
EFFECT OF LECTURER SERVICE QUALITY AND INFRASTRUCTURE QUALITY ON STUDENT SATISFACTION

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Article History:

Received: 21-12-2022

Revised: 15-01-2023

Accepted: 01-02-2023

Keywords:

Lecturer, Service Quality,
Infrastructure Quality,
Student Satisfaction

Abstract: The purpose of this research is to analyze effect of lecturer service quality and infrastructure quality on student satisfaction. The type of research used is descriptive quantitative research. Population in this study are Private Higher Education Students in Medan City in 2023. However, because the official data for Private Higher Education Students in Medan City in 2022 is difficult to find, sample is taken randomly using snowball sampling technique. So sample in this study are 60 Private Higher Education Students in Medan City. The data analysis technique in this study used a partial (*t*) test. The results of the study show that lecturer service quality has a significant effect on student satisfaction. Infrastructure quality has a significant effect on student satisfaction.

INTRODUCTION

Education is a future capital that has an important role in human life. Since birth, education has been given to humans both formal and non-formal. Not only education in the family, but education in schools is also needed by humans.

One of the factors to advance human resources is by improving the quality of education. Education has a duty to prepare the development of a country to be better. Development continues to go hand in hand with the times so that humans find it difficult to adapt to change. The development of the times that continues to make education necessary and important. Because of that, the quality of education is expected to be more advanced.

One of the education systems running in Indonesia is the national education system which is divided into 4 levels of education, namely early childhood education, basic education, secondary education, and higher education. This education system is the most widely adopted by public and private schools in Indonesia. This national education system

seeks to provide academic knowledge, hone skills, and foster a positive attitude for every student from elementary school.

Lecturer is a position or profession that requires special expertise in its main tasks such as educating, teaching, guiding, directing, training, assessing, and evaluating students in formal, basic and secondary education.

Service quality is the main basis for knowing the level of customer satisfaction in this case the company can be said to be good if it can provide goods or services according to the ideals of the customer (Kotler and Keller, 2009).

In choosing educational services, consumers prioritize the products owned by campus, namely facilities and infrastructure that support teaching and learning activities and the quality of teaching staff. According to Sanjaya (2010), learning facilities are anything that supports the smooth learning process. Campus learning facilities and infrastructure are very important in the learning process to support the learning process. Parents of students are very concerned about the future of their children, so consumers do not want to choose the wrong educational services.

The purpose of this research is to analyze effect of lecturer service quality and infrastructure quality on student satisfaction.

LITERATURE REVIEW

Service Quality

There are 5 determinants of service quality according to the level of customer interest as follows (Kotler and Keller, 2009):

1. Reliability

The ability of educational institutions to perform promised services accurately and reliably. Especially providing services in a timely manner with a schedule that has been promised to consumers without making mistakes.

2. Responsiveness

Delighted with the willingness and ability to assist service users and respond quickly to their needs. Do not let consumers wait, which will cause negative impressions, so that consumers have a wonderful experience.

3. Guarantee

Guarantees include knowledge, competence, courtesy, and trustworthiness. Guarantees are also free from harm and eliminate the impression of consumer doubts. Knowledge and courtesy of employees and their ability to inspire confidence and trust in service users.

4. Empathy

Means that educational institutions are willing to care and give personal attention to consumers. Employees must understand the needs or difficulties of consumers, have good communication and ease of communication.

5. Physical Evidence

Related to the appearance of physical facilities, employee appearance, equipment, and means of communication.

Infrastructure Quality

According to Sanjaya (2010), learning facilities are anything that supports the smooth learning process. Campus learning facilities and infrastructure are very important in the learning process to support the learning process. With a variety of available campus learning facilities and infrastructure and utilization that can support learning activities, of course it will help students study at campus.

Learning facilities and infrastructure is a necessary facility for students in achieving learning goals through learning activities in the form of investigations and discoveries to gain an understanding of the problems being studied.

Customer Satisfaction

Aspects of customer satisfaction that can be used to measure the services provided by the company are as follows (Tjiptono, 2005):

1. Good service is shown by a sense of security and comfort for customers. Customers who feel comfortable in using a company's services will tend to be satisfied with the service.

2. Complete and clear information is one of the factors that can provide a sense of satisfaction for customers. This clear information concerns many things, such as hours of service, information about the products or services offered by the company. If the company provides clear and complete information, the customer will be satisfied. Conversely, unclear information can make customers feel confused and make them less satisfied with the services provided by the company.

3. Customer satisfaction is an accumulation of customer purchasing and consumption experiences. Customer satisfaction has become an important indicator of quality and future revenue. One of these customer satisfactions is related to the services provided by employees or company staff to their customers.

RESEARCH METHODS

The type of research used is descriptive quantitative research, namely research conducted by observing the object under study to obtain data obtained from the sample of the research population analyzed according to statistical methods which are then interpreted (Octiva et al., 2018; Pandiangan, 2018; Pandiangan, 2022). This study took samples from the population by using a questionnaire as a data collection tool. Researchers distributed questionnaires which would then be processed to produce data and would be tested quantitatively (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015).

Population is the number of inhabitants, both humans and other living things in a certain place or environment. Often we interpret population as a group of people who occupy an area (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). Population in this study are Private Higher Education Students in Medan City in 2023. However, because the official data for Private Higher Education Students in Medan City in 2022 is difficult to find, sample is taken randomly using snowball sampling technique. Snowball sampling technique is a recruitment technique in which research participants are asked to assist researchers in identifying other potential subjects (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). So sample in this study are 60 Private Higher Education Students in Medan City.

The data analysis technique in this study used a partial (t) test. Partial test (t) is to show how far the influence of one independent variable individually in explaining the variation of the dependent variable (Pandiangan et al., 2022; Tobing et al., 2018, Sutaguna et al., 2022).

RESULT

Partial (t) Test

Table 1. Partial (t) Test

Variable	Sig.
Lecturer Service Quality	0.000
Infrastructure Quality	0.000

Dependent Variable: Student Satisfaction

The results of the study show that lecturer service quality has a significant effect on student satisfaction. The main task of a lecturer is to educate, teach, guide, direct, train, and evaluate students. There are 4 types of competencies that must be possessed by a lecturer, namely pedagogic competence, personal competence, social competence, and professional competence.

Infrastructure quality has a significant effect on student satisfaction. Learning facilities and infrastructure is a necessary facility for students in achieving learning goals through learning activities in the form of investigations and discoveries to gain an understanding of the problems being studied. Learning facilities are all that is needed in the teaching and learning process, so that educational goals can be achieved, run smoothly, regularly, effectively, and efficiently. From the results of brief interviews, several respondents stated that the lack of campus facilities were extracurricular facilities in the field of sports that were outside the campus, projectors that had to be borrowed from the administrative office, and a ban on the use of public facilities such as the use of elevators. The conclusion from the quality of the infrastructure is that it is quite good, but it is necessary to complete the lacking facilities so that the smooth teaching and learning process can be achieved.

CONCLUSION

The results of the study show that lecturer service quality has a significant effect on student satisfaction. Infrastructure quality has a significant effect on student satisfaction.

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