ANAYTICAL FACTORS THAT AFFECTING THE STUDENT SATISFACTION IN UNIVERSITY OF SINGAPERBANGSA KARAWANG, INDONESIA

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ABSTRAK

Penelitian mini ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi kepuasan siswa dengan layanan pendidikan di University of Singaperbangsa Karawang (UNSIKA), sebuah studi kasus siswa di University of Singaperbangsa Karawang. Data adalah data primer dan diolah menggunakan analisis faktor. Sampel yang diteliti adalah 340 siswa studi silang di UNSIKA. Variabel yang diteliti adalah 1 variabel. Ada 5 sub variabel dengan 16 indikator. Data-data ini diproses dengan menggunakan versi SPPS 24.

Hasil penelitian ini menunjukkan bahwa hasil 5 sub variabel dengan 16 indikator dianalisis dengan model analisis faktor yang mempengaruhi kepuasan siswa di UNSIKA meliputi 4 faktor, yaitu kebersihan kelas, kesesuaian antara biaya dan fasilitas, citra UNSIKA dan Layanan Akademik.

Kata Kunci : Konsumen, Kepuasan, Layanan, Lembaga pendidikan, Faktor

ABSTRACT

This mini research aims to analyze the factors that influence student satisfaction with the educational services in University of Singaperbangsa Karawang (UNSIKA), a case study of students in University of Singaperbangsa Karawang. The data were primary data and processed using factor analysis. The samples studied were 340 cross-study students at UNSIKA. The variables studied were 1 variable. There are 5 sub-variables with 16 indicators. These data are proceed by using SPPS 24 version.

The result of this research shows that the result of 5 sub-variables with 16 indicators analyzed with the model of factor analysis that influences the student satisfaction in UNSIKA includes 4 factors, that are The Clean of the classroom, The Match between the fees and the facilities, UNSIKA image and The Academic services.

Keyword : Consumers, Satisfaction, Service, Educational Institutions, Factors

INTRODUCTION

Present, we face the new era, the era of revolution industry 4.0. The revolution industry 4.0 is the disruption era which the Internet of Thing is the main focused. Everybody must prepare themselves to be ready before their come in to industry. Higher education, especially the university becomes be
first institution that is expected to prepare people to compete with machine and other people and win the competition.

Ministry of Research, Technology and Higher Education of the Republic of Indonesia (Kemenristekdikti) notes that at least there are 4445 higher institution in Indonesia, which including University, Institute, Polytechnic, and Academy.

Based on Vries et al (2012:13) services are intangible activities that perish relatively quickly and which, during interactive consumption, satisfy, direct needs rather than the desire for material possession. Every higher institution has committed to giving their best to their student as their customer. Even though higher education is non profit institution, but they also have the company goals. One of them is giving their best service to the students. The good services will be impacted to the student satisfaction and improving service quality and campus images.

This research aims to get empiric result data about influence of price, service quality, product quality, emotional factors and efficiency affected to the student Satisfaction.

THEORITICAL REVIEW

Service

Based on Vries Wouter et al (2012:13) services are intangible activities that perish relatively quickly and which, during interactive consumption, satisfy, direct needs rather than the desire for material possession. According to Kotler services (2015:422) services in any act any act or performance one party can offer to another that is essentially intangible and does not result in the ownership of anything. Based on The American Marketing Association defines services marketing as an organisational function and a set of processes for identifying or creating, communicating, and delivering value to customers and for managing customer relationship in a way that benefit the organisation and stake-holders. Services are (usually) intangible economic activities offered by one party to another. The customer satisfaction is the important thing in service. It is important to build student confidence in the university (Reminta Lumban Batu, 2013).

Services divided by 3, first services needed by humans, second services seen from its stage, the last is the services reviews from how to deliver to consumers.

Price

Based on Irawan (2008:37) is the impartation from the value.According to Kotler and Armstrong (2009, 263) price isthe amount of money charged for a product or service, or the sum of all the values that customers give up in order to gain the benefit of having or using a product or service. Consumer are very sensitive with the sales price which offer by product. They tend to compare one product with another similar product to find the lowest price. Therefore, hypothesis which submitted in this research is Hypothesis 1: It should be suspected that there is a positive influence between pricetoward consumer satisfaction.

Service Quality

Based on Zeithaml and Bitner (2003:85) mentioned that, Service quality is a focused evaluation that reflects the customer’s perception of specific dimensions of service namely reliability, responsivenes, assurance, empathy, and tangibles. The service quality is depend toward 3 subject, there are: system, technology and human. Service quality has the strong relations with customer satisfaction.

Product Quality

Customers feel satisfied after buying and using the product if the quality of the product is good. The characteristics of Indonesian consumers try tofind the cheapest price but if they can get good
Quality goods.

Emotional Factor
   Emotional factors are shown by consumers as a form of satisfaction they get in using products/services so as to create and increase their sense of pride and level of confidence in themselves.

Efficiency
   Based on Irawan (2008:37) customers will be more satisfied if relatively easy, comfortable and efficient in getting a product or service.

Thinking Framework
   This research we taken from Irawan’s (2008:37) theory:

   ![Thinking Framework](image)

Source: Irawan, 2008

**PICTURE 1**
Thinking Framework

**HIPOTESIS,**
Ha1: Allegedly there is a positive influence between prices (X1) on student satisfaction (Y).
Ha2: Allegedly there is a positive influence between service qualities (X2) on student satisfaction (Y).
Ha3: Allegedly there is a positive influence between product qualities (X3) on customer satisfaction (Y).
Ha4: It is suspected that there is a positive influence between emotional factors (X4) on customer satisfaction (Y).
Ha5: It is suspected that there is a positive influence between Efficiency (X5) on customer satisfaction (Y).

**RESEARCH METHODOLOGY**

Research Approach

Authors did the research using the quantitative research approach. Research was conducted on Universitas Singaperbangsa Karawang (UNSIKA) which located on Jalan H.S. Ronggowaluyo Teluk Jambe Timur Karawang.
Research Instrument

This research using some research instrument according to Irawan (2008:37):

1. Price. The indicators are:
   1. Cost of Tuition Fees (Uang Kuliah Tunggal).
   2. The correlation between tuition fees reality.
   3. Service Quality. The indicators are:
   4. Facilities and services infrastructure.

2. Adequate parking area.
   a. The comfortable library.
   b. The cleanliness of classroom.
   c. Lecturer Performance.
   d. Campus staff services.

3. Product Quality
   a. Competences Student.
   b. Qualified student.
   c. Skillful student.

4. Emotional Factors
   a. Campus images.
   b. Campus achievement.
   c. Campus accreditation.

5. Efficiency.
   a. Easy to getting information and services.
   b. Conducting criticism and suggestions.

Population

The population is the UNSIKA student from 2014 until 2018 class from 9 faculties. Based on data from Academic Bureau of UNSIKA, the total amount of UNSIKA student (2014-2018) is 13,885 students.

Sample

From the population, we only took some students as our sample which representative all faculties in UNSIKA. We are using Isaac-Michael formulation to deciding the sample with margin of error 5%, and getting the number about 340 sample. In the below is the formulation that we use:

\[ S = \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2 (N - 1) + \lambda^2 \cdot P \cdot Q} \]

Sampling Technique

Author use Probability methods sampling, with special characteristic proportionate stratified random sampling.

Data Collection Techniques

Authors using 2 techniques, first questionnaire techniques about student satisfaction, by giving statement of agree/ not agree through Google Form based on aspects student satisfaction by Irawan's (2008:37) theory, there are: a) Price, b) Service quality, c) Product Quality, d) Emotional Factors and e) Efficiency. The second is through library research from literature like handbook, journal, etc.

Data Source

Authors using Primary Data and Secondary Data. Primary data in this research is the questionnaire in the form whose data get directly from the source, this research get from UNSIKA students. We are using Google form because it more cheaper and more efficient. Secondary data from this research is internet, journal, previous research, and handbook.
Data Analytical Technique

There are two data analytical technique which we use. First is descriptive analysis. Descriptive Analysis is a collection method to obtain theoretical materials that can be used as a basis for problem assessment. The second is Factor Analysis. Factor analysis technique is a technique used to look for factors that can explain the relationship or correlation between the independent indicators observed.

RESULT AND DISCUSSION

The table below will show distribution of our sample:

<table>
<thead>
<tr>
<th>Descriptive Data</th>
<th>Exploration</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td>224</td>
<td></td>
<td>65.9%</td>
</tr>
<tr>
<td>Female</td>
<td>116</td>
<td></td>
<td>34.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>340 Student</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Years</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>92</td>
<td>27.1%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>119</td>
<td>34.1%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>73</td>
<td>21.5%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>56</td>
<td>17.3%</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>340 Student</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data Processing, 2018

From the table we can know that the man is the biggest our respondent with 224 student or 65.9%. From the class, class 2016 is our bigger respondent too with 119 person or 34.1%.

Reability Test Result

Reliability testing technique uses the Cronbach alpha coefficient with a real level of 5% (0.05). To assess the reliability or failure of the instrument is done by consulting the calculation results of Cronbach alpha with table numbers r count. If (α) is greater than 0.7, the reliability of the statement can be accepted. The table below will show the result of the reliability test.

<table>
<thead>
<tr>
<th>Variable</th>
<th>r count</th>
<th>r critical</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Satisfaction</td>
<td>0.892</td>
<td>0.6</td>
<td>Realiable</td>
</tr>
</tbody>
</table>

Source: Data Processing, 2018

The table shows that the results of reliability of each variable have a value of r count> from r critical. The Student Satisfaction variable has r count of 0.892, then the variable is declared reliable.

Normality Test Result

The normality test is used to determine whether a data follows a normal distribution or not. Tests are carried out using the Kolmogorov-Smirnov method. With the provision that if the variable has a value of α count> 0.05 then the variable follows a normal distribution. The table below will explain our result.
Normality Test Result

Based on the table above, it shows that the results of the normality test have a value of $\alpha_{\text{count}} > \alpha_{\text{critical}}$. The Student Satisfaction variable has a calculated $\alpha$ of 0.20, so the variable is stated to follow the normal data distribution.

Dimension Of Price Final Result

The table below will explain dimension of price result from the respondent:

<table>
<thead>
<tr>
<th>No.</th>
<th>Indicator</th>
<th>Quality</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Biaya UKT</td>
<td>1</td>
<td>340</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>157</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>340</td>
</tr>
</tbody>
</table>

Dimension Of Service Quality Final Result

The table below will explain respondent response about service quality in UNSIKA:

<table>
<thead>
<tr>
<th>No.</th>
<th>Indicator</th>
<th>Quality</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kesulitan dan Layan nar Infrastruktur</td>
<td>1</td>
<td>340</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>117</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>157</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
<td>340</td>
</tr>
</tbody>
</table>
Source: Data Processing, 2018

**PICTURE 6**
**Dimension of Service Quality Final Result**

Table above shows that Infrastructure Services and facilities indicators have the highest total score of 1,450, with 196 people or 57.6% of respondents answering agree. Whereas the Study Room Cleanliness indicator has the lowest total score of 1,226, with 144 people or 42.4% of respondents answering agree. This shows that UNSIKA Infrastructure Facilities and Services have reached a good number so that it influences UNSIKA Student Satisfaction.

**Dimension Of Quality Product Final Result**
The table below shows the result of our third dimension, the dimension of quality product.

<table>
<thead>
<tr>
<th>No.</th>
<th>Indicator</th>
<th>Frequency</th>
<th>Quality</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lulusan yang Memiliki Kompetensi</td>
<td>% 0% 0%</td>
<td>0 0 1 2</td>
<td>3 4 5 6</td>
</tr>
<tr>
<td></td>
<td>Score</td>
<td>0 0 90 720 600</td>
<td>1,460</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Mahasiswa Berprestasi</td>
<td>% 0% 0%</td>
<td>0 0 1 2</td>
<td>3 4 5 6</td>
</tr>
<tr>
<td></td>
<td>Score</td>
<td>0 0 132 848 405</td>
<td>1,391</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Keahlian Mahasiswa</td>
<td>% 0% 0%</td>
<td>0 0 1 2</td>
<td>3 4 5 6</td>
</tr>
<tr>
<td></td>
<td>Score</td>
<td>0 0 183 702 480</td>
<td>1,395</td>
<td></td>
</tr>
</tbody>
</table>

Source: Data Processing, 2018

**PICTURE 7**
**Dimension of Quality Product Final Result**

The table above indicates that the indicators of Competent Graduates have the highest total score of 1,460, with 180 people or 52.9% of respondents answering agree. While the Student Skills indicator has the lowest total score of 1,172, with 133 people or 39.1% of respondents answering agree. This shows that graduates who have competency indicators have an effect on UNSIKA student satisfaction.

**Dimension Of Emotional Factors Final Result**
The table below will show the result of this indicator

<table>
<thead>
<tr>
<th>No.</th>
<th>Indicator</th>
<th>Frequency</th>
<th>Quality</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Citra yang dimiliki oleh Kampus</td>
<td>% 0% 0%</td>
<td>0 0 1 2</td>
<td>3 4 5 6</td>
</tr>
<tr>
<td></td>
<td>Score</td>
<td>0 0 183 702 480</td>
<td>1,395</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Prestasi Kampus</td>
<td>% 0% 0%</td>
<td>0 0 1 2</td>
<td>3 4 5 6</td>
</tr>
<tr>
<td></td>
<td>Score</td>
<td>0 0 171 748 480</td>
<td>1,395</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Akreditasi Kampus</td>
<td>% 0% 0%</td>
<td>0 0 1 2</td>
<td>3 4 5 6</td>
</tr>
<tr>
<td></td>
<td>Score</td>
<td>0 0 204 804 355</td>
<td>1,363</td>
<td></td>
</tr>
</tbody>
</table>

The table above will show the result of this indicator.
Dimension of Emotional Factors Final Result

Table above shows that the Campus Achievement indicator has the highest total score of 1,399, with 187 people or 55% of respondents answering agree. While the Campus Accreditation indicator has the lowest total score of 1,363, with 201 people or 59.1% of respondents answering agree. This shows that the achievements achieved by UNSIKA affect the level of satisfaction of UNSIKA students.

Dimension Of Efficiency Final Result

This table below will show the result of efficiency result.

Source: Data Processing, 2018

Dimension Of Efficiency Final Result

Table above shows that the indicators of Conducting Criticism and Suggestions have the highest total score of 1,428, with 202 people or 59.4% of respondents answering agree. While the Campus Accreditation indicator has the lowest total score of 1,402, with 212 people or 62.4% of respondents answering agree. This shows that UNSIKA has made it easier for Students to Conduct Criticism and Suggestions.

Factoring

This has impact to set which one the main factors forming factors that influence student satisfaction. The table below will explain.

Source: Data Processing, 2018

Factoring
looking at the forming indicators by considering the highest loading factor value.
1. Factor 1 is based on Class Room Cleanliness
2. Factor 2 based on facility suitability with tuition fees
3. Factor 3 Image owned by Campus
4. Factor 4 Campus staff services

So that it can be concluded that these factors are highly influential on Student Satisfaction at the University of Singaperbangsa Karawang.

CONCLUSION
Based on the analysis and discussion of the factors that influence student satisfaction at the University of Singaperbangsa Karawang, then 2 factors can be obtained, these factors are as follows:
Based on the results of research conducted on 340 respondents in UNSIKA students, the factors that influence student satisfaction at UNSIKA are the image indicators owned by the campus, indicators of the suitability of facilities with tuition fees, indicators of cleanliness of the study room. And indicators of campus staff services. Whereas the dominant influence on student satisfaction is the campus image owned by UNSIKA. This is because the campus image owned by UNSIKA has the largest percent of variance value and the biggest factor loading value is other factors.
The smallest factor that influences student satisfaction at UNSIKA is a factor of products produced by unsika with a factor loading value of 0.479.

Reference
Arikunto, Suharsimi, Prof, Dr. (2010). *Prosedur Penelitian (Suatu Pendekatan Praktik)*. Yogyakarta: Rineka Cipta.


