

MEASURING THE STUDENTS' PERCEPTION OF SERVICE QUALITY

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Abstract

Like in many other countries, higher education institutions in Indonesia are facing intense competition as the higher education market becomes globalized and competitive pressure intensifies. It is essential that higher education institutions continually monitor the quality of their services and commit themselves to continuous quality improvements in order to respond to the needs of their stakeholders. Measuring service quality in higher education is thus essential. In order to provide a comprehensive view of the quality of education, it is valuable to assess not only student perceptions of their educational outcomes but also their perceptions of the manner in which polytechnic education is provided.

This study aims at measuring the students' perception of the service quality of education in a department; identifying differences of the student perception on the service quality based on their academic profiles; identifying which service attributes are more influential in providing service in higher education; and offering recommendation to the management which area(s) still need(s) some improvement.

Using the 5-scale questionnaires, the researchers collected the data for the study from graduates of the 5 departments- Accounting, Marketing Management, Secretary, Foreign Business Language and Taxation. Pearson Chi-Square and Alpha Cronbach techniques were used to test the validity and reliability before analyzing the data from the questionnaire. Descriptive statistics was deployed to find out the mean value of each indicator. This was followed by Dummy Regression analysis.

The findings of the study suggest that faculty plays the most prominent indicator in reflecting the students' perception of service quality of department.

Keywords: perception, service quality, higher education, quality education, continuous quality improvement

Abstrak

Pendidikan tinggi di berbagai negara, termasuk Indonesia menghadapi persaingan yang ketat, seiring dengan pasar pendidikan yang memasuki era global, dan tekanan persaingan yang ketat. Penyedia layanan pendidikan tinggi perlu untuk memantau kualitas layanan yang diberikan, serta memelihara komitmen untuk selalu meningkatkan kualitas layanan sesuai keinginan *stakeholder*. Agar dapat diperoleh gambaran yang komprehensif, maka perlu dilakukan penelitian tentang bagaimana persepsi mahasiswa terhadap outcome dari proses pendidikan, serta persepsi tentang bagaimana pendidikan tersebut disampaikan.

Penelitian ini bertujuan untuk mengukur persepsi mahasiswa tentang kualitas layanan pendidikan tinggi, mengidentifikasi perbedaan persepsi mahasiswa terhadap kualitas layanan berdasarkan profil akademis, mengidentifikasi atribut pelayanan yang lebih berpengaruh dalam layanan pendidikan tinggi, serta menawarkan rekomendasi tentang berbagai aspek yang masih perlu diperbaiki.

Pengukuran menggunakan kuesioner dengan 5 titik skala dan dilakukan pada program studi Akuntansi, Pemasaran, Sekertaris, Bahasa Asing dan Perpajakan. Uji validitas dan reliabilitas menunjukan hasil yang baik, dan dilanjutkan dengan statistik deskriptif dan penggunaan regresi dengan dummy variabel. Hasil penelitian menunjukan bahwa peran fakultas