

Student Satisfaction Index on Lecturers Performance on Ambon State of Polytechnic

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Abstract

The direction of this research is to analyze the index of student satisfaction on the performance of lecturers. The sample in this study were 121 students of the state polytechnic of Ambon. The data collection instrument used was using a questionnaire with a Likert scale. The test results show the index of student satisfaction and performance of lecturers who tend to be good.

Keywords

Student Satisfaction Index, Lecturers Performance, Ambon State of Polytechnic, Indonesia

1. Introduction

Universities as scientific institutions, intellectual institutions of national life, agents of change and moral strength have a strategic role to prepare the community to be able to compete globally and have credibility in national development. Therefore, universities must have independence so that they can meet the demands of the community in participating in producing quality graduates. Quality is greatly influenced by the output produced such as; curriculum, research, community service, administration, extracurricular, and graduates. To be able to compete with other universities, one of the factors that needs to be considered is student learning satisfaction with their institutions. The spearhead of student satisfaction is the quality of the lecturer.

The scope of this research is limited only to the Department of Commerce Administration because of the limited time and research funding. The expected results of this study are to know the level of customer satisfaction (student) on the performance of lecturers.

1.1 Objectives

This research objectives are to knowing the student satisfaction index on lecturer performance based on the lecturer certification instrument in the lecture process.

2. Literature Review

Education

According to the Big Indonesian Language Dictionary (KBBI), education is a learning process for each individual to achieve higher knowledge and understanding of specific and specific objects. The knowledge obtained formally results in each individual having a mindset, behavior and character that is in accordance with the education he has obtained.

Based on several definitions, it can be concluded that the main points of education are: (1). Education is a process that is the process of learning, social processes and the process of humanizing humans, (2). Education changes and develops abilities, attitudes and behaviors. Based on this, it can be said that education is not only a transfer of knowledge but a whole series of activities to humanize humans who are able to develop their abilities.

Perception of Service Quality

According to Tjiptono (2005) said that service quality has a big influence on customer satisfaction, word-of-mouth communication, repurchase, customer loyalty, market share and profitability. After the customer evaluates the quality of services provided by the company / organization and fulfills expectations it will lead to feelings of satisfaction and conversely the quality of services that do not meet customer expectations will lead to dissatisfaction. Customers who are satisfied with the services provided by the company will make repeated purchases continuously so that it will create a feeling of loyalty to goods / services.

Oliver (in Barnes, 2003: 64) states satisfaction is the customer's response to the fulfillment of needs which means that the customer's assessment of goods or services provides a level of comfort associated with meeting a need, including meeting needs that do not meet expectations or fulfillments that exceed customer expectations. The level of satisfaction is a function of the difference between performance perceived with expectations (Kotler, 1997). Thus, customer expectations are the background of why two organizations in the same type of business can be valued differently by their customers.

Competency

Definition of competence according to the Directorate of Learning and Students of the Directorate General of Higher Education, 2011, competence is: accumulation of one's ability to carry out a measurable job description through structured assessment, including aspects of independence and individual responsibility in the field of work Based on Law Number 14 of 2005 concerning Teachers and Lecturers, Article 10 paragraph (1) states that the competence of teachers / lecturers as referred to in Article 8 includes pedagogical competencies, personality competencies, social competencies, and professional competencies obtained through professional education .

3. Methods

The data collection instrument used was using a questionnaire with a Likert scale. Use satisfaction index.

4. Results and Discussion

Table 1.

Perception Value, Student Satisfaction Index Interval, Student Satisfaction Index Conversion Interval, Service Quality and Service Performance

Perception Value	Student Satisfaction Index Interval	Student Satisfaction Index Conversion Interval	Service Quality	Service Performance
1	1,0 - 2,0	20 - 40,0	D	Very Not Good
2	2,1 - 3,0	40,01- 60,0	C	Not Good
3	3,1 - 4,0	60,01- 80,0	B	Good
4	4,1 - 5,0	80,01- 100,0	A	Very Good

Student Satisfaction Index Survey Results on Lecturer Performance

From the whole questionnaire collected with 121 respondents. The student satisfaction index on the performance of lecturers is adopted or modified from the lecturer certification instrument of the Directorate General of Higher Education, which consists of four aspects of assessment which are explained by 30 elements of service as follows:

Table 2. Student Satisfaction Index Results on Lecturer Performance

Assessment Element	Indicator Assessment		Element Value of Service			Average Weight Value	Student Satisfaction Index
			Score	Average	Service Quality		
Pedagogic Competence	1		459	3.79	B	0.033	0.126
	2		457	3.78	B	0.033	0.126
	3		467	3.86	B	0.033	0.129
	4		463	3.83	B	0.033	0.128
	5		464	3.83	B	0.033	0.128
	6		463	3.83	B	0.033	0.128
	7		472	3.90	B	0.033	0.130
	8		456	3.77	B	0.033	0.126
	9		431	3.56	B	0.033	0.119
Professional Competence	10		442	3.65	B	0.033	0.122
	11		463	3.83	B	0.033	0.128
	12		429	3.55	B	0.033	0.118
	13		463	3.83	B	0.033	0.128
	14		437	3.61	B	0.033	0.120
	15		431	3.56	B	0.033	0.119
	16		428	3.54	B	0.033	0.118
	17		420	3.47	B	0.033	0.116
Personality Competence	18		458	3.79	B	0.033	0.126
	19		460	3.80	B	0.033	0.127

	20		433	3.58	B	0.033	0.119
	21		471	3.89	B	0.033	0.130
	22		469	3.88	B	0.033	0.129
	23		457	3.78	B	0.033	0.126
Social Competence	24		455	3.76	B	0.033	0.125
	25		450	3.72	B	0.033	0.124
	26		444	3.67	B	0.033	0.122
	27		452	3.74	B	0.033	0.125
	28		479	3.96	B	0.033	0.132
	29		398	3.29	B	0.033	0.110
	30		430	3.55	B	0.033	0.118
Total			13501	111.58		1	3.719

The Student Satisfaction Index value is calculated using the "weighted average value" of each service element. Each service element has the same weight as the formula:

$$\text{Weighted Average Value} = \frac{\text{Total weight}}{\text{Number of Elements}} = \frac{1}{30} = 0,033$$

$$\text{SSI} = \frac{\text{Total of Perception Value Per Unit}}{\text{Total Elements Filled}} \times \text{Weighing Value}$$

To facilitate the interpretation of the Student Satisfaction Index assessment, which is between 20 - 100, the results of the assessment are converted to a basic value of 20, using the following formula:

Student Satisfaction Index for Services x 25.

The Student Satisfaction Index value obtained was 3.719.
The Student Satisfaction Index value after being converted = basic value is $3.719 \times 20 = 74.39$

So the conclusion is good service performance

6. Conclusion

Lecturer performance in lectures includes dimensions of pedagogical, professional, personality and social competence. The Student Satisfaction Index value obtained was 3.719. The Student Satisfaction Index value after being converted = basic value is $3.719 \times 20 = 74.39$. So the conclusion is good service performance because the Student Satisfaction Index is good.

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Biographies

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