

## Analysis of the Impact of Academic Service Quality on Student Satisfaction (Study at the Faculty of Social Sciences and Law, Manado State University)

<sup>a</sup> Jeane Mantiri; <sup>b</sup> Margareth Rantung; <sup>c</sup> Nancy Onibala; <sup>d</sup> Chintya Siwi

<sup>a b c</sup> Public Administration Study Program, Manado State University; <sup>d</sup> University of Terbuka

### ABSTRAK

*Kepuasan adalah tingkat perasaan seseorang setelah membandingkan kinerja atau hasil yang dirasakan dengan harapannya. Perguruan tinggi merupakan tempat/wadah untuk menghasilkan sumber daya manusia yang berkualitas dan bermutu. Tujuan dari penelitian ini adalah untuk mengetahui sejauh mana pengaruh Kepuasan Mahasiswa terhadap Pelayanan Akademik di Fakultas Ilmu Sosial dan Hukum Universitas Negeri Manado dalam upaya meningkatkan kualitas pelayanan yang berbasis mutu. Penelitian ini dilaksanakan pada semester genap yaitu pada tahun akademik 2021/2022. Teknik pengumpulan data menggunakan kuesioner/angket. Belum adanya penelitian yang dilakukan mengenai pengaruh pelayanan akademik terhadap kepuasan mahasiswa di Fakultas Ilmu Sosial dan Hukum Universitas Negeri Manado, sehingga penelitian ini diharapkan dapat meningkatkan kualitas pelayanan akademik. Berdasarkan hasil analisis diperoleh  $\hat{Y} = 3,105 + 1,114 \times$  dimana pelayanan akademik berpengaruh secara verifikatif terhadap kepuasan mahasiswa di Fakultas Ilmu Sosial dan Hukum, Universitas Negeri Manado. Dari hasil korelasi menunjukkan bahwa nilai  $r = 0,874$  membuktikan bahwa hubungan antara Pelayanan Akademik (Variabel X) dengan Kepuasan Mahasiswa (Variabel Y) memiliki hubungan yang erat.*

### ABSTRACT

Satisfaction refers to the level of feelings after comparing the perceived performance or results within expectations. Higher education leads to a place or forum to produce qualified human resources. The purpose of this study was to determine the extent of the influence of Student Satisfaction on Academic Services at the Faculty of Social and Law Sciences, State University of Manado to improve quality-based service quality. This research was conducted in the even semester, namely in the academic year 2021/2022. The technique of collecting data is using a questionnaire. There has been no research conducted on the effect of academic services on student satisfaction at the Faculty of Social and Law Sciences, State University of Manado, so this research is expected to improve the quality of academic services. Based on the analysis results obtained  $\hat{Y} = 3.105 + 1.114 \times$  where academic services have a verifiable effect on student satisfaction at the Faculty of Social Sciences and Law, State University of Manado. The results of the correlation show that the value of  $r = 0.874$  proves that the relationship between Academic Services (Variable X) and Student Satisfaction (Variable Y) has a close relationship.

### ARTICLE HISTORY

Submitted: 09 08 2023

Revised: 29 08 2023

Accepted: 06 02 2024

Published: 12 02 2024

### KATA KUNCI

Pendidikan Tinggi;  
Peningkatan Kualitas; Layanan  
Universitas

### KEYWORDS

Higher education; Quality  
improvement; University  
services

## INTRODUCTION

Public awareness of the importance of education has an impact on the increasing interest of the community to continue their education to a higher level. Higher education is a place to produce qualified human resources. During the process, higher education becomes the most important requirement for recent society and the center of public attention. The development of higher education is assumed as a service to society, science, and a research center, and also as a producer of human resources that can compete for the survival of society, therefore the quality of a college is a public concern that can be seen from services, college promotions, and costs.

The implementation of services has recently collided with a situation that is not to the expectation and demands that exist in society. Demands for needs or changes in various fields in the life of society, nation, and state happens because of the unpreparedness of the community to face changes in values and dimension in various fields and the impact of existing development problems. Meanwhile, Indonesian society is always faced with the challenges of increasing modern globalization which is always supported by advances in science, information, communication, and trade technology.

Universities which are institutions of higher education the institutions that provide public services, on the one hand, the increase in public demand for formal education, especially higher education, creates higher education as one of the most strategic sectors that are expected to produce qualified human resources and competence in social requirements. The increasingly competitive competition between universities requires educational institutions to pay attention to the quality of education and institutions so that they are able and superior in the face of this competition.

The university must take steps to anticipate to face increasing competition and be responsible for exploring and improving all aspects of their services since a service owned by a particular institution will be a picture of the quality of the institution; when the service (serving) provided to the community is appropriate according to the community is considered to be proper, then it will be a representative of a college as an excellent institution. But on the contrary, when the service provided is poor, people would consider it a disreputable institution. Referring to the services aspect in an educational institution, Kotler said that service quality must start and end with a customer; yet in reality, the assessment of the quality of college services has emphasized the assessment conducted by the National Accreditation Board (BAN-PT), even though the main users of higher education are students, colleges should prioritize or faculty managers try to get feedback on the quality of services provided from the point of view of student assessment as the main customer of the college.

Therefore, competition between universities is getting higher, and the demands of the community for quality services oriented toward customer value (Service User Value) ultimately pressure higher education institutions to be able to respond quickly (responsiveness). In overcoming the conditions, the most important thing to be considered or prioritized by universities is the satisfaction of students; they are the most important and strategic element in the process of implementing higher education. Because the tri dharma of higher education is oriented towards improving student expertise, therefore, students become the center of higher education services, especially in the academic field of students as the center of service (Mantiri et al., 2020), Student satisfaction is very important for a university. Student satisfaction is an indicator as well as a benchmark for a university in providing services and the framework for implementing the Tridharma of Higher Education.

Satisfaction is a pleasant psychological condition that is felt in an environment for the services provided and the needs are met properly (Langkai et al., 2019). Satisfaction is the result of a person's feelings after comparing the results of performance with his desires. Meanwhile, the level of satisfaction is the result of the difference between expectations and performance. When the performance does not match expectations, the result is a disappointment. And if the performance is by expectations, then students will feel satisfied. If the performance exceeds expectations, there will be a feeling of great satisfaction, and vice versa. Sometimes satisfaction can be formed by the experience felt at the time of making an arrangement.

Higher education management is the quality of professional service improvement. Which is run by the public and as much as possible directed to provide services by service standards. So the services provided by higher education must be of high quality to gain appreciation and trust from the community or public as a quality university can produce superior human resources and be able to compete. Every college should have criteria and service standards in measuring services to its customers in improving the quality of education. There are two quality control management systems of a college, namely internal and external. The internal scope includes supervision of the implementation of education by universities to realize the vision and mission and to meet customer needs through the implementation of the Tridharma of Higher Education and the external scope is carried out through the assessment of quality standards by the National Accreditation Board of Higher Education (BAN-PT) and the International Organization For Standardization (ISO).

Good service will give a good impression to students when decisions on an arrangement because if the service provided is less quality it will slowly threaten its existence. Service refers to serving the requirements of a person or community who has an interest in an organization's service center by established service rules and procedures (Messe & Pangkey, 2018). Competition is quite competitive among other universities, demanding that educational institutions pay attention to the quality of services so that they can compete. The study program of a university that can survive is a university that can create attractiveness through its study program. To create this attraction, the study program must provide good and quality service supported by adequate facilities, the attractiveness of a college can be seen from the number of new student registrations, while the comparison of the number of students can be seen from the number of enthusiasts who enroll in the study program. This is a problem for universities in improving the quality of their study programs, so like it or not, universities must try to make the facilities and services provided quality and not much different from the services provided in other universities. The problem is a threat and challenge for universities in general. In addition, higher public awareness in assessing a college will result in higher demands from the public on the quality of college services (Indahsari & Raharja, 2020).

To determine the level of success of a service, it is necessary to measure it. Philip Kotler. Measuring the success of a service can be based on the following quality determinants:

- a) Tangibles consist of displaying equipment, physical facilities, and communication media.
- b) Responsiveness, which is the ability to help customers and provide services quickly and precisely by service standards.
- c) Reliability (Trust or reliability), performing services as promised with accuracy and reliability by capabilities.
- d) Empathy (Empathy) is an attitude of caring and giving attention to customers.
- e) Assurance (Confidence), the ability of service officers to generate trust and confidence in students.

The vision of the Faculty of Social Sciences is 2025 to become a superior and competitive Faculty in the field of social science education and social sciences based on Pancasila. The mission is to organize academic, vocational, and professional education for teachers and non-education personnel by supporting each other in efforts to develop social sciences. For this vision and mission to be achieved, the entire academic community must create an appropriate situation, which includes academic service activities. Various efforts can be made by institutions to improve services to students, for example, such as providing services to each student quickly and friendly, providing adequate infrastructure, and quickly providing services to students who will take care of final exam documents. However, there is still a gap between expectations and reality, some students feel dissatisfied because the services provided are not by their expectations.

Therefore, it is necessary to evaluate and improve service management to service users or students so that the attractiveness of a college increases or the higher the interest of the community to study at the college. Students are the ones who most feel the success or progress of a college because students will receive these services. At the Academic Subdivision of the Faculty of Social Sciences, Universitas Negeri Manado, the main task is to provide services in the form of services for grades, KRS services, and student affairs related to student academic activities. In the implementation of academic services in the State Administration Study Programme, Faculty of Social Sciences, UNIMA, there is still a gap between student expectations and the reality that occurs. By the results of observations and observations made by researchers, these problems include the following:

- a) There are no adequate waiting room facilities.
- b) There are no service officers who are always at the service counter; therefore every student asking for student services must first call the officer to get service.
- c) There is no suggestion box provided to accommodate all complaints from students regarding academic services.
- d) There is no written information on the information board regarding the flow of service procedures so it confuses students.

Based on the background of the problems described above, the following problems can be identified: Limited facilities and infrastructure in supporting the learning process, limited lecture rooms so that classes must be combined making the lecture process less effective and the facilities used are inadequate, There is no written information on the information board regarding the flow of service procedures, making students confused.

Based on the focus of the problem, the author limits the problems in the research that the researcher will do, the researcher limits the problem only to: Academic services as the dependent variable (X), student satisfaction level as the independent variable (Y).

### **Literature Review**

Measuring service quality in the context of higher education is not a new topic, and a number of studies have been accomplished in this field following the studies of Parasuraman, Zeithaml, and Berry (Mohammadi & Mohammadi, 2014). Service quality can be measured using the SERVQUAL model, which consists of five indicators of five indicators, namely tangible, reliability, responsiveness, assurance, and empathy (empathy) (Komariah & Triatna, 2005).

In measuring student satisfaction, three indicators are used, namely happy, share positive information, and do not complain (Tjiptono, 2001), referring to the argument that

students who are satisfied with the learning services provided by the school will certainly show a positive attitude at school (Suhardan, 2006).

Dyson defines service quality as outputs that are better delivered and standardised through a service and standardised through a service. Service quality in the education sector especially in higher education institutions is a fundamental aspect of educational excellence (Malik, 2010). Meanwhile, student satisfaction is an emotional evaluation various results and experiences related to education that they really get compared to their previous expectations (Sumaedi, 2011).

Service quality has a major effect on student satisfaction in various aspects. The essence of student satisfaction depends on the quality of teaching and learning environment at the institution as a student demand that meets learning environment at the institution as a well-qualified student demand, learning and faculty experience for their academic and professional development (Malik, 2010).

Previous research is one of the authors' references in researching so that the author can enrich the theory used in examining the research conducted. Previous research is one of the basic reference sources or past sources of research results that researchers will later try to compare the research to be carried out. From previous research, the author raised several studies as references in enriching the study material in the author's research. The following are previous studies that the authors took from several journals related to the research that the researchers conducted (Sawir et al., 2023).

Research from Arifah Alfiani with the title Student Satisfaction with Academic Administration Services at the Education Subdivision of the Faculty of Education, Yogyakarta State University with quantitative research methods shows the results of Student Satisfaction based on the Tangibles aspect generally has a value of 75%, Student Satisfaction based on the Responsiveness aspect generally has a value of 71%, Student Satisfaction based on the Reliability aspect generally has a value of 70%, Student Satisfaction based on the Empathy aspect generally has a value of 72%, Student Satisfaction based on the Assurance aspect generally has a value of 73% (Muhammad Qudrat Nugraha et al., 2019). Research from Muhammad Joko Triono on Student Satisfaction with Academic Administration Services at the Faculty of Tarbiyah Iain Walisongo Semarang, the results showed that statistical calculations with the correlation coefficient and regression analysis, where there is a positive correlation between academic administration services and student satisfaction levels, with the conclusion of data on performance satisfaction (X) and student expectations of academic administration (Y). The average value of student satisfaction with Academic Administration services Faculty of Tarbiyah IAIN Walisongo Semarang Academic Administration performance level 3.11 (Quite Satisfactory) and Student expectations 4.40 (Important) (Triono, 2012).

Research from Mualimin Ahmad using a quantitative approach, research with the title Level of Student Satisfaction with Academic Services at the Faculty of Tarbiyah and Keguruan Uin Alauddin Makassar shows that student satisfaction with academic services at the Faculty of Tarbiyah and Keguruan UIN Alauddin Makassar. Based on data processing that has been done from the results of a questionnaire on the level of student satisfaction with academic services, students who are in the high category are 6 people with a percentage of 7.4%, and those in the medium category are 58 people with a percentage of 71.6%, while those who choose the lowest are 17 people with a percentage of 20.9%. Thus the level of student satisfaction with academic services at the Faculty of Tarbiyah

and Keguruan UIN Alauddin Makassar is in the medium category with a percentage of 71.6% (Damayanti et al., 2019).

In contrast to previous research, research on the effect of academic services on student satisfaction at the Faculty of Social Sciences and Law, Manado State University focuses on the problem, the author limits the problems in the research that the researcher will do, the researcher limits the problem only to: Academic services as the dependent variable (X), and the level of student satisfaction as the independent variable (Y).

From the results of the author's search, no research has been conducted regarding the effect of academic services on student satisfaction at the Faculty of Social Sciences and Law, Universitas Negeri Manado, so this research is expected to improve the quality of academic services at the Faculty of Social Sciences, Universitas Negeri Manado (Sukatin et al., 2022).

In previous studies measuring the level of student satisfaction with academic services, but in this study what was studied was the relationship between Academic Services and Student Satisfaction. Academic service variables have Indicators; Reliability, care, responsiveness, comfort. Student satisfaction variables with indicators, namely; expectations.

## RESEARCH METHODS

In this research on student satisfaction regarding academic services at the Faculty of Social Sciences, Universitas Negeri Manado uses a quantitative approach with descriptive research. The descriptive research method is a research method used to describe the situation when conducting research. This research method aims to reveal the facts of the relationship between the phenomena under study through description. Sugiyono, the quantitative approach is a research method with research data in the form of numbers and data analysis using statistics, this study uses a quantitative approach because in this study the data collected is in the form of numbers that have been described through research instruments and then analyzed according to the criteria so that the research results are obtained (Hausler, 2019).

The results of the study are expected to be able to describe how the level of satisfaction felt by students on each problem that has been identified previously. The results of the study are in the form of percentage numbers on the five dimensions of service satisfaction provided (F, 1967). Descriptively, each evidence and indicator included in the research instrument in the form of numbers will be described in detail. The description of the instrument evidence is based on the guidelines for obtaining the percentage of numbers in each dimension that has been studied. Thus, later each indicator of the dimensions of satisfaction measurement can describe each problem that has been previously identified.

### A. Research Variables

In this study, the variables to be studied are:

#### a. Independent variable (X) is student satisfaction

Data and information about the level of community satisfaction were obtained from the results of quantitative and qualitative measurements of student opinions in obtaining academic services from the academic service provider apparatus by comparing expectations and needs. The satisfaction index referred to in this study is:

#### b. The dependent variable (Y) is Academic Services. Z z z

In the science of state administration, public service or public service is a term that describes the form and type of government service to the people based on public interest. Public service can be defined as providing services (serving) the needs of people or communities who have an interest in the organization by the main rules and procedures that have been determined. Service Service is an activity or sequence of activities that occur in direct interaction between a person and another person or machine physically, and provides customer satisfaction.

Service indicators:

- a) Reliability
- b) Appearance
- c) Safety
- d) Care
- e) Responsiveness

A research location is a place where researchers conduct research, determining the research location is a very important stage for researchers to determine before researching because by determining the research location, the object and purpose of the research has been determined so that it makes it easier for researchers to conduct research. The site in this study is a place where researchers capture the circumstances or conditions that occur on the object to be studied, and to obtain the information and data needed by the problems set out in the previous chapter. So the research location in this study was conducted at the State Administration Study Program, Faculty of Social Sciences, Universitas Negeri Manado.

The population in this study is the overall characteristics/individuals of active students who use academic services, with population members of all social science faculty students totaling 2744 students. "Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and draw conclusions" Sugiyono. Source from the student affairs section of the Faculty of Social Sciences, Universitas Negeri Manado

**Table 1.**  
**Population**

No	Study program	Students
1	Public Administration Science	871
2	Social science	99
3	Sociology	296
4	Law	686
5	Civic education	234
6	History	215
7	Education of geography	125
8	Geography sciences	218
Total		2744

Source: from the student affairs section of the Faculty of Social Sciences, Manado State University (2021/2022)

Thus the sample in this study was some students of the faculty of social sciences using random sampling techniques (Sugiyono, 2019). Sampling in this study was based on the Slovin formula

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

where :

n = Number of samples

N = population size

e = Allowance for inaccuracy due to tolerable sampling error.

A sample is a portion of the population. The sample consists of several members selected from the population. As a researcher with a large enough population, the precision is set in this large study. The number of students in the faculty of social sciences is 2744. Based on the formula the number of samples obtained by this study with a precision value set at 5% is as follows:

$$\begin{aligned} n &= \frac{2744}{1 + 2744 \cdot 0,10^2} \\ &= \frac{2744}{1 + 2744 \cdot 0,01} \\ &= \frac{2744}{1 + 27,44} \\ &= \frac{2744}{28,44} \\ &= 96,48 = 96 \end{aligned}$$

Then the sample was rounded up to 96 people.

## **B. Research Techniques and Instruments**

Techniques used in data collection in this study were carried out using:

1. **Questionnaire => The questionnaire was prepared using a Likert scale with a continuous range of 1-5 answers, before using the questionnaire; a trial was first conducted to test the validity and reliability of the research instrument.**

**5 = Strongly Agree**

**4 = Agree**

**3 = Undecided**

**2 = Disagree**

**1 = Strongly Disagree**

## **C. Instrument Validity and Reliability Test**

### **a. Validity Test**

Validity is the degree of accuracy between the data that occurs on the object of research and the data that can be reported by researchers ". The validity test is used to measure whether an instrument is valid or not. The instrument is said to be valid if the questions on the instrument can reveal something that will be measured by the instrument. Validity measurement is carried out through construct validity test (construct validity) which will be measured based on relevant



theories and expert opinions. In this study, the instrument expert was the supervisor. Based on the expert's decision and field conditions, and then proceed with the statement validity test.

The validity test is carried out to test each item contained in the research instrument; which means that each statement item as a result of the elaboration of indicators from the student satisfaction variable on the academic services of the Faculty of Social Sciences must be tested on respondents. The results of the trial on 75 Fis Unima students the satisfaction scale instrument was declared valid with 12 question items for variable x and 12 question items for variable y, thus the total number of question items was 24 statement items. To test the validity of the academic service variable instrument (X) and the student satisfaction variable (Y), in these studies researchers used the help of the Microsoft Excel 2010 program. The following are the results of the instrument validity test for an error degree of 0.5 (5%), and in this study tested the existing research instrument using 75 respondents outside the actual sample,

The formula used to determine the validity of an instrument can use the Pearson product-moment correlation formula as follows:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{[\sum X^2 - \frac{(\sum X)^2}{N}][\sum Y^2 - \frac{(\sum Y)^2}{N}]}}$$

Description:

Rxy = Correlation coefficient

N = Number of respondents

X = Score of each item from all respondents

Y = Total score of all items from all respondents

After Rxy is known, the next step is to calculate which aims to test the significance of the relationship.

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Description:

T = Calculated t value

r = Correlation coefficient tcount

n = Number of respondents

a) Student satisfaction variable (variable x)

**Table 2.**  
**Validity Test of Variable X**

No	R count	R Table	Status
1	0,320	0,227	VALID
2	0,402	0,227	VALID
3	0,469	0,227	VALID
4	0,518	0,227	VALID
5	0,408	0,227	VALID
6	0,304	0,227	VALID
7	0,231	0,227	VALID
8	0,555	0,227	VALID
9	0,441	0,227	VALID
10	0,349	0,227	VALID
11	0,244	0,227	VALID
12	0,415	0,227	VALID

Source: Processed by researchers (2023)

a) **Academic service variables as follows:**

**Table 3.**  
**Validation Test of Variable Y**

No	R Count	R Table	Status
1	0,329	0,227	VALID
2	0,439	0,227	VALID
3	0,640	0,227	VALID
4	0,445	0,227	VALID
5	0,380	0,227	VALID
6	0,589	0,227	VALID
7	0,667	0,227	VALID
8	0,510	0,227	VALID
9	0,609	0,227	VALID
10	0,603	0,227	VALID
11	0,638	0,227	VALID
12	0,612	0,227	VALID

Source: Processed by researchers (2023)

Based on the validation test of the Student Satisfaction variable instrument above, all valid instruments were obtained and the Academic Services variable also obtained all valid instruments.

Details of the validation test of the research instrument Student Satisfaction with Academic Services of the Faculty of Social Sciences can be seen in the attachment.

Calculation of the validity test in this study, the authors used the help of the Microsoft Excel application.

#### a. Reliability Test

According to Sugiyono, reliability concerns the degree of consistency and stability of data or findings. Reliability is an index that shows the extent to which a measuring device can be trusted or reliable. If a measuring device is used twice to measure the same symptoms and the measurement results obtained are relatively consistent, then the measuring device is reliable. In other words, reliability shows the consistency of a measuring device in measuring the same symptoms. The reliability of the Questionnaire in this study uses the split-half technique which is analyzed by the formula analyzed by Spearman-Brown formula, which is as follows:

1. The instrument items are divided into two groups, namely the even item group (2,4,6, ...) and the odd item group (1,3,5, ...).
2. The data score for each group is compiled separately
3. Calculate the total score of each.

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{(n\sum X^2 - \sum X)^2 [N\sum Y^2 - (\sum Y)^2]}}$$

$$r = \frac{75 \times 40419 - (1714)(1758)}{\sqrt{[75\sum 39532 - \sum 1714]^2 [75\sum 41618 - (\sum 1758)^2]}} = 0,630$$

And the correlation coefficient is entered into the Spearman-Brown formula as follows:

$$r_1 = \frac{2r}{1+r} = \frac{2 \times 0,630}{1+0,630} = \frac{1,26}{1,63} = 0,773$$

The reliability test results show the value of r count of 0.773 and r table of n = 75 at  $\alpha = 0.05$  which is 0.630 showing that r count > r table, then the student satisfaction questionnaire on academic services is reliable. The value of r count = 0.773 if interpreted according to the level of reliability of this questionnaire is in the high category.

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{(n\sum X^2 - \sum X)^2 [N\sum Y^2 - (\sum Y)^2]}}$$

$$r_{xy} = \frac{75\sum 35373 - (\sum 1617)(\sum 1607)}{\sqrt{(75\sum 35817 - \sum 1617)^2 [75\sum 35471 - (\sum 1607)^2]}} = 0,729$$

And the correlation coefficient is entered into the Spearman-Brown formula as follows:

$$r_1 = \frac{2r}{1+r} = \frac{2 \times 0,729}{1+0,729} = \frac{1,458}{1,729} = 0,843$$

The reliability test results show the value of r count of 0.843 and r table from n = 75 at  $\alpha = 0.05$  which is 0.729 indicating that r count > r table, then the student satisfaction questionnaire on academic services is reliable. The value of r count = 0.843 if interpreted according to the level of reliability of this questionnaire is included in the very high category.

#### d. Data analysis techniques

To analyze the data, a simple correlation analysis technique is used and a simple regression formula is used, namely:

##### a. Data Normality Test

Normality testing is carried out to determine whether the data comes from a normally distributed population or is in a normal distribution. The way that can be done in data normality analysis is to use the Liliifers test, with the formula:

$$Z_i = \frac{X_i - o}{S}$$

##### b. Data Homogenesis Test

The variance homogenesis assumption test is carried out for analyses that compare two or more groups of means. In this analysis, it is tested whether the variance of the average groups being compared is homogeneous.

The homogeneity test is analyzed with the formula:

$$\text{homogeneity} = \frac{\text{Largest Varians}}{\text{Smallest Varians}}$$

##### c. Hypothesis Test

Data analysis is an activity after data from all respondents or other data sources are collected. activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer problem formulations, and performing calculations to test hypotheses that have been proposed.

The data analysis technique in this study uses quantitative techniques used to test the research hypothesis, namely:

##### a. Correlation Coefficient

The simple correlation analysis technique is used to test the correlation coefficient (r) between variables X and Y using the moment product correlation with the following formula:

$$r = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{(N \sum X^2) - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Where:

rx = correlation coefficient between variable X and variable Y

N = the amount of research data (number of samples)

$\sum x$  = number of X variable scores

$\sum y$  = total score of variable Y

##### e. Simple regression analysis technique

For simple regression analysis used to test the hypothesis to present the hypothesis, a simple regression equation is used, namely:

$$\hat{Y} = a + bx$$

Where:

$\hat{Y}$  = assessment of development effectiveness

$a$  = constant value of  $Y$  price if  $X = 0$

$x$  = independent variable, village head disposition

$b$  = Direction value as a predictor (prediction) which shows the value of the increase (+) or the value of the decrease (-) of variable  $Y$ .

with the following formula:

$$a = \frac{\sum Y - b(\sum x)}{n}$$
$$b = \frac{n\sum xy - (\sum x)(\sum y)}{n\sum x^2 - (\sum x)^2}$$

While the meaning of the price of  $r$  will be consulted with the table of interpretation of the value of  $r$  as follows.

**Table 4.**  
**Interpretation of Correlation Coefficient The value of  $r$**

Coefficient Interval	Relationship Level
0,80 – 1,000	Very high
0,60 – 0,799	High
0,40 – 0,599	Moderate
0,20 – 0,399	Low
0,00 – 0,199	Very low

Source: Processed by researchers (2023)

#### **a. Dimensional Coefficient**

To state the size of the influence of variable  $X$  on  $Y$ , it can be determined by the coefficient of determination formula as follows:

$$KP = r^2 \times 100\%$$

Where:

$KP$  = Coefficient of Determinant

$r^2$  = Correlation Coefficient Value

### b. Statistical Test t

Namely to test how the influence of each independent variable individually on the dependent variable. The formula for the t statistic is:

$$= \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Where

r : correlation coefficient

n : Number of respondents

n-2: dk (degree of freedom)

## RESULTS AND DISCUSSIONS

The variables examined in this study include two core variables, namely Academic Service Quality (X) and Student Satisfaction (Y). The data in this study were obtained from distributing questionnaires distributed to 96 respondents who were a sample of all students of the Faculty of Social Sciences and Law. To make it easier to describe the research variables, certain criteria were used which referred to the frequency and percentage of respondents' responses to the questionnaire categories. The data obtained is then processed, then the details of the score and the position of the respondents are obtained based on the order of the questionnaires entered for each variable. Description of academic service quality variables obtained through frequency and percentage calculations on the acquisition of academic service quality variable data with an average of 58.62% in the moderate category.

**Table 5.**  
**Quality of Academic Services**

Indicator	Percentage	Interpretation
Tangible	60,5 %	Medium
Reliability	55,7 %	Medium
Responsiveness	65,2 %	Medium
Assurance	60,1 %	Medium
Emphaty	51,6 %	Medium
Average	58,62 %	Medium

Source: Processed by researchers (2023)

Based on the results of research on student satisfaction variables with three indicators to measure the level of student satisfaction, namely happy, share positive information, and not complain. The results of data processing illustrate that the level of student satisfaction is in the moderate category with a percentage of 55.2%.

**Table 6.**  
**Student Satisfaction**

Indicator	Percentage	Interpretation
Happy	55,1 %	Medium
Share Positive Information	52,9 %	Medium
Not complain	57,5 %	Medium
Average	55,2 %	Medium

Source: Processed by researchers (2023)

Good service will give a good impression to students when arranging because if the service provided is of poor quality it will slowly threaten its existence. Service is serving the needs of a person or community who has an interest in an organization's service center by establishing service rules and procedures (Messe & Pangkey, 2018).

#### **A. Normality test**

From the calculation of testing the normality of variable X data, the lagged difference or Lobservation = 0.0674 is obtained. Based on the Liliefors test table at  $\alpha = 5\% = 0.05$ , and  $n = 75$ , it is found that  $L_{table} (0.05) = 0.227$ . So Lobservation is smaller than  $L_{table}$  or  $L_o = 0.0674 < L_t = 0.227$ , according to the test performance if  $L_o < L_t$  then  $H_o$  is accepted. Thus the conclusion of testing the normality of variable X data is that it comes from a normally distributed population.

From the calculation of testing the normality of variable Y data, the highest cell or Lobservation = 0.0674 is obtained. Based on the Liliefors test table at  $\alpha = 5\% = 0.05$ , and  $n = 75$ , it is found that  $L_{table} (0.05) = 0.227$ . So Lobservation is smaller than  $L_{table}$  or  $L_o = 0.0674 < L_t = 0.227$ , according to the test performance if  $L_o < L_t$  then  $H_o$  is accepted. Thus the conclusion of testing the normality of variable Y data is that it comes from a normally distributed population. (Sugiyono, 2019).

#### **B. Homogenesis Test**

From the analysis of variable X= 1.209 with dk 95% or  $\alpha = 0.05$  obtained F table = 3.97. It turns out that F count is smaller than F table or  $1.209 < 3.97$ . This means that there is a significant difference between the largest score group and the lowest score group, so this instrument is homogeneous.

From the above calculations obtained F count = 1.465 with dk 95% or  $\alpha = 0.05$  obtained F table = 3.97. It turns out that F count is smaller than F table or  $1.465 < 3.97$ . This means that there is a significant difference between the largest score group and the lowest score group, so this instrument is homogeneous.

So for the data homogenesis test was obtained for variables X and Y, namely homogeneous data (similar)(Dan & Administrasi, 2020).

#### **C. Hypothesis Test**

Based on the calculation of,  $\alpha = 0.05$  and  $n = 75$ , obtained tcount = 9.986 while tdafrat at  $\alpha = 0.05$  with  $n = 75$  obtained ttable = 1, 825. It turns out that t count is greater than t table, so there is a significant influence between Academic Services on Student Satisfaction, where t count is less than t table, or  $9.986 < 1.825$ . Thus  $H_o$  is rejected and  $H_a$  is accepted (Purwanto dan Sulystiastuti Dyah Ratih, 2017).

Based on the results of the analysis of variance (ANOVA) of simple linear regression, it can be explained that the meaning of the regression equation  $\hat{Y} = 3.105 + 1.114x$  (meaning, X is said to affect Y, if changes in the value of X will result in changes in the value of Y, but changes in the value of Y are not solely caused by the value of X, because there are still other factors that can affect it) then from that obtained  $F_{hitung} = 1332.53$ . Where F criteria at the 95% or 0.05 confidence level with dk numerator 1 and dk denominator ( $n-2 = 75-2 = 73$ ) is 3.65. It turns out that  $F_{count}$  is greater than  $F_{table}$  ( $1,332.53 > 3.65$ ). Therefore, because  $F_{count}$  is greater than  $F_{table}$ , the regression equation obtained is not linear (Manajemen et al., 2023).

The results of this study illustrate that academic services on student satisfaction at the Faculty of Social Sciences, Manado State University have a strong enough relationship, namely marked by the correlation value of  $r = 0.874$  and  $t = 1.825$  at  $\alpha = 0.05$  with  $n = 75$ . Thus academic services can run well so this will have a significant effect on student satisfaction (Rahmi, 2022).

## CONCLUSION

Overall, variable X affects variable Y linearly and significantly, by the hypothesis determined, namely  $H_0$ , which is where there is a linear and significant influence between the effect of academic services (variable x) on student satisfaction at the UNIMA faculty of science (variable Y). This means that in this study the relationship between the effect of Academic Services on the effectiveness of Student Satisfaction is very strong and positive (Asmawati et al., 2022). Based on the results of the research and discussion presented, conclusions can be drawn:

The quality of academic services is measured using 5 indicators, namely, tangible, reliability, responsiveness, assurance, and empathy, based on the calculation of these indicators, the quality of academic services is in the medium category. The level of student satisfaction is measured using 3 indicators, namely, happy, share positive information; and do not complain, the student satisfaction variable is in the moderate category based on the calculation results of the indicators.

Based on the analysis of the research results, shows that academic services greatly affect student satisfaction which has been proven in the simple linear regression equation  $\hat{Y} = a + bx = 3.105 + 1.114x$ . this means that services greatly affect student satisfaction.

From the results of the Pearson product-moment correlation test, the value ( $r$ ) = 0.874. Proving that the relationship between service (variable x) and student satisfaction (variable Y) Faculty of Social Sciences UNIMA has a close relationship. In this study, researchers examined the effect of academic services on student satisfaction at the UNIMA Faculty of Social Sciences. From the results of this study to the conclusion, the researcher realizes that there are still many limitations in conducting this research. Thus the researcher provides suggestions:

As a leader of an organization, the rector or director must be able to be responsible for the duties carried out. And provide good examples and examples to his subordinates. Leaders must carry out their duties by the rules that apply in higher education. In this study, the researcher realised that there were still limitations regarding research on the Effect of Academic Services on Student Satisfaction at the UNIMA Faculty of Social Sciences.



## REFERENCE

- Asmawati, A., Nurwahida, N., Anisa, N., & Annisa, Q. (2022). Kepuasan Mahasiswa Terhadap Pelayanan Administrasi Dan Akademik Di Ftk Uin Alauddin Makassar. *Educational Leadership: Jurnal Manajemen Pendidikan*, 1(2), 141–152. <https://doi.org/10.24252/edu.v1i2.26529>
- Damayanti, L. D., Suwena, K. R., & Haris, I. A. (2019). Analisis Kepuasan Masyarakat Terhadap Pelayanan Publik Berdasarkan Indeks Kepuasan Masyarakat (Ikm) Kantor Kecamatan Sawan Kabupaten Buleleng. *Jurnal Pendidikan Ekonomi Undiksha*, 11(1), 21. <https://doi.org/10.23887/jjpe.v11i1.20048>
- Dan, A., & Administrasi, P. (2020). *Jurnal Mitra Manajemen (JMM Online)*. 4(10), 1500–1513.
- F, K. Ge. (1967). 濟無No Title No Title No Title. *Angewandte Chemie International Edition*, 6(11), 951–952.
- Hausler. (2019). Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R & D* (Bandung: CV Alfabeta, 2014), 8. 2 Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R & D*, 11. 29–47.
- Indahsari, C. L., & Raharja, S. J. (2020). New Public Management (NPM) as an Effort in Governance. *Jurnal Manajemen Pelayanan Publik*, 3(2), 73. <https://doi.org/10.24198/jmpp.v3i2.25342>
- Langkai, J., Mokat, J., Sendouw, R., & Pangkey, I. (2019). *Intervening Aspects of Policy Implementation Neighborhood-Based Development in Manado City*. 383(Icss), 759–762. <https://doi.org/10.2991/icss-19.2019.112>
- Manajemen, J., Publik, P., Puspita, D. P., Nurasa, H., & Pancasilawan, R. (2023). *Organizational Transformation at the Government Procurement Bureau of Goods and Services in Banten Province*. 07(01).
- Mantiri, J., Dilapanga, A. R., & Mongi, C. (2020). Evaluasi Pengelolaan Sistem Informasi Administrasi pada Dinas Kependudukan dan Pencatatan Sipil Kota Tomohon. *Jurnal Kajian Kebijakan Dan Ilmu Administrasi Negara (JURNAL ADMINISTRO)*, 1(2). <https://doi.org/10.36412/jan.v1i2.1634>
- Messe, M. H., & Pangkey, I. (2018). Profesionalitas Aparatur Sipil Negara Dalam Pelayanan Publik Pada Dinas Kependudukan Dan Pencatatan Sipil Kabupaten Kepulauan Sangihe. In *Jurnal Civic Education: Media Kajian Pancasila dan Kewarganegaraan* (Vol. 2, Issue 2, p. 34). <https://doi.org/10.36412/ce.v2i2.769>
- Muhammad Qudrat Nugraha, Imam Muhtadin, Makroen Sanjaya, & Deddi Fasmadhy Satiadharmanto. (2019). Kualitas Pelayanan Institusi pada Dosen dan Tenaga Kependidikan Fisisp Universitas Muhammadiyah Jakarta. *Journal of Innovation Research and Knowledge*, 2(8), 3095–3108.
- Purwanto dan Sulystiastuti dyah ratih. (2017). *Metode Penelitian Kuantitatif*.
- Rahmi. (2022). Metode Penelitian Kuantitatif untuk Penulisan Karya Ilmiah. *Jurnal Universitas Indonesia*, 1–52. [https://eprints2.undip.ac.id/id/eprint/5849/1/210422\\_Kuantitatif%281%29.pdf](https://eprints2.undip.ac.id/id/eprint/5849/1/210422_Kuantitatif%281%29.pdf)
- Sawir, M., Robo, S., Abubakar, F., & Kamaluddin, S. (2023). Implementation Of Public Services In The Digital Era As A Public Information Media Regional Government Of Jayapura Regency, Papua Province. *Jurnal Manajemen Pelayanan Publik*, 6(2), 212. <https://doi.org/10.24198/jmpp.v6i2.45532>
- Sugiyono. (2019). *Metode Penelitian Kunatitatif Kualitatif dan R&D*. Alfabeta.
- Sukatin, Nuraini, Cahya Azzahra, A., Rahma Yunita, F., Fransiska, S., & Nafi, T. (2022). Manajemen pelayanan publik di pendidikan tinggi. *Jurnal Ilmiah Sosial Dan Humaniora*, 1(2), 70–78.
- Triono, M. J. (2012). *Kepuasan Mahasiswa Terhadap Layanan Administrasi Akademik Fakultas Tarbiyah IAIN Walisongo Semarang*. i–68.

<https://docplayer.info/storage/52/29811664/1669121404/72MWAEf51dFaKiUNRs7mA/29811664.pdf>