

**Vol. 4 • No. 1 • Desember 2023**

Pege (Hal.) : 1428 – 1438

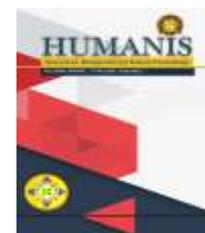
ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

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Special Issue:

**ICOMS2023**

The 4th International Conference on Management and Science

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

## **Analysis of Service Quality on Student Satisfaction of Universitas Dirgantara Marshal Suryadarma**

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**Abstract:** Universitas Dirgantara Marshal Suryadarma is one of the private universities under the auspices of the Indonesian Air Force located in East Jakarta, DKI Jakarta Province. In providing services to Aerospace University students, Marshal Suryadarma needs to do something best and provide satisfaction to students in their services. This study aims to determine the quality of service about student satisfaction at Marshal Suryadarma Aerospace University. The research approach used is qualitative descriptive with data collection techniques through: conservation, interviews and documentation. Data analysis techniques: data reduction, data presentation, and conclusions, with respondents being students at Marshal Suryadarma Aerospace University, which has been determined as many as 2 people. From the results of the research analysis, it can be concluded that the quality of service is shown from the aspects of tangible, reliability, responsiveness, assurance, and empathy. At Marshal Suryadarma Aerospace University, there are as follows: tangible aspects provide complete facilities, arrangement of goods and clean and neat appearance of employees. In the aspect of reability, using a manual system in making payment transactions for operating hours that are always right and providing polite and polite service. The aspect of resposiveness, always responds / responds to complaints and complaints from students, but students must first find employees to get services. The assurance aspect, provides a guarantee of safety, comfort, and guarantee of the products purchased by students and employees have the skills and knowledge of the products sold. The empathy aspect, employees always communicate to students.

**Keywords:** Service Quality, Customer Satisfaction, Tangible, Reliability, Responsiveness, Assurance, Emphaty

### **INTRODUCTION**

In the era of globalization like today, the management of a company is highly demanded for its dynamism, ability and courage in bringing up innovations and new ideas for the company's existence so that it is not far behind until finally defeated by its competitors. This competitor is inevitable

because it will definitely occur in all types of business fields. According to (Hasibuan, 2008), management is only a tool to achieve the desired goals. Good management will facilitate the realization of the goals of the company, employees, and society. In a company or business entity must be able to use and manage available resources, in this case the company must also pay attention to existing consumers. Notice in marketing efforts is known as the term that the consumer (customer) is "king".

In the marketing strategy that becomes the initial focus of attention is the consumer itself, in this case, the consumer must be satisfied in terms of service quality, because if not satisfied then the consumer is no longer interested in the company, therefore business leaders must try to measure to find out the level of customer satisfaction and find out what attributes of a product (goods or services) can make customers feel satisfied.

Marshal Suryadarma Aerospace University located in the city of East Jakarta, DKI Jakarta province is a university that provides various faculties. In the midst of such fierce competition, service quality is certainly one of the focuses in order to maintain the sustainability of Marshal Suryadarma Aerospace University. According to (Dharmayasa and Tripalupi, 2014) service quality is basically a service activity provided to customers in accordance with the principles of easier, better, faster, precise, accurate, friendly, and in accordance with customer wishes. Of course, universities that can apply these principles in providing services to consumers will have more value in the eyes of students as consumers.

Another opinion (Wirapradnyana, 2013) conveys that the consideration that can be used as a guide in determining customer decisions to use services is service quality. This is what then became the author's focus in making Marshal Suryadarma Aerospace University as the object of research to find out the quality of service provided to its customers so that university students are satisfied studying at Marshal Suryadarma Aerospace University. According to (Kotler, 2006: 202) retaining and raising customers is the main thing. The company has spent a lot of money to acquire existing customers, and competitors have always snatched them. So in principle, Marshal Suryadarma Aerospace University must monitor the level of customer satisfaction with the products that have been offered to consumers. Every step of the company to develop itself can be easily imitated by other companies, on the contrary, human resources are a potential source of excellence because the competencies they have in the form of intellectuality, skills, personal character, cannot be imitated by other companies..

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to (Gerson 2004: 42) service quality is the target to achieve satisfaction and bonding, business goals are not only profit, but how to provide excellent service that can provide customer satisfaction. Thus those who are disappointed with the service will not only leave the company, but will also tell others about the ugliness received. A bad image will be inherent in such companies.

If this happens, of course, it will have an impact on potential customers who may choose other universities. The next effect will be negative demand in the long run. And once again it means a loss for Marshal Suryadarma Aerospace University. To make matters worse, these losses continue as universities seek to acquire new customers. According to research, it costs five times more to acquire a new customer than to retain an existing customer. Not

to mention how much energy must be deployed for this (Parasuranman in Nasution, 2004: 60) it will certainly be more efficient if the company invests a certain amount of money to improve the quality system of service to consumers rather than swallowing losses that are certainly not small. Efforts to improve the service system, including handling consumer complaints, are believed to be much more effective for business continuity. This improvement effort will make customers more loyal to the company, in this case Marshal Suryadarma Aerospace University. Loyal customers are like blood for the company. Without it the company would die, just as a man without blood would be.

Based on the above, it is very necessary to increase awareness of the importance of building a service management system and providing quality service in the operational activities of Marshal Suryadarma Aerospace University. Focus on service to customers is required as something that must be met to increase customer satisfaction. So based on some of the things mentioned above, the author wants to conduct research by raising a title Analysis of Service Quality Analysis of Customer Satisfaction of Marshal Suryadarma Aerospace University.

## METHODS

The approach and research used is a qualitative approach. According to (Sugiyono, 2007), qualitative research method is a study used to examine natural objects where researchers are the key instrument, data collection techniques are carried out in combination, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. Furthermore, according to (Moleong, 2007: 27), "Qualitative research is a display in the form of spoken or written words observed by researchers, and objects observed to the details in order to capture the meaning implied in the document or object".

To obtain accurate data in this study, the author used several data collection techniques, namely observation, interviews, and documentation. According to (Widoyoko, 2014: 46) observation is "systematic observation and recording of elements that appear in a symptom in the object of research". The documentation in this study is to collect data obtained from Marshal Suryadarma Aerospace University. According to (Afifuddin, 2009: 131) interview is a method of data collection by asking something to someone who is an informant or respondent.

This research was conducted at Marshal Suryadarma Aerospace University. Data sources are divided into two, namely primary data and secondary data. 1. Primary data is data obtained by researchers directly (first-hand). 2. Secondary data or supporting data in this study are sourced from several literature or documents as well as an overview of service quality and customer satisfaction at Marshal Suryadarma Aerospace University. The informants or objects of investigation are employees and customers from Marshal Suryadarma Aerospace University.

## RESULT AND DISCUSSION

### a. Research Results

To determine the current service quality and customer satisfaction of Marshal Suryadarma Aerospace University, researchers chose to use 5 dimensions of service quality proposed by Parasuraman in Nasution (2004: 60) as follows: namely Tangibility, Reliability, Responsiveness, Assurance and Empathy. Below will be presented the interview data with the Marshal Suryadarma Aerospace University regarding the satisfaction of the quality of services provided as follows:

Researcher interview with Mrs. Yulita as an employee.

#### 1) Reliability (quality)

Carry out the promised service convincingly and accurately, the variables: Punctuality of operations, courtesy of employees. As the results of the researcher's interview with Mrs. Yulita as an employee of Marshal Suryadarma Aerospace University, and Richardo Jolanda's student as a customer of Marshal Suryadarma Aerospace University as follows:

- a) How is the service provided by Marshal Suryadarma Aerospace University employees, is it satisfactory? Answer: Yes, it should be because we always do maximum service, in accordance with the service standards at Marshal Suryadarma Aerospace University, we also accept criticism and suggestions submitted by customers both from the service given to us so that the assessment gives the final decision so that we can see the extent of the service we provide. (interview with employee)
- b) Is the service provided by employees of Universitas Dirgantara Marshal Suryadarma to customers who come to ask for service polite and friendly? Answer: Well, it must be like that, there is standardization so cyclical people come here it has been served from every time they enter until they exit. (interview with employee)
- c) Are the opening hours of Marshal Suryadarma Aerospace University on time? Answer: It is always on time according to the working hours of Aerospace University employees Marshal Suryadarma. (employee interview)

#### 2) Responsiveness

Willingness to help customers and provide services quickly, the variables:

- a) Readiness to respond to customer requests,
- b) Fast service to customers in experiencing complaints. As the results of the researcher's interview with Mrs. Yulita as an employee of Marshal Suryadarma Aerospace University and also Richardo as a customer of the university as follows:
  - 1) Are employees quick to respond to customer complaints? Answer: Yes, very fast response event at night we are ready to answer. If there is a complaint directly handled in a solutive way, we always focus on how we resolve a complaint properly (interview with

employees).

- 2) Are employees of Universitas Dirgantara Marshal Suryadarma always ready to serve consumers?

Answer: Yes, surely every day we are always ready to standby to serve customers (interviews with employees).

- 3) What kind of response did the employees of Universitas Dirgantara Marshal Suryadarma do in the face of customer complaints?

Answer: For example, there are customers who need the wrong payment schedule, payment method, lecture schedule and others, we are always quick to respond by giving directions according to campus procedures (interviews with employees)

### 3) Assurance

Knowledge and courtesy of employees and their ability to convey trust and confidence, variables 1) knowledge and skills of employees 2) effective communication to students. As the results of the researcher's interview with Mrs. Yulta as an employee of Marshal Suryadarma Aerospace University, and Richardo's as student from Marshal Suryadarma Aerospace University as follows:

- a) Does it feel safe and comfortable when served by employees?

Answer: Safe in what sense it used to be, safe because there is a first kind of internal safe and conceptually safe. So far it's safe (interviews with students).

- b) Do all employees of Universitas Dirgantara Marshal Suryadarma, know all about the programs at the university? Answer: Yes, on average they can explain for example if there are students who ask, this is what program they can explain by employees, more especially they know it is important in my opinion because it can give an overview to students, like that (employee interviews).

### 4) Emphaty

Willingness to pay special attention to students, variables:

- a) Individual attention to students.

- b) Pay attention to the needs and needs of students.

- 1) What is the attitude of Marshal Suryadarma Aerospace University employees when they see students who come in need of help?

Answer: When students come we greet with a smile, and immediately ask how can be helped (interview with employees)

- 2) What kind of communication and attention is given to students?

Answer: As I said earlier, suppose a student comes we always offer to help, and if it is not clear we try to explain until the student understands what he does not understand (interview with the employee).

### 5) Tangible

Appearance of physical facilities, employee complements, and communication materials, variables:

- a) Cleanliness and neatness.

b) The clerk has a neat appearance. As the results of the researcher's interview with Mrs. Yulta as an employee of Marshal Suryadarma Aerospace University, and also Richardo's student as a student from Marshal Suryadarma Aerospace University as follows:

- 1) How did Marshal Suryadarma Aerospace University organize its belongings and documents?  
Answer: Every time there we do tidying up, where we arrange the cabinets of the chairs in the room. We are all the same creative but still under the direction and guidance of the leadership. (Interviews with employees).
- 2) What facilities does Marshal Suryadarma Aerospace University provide?  
Answer: Here we provide an administration room, which is quite good, clean and fragrant (interviews with employees).
- 3) Do the employees who serve students look neat and clean?  
Answer: Yes, neatly clean according to the standards given by the Marshal Suryadarma Aerospace University (interview with employees).

## Student Interviews

### Tangible (physical evidence)

- 1) How is the arrangement and arrangement of things, is it neat? Richardo's response was as follows: Neat and clean too (student interview)
- 2) How are the facilities provided by Marshal Suryadarma Aerospace University? Richardo's response was as follows: Good, quite adequate, in terms of facilities, for service I also feel satisfied (interview with students)
- 3) Do the employees who serve students look neat and clean? Richardo's response was as follows: Iyaa looks clean and tidy (interview with students)

### Reability (quality)

- 1) How is the service provided by Marshal Suryadarma Aerospace University employees, is it satisfactory? Richardo's response was as follows: Well, it was pretty good and quite satisfactory as well and clearly the words conveyed (interview with students)
- 2) What is the service provided by Marshal Suryadarma Aerospace University employees to students who come to ask questions, polite and friendly? Richardo's response was as follows: If it's dense, it's a little queued at answer, but if it's quiet, it's immediately helped (interview with students)
- 3) Are the opening hours of Marshal Suryadarma Aerospace University on time? Richardo's response was as follows: all this time I have always been studying on time (student interviews)

### Responsiveness

- 1) Are employees quick to respond to student complaints? Richardo's response was as follows: If I have ever complained about the procedure they respond with a detailed explanation so that we understand the process needed (student interviews)
- 2) Are employees of Marshal Suryadarma Aerospace University always ready to serve students? Richardo's response was as follows: Usually

- always direct quickly they respond (interviews with students)
- 3) What kind of response did Air Marshal Suryadarma University employees make in dealing with student complaints? Richardo's response was as follows: Yes, he was always quick to respond (interview with students)

### Assurance

- 1) Does it feel safe and comfortable when served by employees? Richardo's response was as follows: It's safe and comfortable, not strange (interview on Wednesday, October 9, 2019 student)
- 2) Do all employees of Marshal Suryadarma Aerospace University, know all about the programs and procedures? Richardo's response was as follows: Yes, I didn't know how the administrative process was in college and then they explained it to me (interview with students)

### Emphaty

- 1) What is the attitude of Marshal Suryadarma Aerospace University employees when they see students who come for consultation? Richardo's response is as follows: They smile and ask what obstacles are experienced and then help find solutions (interviews with students)
- 2) Are students invited to communicate? Richardo's assumption is as follows: Yes, for example, please, or if we ask them to answer and if we bring communication they will serve if the communication problem depends on us too (interview with students)

### Research Findings

As for the research findings after holding research at Marshal Suryadarma Aerospace University, researchers describe the results of the analysis and research findings in accordance with the researcher's research focus related to the analysis of service quality and student satisfaction at Marshal Suryadarma Aerospace University. The research findings found are:

- a. In terms of service quality, it concerns Tangible issues (physical evidence): a comfortable campus atmosphere, cold, hand washing stations, toilets and friendly and polite employees in serving students. In terms of service quality regarding the issue of Reability: it has helped as accurately as it is.
- b. In terms of service quality, regarding the issue of responsiveness: there is no problem because employees are always on standby and employees are easy to find.
- c. In terms of service quality concerns the issue of Assurance: all the programs offered by the university are very interesting but how to return to the seriousness of students in studying.
- d. In terms of service quality regarding Emphaty (empathy) issues, there are two words, namely verbal and non-verbal, smile and greet.

### b. Discussion

To find out the quality of service about customer satisfaction of Marshal Suryadarma Aerospace University, researchers chose to use five dimensions of service quality proposed by Parasuraman in (Nasution, 2004: 60) decided, namely Tangibel, Reliability, Responsiveness, Assurance, and Emphaty. The

results and qualitative analysis of each dimension of service quality can be described with the following explanation:

#### 1. Tangible dimensions

In this study, Tangible includes the following: physical appearance, employee complements and communication materials. Tangible (tangible) dimension Determined by indicators, namely how the Marshal Suryadarma Aerospace University in arranging its goods, what facilities are provided by the Marshal Suryadarma Aerospace University and the appearance of its employees and what is provided by the Marshal Suryadarma Aerospace University. A series of qualitative analyses on the Tangible Dimension indicator can be explained as follows: the quality of service to consumers of Marshal Suryadarma Aerospace University by employees of Marshal Suryadarma Aerospace University. Where the Marshal Suryadarma Aerospace University provides good facilities, arrangement of goods and the appearance of clean and neat employees.

#### 2. Reliability dimensions

Reliability is the ability to provide the promised service convincingly and accurately. Quality of service for student satisfaction carried out by Marshal Suryadarma Aerospace University. The Reliability dimension is determined by indicators of accuracy, service standards, punctuality of opening and employee courtesy. Marshal Suryadarma Aerospace University in conducting payment transactions using the latest system., within the operating hours of Marshal Suryadarma Aerospace University is on standby on time for predetermined hours. A series of qualitative analyses on Reliability indicators can be explained as follows: where the Marshal Suryadarma Aerospace University uses manual methods in transactions that are not modern, the operating hours are right and employees provide polite and polite service.

#### 3. Responsiveness dimensions

Responsiveness is the willingness to help customers and provide fast service. The Responsiveness dimension in this study is determined by indicators of readiness to respond to student requests, on time and respond to student complaints. Universitas Dirgantara Marshal Suryadarma is quick to respond to complaints from students because Universitas Dirgantara Marshal Suryadarma faces complaints directly face to face and online so that the complaints can be handled. A series of qualitative analyses on the Responsiveness indicator can be explained as follows: the Air Marshal Suryadarma University always responds or responds to complaints from students, providing polite and polite service. And employees are always on standby to serve students who come.

#### 4. Assurance dimensions

Assurance is the ability to provide assurance, assurance of knowledge and courtesy of employees, their ability to convey trust and confidence in the service process to consumers of Marshal Suryadarma Aerospace University, this Assurance dimension is determined by indicators, namely assurance of safety and comfort, knowledge and proficiency of employees. Marshal Suryadarma Aerospace University guarantees security and security for example there are items left behind, they will store until their employees return, the Marshal Suryadarma Aerospace University itself will guide if there are students who do not really understand the lecture process. The series of

qualitative analysis on the Assurance indicator can be explained as follows: where the Air Marshal Suryadarma University, provides a definite guarantee of safety and comfort to students who come besides that employees also have the skills and knowledge of applicable campus procedures.

## 5. Emphaty dimension (empathy)

Emphaty is the willingness to pay special attention to each customer. The

Emphaty dimension (empathy) is carried out by indicators:

- 1) Individual attention to students.
- 2) pay attention to the needs and needs of students.

The attitude of Aerospace University employee Marshal Suryadarma when he sees students is smiling and greeting, there is verbal language and there is non-verbal language non-verbal language such as smiles, verbal language and other good greetings. In addition, communication and attention to students who come to consult, employees approach and respond to students. The series of qualitative analysis on the emphaty dimension can be explained as follows: employees always communicate and pay attention to students, and students come directly to be served.

With the knowledge of the service process at Marshal Suryadarma Aerospace University, it is hoped that it can provide an overview to the management in improving service quality, which of course will be directly related to marketing and the sustainability of the university as previous research has been carried out (Hariatama, 2021) service in marketing which is one of the main activities carried out by the company in an effort to maintain and remind survival Business. As well as (Sartika, 2019) who said "The quality of this service can be interpreted as the level of guest or consumer satisfaction" which of course must be a concern for Marshal Suryadarma Aerospace University.

## CONCLUSIONS

Based on the results of research and discussion that have been stated in the previous chapter, conclusions can be drawn, as follow : The quality of service is shown from the tangible aspects, realibility, responsiveness, assurance, emphaty at Marshal Suryadarma Aerospace University as follows:

- 1) Aspects of reality (reliability), using modern systems in payment transactions, operating hours that are on time and provide polite and polite service.
- 2) Tangible aspects where the Marshal Suryadarma Aerospace University provides adequate facilities, arrangement of goods and the appearance of clean and neat employees.
- 3) Aspect of responsiveness (response / response), always respond to complaints and complaints from students. Students need to actively look for employees to get services.
- 4) Assurance aspect, providing security, comfort and guarantee of the program purchased by students. In addition, employees have the skills and knowledge of the program and the advantages offered to students.
- 5) The emphaty aspect (empathy), employees always communicate with students and serve students kindly even when they just come are welcomed.

Students who study at Marshal Suryadarma Aerospace University basically want to study that can follow developments and processes that are easy to follow and understand. From the aspect of service quality, Universitas Dirgantara Marshal Suryadarma can already be a good choice for students who want to continue their education to a higher level.

## ACKNOWLEDGEMENT

Based on the results of this study, several suggestions can be conveyed as follows:

- 1) For Universitas Dirgantara Marshal Suryadarma to further improve its services to be able to improve and maintain student satisfaction at Universitas Dirgantara Marshal Suryadarma.
- 2) Employees always try to maintain a standby so that students do not need to look first when there are complaints.
- 3) Erratic operating hours are also one of the needs, especially for students of the employee class of Aerospace University Marshal Suryadarma who work can be served to ask questions outside working hours.
- 4) Marshal Suryadarma Aerospace University must be able to compete with other universities that are now numerous.

Hopefully with this input, Marshal Suryadarma Aerospace University can improve what students expect, so that it can be even better than what is already in service and can be the most attractive choice for someone who wants to continue higher education.

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