Learning and Service Quality through Information and Communication Technology in Higher Education of Indonesia

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Abstract

Education institutions, especially colleges in Indonesia, both public and private are required to always develop science and technology. Therefore, the function of colleges is a strategic pillar in improving the quality of resources, both human and infrastructure resources of education. Nowadays, college is required to always make changes towards the improvement of education to be more developed, independent and qualified in accordance with the demands of the global environment that always changes rapidly. This article is research of implementation of education that looks at the service quality. This article shows that the activities of education are oriented to not only the final result of educational process, but also the proof of good accountability including quality assurance, quality control, and quality improvement. Sekolah Tinggi Ilmu Ekonomi Enam Enam is able to provide the concept of optimal service with the concept of relationship marketing to enhance satisfaction as an effort to create students’ loyalty and increase the performance of the college. Technology is a part to maintain the learning and quality service.

Key Words: Higher education, service, learning.
1. Introduction

The success of College in increasing student satisfaction will be able to maintain the number of new-student applicants, so that the college will continue growing and developing sustainably. College as one of service organizations is currently experiencing a fundamental change. This change is not only due to the rapid development of science, technology and information, but also because of the changes in society's expectations of the role of colleges in the future. Such activity can run if the institution has the resources as follows: (1) students; (2) reputation; (3) adequate facilities and infrastructure; (4) funding. Theoretically, customer or student loyalty is influenced by several factors such as learning, quality of service and satisfaction.

Colleges need to be aware of the importance of the service quality of education. A good service quality is able to improve customer satisfaction. This means that the ability of colleges to provide a fast and proper service to students will increase students’ satisfaction in STIE Enam Kendari. Overall, the number of students of STIE Enam Kendari experienced significant growth from 2012 to 2015. This indicates that the college competition is increasing more, so that requires STIE Enam Kendari make improvements in the quality of learning systems and services which are expected to provide satisfaction and loyalty to students.

Not much different from public services of the government officials in other institutions, STIE Enam Kendari as one of the colleges in Kendari, still has weaknesses. It is characterized by various complaints from students, such as about the learning system reflected in the lesson plan; the lecturer does not provide SAP and GBPP before starting the course, about the teaching quality of the lecturer which is reflected on the inconsistency of material that was delivered with SAP that has been prepared. In addition, the student complaint was also about the service quality of STIE Enam Kendari, such as the inadequate lecture rooms, lecturers Performance which is less convincing and professionalism of administrative staffs in providing services to students.

Based on the above empirical phenomena, it is interesting to conduct further investigation. Therefore, this study takes an object at STIE Enam Kendari as one of the private colleges that have responsibilities in providing services to students and lecturers optimally.

The research conducted by Yassyir Maulana, Murti Astuti, Surachman in 2012 with the research variables are Servqual, Satisfaction, Student Loyalty, used the analysis method of Structural Equation Modelling (SEM), which uses estimation in determining the sample. The estimation in this study uses the ML or Maximum Likelihood. The result of research shows that there is significant difference between the variables of servqual and student satisfaction, there is a significant difference between the variables of student satisfaction and student loyalty, there is no significant difference between the variable of SERVQUAL and the student loyalty. Then, Ade Titi Nifita in 2011, with the variables of trust, satisfaction and loyalty, the method of analysis used was multiple linear regression method, assumption test consisting of multicollinearity test and autocorrelation test, F test and t test. Based on the results of F test, it is known that F value showed 21.309 with a significance level of F = 0.000 or smaller than 0.05. This may imply that simultaneously or jointly X1 = trust and X2 = satisfaction significantly affect the student loyalty and partially each variable has a significant effect on student loyalty. Meanwhile, the satisfaction variable

has the most dominant influence on loyalty compared to other variables with the t was 3.646. Furthermore, research conducted by Indah Dwi Prasetyaningrum in 2009, with the research variables were learning quality and service quality in relation to student satisfaction and loyalty of Undaris Ungaran. This research was conducted by survey method. The data was obtained by distributing questionnaires to 170 respondents. The population in this study was students of Undaris Ungaran starting from the academic year of 2004/2005 until the academic year of 2008/2009, as many as 1144 students. The samples taken were decided to be 150 students. The sampling method used was purposive sampling which is the technique of sampling with a certain considerations. Data were analyzed using Structural Equation Modelling (SEM) with AMOS 4.0 with maximum likelihood estimation.

2. Method

This research is explanatory research. Explanatory research is a research that describes a causal relationship among variables which affect the hypothesis. In this study, there are minimum two variables that are connected, and this research functions to explain, predict and control a symptom. Therefore, this study will explain the interactive relationship among variables to be studied and how far the relationship affects each other. The population in this study were students who use the services of STIE Enam Kendari starting from academic year of 2010/2011 until 2014/2015 consisting of 1114 students, whereby the number of samples was adjusted using an analysis tool being used that was Structural Equation Model (SEM). This study consists of four variables and 15 indicators. The number of samples was taken from eight times the estimated number of parameters. Thus, the sample size used was 120 respondents.

3. Findings and Discussion

Hypothesis testing confirms that the more satisfy, the more loyal the students to STIE Enam Kendari. This means that the improvement of student satisfaction will increase the loyalty of students to STIE Enam Kendari.

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23 Smith, J. (2009), Judging research quality: from certainty to contingency. Qualitative Research in Sport and Exercise, 1(2), 91–100.
The underlying logic of thinking is the loyalty of students to STIE Enam Kendari will be achieved when students feel proud to be a student of STIE Enam Kendari, the charged cost is appropriate with the benefits obtained, the proper and the fastness of service, and the appropriate concentration that is needed by the students.

The results of this study confirm some of the results of empirical research which concluded that customer satisfaction gives positive and significant impact on customer loyalty to the products or companies. The Increase of customer satisfaction is in line with the increase of customer loyalty to the company. On the basis of these ideas, if the management party of STIE Enam Kendari wants to increase the loyalty of the students, one of the aspects that should be improved is the student satisfaction. One of the reasons why customers move from one service company to another service company is because the customers are not satisfied with the quality of the service or with the way of dealing with the problems. When customers are not satisfied with what they got or when they have problems, they might respond by exiting and switching to other service providers, voice (trying to solve the problem by expressing complaints), being loyal (still being with their providers and hoping something better will happen in the future).

Today, student satisfaction becomes one of the main keys for the college to continue to grow and develop because if students were not getting a good service then the students will simply move to other colleges are considered able to provide better service. Student satisfaction means a manifestation of strategies and tactics of a company (college) to face the competitors’ strategies and tactics. Building student loyalty is a strategic policy for the company, because the company views the student loyalty is part of the company’s strategy to face the competitors and connect the company to the

market (consumers). Student loyalty is needed as an element in a competitive marketing strategy\textsuperscript{32,33}. In particular, to face the increasingly-competitive market conditions, companies often rely their future on customer loyalty. The important provide of references as the basis of this study. This study investigated the relationship between student satisfaction and loyalty. The achieved result becomes an important justification as the reference that the relationship between customer satisfaction and customer loyalty is positive. Therefore, for most companies, the customer loyalty is often identified as a guarantee for short-term and long term benefits for the company\textsuperscript{34,35}.

Based on the result of confirmatory factor analysis (CFA)\textsuperscript{36}, it was noted that the biggest indicator in reflecting the student satisfaction is the quality of service based on students' perceptions about the appropriateness and the fastness of the service of education personnel of STIE Enam Enam Kendari. In this step, the fastness and appropriateness in handling the students are crucial. Dissatisfaction can be even greater if students feel that their needs are not serviced properly. This condition can make them have bad prejudice and are hurt so that it gives impact on the student loyalty. Besides, the aspect that should be improved in realizing customer satisfaction based on priority is to do some of the following: the cost of education should match the quality provided. By paying the high cost of education, the college is expected to give parallel quality in the learning process. The pride of being a student of STIE Enam Enam Kendari also needs to be improved by involving students in academic decision making in STIE Enam Enam Kendari, so that later the students feel being part of a big family of STIE Enam Enam Kendari. The creation of customer satisfaction can provide several benefits, including having harmonious relationship between the company and customers, providing a good basis for the re-purchase and for the building of customer loyalty, as well as creating word-of-mouth recommendation that benefits the company.

\textsuperscript{35}André de Waal, Béatrice van der Heijden, (2016) "Increasing customer loyalty and customer intimacy by improving the behavior of employees", Journal of Strategy and Management, Vol. 9 Issue: 4, pp.492-510
\textsuperscript{36}Megan Tschannen-Moran, Regina A. Bankole, Roxanne M. Mitchell, Dennis M. Moore, Jr, (2013) "Student Academic Optimism: a confirmatory factor analysis", Journal of Educational Administration, Vol. 51 Issue: 2, pp.150-175
4. Conclusion

Satisfaction gives positive and significant impact on student loyalty. The higher the student satisfaction, the higher the student loyalty to STIE Enam Kendari is. High loyalty will have an impact on the students’ will to give recommendations to others to continue their education at STIE Enam Kendari students and on their will to give complaints with in order to improve the services that are considered unsatisfying.

References


