



Analysis of Student Satisfaction on Student ID Card Making Services

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Abstract

This study aims to determine student satisfaction with the service of making student ID cards at Muhammadiyah University of Pontianak. This study uses the SERVQUAL method, an empirical method in analyzing services in order to improve the quality of Student Affairs services. Data collection was carried out using a questionnaire. The sample in this study amounted to 100 respondents from 14 departments at Muhammadiyah University of Pontianak. The results of this study indicate that the services available at BAAK Muhammadiyah University of Pontianak include Student Affairs Services and academic services that can be accessed according to student needs, with the percentage of services that have been channeled according to female gender with a percentage of 61% and Male gender 33% who have received services provided by the university.

Introduction

In today's era, universities have proven to be able to have very tight competition for the growth of prospective students. They use this ability as an alternative attraction for prospective students to continue their studies to a higher level of education. They must use various strategies to attract the attention of prospective students.

The impact of globalization is the emergence of increasingly sharp competition in various sectors of life (Widianti, 2022; Azmi & Rani, 2017). In the field of higher education, the challenges and competition are very heavy and complex due to the expansion of the international market in the world of education on the one hand and the internal dynamics of domestic education on the other. The current phenomenon is that universities have become a commodity needed by society in an effort to improve people's standard of living (Yuniarti, 2017; Karim et al., 2022; Adon et al., 2023). Quality universities can be seen by the public from the facilities and infrastructure they have, as well as the satisfaction of students who are in the university environment itself.

Rapid global changes encourage universities to continue to adapt and renew themselves. Higher education in Indonesia still faces many challenges ranging from competitiveness, qualifications, and competence of lecturers, improving educational infrastructure, and technological readiness (Indrawati & Kuncoro, 2021; Deffinika et al., 2021; Lambey et al., 2023; Afandi & Yusuf, 2024; Yusuf, 2021; Pannen et al., 2019). There are many ways that can be done to encourage the quality of higher education to be superior. One of them is research in collaboration with world-class universities.

The increasing interest of the community in higher education has given birth to a new phenomenon, new universities have emerged and offer higher education services to the community (Keller, 2008). This phenomenon not only creates competition among education

service providers, but will also have an impact on the community who find it increasingly difficult to determine which university to choose, thus giving birth to a unique competition.

Competition between universities is an undeniable reality and is getting tighter. Prospective students usually tend to choose universities with excellent or superior services because they are considered to be able to guarantee a higher quality of education (Nasib et al., 2022; Ngoc & Tien, 2022; Derkach et al., 2021). Universities that have good services have met various standards and criteria set by the institution.

Good service will show that the college has met or even exceeded the standards required in higher education (Borishade et al., 2021; Elumalai et al., 2021). When choosing a college, prospective students often do research and consider the academic reputation and services of the institution. They will certainly give priority to colleges that have good service, because these colleges certainly have the educational advantages they want (Sulastri, 2017).

Service quality in higher education can improve the quality of service and higher education as a provider of educational services. Along with the development of organizations or companies engaged in the service industry, theories about service quality have also been produced (Al-Refaei et al., 2023). Service measurement is an important element in providing better, more efficient, and more effective services. Therefore, service must start from consumer needs for service and end with consumer perceptions of the quality of service provided (Yunani et al., 2023; Saffanah, 2023; Widiastuti & Numberi, 2024). Measurement of service quality in service to students, is not only seen from academic services, but also from non-academic services, including in terms of lecture administration. Service here can be seen as an action that can be given by all levels (Employees, Lecturers, Technicians, Facilities and Infrastructure, and Deans) to students as internal customers.

In its efforts to survive or even develop and have various advantages, then what needs to be done is to always try to satisfy the needs of students through a series of well-coordinated academic, student and administrative activities. In an effort to satisfy these students, it is not only necessary to consider short-term needs and desires, but also long-term needs and desires.

Academic Administration Staff are employees who carry out the main task of running academic administration services, including providing facilities, providing guidelines and service procedures, registration and re-registration, Student Study Plan Card (KRS) services, making Student Identity Cards (KTM), lecture services, lecture evaluations, and other academic administration services, both at the University level, Faculty of Engineering and study programs (Bagus et al., 2021; Surahman, 2022).

In West Kalimantan, there are many universities, both government-owned (PTN) and foundation-owned or private (PTS). One of the private universities in West Kalimantan is Muhammadiyah University of Pontianak which was established in 1985-1990 until now. Muhammadiyah University of Pontianak is the best university in West Kalimantan located in the city center on Jl. Ahmand Yani No. 111, West Pontianak. has 7 faculties and 16 study programs offered to students. Private universities (PTS) in Kalimantan are fostered and supervised by the Coordinator of Private Universities XI for the Kalimantan Region (Kopertis XI).

The gap between expectations and reality regarding the quality of academic and non-academic services related to student satisfaction as primary customers needs to be proven empirically. If the problem can be answered, it will be very helpful in managing performance, quality of academic and non-academic services appropriately according to student expectations. Higher education is basically a service industry that provides educational services or services whose purpose is to provide satisfaction to its customers (students).

Service is an action or deed given by someone to another person in the form of serving the needs of another person's affairs, so that the person gets relief for his affairs. In assessing the level of service, and the basic framework for measuring the level of service quality is based on the attitudes and assessments of the community/students who use the service (Valencia-Arias et al., 2023). According to Fadli et al. (2023) "service quality as perceived by customers can be defined as the extent of discrepancy between customer expectation or desires and their perceptions". Service quality as perceived by consumers can be defined as the extent of discrepancy between consumer expectations or desires and their perceptions.

The service status of a higher education institution is a reflection of the performance of the higher education institution concerned and describes the quality, efficiency, and relevance of a study program being offered. Service quality can be known by comparing consumer perceptions of the services they receive/obtain with the services they actually expect/want for the service attributes (Susanto et al., 2021; Widayati et al., 2023). There are two main factors that influence service quality, namely: expected service and perceived service. Currently, Universitas Muhammadiyah Pontianak provides services that are pure service in nature, demanded not only to prioritize in the academic field but also in the administrative field. In an effort to provide or improve the best service for student satisfaction, Universitas Muhammadiyah Pontianak must pay attention to the needs and desires of students.

In the services provided by BAAK Universitas Muhammadiyah Pontianak is divided into two services. Namely Student services and Academic services. Student services include: 1) Making Student ID Cards; 2) Extracurricular activities outside. Meanwhile, academic services include: 1) New Student Admissions Services; 2) Diploma Pickup Service; 3) Leave Application; 4) Tuition Fee Payment Procedures That Must Be Done; 5) Procedures Re-registration.

The process of implementing services provided by Muhammadiyah University of Pontianak still has several significant problems that reduce the level of student satisfaction. As is known, KTM is the most basic need for students, besides being a student identity attribute, an ID card for KTM students is also needed in registering as one of the requirements for applying for scholarships or other administrative submissions both within the campus environment and for administrative management outside the campus. Based on interviews with several students, the making of Student Identity Cards (KTM) can be said to be too long and must use complete data. The purpose of this study is to determine and measure the quality of student services that affect student satisfaction at the Muhammadiyah University of Pontianak.

Based on the background presented above, the researcher is interested in conducting research with the title "Analysis of Student Satisfaction with Student Identity Card (KTM) Making Services at Muhammadiyah University of Pontianak".

Methods

This study uses the Servqual method. According to Zeithaml Servqual is a method derived empirically that can be used by a service organization to improve service quality. According to Arikunto (2013) "Population is the entire subject of research. If someone wants to research all the elements in the research area, then the research is population research". In the study, the population was active students of the Muhammadiyah University of Pontianak in the 2023/2024 semester in the early semester.

The number of respondents taken is data from active students of each Study Program at the Muhammadiyah University of Pontianak. Based on the calculation above, the researcher determined a sample of 100 respondents. The sampling technique used in this study is Purposive Sampling. According to Siregar (2020) "purposive sampling is a method of determining respondents to be used as samples based on certain criteria". The criteria used in

this study were active students at the Muhammadiyah University of Pontianak 2023/2024 who were in semesters 2-4. Based on this sample, the researcher determined a sample of 100 respondents. The characteristics of sampling using the purposive sampling method are: 1) Respondents are active students at Muhammadiyah University of Pontianak; 2) Respondents who have experience in making Student Identity Cards (KTM)

Data Analysis Techniques, namely: Instrument Test, Validity Test, Cartesian Diagram

Results and Discussion

Respondent Characteristics

Respondents in this study were active students of Muhammadiyah University of Pontianak in the academic year 2023/2024. To obtain the data needed in this study, the researcher distributed questionnaires to obtain 100 respondents. The characteristics of respondents in this study include gender, age and study program.

Gender The following respondent data according to gender can be seen in table 1 below:

Table 1. Respondent Gender

No	Gender	Number of people)	Percentage (%)
1	Man	39	33.0%
2	Woman	61	61.0%
	Total	100	100%

Source: Processed data, 2024

Based on table 1, it is explained that the majority of respondents in this study were female, namely 61 people or 61.0%.

Respondent Age

Respondent data by age can be seen in table 2 below:

Table 2. Respondent Age

No	Age	Number of people)	Percentage %
1	18-20 years	50	50%
2	21-23 years old	46	46%
3	24-26 years old	4	4%
	Total	100	100%

Source: Processed data, 2024.

Based on table 2, it explains that most respondents are aged 18-20 years. Namely 50 respondents or 50%. Next are respondents aged 21-23 years, namely 46 respondents or 46.0%. Finally, respondents aged 24-26 years as many as 4 respondents or 4.0%.

Instrument Test

Validity Test

Test the validity of the measurement tool used to measure what is being measured. The method is by correlating the scores obtained on each question item. Validity testing using the SPSS for Windows Version 17.0 Program. In this study, validity testing was carried out on 100 respondents. The return of the decision based on the value of r count (corrected item total correlation) is greater than r table of 0.195 for $df = 100 - 2 = 98$; $\alpha = 0.05$ then the question item is valid.

Table 3. Validity Test

No	Question Items	Correlation Results	r table	Conclusion
		(r _{xy})	5%	
1	Y1	0.591	0.195	Valid
2	Y2	0.596	0.195	Valid
3	Y3	0.467	0.195	Valid
4	Y4	0.484	0.195	Valid
5	Y5	0.575	0.195	Valid
6	Y6	0.625	0.195	Valid
7	Y7	0.535	0.195	Valid
8	Y8	0.640	0.195	Valid
9	Y9	0.661	0.195	Valid
10	Y10	0.511	0.195	Valid
11	Y11	0.475	0.195	Valid
12	Y12	0.664	0.195	Valid
13	Y13	0.710	0.195	Valid
14	Y14	0.698	0.195	Valid

Based on table 2, it can be seen that all questions for the variables have valid status because r count > from r table 0.195.

Reliability Test

Reliability testing is carried out on question items that are declared valid.

Table 3. Reliability Test

No	Variables	Cronbach's Alpha	N of Item	Information
1	Satisfaction	0.857	14	Valid

Based on the reliability test table, it was conducted on the question items that were declared valid. A reliable item is if the question is always consistent. So the results of the instrument reliability coefficient with r count = 0.591, 0.596, 0.467 are greater than r table, which means that the instrument is declared rel.

Cartesian diagram test

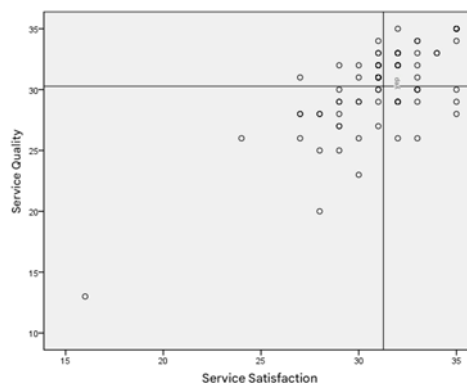


Figure 1. Cartesian diagram

Conclusion

Based on the research results, it can be concluded that students of Muhammadiyah University of Pontianak feel the impact of the student card making service (KTM), from 100 student respondents, 33.00% were male and 61.00% were female.

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