research with the aim to determine the effect of the quality of academic and administrative services to the satisfaction of UBP FEB students simultaneously and partially using associative method. The study population was a student FEB. method of research used a qualitative approach.

Keywords---Performance, Service, Satisfaction

I. PRELIMINARY

Background

Education services provided by the agency / institution today began spotlight user community education services, therefore the educational institutions that provide services in the minds of the people need to be sensitive to the situation and conditions and will be able to see the needs and desires of consumers as users of services , The demands of society and the government and the increasingly fierce competition resulted in educational institutions should be to maximize the quality of service provided in the form of academic and administrative services to the user-oriented services, how that they were satisfied with the services provided (Nuryaman, 2018).

In order to improve the quality and relevance of the services rendered, educational institutions in Indonesia in general, Karawang in particular has made various efforts are continuous and very significant, ranging from infrastructure development concerning educational facilities, reform the curriculum, the use of information and communication technology in learning, improving the quality of teachers and education personnel, as well as networks (networking) with other educational institutions or industry

Education is meant here is the Higher Education is education after secondary education includes educational programs diploma, bachelor's, master's, specialist and doctoral organized by the college. Higher Education is education unit provider

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of higher education and can form colleges, polytechnics, high school, college or university. Faculty of Economics and Business, University of Buana Struggle (FEB UBP).

II. LITERATURE REVIEW

Performance

Understanding performance by Moeheriono (2012) is an overview of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision and mission of the organization in pour through a strategic planning organization

According Simamora (2004) there is a performance assessment indicators, namely:

1. Loyalty

Every employee that has a high degree of loyalty to the company where they will be given a good position

2. Spirit at work

Companies must create an atmosphere and work environment

3. Leadership

Leader is a head for each of his subordinates, responsible and give the important role in achieving a goal

4. Cooperation

The company needs to foster and instill family relationships between employees allowing employees to work together in a working environment

Service quality

Kotler (2005: 153) stated the quality of service is a model that describes the condition of the customer in the form of hope for the services of the past experience, word of mouth promotion, and advertising by comparing the service they expect with what they received / feel. Quality of service is the expected level of excellence and control over the level of excellence to meet customer desires. (Nasution 2004: 47). Indicators of quality of service according to the thinking developed by Parasuraman et al., In Lupiyoadi (2001: 148), as follows:

1. Physical evidence (tangibles), namely the ability of a company to demonstrate its existence to external parties. Appearance and capabilities of the company's physical infrastructure and the state of the surrounding environment is tangible evidence of the services provided by the service provider. Which includes the physical facilities (buildings, warehouses, etc.), equipment and tools used (technology), as well as the appearance of employees.

2. Reliability (reliability), which is the company's ability to provide services as promised are accurate and reliable. Performance must be in accordance with customer expectations mean timeliness, the same service to all customers without error, sympathetic attitude, and with high accuracy.

Quality of Service Administration

Tjiptono Lovelock (2004) Quality of care is the expected level of excellence and control over the level of excellence to meet consumer expectations. While understanding the administration according to The Liag Gie is a series of activities carried out a group with respect to cooperation in achieving certain goals. The quality of administrative services is the added value or the excellence of the performance / service customers expect with regard to the administrative services

Student satisfaction

Student satisfaction is the primary goal of each university. Students who are satisfied can be a source of competitive advantage which will result in communication in the form of positive word of mouth, retention and loyalty of students (Arambewela Hall, 2009).
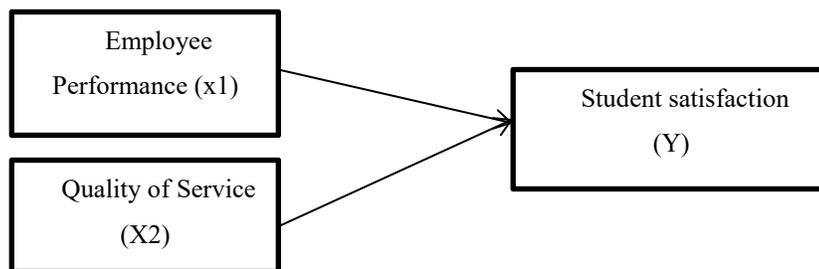
Indicators of consumer satisfaction (in this case students) according to the thinking developed by Tjiptono (2002) is as follows:

1. An expectation suitability degree of correspondence between the performance of the products expected by consumers with perceived by consumers.

2. Been back Represents interest of consumers' willingness to visit again or re-purchase of the related products. Due to this research in educational institutions which is a place where students as customers a day come to the faculty, the authors assume or equalizing point 2 with "feeling of belonging" (love) faculty.

3. Willingness recommend Represents consumers' willingness to recommend a product that has been felt to a friend or family

Research Accomplished

Elza (2012), examines the "response Terhadap Kualitas Student Academic Services at the Faculty of Social Science and Hasanuddin Politik Universitas". The results showed that that most respondents provide feedback and ratings of which good quality expectations (positive) on indicators of physical evidence (tangible), responsiveness (responsivness), and a guarantee (assurance). Indicators that perceived as unfavorable (negative), consisting of reliability (reliability) and empathy (empathy)

Theoretical framework

Framework (Job Performance) is a work that can be achieved by a person or group of people in an organization, in accordance with the authority and responsibilities of each, within the framework of efforts to achieve the goals of the organization in question legally, do not break the law and in accordance with moral and ethical. Performance indicators are quantitative and qualitative measurement that describes the level of achievement of a goal or objective.

While general services are activities that are offered to consumers or customers served, that is intangible and can not be owned. Views of nature are intangible and can not be owned by the service can be referred to as services. Based on these definitions can be said that education is a product services

The college is a provider of educational services. In general, the purpose of education provision Performance Officer (X1) Quality of Service (X2) Student Satisfaction (Y) 56 included in the college is the creation of quality human resources and competitiveness.

III. RESEARCH METHODS

Types of research

This type of research uses. quantitative methods, which portray and analyze employee performance terhadapa student satisfaction and academic administrative services in the Office of the Faculty of Economics and the University of Buana Struggle

Population and Sample

The population is consists all students from the Faculty of Economics and Business. The population in this study was 129 students of the Faculty of Economics and Binsis. The data used in this study are:

1. The primary data source, information that is collected directly from the respondents in the form of the results of questionnaires by respondents. Diyang used questionnaire contains questions with answers covered with a reply option using a Likert scale of 5 (five).

2. Secondary data source, the second data source after source of primary data, generated from previous research. The primary data obtained through library research, is to obtain literature from a variety of online and offline media.

Identification and operational definition of variables

The variable is the hallmark of induvidu, object, phenomenon or event that is measured in kuantitatif. Variabel shows the attributes of a group of people or objects that have a variation between each other in the group (Riduwan, 2009). Based on the relationship between one variable to another variable, then this study to differentiate into two kinds:

a. The independent variable (X) or the independent variables are the cause of the change or the emergence of the dependent variable (dependent). The independent variable in this study is the Reliability (X1), Responsiveness (X2), confidence (X3), empathy (X4), and forms (X5)

b. The dependent variable (Y) or are dependent variables in pengaruhui or become due for the independent variable (free). The dependent variable in this study is customer satisfaction (Y)

Operational definitions are intended to clarify and quantify the meaning of the variable being researched (Arias, 2015). In the present study, the operational definition of variables in question are:

1. Student satisfaction is the result (outcome) are perceived on the use of products and services, equal or exceed the desired expectations. Indicators of satisfaction is to fulfill the expectations, desires and needs of customers.

2. Reliability is the form of services provided to students by the Faculty of Economics and Administration Binsis in response to a service received. The indicators are delightful service, proficiency in service, creating a positive response.

3. Responsifadalah forms of service delivery in accordance with the commitment of satisfaction expectations of services provided to students. The indicators are showing the attitude of friendly / polite, ensure the security and safety of students and outstanding service.

4. confidence is the knowledge and courtesy of employees and their ability to generate trust and confidence.

5. Empathy is an attitude and concern in providing services to students form. The indicator is the commitment to provide services, attention and care to students who need services

6. ie tangible perlalatan appearance of physical facilities, personnel, and media communication

Data Analysis Techniques

Data massuk will be analyzed using SPSS version 18.0, through a series of tests, namely: 1) Validity and Realiabilitas, 2) analysis of multiple linear regression, 3) The coefficient of determination, and 4) Testing Hypotheses In addition, also conducted a descriptive analysis. It aims to be able to see most of the effect of quality of services provided by the Administration Faculty of Economics and Business .As dimension - the dimension of service quality that includes Reliability (X1), responsiveness (X2), confidence (X3), Empathy (X4), form (X5)

Table 1. Values   of multiple regression coefficient

Coefficcients

Model		Unstadardized B	coefficients Std. Error	Standardizerd coefficients beta	T	Sign.
1	(Constant)	2,426	1635		1484	.140
	Reliability	-.164	.102	-.145	-.1.614	.109
	responsive	.617	.214	271	2,878	.005
	conviction	.520	.091	.431	5,736	.000
	empathy	.248	.113	.248	2,198	.030
	shape	-.095	.095	-.093	-.999	.320

a. Dependent Variable: Kepuasan_mahasiswa

Based on the above table was obtained perhitunagan linear regression results are: Y = 2,426 + (-0164) X1 + 0.617X2 + 0.520X3 + 0.248X4 + (-0095) X5 + 1.636 From the equation above, it is known that the variebel independent consisting of student satisfaction consisting of reliability, responsiveness, keyakianan, empathy and a form has a positive influence to increase the satisfaction of the students pointed out the value of contant a = 2426 shows that increasing the product service is provided will influence positively the satisfaction felt by the students at the Faculty of Economics and Business, University of Buana struggle. While the results of the testing keofisiensi multiple determination (R-square) obtained the following results:

Table 2. Results of model analysis summary

Coefficcients

Model	R	Unstadardized R Square	coefficients adjusted	Standardizerd coefficients R Square	Std.Error Of The Estimate	,

1	.586	.343	.316	1484

a. Predictors: (Constant), Being, Confidence, Reliability, Responsiveness, Empathy

the coefficient of determination (R Square) of 0343 (34.3%). The coefficient of determination shows that 34.3% of students decision to settle the PAA D3 Employee Management Offices Secretariat and the University of Airlangga can be explained or influenced by the diversity of services, quality of services and satisfaction of the students while the rest (100% - 34.3% = 65.7%) students decision to settle the PAA D3 Employees Management Secretariat and Office Universitas Airlangga influenced by things or other variables.

Simultaneous Test (Test F)

F test is a test with the same test variables significantly influence the quality of services which consist of reliability, responsiveness, assurance, and empathy and form and together - together toward student satisfaction variables. From processing using SPSS, the results are as follows:

Table 3. Analysis Of Variance

Model		Sum of Square	Df	mean Square	F	Sign.
1	Regression	382 923	5	76 585	12	
					853	
	residual	732 891	123	5958		
	Total	1115.814	128			

a. Predictors: (Constant), Being, Confidence, Reliability, Responsiveness, Empathy

b. Dependent Variable: Kepuasan_mahasiswa

Based on the above table of probability values   obtained sig. Therefore the probability 0,000 (0,000) is much smaller than 0.05, then H0 rejected Ha accepted. It can be concluded that the quality of service has significantly the impact on student satisfaction.

Partial test (t test)

The t-test was done to see the extent to which partially influence each - each with an independent variable, namely reliability, responsiveness, assurance, empathy and form. The t-test is done also to see which are the most dominant variables. Test was done to compare the t larger in comparison table it can be concluded that these variables have a significant influence or otherwise based on the results of the regression calculations are done then obtained a partial coefficient of each - each independent variable as a hypothesis. From the data processing, as shown in table 1 (one), we can conclude several things:

Reliability influence on student satisfaction

The survey results revealed that for the variable reliability (X1), obtained tcount ttabel (2,878> 1,978) then h0 rejected ha received. This means that the variable Responsive significant effect on student satisfaction. From the observation / analysis descriptive, many respondents answered agree and disagree, this means that the level of responsiveness of the Administration Faculty of Economics and Binsis still needs to be improved, especially the attitude in the service, demand response by students and always had time to help students in memenuhui needs. However, most respondents stated that it has been responsive and care enough about them. Responsive relationship with student satisfaction is responsive positively influences student satisfaction. The better the students' perceptions of responsive then the student satisfaction will also be

higher. If the students' perceptions of the poor responsiveness of student satisfaction will also be lower. This is in accordance with the opinion Zeithami (2004) expressed the belief is something significantly contribute mempengruhi student satisfaction for the re-use of the services on offer.

Influence conviction on student satisfaction

The survey results revealed that for the belief variables (X3), the value tcount> ttable (5.736> 1978) then h0 rejected ha received. This means belief variables significantly influence student satisfaction. From the results of the descriptive analysis of the respondents note that students are quite satisfied with the knowledge, skills, friendliness, courtesy, and properties can be believed. Then, with the persistence of the respondents strongly disagree, meaning Tata Faculty of Economics and Business enterprises still need to make improvements to the service in terms of confidence for the future so that students are satisfied with the services provided. Services provided in the very mempengaruhui mahasiswa.Agar image and perception can provide good service, Faculty of Economics and Business, University Buana Karawang struggle not only in demand to have a good knowledge and ability, but also need to be friendly, polite and tidy and served mahasiwa.Penilaian bernampilan attributes of hospitality, politeness and tidiness, officers determined by the interests and level tingakt relative satisfaction of students. This is in accordance with the opinion Zeithami (2004) which states that empathy is a matter of satisfaction mempenagruhui contribute significantly to purchase and use the services on offer.

Effect of empathy for student satisfaction

The survey results revealed that for empathy variable (X4), the value tcount> ttable (2,198> 1,979) then h0 rejected ha received. This means empathy variables significantly influence student satisfaction. Students already quite satisfied with the empathy that is given to them. Then, with the persistence of how respondents disagreed Sagat, meaning Administration Faculty of Economics and Bisnsi still need to make improvements to the service in terms of empathy for the future so that students are satisfied with the services provided. Empathetic connection with student satisfaction is empathy positively influences student satisfaction. The better the students' perceptions of empathy then satisfaction will also be higher. If the students' perceptions of empathy worse then the student satisfaction will also be lower. This is in accordance with the opinion of Zeithami and Bitner (2004) which states that the form is a matter which significantly contributed mempengaruhui satisfaction for using the services offered

Influence of form against kepusan student survey results revealed that for the variable form (X1), the value tcalculation <ttable (-0999 <.1979), then h0 received ha rejected. This means the variable form no significant effect on student satisfaction.

Descriptive analysis of the results is also known that the students were quite satisfied with the form provided by the Faculty of Economics and Administration Bisnsi. Then, with the persistence of how respondents disagreed means still need to make improvements to the service in terms of form for the future so that students are satisfied with the services in berikan.Hubungan physical evidence with the physical evidence of student satisfaction is positively influences student satisfaction , The better the students' perceptions of the manifestation of the student satisfaction will also be higher. If the students' perceptions of the bad form of student satisfaction will also be lower

IV. CLOSING

Based on the results of research and discussion that has been explained that the results obtained from the factors of service quality ie reliability, responsiveness, assurance, empathy, and form a significant effect in supporting or giving satisfaction to the students. Partially factors of quality of service that is responsive, confidence and empathy also significantly influence student satisfaction. While factors are reliability and service quality form not significant effect on student satisfaction. From the research results also showed that confidence variable is a variable that has the most dominant influence on student satisfaction.

So from the above conclusion, it is suggested to the Party of Administration Faculty of Economics and Business in order to continuously improve the quality of service to consumers, in this case is a student at the Faculty of Economics and Business and the University of Buana struggle.

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