

Analysis of the Effect of Service Quality from Administration, Teachers, and Infrastructure for Student Satisfaction at SMP Methodist Charles Wesley, Medan

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Abstract: *This research was conducted at SMP Methodist Charles Wesley which is a national standard school which was established in 2009 starting from the level of vocational school, junior high school level starting in 2012, and high school level starting in 2017. The study aims to find out what factors are the service quality of administration, teachers, and infrastructure has a significant effect on student satisfaction at SMP Methodist Charles Wesley, Medan. Variables used are variables in the service quality of administration, teachers, and infrastructure. The type of research used is descriptive research with survey approaches, which are studies that take samples from populations and use questionnaires as data collection, with a population of 145 students, the research sample is 108 students at SMP Methodist Charles Wesley. Analysis of questionnaire data using SPSS version 20. The results of this study show that the variables of quality administration, teachers, and infrastructure of the analysis are significantly affected by student satisfaction at the SMP Methodist Charles Wesley, Medan.*

Keywords: *Service Quality, Administration, Teachers, Infrastructure, Student Satisfaction*

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I. Introduction

Education is a future capital that has an important role in human life. Since birth, education has been given to humans, both formal and informal. Not only education in the family, but also education in schools is needed by humans.

One of the factors to advance human resources is by improving the quality of education. Education has a duty to prepare the development of a country to be better. Development continues to go hand in hand with the times so that humans have difficulty adapting to change. The age development that continues to make education a necessary and important thing. Because of that, the quality of education is expected to be more advanced.

One of the educational systems running in Indonesia is the national education system which is divided into 4 levels of education, namely early childhood education, basic education, secondary education, and higher education. This education system is most widely adopted by public and private schools in Indonesia. This national education system seeks to provide academic knowledge, sharpen skills, and foster a positive attitude for every student since elementary school.

Currently students who have graduated from junior high school have several choices to continue their education, including: high school, vocational high school, and madrasah aliyah. High school students are prepared to continue their education in higher education, vocational students are prepared to enter the workforce directly, and madrasah aliyah is basically the same as high school, but the portion of the religious curriculum is more.

Methodist Charles Wesley School is a national standard school that was established in 2009 starting from the vocational school level, junior high school level began in 2012, and high school level began in 2017. SMK in Methodist Charles Wesley School only has 1 expertise competency namely classical music art. Methodist Charles Wesley School initially used a multipurpose church building on Jalan Putri Merak Jingga No.5 Medan. However, due to limited space and facilities, a school building was established at Polonia Block CC No.108 Complex, Jalan Padang Golf (in) - Medan, North Sumatra and in 2016/2017 the Methodist Charles Wesley School used the new building with facilities that more complete and comfortable for the learning environment.

In choosing education services, consumers prioritize products owned by the school, namely facilities and infrastructure that support teaching and learning activities and the quality of teaching staff. According to

Sanjaya (2010), Means of learning are all things that support the smooth learning process. The facilities and infrastructure of school learning are very important in the learning process to support the learning process. Parents are very concerned with the future of their children, so consumers do not want to choose the wrong education services.

Methodist Charles Wesley School has several facilities that support the teaching and learning process such as: libraries, multimedia labs, biology/chemistry labs and physics, the violin and having a Recital Hall used for worship services have concerts at school. During the past five years, the Methodist School Charles Wesley experienced a rise and a decrease in the number of new students who enrolled. Following are the number of new students from 2014 to 2018:

Table 1.1 Number of New Students in Methodist Charles Wesley School, Medan

Year	Junior High School	Vocational School	High School
2014/2015	16	5	-
2015/2016	33	10	-
2016/2017	66	15	-
2017/2018	45	6	30
2018/2019	52	8	46

Source: Administration Section of Methodist Charles Wesley School, Medan in 2018

From Table 1.1 it can be concluded that there was an increase in the number of new students enrolling in 2014 to 2016, but there was a decrease in 2017. Based on the above background, the factors in the quality of administrative services, teachers, and infrastructure will be analyzed to determine the what has a significant effect on student satisfaction at the SMP Methodist Charles Wesley, Medan.

II. Theoretical Review

2.1 Marketing Services

Marketing is often interpreted as an activity in marketing a product that is traded by the company and aimed at consumers. Actually, marketing is not just selling products, but marketing also has important activities in analyzing and evaluating all the needs and desires of consumers.

According to Lupoyoadi and Hamdani (2006), marketing strategies are needed to increase the volume of use of these services. Service marketing must be able to interpret consumer needs and combine and see market conditions.

2.2 Service Quality

Steinhoff (1979) suggested "the raw material of services is people", that is, the raw material for producing services is people, who have distinctive characteristics from one another. This underlies that services in education are different from others.

Educational services are accepted after interacting with connectors that are strongly influenced by who, when and where are these services produced. This explains that the success of education will greatly depend on who, when, and where the process is carried out.

Who shows the teaching staff and education, namely the higher the quality of the education provider, the higher the quality of the education process. When is it to show the most appropriate time the educational process is carried out so that the process is of high quality. Where is the location of the education service delivered. A comfortable and conducive environment will affect the high quality of the educational process felt by all students and educators who teach at that location.

2.3 Teacher Quality

At school, the quality of the teaching staff or teacher has a role and key in the whole process of education. Educators have a very strategic role, function, and position, also as a component in teaching and learning activities that have a very decisive position on the success of learning.

Students need the role of a teacher to help him in the process of self-development and the optimization of talents and abilities possessed by students. Without a teacher, it is impossible for students to realize their life goals optimally.

2.4 Facilities and Infrastructure

According to Sanjaya (2010), learning tools are all things that support the smooth learning process. The facilities and infrastructure of school learning are very important in the learning process to support the course of the learning process. With a variety of facilities and infrastructure available for school learning and utilization that can support learning activities, it will certainly help students in learning at school.

Learning facilities and infrastructure is a facility needed for students to achieve learning goals through learning activities in the form of investigations and discoveries to gain an understanding of the problems being studied.

2.5 Customer Satisfaction

In the selection of a product or service there is a buying decision process from the beginning of the process to the last process in the purchase. According to Kotler and Keller (2009) customer satisfaction or dissatisfaction is feeling happy or disappointed someone who appears after comparing between perceptions or impressions of the results of the performance of a product and expectations

III. Materials and Method

3.1 Types of Research

To get the results in this study, the type of research used is quantitative descriptive research, namely research carried out by observing the objects studied to obtain data obtained from the sample population was analyzed according to statistical methods which were then interpreted. This study took samples from the population using a questionnaire as a data collection tool. The researcher distributes questionnaires which will then be processed to produce data and will be tested quantitatively.

3.2 Population and Samples

The study population in this study is all students of SMP Methodist Charles Wesley, Medan. The sampling technique in this study is by simple random sampling method, namely the method of withdrawal from a number of populations in a certain way so that each member of the population gets the same opportunity to be chosen. With a population of 145 people and an error rate of 5%, the sample in this study was 108 students at SMP Methodist Charles Wesley, Medan.

3.3 Data Analysis Method

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

a. Descriptive Analysis

Sugiyono (2010) explains that qualitative research methods are research methods used to examine natural objects, where researchers are key instruments, while data collection techniques are conducted by interview methods, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

b. Multiple Linear Regression Analysis

This analysis is conducted to see if there is a causal relationship between the two variables or examine how large one variable affects the other variables. Relationship between variables that describe the function, namely: $y = f(x)$. This function explains the relationship between the dependent variable (Y) and the free variable (X). Hypothesis testing using t test, F test, r squared test.

IV. Results and Discussion

4.1 Analisis Deskriptif

In this study, the instrument used was a questionnaire. The total number of questions is 34 items, namely 12 questions for the variable quality of administrative services, 9 questions for the variable quality of the teacher, 8 questions for the variable quality of infrastructure, and 5 questions for the variable student satisfaction. This study used 108 samples of students from SMP Methodist Charles Wesley, Medan.

4.2 Results and Discussion

1. Effect of Quality of Administration Services on Student Satisfaction

From the results of the research that has been done, it can be seen that the administration service quality variable (X_1) has a significant influence on the satisfaction of students of SMP Methodist Charles Wesley, Medan. This is seen from the results of a number of tests shown where the $t_{count} > t_{table}$.

The results of the tabulation of administration service quality data processed descriptively can be seen from the data, the total middle value or the mean of each item statement in the administration service quality variable is 2.9. From these values it can be concluded that the learners are neutral or quite satisfied with the quality of administration services at SMP Methodist Charles Wesley. From the table it can also be seen that the mean value of employees' concern for student problems is the lowest.

Apart from the results of the questionnaire, research was also conducted with a method of short interviews with several respondents. Answers from several respondents also support the results of the study, namely the lack of attention of employees to complaints of students who expect activities or activities together among students. In addition, some respondents also stated that they have an unfavorable relationship with employees. In essence, each employee is the most important part of an educational institution, so the school foundation should pay attention to every employee.

According to Parasuraman (1988), there are five determinants of service quality, namely reliability, responsiveness, assurance, empathy, and physical evidence. From the results of this study it can be concluded that the employees at SMP Methodist Charles Wesley were still lacking in the parts of reliability, empathy, and responsiveness. Such as providing a fast and best solution in solving problems, caring and paying attention to student complaints, and on time in serving the needs of students.

The results of this study are in accordance with the research conducted by Radnawati (2017) with the research title "Analysis of Student Satisfaction on administration services in Majene Madrasah Aliyah" which states administrative services affect student satisfaction.

2. The Effect of Teachers Quality on Student Satisfaction

From the results of the research that has been done, it can be seen that the teachers quality variable (X_2) has a significant influence on the satisfaction of students of SMP Methodist Charles Wesley. This is seen from the results of a number of tests shown where the $t_{count} > t_{table}$.

From the data, the total middle value or mean of each item statement in the teachers quality variable is 3.3. From these values it can be concluded that students are quite satisfied with the quality of the teachers at SMP Methodist Charles Wesley.

From the table it can also be seen that the mean of the teachers ability to develop student potential, the teacher's ability to interact and communicate with students is the lowest. According to Imran (2010), the main task of an educator is to educate, teach, guide, direct, train, and evaluate students. In addition, in Government Regulation No.19 of 2005 concerning national education standards, there are four types of competencies that must be possessed by a teacher, namely pedagogic competence, personality competence, social competence, professional competence.

From the results of this study, it can be seen that the teaching staff at SMP Methodist Charles Wesley is still lacking in the social competence section. Social competence is the ability that must be possessed by the teacher to communicate and interact effectively with students, fellow educators, parents/guardians of students, and the surrounding community.

In the data also seen the mean value of the ability of the teacher to understand the ability of students to receive subject matter gets the highest mean value. From the results of a brief interview, some students stated that the educators at SMP Methodist Charles Wesley understood the ability of students by providing specific guidance and explanations to the material that students did not understand.

The results of this study are consistent with the research conducted by Ratnawati (2015) with the research title "study study of the satisfaction level of light vehicle engineering study program at the national development vocational school of Sukoharjo on infrastructure, employee teachers performance and learning process" which states the teachers performance positive effect on student satisfaction.

3. Effect of Quality of Infrastructure on Student Satisfaction

From the results of the research that has been done, it can be seen that the variable quality of infrastructure (X_3) has a significant influence on the satisfaction of students of SMP Methodist Charles Wesley, Medan. This is seen from the results of a number of tests shown where the $t_{count} > t_{table}$.

Learning facilities and infrastructure is a facility needed for students to achieve learning goals through learning activities in the form of investigations and discoveries to gain an understanding of the problems being studied. From the data, it can be seen that the lowest mean value of the quality of infrastructure is part of school facilities, namely 2.6. It can be concluded that SMP Methodist Charles Wesley still needed to complete learning facilities.

According to Nana (2009), learning facilities are all that is needed in the teaching and learning process, so that the goals of education can be achieved, running smoothly, regularly, effectively and efficiently. From the results of a brief interview, several respondents stated that the lack of school facilities was extracurricular facilities in the field of sports outside the school, projectors that had to be borrowed from the administrative office, and restrictions on the use of public facilities such as the use of elevators.

The conclusion of the quality of infrastructure is good enough, but it is necessary to complete the facilities that are lacking so that the smooth learning process can be achieved. The results of this study are consistent with the research conducted by Elfachmi and Amida (2016) with the research title "analysis of the effect of service quality and infrastructure facilities towards student satisfaction studies in MAN Insan Cendekia

Serpong, South Tangerang "which stated that infrastructure facilities had a positive effect on student satisfaction.

4.3 Managerial Implications

The results of this study are expected to provide various benefits for the SMP Methodist Charles Wesley, Medan. Some managerial implications of the results of this study are as follows:

1. The results of this study provide benefits for schools to improve to be even better, so as to increase the number of students enrolled in the SMP Methodist Charles Wesley, Medan.
2. It is expected that from the results of this study school leaders can pay more attention to the employees and teachers who teach, so that supervision (controlling) can be carried out properly.
3. The results of this study are expected to improve the quality of service for administrative employees, so that employees can better serve student needs and provide the best solutions to solve student problems.
4. It is expected that the school can improve the quality of school infrastructure, so that teaching and learning activities can be carried out effectively and efficiently.

V. Conclusion and Suggestion

Conclusion

Based on the data analysis that has been done in the previous chapter, the following conclusions can be drawn:

1. The quality of administrative services has a significant effect on student satisfaction in SMP Methodist Charles Wesley, Medan. Services provided by employees are still lacking in terms of responding to student complaints and not being timely in serving student needs, so student satisfaction decreases.
2. The quality of the teacher has a significant effect on student satisfaction in the SMP Methodist Charles Wesley, Medan. Teachers still lack effective communication in the learning process and develop the potential of students.
3. The quality of infrastructure means has a significant effect on student satisfaction. This means that SMP Methodist Charles Wesley, Medan needs to complete educational facilities that support teaching and learning activities that are still lacking, such as: projectors, laboratory materials and tools, and books in the library. The school also needs to work with the sports field provider.

Suggestion

Based on the conclusions previously stated, the suggestions that can be given for improvement are:

1. In connection with student dissatisfaction with the quality of service for employees, the school needs to carry out strict supervision of the implementation of established standard operating procedure (SOP) for employees, as well as providing incentives for employees who run the SOP properly.
2. Teacher communication factors that are not effective in conducting the teaching and learning process, periodic training is needed to improve the quality of teacher communication. The training in question can be done in class training or outside class training, namely training that can be carried out directly in the classroom or taking part in training by inviting experienced speakers or instructors.
3. Some types of infrastructure that are less supportive for improving the quality of teaching and learning processes that need to be fulfilled immediately. Some of the infrastructure in question are projectors in each class, arrangement of library facilities, procurement of internet for the benefit of the teaching and learning process, and cooperation with providers of sports fields that are located close to the school.
4. For further research, the three variables in this study have an effect of 71.3% on student satisfaction. Further researchers can develop it in more detail, for example by deepening the discussion that has been studied.

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