

## Student Satisfaction Analysis of Master Program in Mercu Buana University, Kranggan D-Campus

Ariyo Kurniawan<sup>1\*</sup>, Arifin Sitio<sup>2</sup>

<sup>1</sup>Student of Master Management Program Mercu Buana University, Jakarta, Indonesia

<sup>2</sup>Lecturer of Master Management Program Mercu Buana University, Jakarta, Indonesia

**\*Corresponding author**

*Ariyo Kurniawan*

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**Abstract:** Student satisfaction is one of the parameters of the success of university services. Student satisfaction will greatly affect their loyalty to the university. Mercu Buana University student satisfaction can be influenced by several factors such as learning methods, lecture support facilities, and the quality of student lecture services. Based on the results of the pre-study, it can be concluded that there are still many Mercu Buana University students who were dissatisfied during their studies at Mercu Buana University. Student dissatisfaction is much influenced by service facilities, lecture methods, and lecture support facilities. Descriptive research can be obtained a description of the problem formulation regarding the satisfaction of students of the Master of Management program at Mercu Buana University campus Kranggan. Hypothesis testing research methods can answer the allegations that exist in the phenomenon of the satisfaction of students of the Master of Management program at Mercu Buana University campus Kranggan. In this study a sample of 100 university management master students from Mercu Buana Kampus Kranggan took samples. In this study, quantitative methods will be used in which to measure an object related to the phenomenon that occurs (Sugiyono, 2012). The data collection in this study was carried out by simple random sampling technique. Which is assisted by a questionnaire? As for the weighting of the Likert scale

**Keyword:** Satisfaction, University, Mercu Buana.

### INTRODUCTION

University is an institution that organizes scientific education professionally in a variety of specific disciplines. The university has a very large role in improving human resources that excel in their fields. The increasing number of state and private universities in Indonesia, especially in Jakarta, has made competition among universities more stringent, especially in providing services to students. Private colleges are one alternative tertiary institution for the community to face increasing public demand for educational needs today. Various advantages are highlighted such as a bachelor's degree, a master's degree for the second level, a given curriculum, and facilities to be obtained for students. Jakarta as a metropolitan city does not reduce student interest in studying in Jakarta. Hundreds of high schools and academies were established in Jakarta to accommodate the interest of community learning. This college is filled by students or students from various regions in Indonesia and outside Indonesia. This also makes good competition between universities to serve students as best as possible. Mercu Buana University continuously improves the quality of its services to all Mercu Buana University academics.

Various learning motivation of Mercu Buana University students ranging from first semester students to final semester students. The diversity of student learning motivation can be realized by the campus. Student motivation to learn from previous studies can influence student satisfaction. Learning motivation arises from a number of circumstances and several factors that influence students' learning motivation so that they choose to study (college) on the Mercu Buana University campus especially Kranggan D-campus. The level of student satisfaction can be caused by several factors such as the lack of promotion of educational products, the overall quality of service is not in accordance with student expectations, and several factors that can affect the satisfaction of Mercu Buana University students.

Student satisfaction is one of the parameters of the success of university services. Student satisfaction will greatly affect their loyalty to the university alma mater. Mercu Buana University student satisfaction can be influenced by several factors such as learning methods, lecture support facilities, and the quality of student lecture services. Based on the results of the pre-study, it can be concluded that there are still many Mercu Buana University students who were dissatisfied

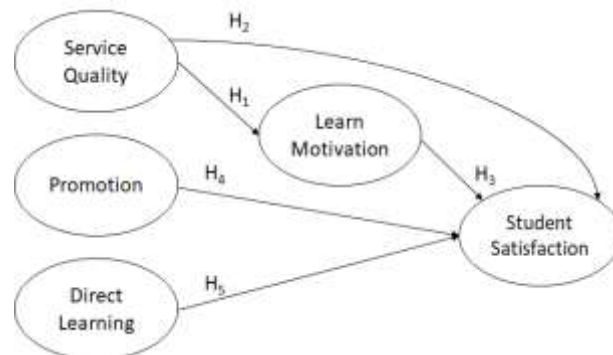
during their studies at Mercu Buana University. Student dissatisfaction is much influenced by service facilities, lecture methods, and lecture support facilities. Therefore, the authors will analyze the variables of service quality, lecture support facilities, and the quality of face-to-face learning that influence student learning motivation and their impact on student satisfaction of Mercu Buana.

Sugiyanti [1] states that human factors in service delivery are very influential on total customer satisfaction. For this reason, in providing services, the motivation of service providers is the underlying thing. The results of Badik's research [2] on the quality of services received by students, indicate that poor service quality can affect one's learning motivation. Research on the quality of service with motivation has been done before, as was done by Sari [3] where one of the conclusions of their research is that improving service quality has a significant positive influence on student motivation. Another result from Mailuhu [4], the higher the quality of education services, the higher the students' learning motivation.

Researchers from the Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty are Jahanshi *et al.* [5] at the

TATA Motors company, India. The purpose of their research was to clarify the relationship between the four variables of customer service quality, product quality, customer satisfaction and customer loyalty. Where is the result of the measurement of the research hypothesis that service quality has a significant impact on customer satisfaction. According to Chang and Fisher in Ana Uka [6] the level of student satisfaction in learning is a very important component for them to acquire knowledge or skills. This can motivate students to put more effort into learning, improve positive attitudes toward learning, and to attend other courses in the future.

The relationship between promotional variables with customer satisfaction in the opinion of Cannon *et al.* [7] states that promotion communicates information between sellers and potential buyers or others to influence attitudes and behavior (customer satisfaction). Research conducted by Yasir *et al.* [8] describes the level of student satisfaction in learning is a very important component for them to acquire knowledge or skills. A student can be considered satisfied if he feels that the lesson can meet his needs and expectations. This can motivate students to put more effort into learning activities, increase positive attitudes towards learning.



- H<sub>1</sub>:Service quality is thought to influence the learning motivation of Mercu Buana University students
- H<sub>2</sub>:Service quality is thought to influence the satisfaction of Mercu Buana University students
- H<sub>3</sub>:Learning motivation is thought to affect Mercu Buana University Student Satisfaction
- H<sub>4</sub>:Promotion of Education Products allegedly influences Mercu Buana University Student Satisfaction
- H<sub>5</sub>: Direct learning is thought to influence Mercu Buana University Student Satisfaction.

**RESEARCH METHODS**

**Types of Research**

In this study quantitative methods will be used in which to measure an object related to the phenomenon that occurs [9]. metode Testing Hypotheses bertujuan untuk mencoba menjelaskan sifat dari suatu hubungan atau pengaruh antar beberapa variabel pada suatu fenomena tertentu [10]. Metode

penelitian Testing Hypotheses dapat menjawab dugaan-dugaan yang ada pada fenomena kepuasan mahasiswa program Magister Manajemen Universitas Mercu Buana kampus Kranggan.

**Types and Data Sources**

In this study will use primary data. Primary data is obtained from questionnaires to 100 Master Management Program Students of (Kranggan) Mercu Buana University.

**Data Collection Technique**

The data collection in this study was carried out by simple random sampling technique. Where the previous researcher has determined the respondent company is not set beforehand, where all parts of the population have the same opportunity to be a sample in the study. Besides that, the collection is done by

interviewing and retrieving information from previous research.

Questionnaires distributed in the data collection process use assessments based on the Likert scale. Where the Likert scale is the creation of a value range with an ordinal scale approach that can provide an assessment based on the level that has been made [9]. Then the indicator is used as a benchmark for the preparation of instrument items in the form of statements or questions. As for the range of scores from 1 to 5.

**Analysis Method**

According to Sarwono [9] SEM is a statistical technique used to help and test statistical models that are usually in the form of causal models. SEM is actually a hybrid technique that includes affirmative aspects of factor analysis, path analysis and regression which can be considered as special cases in SEM. structural equation model (SEM) becomes a stronger

analysis technique because it considers interaction modeling, nonlinearity, correlated independent variables, measurement errors, correlated error forms, some latent variables ( multiple latent independent) where each is measured using many indicators, and one or two variables are latently dependent which are also measured by several indicators.

**RESULTS AND DISCUSSION**

This chapter will discuss data obtained from research respondents. In addition, this chapter also discusses the results of SEM processing and interpretations that will be used for managerial implications that are useful in improving corporate (university) marketing activities.

**Description of Research Respondents**

The sample size taken as respondents in this study is 100 people based on the minimum number of respondents for processing Structural Equation Model (SEM) in

Amos software

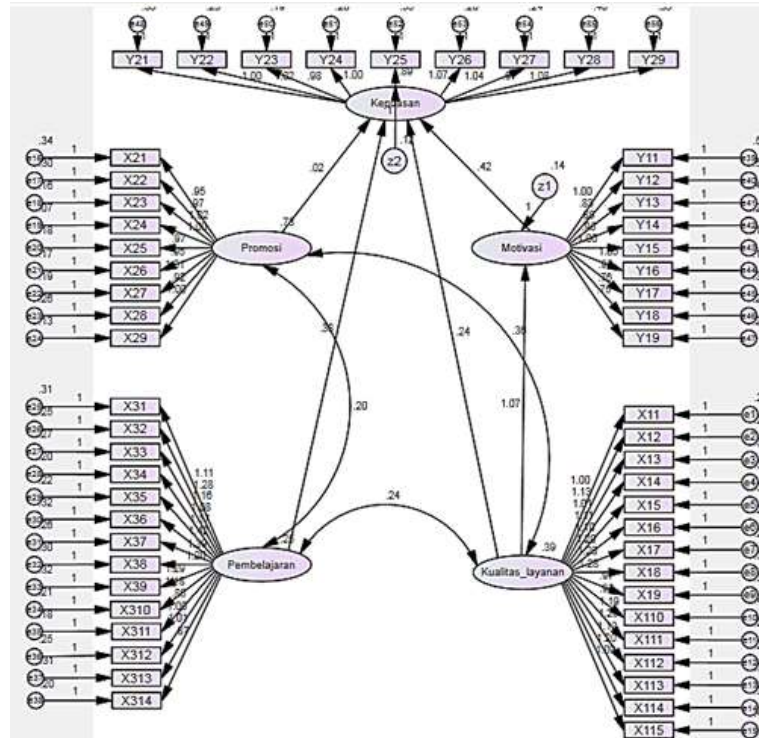
<b>Strata Angkatan</b>	<b>Jumlah Sampel</b>	<b>Presentase</b>
Semester I	23	23%
Semester II	24	24%
Semester III	29	29%
Semester IV	24	24%
<b>Total</b>	<b>100</b>	<b>100%</b>

<b>Jenis Kelamin</b>	<b>Frekuensi</b>	<b>Presentase</b>
Laki-laki	39	39%
Perempuan	61	61%
<b>Total</b>	<b>100</b>	<b>100%</b>

<b>Pendapatan Per Bulan</b>	<b>Jumlah Sampel</b>	<b>Presentase</b>
Rp 0 - Rp 5.000.000	28	28%
Rp 5.000.001 - Rp 8.000.000	29	29%
Lebih dari Rp 8.000.000	43	43%
<b>Total</b>	<b>100</b>	<b>100%</b>

Structural Analysis Equational Modeling is an advanced analysis used after confirmatory testing on each variable used, besides this it is done to determine the relationship and the influence of each variable with

variables and variables on dimensions that can be used in management decisions, while the initial SEM test is complete before a confirmatory SEM model, as follows:



The picture above is a complete SEM model. In addition, information is needed regarding the initial goodness of fit value, as for the values as follows figure below.

**Service Quality Relationship with Learning Motivation**

It is known that the relationship between service quality and learning motivation has been declared valid (CR> 1.96) and significant (P <0.05).

While this relationship has a positive direction with a magnitude of 1.07.

**Service Quality with Student Satisfaction**

It is known that the relationship between service quality and student satisfaction has been declared valid (CR> 1.96) and significant (P <0.05). While this relationship has a positive direction with a magnitude of 0.239.

Goodness of Fit	Cut Off Value	Sig.	Hasil
CFI	≥ 0,90	0,692	Bad Fit
CMIN/DF	≤ 2,00	2,338	Marjinal
NFI	≥ 0,90	0,565	Bad Fit
Probability	≥ 0,05	0,000	Bad Fit
RMSEA	≤ 0,05	0,116	Bad Fit

**Hypothesis**

**Relationship of Learning Motivation with Student Satisfaction**

It is known that the relationship between learning motivation and student satisfaction has been declared valid (CR> 1.96) and not significant (P <0.05). While this relationship has a positive direction with a magnitude of 0.418.

invalid (CR> 1.96) and not significant (P <0.05). While this relationship has a positive direction with a magnitude of 0.019.

**Promotion Relations with Student Satisfaction**

It is known that the relationship between promotion and student satisfaction has been declared

**Direct Learning with Student Satisfaction**

It is known that the relationship between direct learning and student satisfaction has been declared invalid (CR> 1.96) and not significant (P <0.05). While this relationship has a negative direction with a magnitude of 0.377.

## CONCLUSIONS

This section summarizes the research and then concludes the results of the submission of the hypothesis, and is followed by a conclusion about the research problem. Based on the description in the previous chapter and the data testing conducted in this study can be concluded that:

- The quality of education services has a positive effect on the learning motivation of students at Mercu Buana University, Kranggan
- The quality of education services does not affect the satisfaction of Mercu Buana University students in Kranggan
- Student learning motivation and conventional (face-to-face) learning have a positive effect on the satisfaction of students of Mercu Buana University Kranggan
- Promotion of educational products does not affect the satisfaction of students of Mercu Buana University Kranggan
- Conventional (face-to-face) learning has a positive effect on the satisfaction of students of Mercu Buana University, Kranggan
- The quality of education services indirectly has a positive effect on student satisfaction through the learning motivation of students of the Master of Management at Mercu Buana University campus Kranggan
- Based on the description of respondents, students of Mercu Buana University Campus Kranggan the highest female gender and monthly income of more than Rp 8,000,000
- From the results of the research conducted, there are several suggestions for the parties concerned, as for the following:
- Mercu Buana University can improve student satisfaction by increasing student learning motivation through quality education services and maintaining face-to-face learning that has been run well
- Service quality has a positive effect on students' learning motivation at Mercu Buana University campus Kranggan, so that it can be suggested for managers of Mercu Buana University campus Kranggan needs to consider improving the quality of service from employees to students so as to increase learning motivation
- Student learning motivation and conventional learning (face-to-face) have a positive effect on student satisfaction at Mercu Buana University campus Kranggan, so it is suggested that the managers of Mercu Buana University campus Kranggan need to improve student learning motivation and maintain the quality of conventional or face-to-face learning
- The quality of service and promotion of educational products does not affect the satisfaction of Mercu Buana University campus students in Kranggan, so there is a need to improve the quality

of services and promotion activities of educational products in order to improve the satisfaction of Mercu Buana University's Master of Management students in Kranggan

- Service quality indirectly has a positive effect on student satisfaction through the learning motivation of Mercu Buana University's students in the Management of the University of Kranggan, so that the managers of Mercu Buana University campus Kranggan can continue to improve and improve the quality of service to students to be able to foster learning motivation that impacts satisfaction a student of the Master of Management at Mercu Buana University campus Kranggan.

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