

Analysis of Student Satisfaction on Service Performance of Education Personnel at the Faculty of Social Sciences, Manado State University

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Abstract. The purpose of this study was to determine the level of student satisfaction who received the services of education personnel at FIS Unima in the fields of student affairs, academics, general affairs, and finance/employment. For processing and analyzing data in this study, two approaches were used, namely, the quantitative approach, which a descriptive approach to describe the data is obtained by researchers in the field. The point is that before the data is interpreted qualitatively, it is presented in the form of percentage tables, then the existing data will be analyzed qualitatively with descriptive statistical analysis, total sampling of all employees in FIS, and student samples taken randomly stratified. The results of the study indicate that students show very high satisfaction with the services provided, where employees work to show real performance in providing services, discipline in entering the office and doing work, perseverance in work, commitment to decisions, and fairness in providing services to students by not discriminating attitudes and behaviors.

Keywords. Satisfaction, Students, Service, Performance

1 Introduction

Quality human resources will show how the process is used in an organization to provide benefits for the organization, teams, or individuals [1]. The key role here is that every worker or individual can play his role well so that an organization shows success. Although in this condition the leaders of the organization must be able to manage the performance of subordinates which can directly affect the performance of the work unit in the whole system. Because the performance of an organization can be shown by how the leader plays an optimal role in a process of ongoing activities to achieve common goals on an ongoing basis. Therefore, in the process of implementing activities, monitoring, assessment, review, or review of the performance of human resources must always be carried out. Therefore, in the process of implementing activities, monitoring, assessment, review, or review of the performance of human resources must always be carried out, so that periodically it can be seen whether the achievement of performance progress has been made or whether there is a deviation from the implementation of the plan or other things that interfere with the achievement of the stated goals.

Studying educational organizations, one of the contexts is the university environment, so it should also

prioritize the importance of planning related to maintaining resources, combating the misuse of resources, waste, and inappropriate use of time about the ability to prepare organizational plans in a higher education environment [2]. As emphasized by reference [3] that maintaining resources performance efficiency is very necessary so that it can be known precisely the level of success of a job being done. In addition to performance efficiency, it is also necessary to have a job analysis in an organization related to how well something can be done. Because if you can study an organization, it certainly has different characteristics, for example, government organizations are different from private organizations, and educational organizations are different from non-educational organizations. Where educational organizations are service-producing organizations that are expected by the community to realize the quality of human resources through quality education systems and outcomes in connection with this, the higher education organization referred to here is a university that carries out activities as an educational institution/organization, and in it has several components that are interrelated with one another. These components are included in the context of the academic community, namely educators, education staff, and students. One of the universities referred to here is Manado State University which is one

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of the universities in North Sulawesi and is an educational organization that plays an important role in supporting development both in the world of education and the development of the Indonesian nation in general. So the existing academic community must be able to optimize its performance so that the output produced will be appreciated in the community or able to compete in the job market. The intended output is scholars who have studied at the time of being a student according to the academic calendar at the university, and in this case, Unima has several faculties, namely FIP, FMIPA, FIS, FBS, FATEK, FEKON, and FIK.

Manado State University as an educational institution consisting of several faculties is obliged to develop academic or professional competencies. Scientific knowledge in the field of education and non-education contributes to the needs of stakeholders which must be carried out transparently to be accountable to the community (public accountability). What is Unima's vision and mission, namely to create a superior university and become a reference in the development of education, science, language, and arts, where Unima becomes a dignified, quality, superior, and competitive university both regionally, nationally, and internationally based on Mapalus.

However, to realize the vision and mission, the existing academic community in each faculty (lecturers, administrative staff, and students) must be able to demonstrate quality performance. This means that each component of the academic community must understand, understand and realize what their duties and responsibilities are. Because it is undeniable that sometimes one component is disturbed, it will interfere with other components so that what is expected in educational organizations including Unima, both faculties, and universities, is not realized. This means that educators or lecturers must be able to carry out their duties optimally, both teaching education, research, and community service. Then the education staff can provide good and optimal services to students for the success and quality of their studies, as well as students so that they can attend lectures by academic rules. Because sometimes it is a phenomenon that often appears, especially among students as service users, both academic and student, causing dissatisfaction.

If you pay attention to Unima's guidelines for student affairs in Chapter XII, where students have rights and obligations both in the academic field and in the use of facilities, mentoring, information services, welfare services, utilize resources through student organizations, bear the cost of education, comply with regulations, participate in maintaining facilities and infrastructure, respect science, uphold national culture, and maintain the authority and good name of Unima.

The various things referred to above are applied to all students in seven faculties, and one of the faculties is the Faculty of Social Sciences (FIS). In particular, the Faculty of Social Sciences also has the competence to develop educational organizations (Unima), so that various efforts can be realized to achieve the goals. One of the things that need attention and temporarily implemented is efforts to optimize services to students according to their rights and obligations because it will

bring satisfaction to students while at the same time helping students to complete their studies appropriately and with quality. The services referred to in this study are administrative staff services to students in the social science faculty in an integrated, sustainable, and quality manner. This is intended to observe the existing phenomenon, that in the management/administrative services to students there are satisfied and some are not. Is this due to employee performance factors that have not been optimal or because of the personality of the students themselves who do not want to try and cause dissatisfaction.

Based on the thoughts above, the problems in this research can be formulated as follows: 1) several employees do not follow the disciplinary rules of office hours and leave the office; 2) several employees rarely enter the office so that administrative services to students are delayed; 3) Lack of student understanding that they must be shown to be proactive in completing administrative files through employee services; 4) Student's indifference shown when requesting administrative services, and by chance, the staff does not enter the office; 5) infrastructure for administrative services from employees (computers) often experience obstacles or delays due to power outages; 6) The division of labor is not yet synergistic by the skills and competencies of the employees themselves.

In connection with the identification of the problem, the problem is limited to the level of student satisfaction with the services of the administrative staff at the Faculty of Social Sciences, Unima. Furthermore, the formulation of the problem is: To what extent can the administrative services of education personnel in the faculty of social sciences give satisfaction to students?

Research on student satisfaction with education personnel services is based on the following considerations: 1) The performance of employees as educational staff who are shown optimally can help achieve the goals of the educational institutions of the social sciences faculty as well as Unima; 2) Providing education staff services to students will be able to help the success of the students themselves; 3) The performance of education personnel in a disciplined manner is one of the aspects that shows the quality of the faculty of social sciences; 4) Students who receive good service according to academic rules will show satisfaction from the students themselves; 5) A communicative relationship between education staff and students will realize quality work results as well as show satisfaction for both students and the employees themselves as service providers.

Furthermore, the objectives of this research are as follows: 1) To obtain a description of the performance of education personnel in the field of student affairs, which can give satisfaction to students at the Faculty of Social Sciences, Unima; 2) Unemployees of education at the Faculty of Social Sciences, Unima; 3) To evaluate the performance of the education staff at the Faculty of Social Sciences, Unima; 4) To find out the personality of employees who can determine quality performance at FIS Unima. Meanwhile, the benefits of research are 1) As a clarification material for faculty leaders to further improve the performance of educational staff 2) To

produce a design, structure, and mechanism for evaluating the performance of education personnel who can provide quality services to students; 3) As input for faculty leaders to give sanctions to education staff who carry out their duties correctly and well; 4) As input for institutions (FIS) to improve/improve the quality of academic and administrative services.

2 Research Methods

The objectives of performance evaluation in this study are as follows: 1) To obtain a description of the performance services of education personnel that can satisfy students at the Faculty of Social Sciences, Unima; 2) To evaluate the service performance of education personnel at the Faculty of Social Sciences, Unima in giving satisfaction to students; 3) To find out what efforts are being made to meet the needs of students as users of educational staff performance services so that they can provide satisfaction. Furthermore, the sample referred to in this study is in line with Sugiono's view where the sample is part of the number and characteristics possessed by the population [4].

Furthermore, the sample referred to in this study is in line with Sugiono's view where the sample is part of the number and characteristics possessed by the population. Because the population is large and research is not possible to study all members of the research population using samples taken from the population in question. The sample taken is considered to represent the existing population [5]. So for this study, 10% samples were taken from the total student population, namely 136.3 students, and rounded up to 137 students, consisting of 23 students majoring in Civics, 12 students majoring in history, 27 students majoring in geography, 42 students majoring in law, 27 students majoring in State administration, and 6 students majoring in sociology.

The evaluation design carried out as an evaluation model for the achievement of indicators in this study is to use a survey method used for descriptive purposes with the aim of understanding and explaining complex social realities in such a way as to relate to the performance of the education staff at the Faculty of Social Sciences, Unima, which can satisfy students. Furthermore, when viewed from the data collection process, this research is field research, which means that researchers directly observe the reality of the performance of education personnel by using research instruments in the form of distributing questionnaires to students, which essentially concerns the analysis of evaluating the performance of education personnel at the Faculty of Social Sciences, Manado State University.

For processing and analyzing data, this study uses two approaches, namely a quantitative approach and a qualitative approach. The quantitative approach is intended to be a descriptive approach to describe the data obtained by researchers in the field. The point here is that before the data is interpreted qualitatively, it is presented in the form of percentage tables, then the

existing data will be analyzed qualitatively. In addition, it can be said that because this research is a conventional evaluative analysis study where the data is quantitatively in the form of tables as intended above, then it can be analyzed qualitatively. The data processing process in this study was carried out in the following way: 1) Conducting a study, in particular classifying all the data obtained, both primary data and secondary data, to further organize and compile them according to the needs of the writing; 2) Tabulating the data obtained through questionnaires distributed to some respondents who were involved in this study. The tabulated data are then grouped using a frequency table for further use as a basis for explaining and answering research problems; and 3) Systematizing, classifying, and compiling secondary data obtained in the field in such a way, then together with other data used as a basis/basis for answering research problems

This study only has one variable, where the focus of the problem is on the service of education personnel and student satisfaction with the services provided. Therefore, the data analysis technique used in this research is descriptive qualitative analysis with percentage calculations.

This research was conducted by the Faculty of Social Sciences, Unima, and aims to collect primary data and secondary data. For this purpose, the research was carried out using data collection techniques: distributing questionnaires to some respondents, and structured interviews. The technique of collecting data through questionnaires is to activate primary data collection, where questionnaires are distributed to some respondents (137 students) who are spread across all majors in the Faculty of Social Sciences. Researchers distributed questionnaires to respondents to be answered, but before filling in the answers the researcher informed verbally and in writing, if there were questions that were not clear on the questionnaire that respondents can ask directly to the researcher. Respondents who answer the question had completed filling it in, the researcher immediately collects it, although there are also those who ask for time to be collected the next day because the respondents, in this case, are students busy with lecture activities. So the researchers took a way out for collecting the answers to the questionnaire adjusted to the time of the respondent in filling out the answers.

The researcher conducted structured interviews using interview guidelines, namely a set of questions such as the questionnaire, Then the researcher recorded and carefully recorded everything that the respondent said had something to do with the problems in this study. then the data was obtained through the distribution of questionnaires to some respondents as interviews, structured, tabulated, and analyzed to obtain a description of the performance of education personnel in the institutional development of the Faculty of Social Sciences, Manado State University. In addition to primary data, the researcher also collected secondary data in the form of documentation data on the number of students and the number of education staff at the Faculty of Social Sciences, Manado State University.

3 Results and Discussion

The discussion on the existence of the performance of the education staff itself is related to the institutional development of the Faculty of Social Sciences (FIS) Unima which consists of four parts, namely employees in the general section, student affairs, finance, and staffing sections, and academic sections. The employee performance referred to in this study and which has been analyzed in the tables above is a performance that can give satisfaction to students for the services provided. Therefore, measuring the level of satisfaction of students with education personnel services is based on the following indicators: (1) Whole personality, (2) Discipline, (3) Diligence (4) Commitment to work, and (5) Be fair [6]. Furthermore, the size of these indicators will be discussed in sync with the institutional development of FIS Unima, namely regarding the evaluation of employee services as the actualization of their daily performance that can give satisfaction to students, and the discussion is as follows:

3.1 Whole and thorough personality

The performance of education personnel in the form of providing services to students can be measured through the actualization of a complete and comprehensive personality including attitudes and behaviors shown in office or campus activities [7]. In this study, the education staff and students meant were education staff and students at the Faculty of Social Sciences, Manado State University. Where the results of the evaluation state in general that the personality of the education staff has a high dedication so that it can affect the performance that is carried out every day for the development and progress of the Unima FIS institution. At the same time, the performance shown can provide a level of satisfaction for students as users of these services. The things shown are as follows: education staff has personal authority, always acts wisely in making decisions, become role models in attitude and behavior, states only words and actions, the ability to control oneself in various situations and conditions, and is full of friendliness in providing services to students. In the end, the personality of this educational staff was considered positively by students and leaders, because the employees in FIS can be said to have high dedication.

In addition, the personality of the staff at the Faculty of Social Sciences, which is intended as a measure of one of the indicators in this research, is viewed and reviewed in its entirety and thoroughly based on data obtained through questionnaires circulated to students and interviews that were also conducted with students. In addition, it is also based on the observations of the researchers themselves as faculty leaders who often interact and delegate tasks that must be carried out by staff employees.

3.2 Discipline

Based on the data from the analysis above, it can be described several things related to the services of the education staff at the Faculty of Social Sciences, Manado State University that can give satisfaction to students as users of these services. The education staff service is intended to be concerned with the actualization of their field of work in the student affairs department, personnel and finance division, academic division, and general division. However, in particular, this section will describe the performance of educational staff from the aspect of discipline, because this discipline is one indicator of the success of employee services so that it can give satisfaction to students.

In connection with that, it can be described based on the results of the employee performance evaluation itself regarding discipline, namely regarding the existence of attendance at the office on time, following the morning and afternoon ceremony or the incoming and outgoing ceremony from work, wearing the uniform as a civil servant, not leaving the office for no reason, and often not entering the office without notification. The results of the study showed that the discipline of the education staff at the FIS Unima office received a continuum of good assessments from students because it can be measured that employees show good attitude and discipline in the presence of employees in the office (come and go home according to schedule), students and leaders are very easy to meet at the office during working hours.

Furthermore, the indicators of discipline shown by the education staff at FIS reinforce students, where the administrative services provided can give satisfaction to students, although there is also some education staff who are not disciplined, so they are often reprimanded and called by the leadership and even given sanctions. Because their discipline to come and go to the office has received priority to pay attention to where they get transportation money, side dishes, and other related money. It means that carrying out discipline is an obligation of employees, and if they have carried out discipline, they can receive the rights that have been regulated in the regulations on discipline as state civil servants.

3.3 Perseverance at Work

Working diligently and full of responsibility will determine the success of the work carried out. Although in a job encounter obstacles or problems, because of the attitude of perseverance that is prioritized [8], then for sure the work will succeed or achieve the expected goals. Perseverance is an indicator of the success of any work that will be carried out by someone whether as a laborer, driver trader, entrepreneur, entrepreneur/trader, company employee, or company employee as well as civil servant [9].

In connection with that, the indicator of perseverance intended in this study is perseverance as an educational staff in FIS in providing administrative services so that it can give satisfaction to students as service users. However, like other jobs that require

perseverance, the education staff at FIS UNIMA cannot ignore perseverance in their work. So that the perseverance examined in the context of this research is the existence of employees who work in the FIS office in four sections, namely the education staff in the student affairs section, academics, personnel, and finance divisions, and general divisions. The measure that states whether the education staff in FIS is diligent or not is seen from several aspects, namely, the education staff is very easy to find in the office, mastering the field of duty well, fluently in providing services, never giving up in work and always honestly doing work to be accountable to the leadership, At the same time, for this honest service, students can get good ratings and provide very adequate satisfaction.

But on the other hand, some employees are not diligent in working, which is marked as difficult for students to find in the office. often out of the office, provide service that faltered, and always give up when encountering difficulties in work. According to the researcher, employees in such conditions have a low work ethic and cannot be motivated to design work life to be better than yesterday and will be even better in the future.

Thus, the persistence indicator referred to in this study will determine the success in terms of the quality and quantity of the work of education personnel in FIS as well as being a platform for institutional development, at the same time, it can automatically give satisfaction to students in FIS as users of these services.

3.4 Commitment to Work

The educational staff as employees who are dedicated, disciplined, and in diligent work, must also be accompanied by a commitment to this research work commitment to the intended work is about the punctuality of completing the work intended for students, likes to help students selflessly, has a high spirit with the principle that later the work is finished then rest or go home, and finally, the work done gets effective and efficient results.

In general, the commitment to work shown by the education staff at the Faculty of Social Sciences is considered positive or gets satisfaction from students, because students themselves feel the actualization of administrative services provided by the education staff. Even though there is still some education staff who are not committed to their work, which often delays the administrative completion time required by students. Meanwhile, the time required for the completion of the administration may be completed in one day but has been postponed for several days. There are even those who have promised to be completed as soon as possible, but cannot prove what has been promised, making students themselves have to wait and postpone their correspondence. So in conditions like this, the researcher says that there is also educational staff who are not committed to the work that is the authority to complete effectively and efficiently. This is also according to the observations and results of research surveys, that employees who are not committed are those who often do not enter the office or often leave the

office, but only one or two employees. So students who use services from education personnel in that category have a low level of satisfaction or are not satisfied with what they receive.

In this regard, it is clear that the commitment expressed by the education staff at FIS UNIMA is one indicator of success for faculty development as well as university institutional development. So that this aspect of commitment needs to be continuously implemented by employees in providing administrative services to students. This is because this is an effort to keep moving forward along with efforts to develop the university towards hope as well as the vision and mission of Unima, namely to become a quality and quality university.

3.5 Be Fair at Work

The work pattern shown by the education staff at the Faculty of Social Sciences (FIS) shows a positive level of satisfaction in several aspects, one of which is being fair at work. It means how the services provided to students are carried out without any discrimination or non-selective services, done evenly without differentiating economic status or RAS background, providing optimal service because there is a seriousness to do work, do not take it lightly towards students and even towards the work they do, even able to provide solutions to students who have difficulty in lectures or other related problems when they study at the faculty of social sciences even until they will finish their studies with a bachelor's degree. Because all administrative matters often peak when students are about to finish their studies or are going to seminars and comprehensive exams. Often, if students do not have high spirits or are not mentally strong, it can take a long time to complete and even delay their success.

However, the existing FIS education staff in providing administrative services can lead to satisfaction for students as users of these services. The performance of education staff is considered good by students and even researchers, where the results of surveys that researchers do every day, that the education staff in FIS in carrying out the task of providing services to students always pay attention to the attitude of being fair by providing optimal services, He doesn't care about which students he serves, and there is still a seriousness to serve the needs of students, even often discussing with students when students need solutions to natural problems. It is clear that this category of educational staff gets positive ratings from students, as well as shows a very high level of satisfaction from students as users of these services. Even though it is realized that there is also some education personnel who cannot do the work described above because they often ask for permission not to come to the office or are late for the office.

4 Conclusion

Based on the results of data analysis and discussion of research results, the researchers can conclude several important things, namely as follows: (1) The intended feeling of satisfaction is a feeling of pleasure or having had enough or has fulfilled the desires of his heart; (2) Satisfaction is defined as a matter of feeling satisfied; enjoyment; relief, etc., for example looking for and getting something that gives relief or gives pleasure(3) Student satisfaction at FIS is feeling happy because they get the best service from education staff; (4) The performance of education staff at FIS Unima can make a positive contribution in the service of various academic documents and various other correspondence administrations; (5) Service performance of education personnel at FIS includes several aspects, namely personality, discipline, perseverance in work, commitment to work, and being fair in providing services to students; and (6) Quality education personnel services automatically give satisfaction to students in FIS as users of these services.

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