

Deteminants of Student Satisfaction at Dehasen University of Bengkulu

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Abstract: *Educate service is reflection and implementation of a program or the management in an educational institution. Low and high student satisfaction depends on the quality of education service in an institution. Student satisfaction is the crucial thing for education institution sustainable due to student satisfaction have resulted of alumni that affected institution accreditation, especially private university. It can reduce the grade of institution accreditation if student satisfaction decrease. Hence, the effect is so high to sustain educating service. This research aimed to measure and find associated with student satisfaction. This research was used survey research taken at the Dehasen University of Bengkulu. The respondents were 200 people that calculated by simple random sampling. The analysis was used univariate, and regression. The prevalence unsatisfied of students was 26%. It means that unsatisfied of students still high. The factors had associated with student satisfaction were tangibles (p: 0.001) and reliability (p: 0.002). Dehasen University should evaluate dan change the education system and should grow students' beliefs. That can increase student satisfaction with tangibles and reliability.*

Abstrak: Pelayanan pendidikan merupakan refleksi dan implementasi dari suatu program atau pengelolaan dalam suatu lembaga pendidikan. Tinggi rendahnya kepuasan siswa tergantung pada kualitas pelayanan pendidikan di suatu lembaga. Kepuasan mahasiswa merupakan hal yang krusial bagi keberlangsungan institusi pendidikan karena kepuasan mahasiswa telah melahirkan alumni yang mempengaruhi akreditasi institusi, khususnya perguruan tinggi swasta. Hal ini dapat menurunkan nilai akreditasi institusi jika kepuasan mahasiswa menurun. Oleh karena itu, efeknya sangat tinggi untuk mempertahankan layanan pendidikan. Penelitian ini bertujuan untuk mengukur dan menemukan hubungan dengan kepuasan siswa. Penelitian ini merupakan penelitian survey yang dilakukan di Universitas Dehasen Bengkulu. Responden berjumlah 200 orang yang dihitung secara simple random sampling. Analisis yang digunakan univariat, dan regresi. Prevalensi tidak puas siswa adalah 26%. Artinya ketidakpuasan siswa masih tinggi. Faktor-faktor yang berhubungan dengan kepuasan siswa adalah tangibles (p: 0,001) dan reliability (p: 0,002). Universitas Dehasen harus mengevaluasi dan mengubah sistem pendidikan dan harus menumbuhkan keyakinan mahasiswa. Itu dapat meningkatkan kepuasan siswa dengan bukti fisik dan keandalan.

Keyword: Educate Service; Institution Accreditation ; Student Satisfaction

INTRODUCTION

Education is one of the most crucial things in the world due to education be a tool to change a life, the community, and the world better than before (OECD, 2018). People know everything, good literacy, good leader, be good person, can do many things due to of education. Educate can also increase socio-economic status, health condition, quality of life, and many other things (Pianfetti &

Reese, 2011). Educate can adapt to any situation and condition that depend on the user (Naziev, 2017). That can change anyway and always improve. This matter always sustains after the world the end.

World education forum reported education gives a positive way in many sectors in the world (Klees et al., 2019). Besides, education is a tool to sustain many sectors. Indonesia's education has faced bad conditions which Indonesia's education

has decreased to be eight lower in the world (Nuarca, 2017). Another report showed Indonesia's education condition has decrease, especially private institutions most decrease than government institutions (Board, 2019).

The atmosphere of class can support to improve the spirit of the student to study. The student will increase their education if their mental health in good condition. A lecture should concern with student condition. A teacher has to care with assessment, evaluate, and control their method. Besides, the relationship between a teacher with students has to good due to a teacher can be a parent, a friend, a mentor, and a trainer to the student. Those can improve student satisfaction among study (OECD, 2018).

Student satisfaction is a crucial thing for a private university. It's proof of their quality that will give effect for accreditation. Besides, it can help the university to do promotion their university. The private university will get a low score of accredited due to the alumni aren't reaching the goal as vision and mission of the university.

Research Question

The research question is a question that gives a challenge to the researcher to find the answer. The research question was below.

1. Are those determinants have associated with student satisfaction?"

Student Satisfaction

Student satisfaction is student perception of how well learning condition in a university as an institution that can give effect for their life (Lo, 2010). Student satisfaction is a result of the lecture learning method that universities evaluate to measure the situation and condition of the educational atmosphere. The university will get the highest reward as a belief in the community if the university can give satisfaction to the student. Besides, it can be a reflection of the quality of their management service that they provide to the student. Educate service quality is divide into sixth matter that is tangibles, competence,

attitude, content, delivery, and reliability. Each component affects student satisfaction.

METHODS

This research had used survey research that aimed to find associations between variables. The variables' independents included tangibles, competence, attitude, content, delivery, and reliability. The variable dependent was student satisfaction. The population of respondents was students who studied at the Dehasen University of Bengkulu. Selected respondents were taken by random sampling technique. The total of respondents were 200 respondents. The Data was collected by the questionnaire that used the Likert scale as a measure of questionnaire items. The Likert scale divides the fifth stage of each variable. The Data was analyzed by SPSS 25. The analysis used univariate and regression.

RESULT AND DISCUSSION

Demographic characteristic

The result showed that almost half of respondents were age 18 to 20 years. More than half of respondents were female (66%), satisfied of tangibles (67.5%), competence (74.5%), content (78.5%), good of delivery (81.5%), good of reliability (68%), good of student satisfaction (74%), and almost all were favorable of attitude (92.5%). Table 1 show demographic characteristics of respondents (n=200).

Table 1. Demographic Characteristics of Respondents (N=200)

Characteristic	Number	Percentage
Age (years)		
18-20	89	45
21-22	63	31
23-25	35	18
>25	13	6
Gender		
Female	132	66
Male	68	34
Tangibles		
Satisfied	135	67.5
Unsatisfied	65	32.5
Competence		
Competence	149	74.5
No competence	51	25.5
Attitude		

Favorable	185	92.5
Unfavorable	15	7.5
Content		
Content	157	78.5
No content	43	21.5
Delivery		
Good	163	81.5
No good	37	18.5
Reliability		
Good	136	68
No good	64	32
Student satisfaction		
Satisfied	148	74
Unsatisfied	52	26

Regression

The result showed tangibles (p: 0.001) and reliability (p:0.002) had associated with student satisfaction. Table 2 show regression test.

Table 2. Regression (n=200)

Characteristic	Coefficients	p-value
Tangibles	3,957	,001
Competence	1,275	,204
Attitude	2,039	,043
Content	,317	,752
Delivery	,695	,345
Reliability	3,085	,002

This research aimed to figure out associated determinants with student satisfaction. The result showed tangibles and reliability had associated with student satisfaction. Tangibles and reliability of lecture method in class will give satisfaction for the student. This perception will give loyalty and pride as a student (Konečnik Ruzzier et al., 2014). Satisfaction can be base on marketing management (Karolina Ilieska, 2013). Satisfaction is a phenomenon in the community, especially in marketing (Kucukosmanoglu & Şensoy, 2010). Someone will behave if they got satisfaction feeling (Dawi et al., 2018). Service quality can be a predictor of student satisfaction, especially in a private university (Eresia-Eke et al., 2020). It's a standard of university quality (Imtiaz, 2011). Students will get a bad perception when they unsatisfaction (Suwarni et al., 2020). University can give good quality to the student by improving their service and management (Ottewill, 2007).

The lecture should build a competitive atmosphere in the class (Hanaysha et al., 2011).

CONCLUSIONS AND SUGGESTIONS

The result was showed that tangible and reliability were associated with student satisfaction. They mean that students do not see the concepts of education, and they can't rely on Dehasen University education. Both of these made the student don't satisfy with Dehasen University education. The condition had related to the students and lecture condition. Both of them should be understanding each other to improve bold them. They can trust each other and can rely on each other. Many aspects that can be related with these case. As Education Institution, Dehasen University have to care and find a way to solve this matter. Besides, they should provide more facilities to give satisfaction for their student. Dehasen University should improve its education concepts more transparent, accountable, and high quality. Those can change others' perceptions that can be trusted to study or continue study at Dehasen University due to they will be satisfied with Dehasen University concept and it worthy for them.

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