The Analysis of Service Quality at Academic And Student Affairs Department (Asa Department) Institute of Business And Informatics Stikom Surabaya

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Abstract— Stikom Surabaya has a work unit that serves the needs of student academic administration, called Academic and Student Affairs Department (ASA Department). One of the efforts to improve performance ASADepartment is the availability of the feedback to know the students' satisfaction with the academic administrative services in Stikom Surabaya. The problem is ASADepartmenthas not done the effort to get the feedback from the students to know the service quality which has been provided. Based on the above problems, this study wanted to know the results of service quality feedback descriptively in ASADepartment.The service quality in this study included five dimensions. They were *Tangibles, Reliability, Responsiveness Assurance, Empathy*. The result of the research has showed that all dimensions of service quality hasgrade point average (GPA) above 3 which meansthat it is good, on the contrary, in tangible dimension, the appearance of ASA Department staff who already dress clean and neat have GPAabout 2.95 which means still close to good.The performance of ASA's staff members needs to be improved.

Keywords— service quality,dimension, descriptive.

I. INTRODUCTION

Institute of Business and Informatics Stikom Surabaya (Stikom Surabaya) is one of the private collegein Surabaya. Stikom Surabaya has two faculties. They are Faculty of Technology and Informatics, and Faculty of Economics and Business. Faculty of Technology and Informatics has some departments which are S1 Information System Department (S1 SI), S1 Computer System Department (S1 SK), S1 Visual Communication Design Department (S1 DKV), S1 Graphic Design Department (S1 DG), DIV Multimedia Computer Department (DIV KM), and DIII Informatics Management Department (DIII MI), while Faculty of Economics and Business has some departments which are S1 Management Department (S1 Manajemen), S1 Accountancy Department (S1 Akuntansi), DIII Computerized Office and Secretarial Department (DIII KPK). Stikom Surabaya is one of the leading pricate higher education in Surabaya. In an effort to improve its performance, ASA Depertment need inputs from students how the service has been performed by the ASA Department to students. For the purposes, analysis service quality will be done at ASA Department. The service quality in this study included five dimensions. They were *Tangibles, Reliability, Responsiveness Assurance, Empathy.*

II. RESEARCH METHODOLOGY

A. Conceptual Model

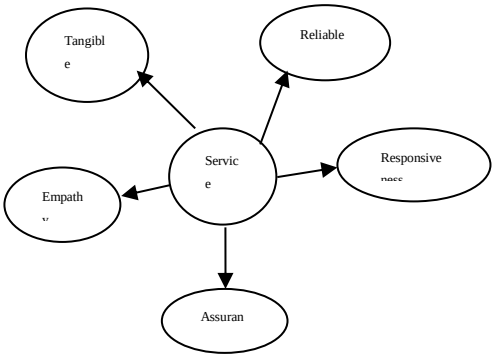

Fig 1. Conseptual Model of Service Quality [1]

B. Operational Definition of Variables

Service quality consists of 5 dimensions: Tangible, Reliability, Responsiveness, Assurance, Empathy. The Tangible Dimension consists of facilities, equipment and personnel appearance. The reliability dimension consists of the ability to assure the services provided reliably and accurately. The responsiveness dimension consists of a willingness to help customers and to provide prompt and precise service. Assurance dimension consists of a convincing service in the form of mastery of science related to the field, as well as courtesy and friendliness. Empathy dimension is a concern, ability to listen and communicate well, and understanding the condition of service users [1]

C. Variable Measurement

Variable measurements were performed using Likert scale. The followings were the measurement procedure:

1. Respondents were asked to answer the general questions which will be used as the basis of whether the respondentsmet the criteria or not.
2. Respondents were asked to express wether they agree or disagree with the statement given by the researcher on the basis of perception of each respondents. The answer consists of four options, namely: Strongly Agree (SS), Agree (S), Less Agree (TS), and Disagree (TS).
3. The given scoring 4 points will be given for the answer of Strongly Agree (SS), and so on down to the answer Disagree (TS) given value 1.

D. Location and Time of Research

This research was conducted for 5 months in ASA Department at Stikom Surabaya. It was started from July 2017 until November 2017.

E. Population, Sample, and Sampling Technique

The population is a collection of all measured objects measured in the study [2]. Population in this research were 1368 active students of Stikom Surabaya from academic year 2012 until 2016.

The sampling technique used was *Stratified Random Sampling Proportional*.
Slovin formula to calculate the number of samples [3] :

$$n = \frac{N}{1 + Ne^2} \qquad (1)$$

Description :

e = Bound of error or the magnitude of the desired accuracy with a certain degree of confidence. Default value e = 5%

The formula for *stratified random sampling proportional*: [3]

$$n_i = \frac{Ni}{N} x\, n \qquad (2)$$

TABLE 1: NUMBER OF EVERYSTUDY PROGRAM SAMPLES

Department	Number ofleStudents	Sampel
S1 SI	636	144
S1 SK	159	36
S1 DKV	223	51
S1 DG	70	16
DIV KM	93	21
DIII MI	68	15
S1 Manajemen	59	13
S1 Akuntansi	30	7
DIII KPK	30	7
Total	**1.368**	**310**

III. RESULTS AND DISCUSSION

A. Validity and ReliabilityTest

Validity test is used to determine whether the question/statement in the questionnaire is quite representative or not [6]. Validity test is done by using Pearson Correlation for each statement on Tangibles, Reliability, Responsiveness, Assurance, and Empathy dimensions. Results of data was processedby using SPSS17.All statements on the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and Empathy can be said to be valid because the value of Sig. (2-tailed) less than 5%.

The second measuring test of the questionnaire is Reliable. It is showed from an index which indicates the extent to which the measuring instrument is reliable. Reliability is a measure of the internal consistency of indicators of a form variable that indicates the degree to which each indicator indicates a common form variable. Results of data processing with SPSS17, all respondents' answers can be said reliable because the value of alpha> 0.7.

B. Descriptive Analysis

Descriptive statistics discusses ways of collecting data, simplifying the observed figures obtained (summarizing and presenting), and performing measurement of concentration and dissemination of data to obtain information more interesting, useful and easy to understand [5].

Based on the distribution of questionnaires at about 310 student respondents, obtained data distribution and measure of concentration in the form of mean and standard deviation for each dimension of service quality are shown in Table 2 to Table 6.

TABLE 2 : PERCENTAGE, MEAN, AND STANDARD DEVIATION FOR TANGIBLE DIMENSION

No	Statement	Answer (%)				Average	Deviation Standard
		Disagree (1)	Less Agree (2)	Agree (3)	Strongly Agree (4)		
1	ASA Department Room is adequate for service to students.	6,1	10	26,8	57,1	3,35	0,89
2	ASA Department Room is clean and tidy.nrapi.	5,2	9,4	38,7	46,8	3,27	0,84
3	ASADepartment Room iscool and comfortable	0,3	0,6	15,8	83,2	3,82	0,43
4	ASA Department Room providesacademic information service facilities (such as;*touch screen monitor*, lecture schedule *monitor* and *wifi*) which can be well accessed.	1,0	5,2	33,2	60,6	3,54	0,64
5	ASA Staff Appearances are neat and attractive	1,9	16,1	67,1	14,8	2,95	0,62
Average of Tangible						3,39	0,67

The results from Table 2 are all good, but when viewed from the data distribution, the statement "ASA staff performance is neat and attractive" still needs to be improved because there are still 18% of respondents who are less and do not agree with the statement and the average is 2,95 which means that it is still close to good so it needs to be improved.

TABLE 3: PERCENTAGE, AVERAGE, AND STANDARD DEVIATION FOR RELIABILITY DIMENSION

No	Statement	Answer (%)				Average	Deviation Standard
		Disagree (1)	Less Agree (2)	Agree (3)	Strongly Agree (4)		
1	ASA staff service is easy and fast.	0	9,0	51,0	40,0	3,31	0,63
2	ASA staff has provided services in accordance with the needs of students.	1,0	4,8	34,2	60	3,53	0,64
3	ASA staff is always available (ASA Departmen thas never never been empty).	0	3,2	39,7	57,1	3,54	0,56
Average of Reliability						3,46	0.60

The results from table 3 are all good and tend to be very good, so it needs to be maintained.

TABLE 4: PERCENTAGE, MEAN, AND STANDARD DEVIATION FOR RESPONSIVENESS DIMENSIONS

No	Statement	Answer (%)				Average	Deviation Standard
		Disagree (1)	Less Agree (2)	Agree (3)	Strongly Agree (4)		
1	ASA staff can answer well if students ask questions related to academic	0,3	2,6	24,8	72,3	3,69	0,53

No	Statement	Answer (%)				Average	Deviation Standard
		Disagree (1)	Less Agree (2)	Agree (3)	Strongly Agree (4)		
	administration.						
2	ASA staff has provided solutions to student's academic administration problems as expected.	0,0	2,3	29,0	68,7	3,66	0,52
3	ASA staff has provided solutions to student's problems in accordance with the expected time.	0,3	4,2	33,9	61,6	3,57	0,59
Average of Responsiveness						3,64	0,61

The results from table 4 are all good and tend to be very good, so it needs to be maintained.

TABLE 5: PERCENTAGE, MEAN, AND STANDARD DEVIATION FOR ASSURANCEDIMENSION

No	Statement	Answer (%)				Average	Deviation Standard
		Disagree (1)	Less Agree (2)	Agree (3)	Strongly Agree (4)		
1	ASA Department has socialized the information such as; Achievement Scholarship, Guardianship, and others to the students	0,3	1,3	24,8	73,5	3,72	0,55
2	ASA has run the activities based on the academic calendar.	0	3,2	34,2	62,6	3,59	0,59
3	ASA staff has provided the service politely.	0	1,3	7,1	91,6	3,90	0,58
Average of Assurance						3,74	0,57

The results from Table 5 are all good and tend to be very good, so it needs to be maintained.

TABLE 6. PERCENTAGE, MEAN, AND STANDARD DEVIATION FOR THE EMPATHY DIMENSION

No	Statement	Answer (%)				Average	Deviation Standard
		Disagree (1)	Less Agree (2)	Agree (3)	Strongly Agree (4)		
1	If a student asks about academic administration, the ASA staff always helps.	0,0	3,2	33,5	63,2	3,60	0,55
2	Your relationship with	1,3	2,3	25,2	71,3	3,83	0,59

No	Statement	Answer (%)				Average	Deviation Standard
		Disagree (1)	Less Agree (2)	Agree (3)	Strongly Agree (4)		
	ASA staff is good.						
3	ASA staff has provided excellent service.	1,0	3,2	21,9	73,9	3,69	0,58
Average of Empathy						3,7	0,57

The results from Table 6 are all good and tend to be very good, so it needs to be maintained.

IV. CONCLUSION

The result of the research shows that all dimensions of service quality have an average of above 3 which means it is good, but in the statement "Staff Appearances ASA section is neat and attractive" in dimension Tangibles has an average value of 2.95 which means still close to good, the performance of ASA's staff members needs to be improved.

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