

THE EFFECT OF ACADEMIC AND NON-ACADEMIC SERVICES ON STUDENT SATISFACTION OF AKADEMI PARIWISATA MEDAN HOTEL SCHOOL

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ABSTRACT

One of the satisfactions for service users is quality service. The services provided by an educational institution are in the form of academic and non-academic services. Medan Hotel School Tourism Academy always tries to provide the best service to students. This study looked at the influence of academic and non-academic services on student satisfaction as service users. It can be seen that the academic services provided by this institution affect student satisfaction significantly, as well as non-academic services also significantly affect the satisfaction of students of the Medan Hotel School Tourism Academy. Simultaneously, academic and non-academic services also affect student satisfaction. The influence given is quite large, namely as much as 86 percent on student satisfaction as evidenced in the coefficient of determination. This study used a random sample of 45 students from various semesters and used ...

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1. INTRODUCTION

Service is the most important thing in streamlining and improving business. Services that provide satisfaction to consumers, of course, will have a great influence on business continuity and development. Success in the competition will be fulfilled if the company can create and retain customers[1]

The fact that companies must face specifically in the field of service, that the quality of service is an obligation to continue to be successful, both at the operational and strategic level. However, currently there are not a few companies (including service companies) that argue that companies aim to provide satisfaction to consumers. Although the approach to implementation is different.[2]. Quality of service can be interpreted as focusing on meeting needs and requirements, as well as on punctuality to meet customer expectations. The

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Service applies to all types of services provided by the Company while the client is in the company [3] Likewise with education, services that make satisfaction in the hearts of consumers will win business competition in the service sector. Consumers will not move to other services, and are always loyal to using these services. College graduates are partial products, if they are satisfied with their services, the number of customers will continue to grow and profits in various forms will increase. The increase implies that customers live and enjoy the services produced by the service business entity [4]. So it is with Education. Education is a public service that provides services or produces services for the public or consumers [5]. Education is an institution engaged in bidag Jasa, where the services provided are in the form of knowledge. Students are consumers in education, where they need services, especially in the academic field. Academic services according to Anastasia D. and Ciptono in Marthalina's research Academic services are educational services that are directly related to primary customers (students) from universities which include curriculum, syllabus, lecture quality design, presentation material units, material presentation, evaluation, practicum, and guidance.[6] Academic services are one of the components that must be fulfilled in education. The ministry has five indicators that must be met, among them a [7]:

1. Direct evidence, including physical facilities, equipment, lecturers or employees, and means of communication.
2. Reliability, namely the ability to provide the promised service immediately and satisfactorily.
3. Responsiveness, which is the desire of the staff to help customers and provide services with responsiveness.
4. Guarantees, including the ability, courtesy and trustworthiness possessed by the staff, are free from harm, risk or doubt.
5. Empathy, including ease of relationships, good communication, and understanding the needs of customers

While non-academic services are conceptually defined as services to students about physical facilities, extracurricular services include the development of interests and talents, soft skills coaching. One of the Non-Academic services is student services which include reasoning talents of interest, welfare, as well as research and community service. One of the forums for activities that can be participated by students is the student organization (Ormawa) which includes the Student Executive Board (BEM), the Student Representative Council (DPM), and the Student Association (HIMA).

In general, non-academic services are additional services provided by universities to improve student skills, increase academic and academic achievements can increase student satisfaction by providing improved services that meet the needs and interests of students. Improved academic performance and non-academic activities encourage students to form long-term relationships[8]

Satisfaction is the level of a person's feelings after making a comparison between the reality he feels and his expectations. Students can experience one of the common levels of satisfaction, namely [9]:

1. If the performance is below expectations, the college student will be dissatisfied,
2. if kineria is in line with expectations, students will be satisfied
3. if kineria exceeds expectations, students will feel very satisfied, happy & or happy. this feeling of dissatisfaction, satisfaction or very satisfied will affect the next action

Customer satisfaction is the level of feeling happy or disappointed after comparing the services or products received and expected. An indicator that is a form of customer satisfaction [8] :

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1. Consumers feel happy, namely the service provided makes customers comfortable. Membeli teru
2. produk atau jasa yaitu pelanggan akan secara rutin membeli produk.
3. Suggest products to others. The fulfillment of consumer expectations is the service provided in accordance with customer expectations.

Factors that affect student satisfaction according to Darmawan in Yusniar's research [10] are :

1. College performance quality
2. Quality of service in the field of services
3. Facilities and infrastructure
4. Emotional
5. Cost

Loveloc in the book written by Meithiana Indrasari [11] posits that customer satisfaction provides many benefits for the company, and a greater level of customer satisfaction. In the long run, it will be more profitable to retain good customers than to continuously attract and cultivate new customers to replace the customers who leave. Highly satisfied customers will spread positive word-of-mouth stories and will instead become a walking and talking advertisement for a company, which will lower the cost of attracting new customers.

There are several ways to measure and observe the level of consumer / customer satisfaction, namely [12]

1. Complaints and Suggestions System
2. Consumer Satisfaction Survey
3. Maximizing Options
4. Maximizing the Quality of Life

Research conducted by Heslina entitled The Effect of Academic Quality and Academic Non-Academics on Student Satisfaction of the STIEM Bongaya Management Study Program shows that the quality of academic services has a positive and significant effect on student satisfaction. The quality of non-academic services has a positive and significant effect on student satisfaction. The quality of academic and non-academic services has a positive and significant effect on student satisfaction. [13]

Another research has also been carried out by Wardhana Wahyu Dharsono who uses a structural equation model (SEM) with the help of Smart PLS with the title The Effect of Non-Academic Academic Service Quality of Institution Image on Student Satisfaction and Loyalty (Case Study at University Satya Wiyata Mandala Nabire) [14] so as to obtain results

1. Non-Academic Services have a significant effect on satisfaction, Academic Services have a significant effect on satisfaction
2. The image of the Institution has a significant effect on satisfaction,
3. Satisfaction has a positive and significant effect on Loyalty,
4. Non-Academic Service has a significant effect on Loyalty,
5. Institutional Image has a significant effect on Loyalty

The research that has been completed by Tri Sudarwanto entitled The Effect of Service Quality on Student Satisfaction (Study on QMS ISO 9001: 2008 Student Affairs, Faculty of Economics, State University of Surabaya) concluded That service quality has a positive effect on student satisfaction at the Faculty of Economics, State University of Surabaya. The better the quality of services provided by the Faculty in this case Field III Student affairs and Alumni of the Faculty of Economics, the greater the student satisfaction [15].

2. METHOD

This type of research is descriptive quantitative, the data on the location of this study was carried out at

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the Medan Hotel School Tourism Academy which is located at Jl. Juanda baru no. 17 North Sumatra The data collection technique was made in the form of a distribution questionnaire conducted to 45 students. This study used three variables, namely two free variables, and one bound variable, where Academic Services (X1), Non-academic (X2), are free variables, while student satisfaction (Y) as a bound variable. The tests used in, this study are reliability test, normality test, multicholinearity test, heteroskedasity test, coefficient determination (R^2), Uji (t), Uji (F)

3. RESULTS AND DISCUSSION

3.1 Reliability Test

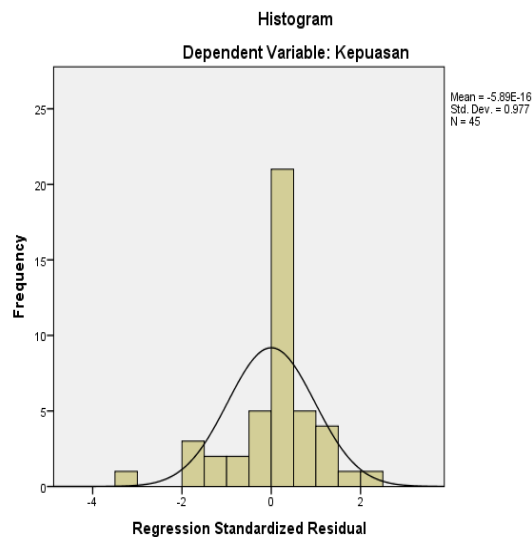
Table 1
Realibility Test

| Variabel | Cronbach's Alpha | N of item | Keterangan |
|----------------------|------------------|-----------|------------|
| Academic Service | 0.931 | 10 | Reliable |
| Non Academic Service | 0.935 | 7 | Reliable |
| Student Satisfaction | 0.927 | 8 | Reliable |

From table 1 above, it can be concluded that the question given to the students of the Medan Hotel School Tourism Academy in the form of a questionnaire is reliable, because croncbach's Alpha above 0,6

3.2 Normality Test Results

3.2.1 Normality Test



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Figure 1.Histogram

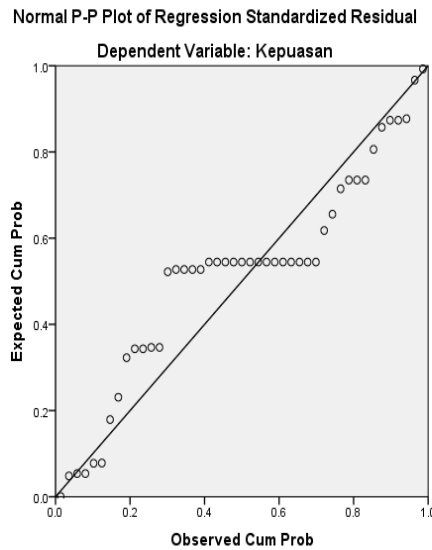


Figure 2. Normality Test Results

On the histogram chart, residual data is seen showing a normal curve that forms a half of the bell. In the normal graph P. Plot is seen the distribution of data on the diagonal axis of the graph. Not too much of a normal line (straight line), it can be said that the regression model has met the assumption of normality.

3..2.2 Mutikolinierity Test

Table 2 : Nilai Tolerance dan Variance Inflation Factor

| Variabel | Tolerance | VIF |
|----------------------|-----------|-------|
| Academic Service | 0.506 | 1.977 |
| Non Academic Service | 0.506 | 1.977 |

From the multicollinearity test table above, it can be seen that the Academic Service Tolerance value is $0.506 > 0.10$, non-academic service is $0.506 > 0.10$ means That there is no multicollinearity For the VIF value for academic services $1,977 < 10$, Facilities $1,977 < 10$ means No multicollinearity Occurs

3.2.3. Heteroskedasticity Test

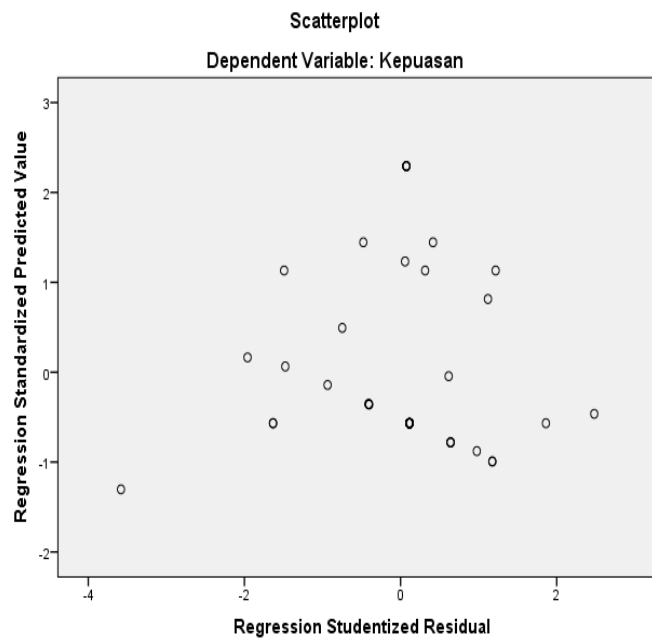


Figure 3 Heteroskedasticity Test

The result of the heteroskedasity test in the figure above is that it looks like the point spreads above and below the number 0 on the Y axis.

3.2.4 Multiple Linear Regression Test

Table 3 Multiple Linier Regressin Test

| Model | Coefficients ^a | | | | | |
|-------|-----------------------------|------------|---------------------------|---|------|-------------------------|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| | B | Std. Error | Beta | | | Tolerance VIF |
| | | | | | | |

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| | | | | | | | |
|----------------------|-------|-------|------|-------|------|------|-------|
| (Constant) | -.333 | 2.115 | | -1.58 | .876 | | |
| Academic Service | .599 | .068 | .715 | 8.806 | .000 | 506 | 1.977 |
| Non Academic Service | .294 | .087 | .273 | 3.364 | .002 | .506 | 1.977 |

Dependent Variabel : Satisfied

3.2.5 Coefficient of Determination Test (R²)

Table 4 Uji Koefisien Determinasi

| Model | R | R Square | Adjust R Square | Std.Error of the Estimate |
|-------|-------------------|----------|-----------------|---------------------------|
| 1 | .927 ^a | .860 | .853 | 1.162 |

- a. Predictors: (Constant), AcademicService, Non academic Service
b. Dependent Variable : Student Satisfied

The results of the R Square coefficient of determination test table of 0.860 (86.%), thus it can be said that academic and non-academic services are only able to explain 86% of visitor satisfaction, while the rest (14%) are influenced by other variables outside the study, such as tuition fees, campus layout, easy access to campus and others.

4.26. Partial Test (Uji t)

This t-test aims to determine the magnitude of the influence of each independent variable individually (partial) to the dependent variable. Regression equation showing the effect of Academic Services (X1), Non-Academic Services (X2) on Student Satisfaction (Y). The number of observations (respondents) we used to form this equation was 45 people. Hypothesis testing This t test aims to determine the magnitude of the influence of each independent variable individually (partially) on the dependent variable. Regression equation showing the effect of Academic Services (X1), Non-Academic Services (X2) on Student Satisfaction (Y). The number of observations (respondents) we used to form this equation was 45 people. Hypothesis testing with $\alpha = 5$

$$(df = n - k - 1) = 45 - 2 - 1 = 42$$

$$t\text{-table} = t(\alpha/2; n - k - 1) = t(0.05/2; 45 - 2 - 1) = t(0.025; 42) = 2.018$$

3.2.7 Test synchronously (Uji F)

The simultaneous test aims to determine whether or not it has significantly affected independent variables together (simultaneously) on dependent variables F table $= F(k; n - k) = F(2; 45 - 2) = F(2; 43) = 3.21$

$$df = n - k$$

$$df = 45 - 2 = 43$$

Tabel 5 Anova

| Model | Sum of Squares | df | Mean Square | F | Sig |
|------------|----------------|----|-------------|---------|-------------------|
| Regression | 348.487 | 2 | 174.244 | 129.040 | .000 ^b |
| Residual | 56.713 | 42 | 1.350 | | |
| Total | 405.200 | 44 | | | |

- a. Dependent Variable: Student Satisfaction
b. Predictors : (Constant), Academic, Non-Academic Services

From the results of table 5 of the simultaneous test, it can be seen that F count = 129.040 with a significance level of 0.000. When compared to F table at a confidence level of 5 % ($\alpha = 0.05$) is 3.21 then F counts > F of the table (129,040>3.21). Because FCounting > F table so it is said that the free variables consisting of X1, and X2 simultaneously have a significant effect on the bound variables, namely Y. academic and non-academic services, simultaneously affect student satisfaction.

4. CONCLUSION

1. Based on the results of the research that has been carried out, it can be concluded that this research is in line with the results of research that has been carried out by Heslina, Wardhana Wahyu Dharsono and Tri Sudarwanto that the implementation of academic and non-academic services is significantly satisfied with student satisfaction. In a partial test, academic services have a positive and significant effect on the satisfaction of Medan Hotel School Tourism students. The value of t calculate for academic service variables (X1) of 8,806 is greater than t table 2.018 (8.806>2.018) or the sig.t value for the academic service variable 0.000 is less than 0.05 (0.000<0.05).
2. In a partial test, non-academic services have a positive and significant effect on the satisfaction of Medan Hotel School Tourism students. The calculated t value for academic services variable (X2) of 4.199 is greater than the t table of 2.020 (4.199>2.020), or the sig.t value for the Facility variable 0.000 is smaller than 0.05. meaning that facilities have a significant effect on visitor satisfaction
3. Simultaneously, academic and no-academic services have a positive and significant effect on student satisfaction in Medan Hotel School Tourism

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