

# QUALITY OF SERVICE, PERFORMANCE LECTURER TO SATISFACTION OF STUDENTS, GRADUATE QUALITY AND HIGHER PERFORMANCE PERFORMANCE IN MAKASSAR

<sup>1</sup>ANDI RATNA SARI DEWI, <sup>2</sup>MASNAWATY SANGKALA, <sup>3</sup>HASNIATY, <sup>4</sup>HALIAH

E-mail: a.ratnasaridewi@gmail.com ,wati4529@yahoo.id, nitahasniaty@unifa.ac.id, haliah\_fe@yahoo.com

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**Abstract** - This study aims to know as the performance of universities through service quality, student lecturer satisfaction performance and the quality of graduates at universities in Indonesia. This research using primary data and in process using Structural Equation Model. The results found that Quality of service and quality of graduates give a significant positive effect on the performance of universities in Indonesia.

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**Keyword** - Service quality, Lecturer performance of student satisfaction, graduate quality, college performance

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## I. INTRODUCTION

University performance in the era of competition as it is now growing rapidly, the change of this pattern becomes important to be followed up soon, gap this change with the goal that wants to get college sometimes not in line with the speed of change pattern that happened. The target point to be conveyed in the performance of this college is how to achieve effectiveness and efficiency both from the quality of waiters and the performance of lecturers. This is important because it will have an impact on the performance of higher education. This performance can include the level of student satisfaction and the quality of graduates who will have a positive influence that will indirectly affect the performance of universities. Lastly, this research also indirectly in the long run will provide input on the output of universities that create quality of human resources and able to face the rapidly changing and evolving policies that are rapidly rolling. The research is absolutely different from previous researches because the writer placed exogenous variables such as service quality and Lecturer performance that have never been analyzed as the exogen variable at the same time. In addition, the findings of constructing variables and its relation in this research are different from the previous research.

## HYPOTHESIS

Based on the background of the problem, study objectives, theoretical basis, and the formulated conceptual framework, the study hypothesis is proposed as follows:

1. There is a relationship between the quality of service to the quality of graduates.
2. There is a relationship between service quality to student satisfaction.
3. There is a relationship between the quality of service to the performance of universities here is a relationship between the performance of lecturers to the quality of graduates.

4. There is a correlation between lecturer performance toward student satisfaction.
5. There is a correlation between the performance of lecturers towards the performance of
6. universities.
7. There is a relationship between student satisfaction with the quality of graduates.
8. There is a relationship between the quality of graduates on the performance of universities.
9. There is a relationship between student satisfaction on the performance of universities.

## RESEARCH METHODOLOGY

The study location is Makassar Sulawesi Selatan using 3 perguruan tinggi yang ada di makassar. Yakni Universitas Negeri Makassar, Universitas Fajar, dan Universitas Bosowa In the study will be analyzed is the influence of the dimensions of the service quality, lecturer performance, Quality of Graduates , Student Satisfaction, Higher Education Performance. Based on the type of study, this study is a study that explains the causal relationship between the variables or the so-called explanatory study (explanatory study) is study to identify and explain the effect of the variables between the existing and continued with hypothesis. Besides testing, this study was included in the descriptive study, because it provides a descriptive explanation of the variables to be studied. The main method in this study is a survey method, namely the study of population sample retrieval and use questionnaires as the principal means of data collection. The population of this study is a Higher Education, while the sample used is a Student of the Higher Educations. This study was conducted in two phases over four months. In the first phase were data collection Student. The second stage is processing the primary data collected in the first phase in addition to the from the respondents and the higher education. The number of samples in this study adjusted assuming with Structural Equation Model (SEM). Hair et al.(1995). This study took a sample of 151 respondents. This study used analysis of Structural

Equation Modeling (SEM) with the help of AMOS software. The use of SEM as a tool of analysis, based on reasons other than the complexity of the model used, also based on the limitations of multidimensional analysis tools are often used in quantitative study, such as multiple regression, factor analysis, discriminant analysis, and other.

### III. THE RESULTS

In this study found some variabel that give effect on the performance of universities in Indonesia as contained in the table below:

Independent Variabel	Dependenn variabel	Reg Coefficients	T statistic	Probabilty
Quality of Service	Quality Graduates	1.309**	0.123	0.191
	Student satisfaction	4.858*	0.467	0.000
	Higher Education Pervormance	-1.473**	-0.146	0.141
Lecturer performance	Quality Graduates	-0.999	-0.072	0.318
	Student satisfaction	4.270*	0.319	0.000
	Higher Education Pervormance	0,276	0.021	0.782
Student Satisfaction	Quality Graduates	5.521*	0.410	0.000
Quality Graduates	Higher Education Pervormance	1.633**	0.141	0.103
Student Satisfaction	Higher Education Pervormance	0.757	0.065	0.449

Ket : sign \* signifikan 5 % and sign \*\* signifikan 10 persen

#### 1. Effect of service quality Against the quality of graduates from several Universitis in Makassar

The findings show that there is a significant relationship marked with probability value of 0.191. this indicates that if there is an increase in service quality of 1 percent affect the quality of graduates. These findings are in line with the research conducted by Djati S. Panjta and Didit Darmawan (2004), which

states that with the occurrence of improving the quality of services it will give effect on improving the quality of graduates Potential quality of graduates is determined by the quality of services provided by universities that encourage the competencies that are appropriate to what is the purpose of the performance of the college. This will have a positive impact on the company to create a quality of resources capable of having competitive advantages in an age of change that is difficult to predict.

#### 2. The influence of service quality on student satisfaction from several university in Makassar

The findings indicate that there is a significant relationship marked with a probability value of 0.000 this indicates that if there is an increase in service quality by 1 percent give effect to the level of student satisfaction. These findings are in line with the theory brought by schisffman and kanuk (2004) which states that with the increase of Quality of Service it will give influence on student satisfaction level. Quality of Service provided by universities that exceed the expectations of the students will give a better perception, if the quality of service is given in accordance with the expectations of students it will provide a good perception, but if the Quality of Service provided does not match the expectations of students it will be giving negative / bad perceptions of the students, so that the satisfaction is considered not achieved

#### 3. Effect of Quality of Service on the performance of universities from several university in Makassar

The findings indicate that there is a significant relationship marked with probabiliti value of 0.141 this indicates that if there is an increase of Quality of Service by 1 percent give effect to the performance of universities in Makassar These findings are in line with the theory lohman (2003) states that with the increase of Quality of Service it will give effect to the performance of universities in Makassar. The success of an organization can be seen, among others, from the potential of the organization associated with suggestions and infrastructure and organizational policy, college performance is highly dependent of the elements of service quality.

#### 4. Effect of Lecturer Performance on the quality of graduates from several University in Makassar.

The findings show that there is no significant relationship marked with probability value of 0.318. this indicates that if an increase in Lecturer performance of 1 percent does not affect the quality of graduates. These findings are in line with research conducted by Rifandi A (2013), which states that with the increase in Lecturer performance it will give effect on improving the quality of graduates. This happens because most of the lecturers have a solid enough activity that is not maximal in the learning process to the students so that students do not melt

the competence in accordance with the objectives to be achieved which provides a low impact on the quality of graduates.

### **5. Effect of Lecturer Performance on Student Satisfaction from some university in Makassar**

The findings show that there is a significant relationship marked by probability value of 0.000. this indicates that if an increase in Lecturer performance of 1 percent will affect the level of student satisfaction. These findings are in line with the theory brought by schiffman and kanuk (2004) which states that with the increase of Lecturer performance it will give effect on student satisfaction level.

the ability of sans doans in transferring knowledge and taking advantage of time to create a quality teaching process greatly affects the achievement of student satisfaction reflected from the activities in the classroom, resulting in intensive interaction between lecturers and students either in the classroom or outside the classroom.

### **6. Effect of Lecturer Performance on high performance perguruan from several university in Makassar**

The findings show that there is no significant relationship marked with probability value of 0.782. this shows that if an increase in Lecturer performance of 1 percent then it does not affect the performance of universities in Makassar. These findings are in line with the research conducted by wiyono m (2009) and the research conducted by Sumarjoko bambang (2010) which states that with the increase of Lecturer performance it will give influence to the performance of universities in Makassar.

The quality of Lecturer performance that will lead to the performance of college, this is supported by the loyalty of the lecturers to be able to berpartisipasi with all policy changes that occur. The faster and responsive a lecturer in responding to the change the better the performance shown by the college where the lecturer is carrying out his duties.

### **7. Effect of student satisfaction on the quality of graduates from several university in Makassar**

The findings show that there is a significant relationship marked by probability value of 0.000. this indicates that if there is an increase in student satisfaction of 1 percent then it does not affect the quality of graduates. These findings are in line with research conducted by irstutami (2013), which states that with the increase in student satisfaction it will give effect on the quality of graduates. It cannot be denied that with student satisfaction in the university teaching process will have a positive impact on the quality of graduates this can be seen from the value of recovery and speed in completing the study, it will indirectly give positive influence on the purpose of university in improving its performance.

### **8. The influence of graduate quality on the performance of universities from several university in Makassar**

The findings show that there is a significant relationship marked with probability value of 0.103. this shows that if there is an increase in the quality of graduates by 1 percent then it gives effect on the performance of universities in Makassar. The findings are in line with the research conducted by wiyono m (2009) and the research conducted by Sumarjoko bambang (2010) which states that with the improvement of the quality of the graduates it will give effect to the performance of universities in Makassar. Colleges with high qualifications are seen in their ability to create qualified graduates, this is marked by the ability of graduates to be absorbed in the market demand for labor.

### **9. Effect of student satisfaction On high performance perguruan from several university in Makassar**

The findings show that there is no significant relationship marked with probability value of 0.449. this indicates that if there is an increase in student satisfaction of 1 percent then it does not affect the performance of universities in Makassar. These findings are in line with the research conducted by Husnayetty (2012), which states that with increasing student satisfaction it will give effect to the performance of universities in Makassar. In measuring the level of satisfaction of students who are not homogeneously influenced not necessarily create high perguruan performance to be better, it is dikarenakan sebahasian students have busy in organsiasi that has an influence on the delays in completing the study at college where studying.

## **CONCLUSION**

In this study found that most universities in Indonesia are able to follow policy changes that have been established by universities, especially in achieving better performance levels based on Quality of Service and Lecturer performance, in addition to universities in Indonesia have experienced standards in service quality and the ability of lecturers who have been appointed by BAN dikti in Indonesia.

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