

Prima Service Cateristic Management In Increasing Student Satisfaction With Learning Services (Case Study At The New Health Center Doloksanggul)

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Article Info	ABSTRACT
<p>E-mail: windah@student.stikeskb.ac.id marieta@student.stikeskb.ac.id</p>	<p>Student satisfaction with learning services is a goal to be achieved in the excellent service of a service organization. In educational institutions, the process of implementing academic activities is at the forefront of an educational institution, but achieving quality academic activities cannot be separated from problems related to the implementation of education. This research method uses qualitative research with research studies using a descriptive analysis method approach based on field research (Field Research). The results of this study indicate that the determinants of student satisfaction with tertiary institutions are tangibles, reliability, responsiveness, assurance, and empathy. determining student satisfaction with the new STIKes health service in doloksanggul as an educational institution. Student satisfaction with learning services is a goal to be achieved in the excellent service of a service organization. In educational institutions, the process of implementing academic activities is at the forefront of an educational institution, but achieving quality academic activities cannot be separated from problems related to the implementation of education. This research method uses qualitative research with research studies using a descriptive analysis method approach based on field research (Field Research). The results of this study indicate that the determinants of student satisfaction with tertiary institutions are tangibles, reliability, responsiveness, assurance, and empathy..</p> <p>Keywords: Management, Increasing ,Student , Satisfaction</p>

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INTRODUCTION

The process of organizing academic activities is at the forefront of an educational institution, including in this case a university. The implementation of teaching and learning process activities is an integral part of a higher education institution. The implementation of teaching and learning process activities is an integral part of achieving educational goals. The needs of the community and stakeholders related to quality education are seen from indicators of the extent to which the quality of the academic administration of a tertiary institution is. So great is the role of organizing academic activities that it is used as a reference for the community in choosing a tertiary institution.

In an attempt to improve the learning process is inseparable from various problems in achieving learning objectives. This is influenced by the problems that exist within the college and outside the college. Many factors can affect the quality of the learning process, this is not only related to learning methods but also an instrument in the implementation of the learning process. Development of knowledge

have a major impact on changes in higher education management. So that facing various changes requires human resources who are ready to face change. A good, growing and developing organization will focus on human resources to carry out its functions optimally, especially in dealing with the dynamics of environmental change.

In an effort to produce the educational goals of a tertiary institution as an educational institution it is influenced by the quality of the educational services provided. Satisfaction with this service is what students get related to empirically what students experience in the learning process. So that the learning process service is a commitment from related educators or lecturers to do their best to provide quality learning services. The new Doloksanggul Health STIKes as an educational institution, in this case a university, must apply the concept of prioritizing student satisfaction as a customer by providing the best service.

THEORETICAL BASIS

According to (Barata, 2003) that service is an activity or sequence of activities that occurs in direct interaction between a person and another person or machine physically, and provides customer satisfaction. Meanwhile, according to (Maddy, 2009) that excellent service (Service Excellent) is the best service in meeting the expectations and needs of customers. In other words, excellent service is a service that meets quality standards. Services that meet quality standards are services that meet the expectations and satisfaction of the customer/community. Service Excellence (Service Excellent) can be understood as serving more than expected, by paying attention to time, accuracy, security, comfort, quality, cost, process, and satisfaction.

Services have a number of characteristics that differentiate them from other aspects. Related to this, Fitzsimmons and Fitzsimmons (2006: 21), mention the existence of four service characteristics, namely:

1. Customer participation in the service process; the presence of customers as participants in the service process requires attention to design facilities. Such conditions are not found in traditional manufacturing companies. The physical presence of customers around service facilities is not needed by manufacturing companies.
2. Occurrence at the same time (simultaneity); the fact that services are made to be used concurrently, so services are not stored. This inability to store services precludes the use of traditional manufacturing strategies of storing in anticipation of fluctuations in demand.
3. Services are immediately used and used up (service perishability); Services are commodities that run out quickly. This can be seen in the plane seats that are used up,

not fit in hospital or hotel rooms. In each case there has been a missed opportunity.

4. Intangibility; Service is a product of the mind in the form of ideas and concepts. Therefore, service innovation cannot be patented. To maintain the advantages of the new service concept, the company must expand as soon as possible and get ahead of competitors.

RESEARCH METHODOLOGY

This study uses a descriptive analysis method approach. A method approach used to analyze, describe and summarize various conditions and situations from various data collected from observations regarding the problems studied during the research. The problem in this study is regarding efforts to increase student satisfaction with the learning process. The research that researchers use is field research (Field Research), namely in-depth investigations carried out with a field research procedure. This research also uses qualitative descriptive data, namely research aimed at describing or describing existing phenomena, both natural phenomena and human engineering.

Qualitative research places more emphasis on meaning, reasoning, definition of a particular situation (in a certain context), more research on everyday life. As for qualitative data, researchers use it to conduct an analysis of efforts to increase student satisfaction with the learning process. The data analysis technique used is the flow model of data analysis.

RESULTS AND DISCUSSION

1. Service

The services provided to consumers, in this case, are students at the new Health STIKes, which contain the characteristics of (1) intangibility (intangibility), meaning that a service is intangible, cannot be seen, felt, heard, or smelled before buying it; (2) inseparability (cannot be separated), meaning that in general services are consumed and felt at the same time, if someone wants to be handed over to another party, he will still be part of the service, and this does not apply to physical goods that are produced, supplied, and distributed to retailers and finally reach consumers for consumption; and (3) variability, meaning that actual service goods are very volatile because services depend on who is serving and where they are served. In line with this, according to (Kotler, Philip, 2012) provides four boundary characteristics for types types of services, namely: (1) different services based on equipment based or people based; (2) several types of services require the presence of a client (client's presence); (3) differentiated services in meeting individual needs (personal need) or business needs (business need); and (4) services are distinguished by their purpose,

So it can be concluded that service has characteristics that are owned so that it can be called a service. Then of course this service is not carried out by one party but is carried out by everyone in every educational institution, including the new Doloksanggul Health STIKes. This is in line with Hadisubroto's opinion in (Kimsean, 2004) stating that service is a form of work unite from equipment, equipment or anything, and employees in providing accommodation for activities desired by people or the public. The description above shows

that an educational institution is an institution providing services to consumers, in this case the consumers are students or students.

2. Customer Satisfaction (Student)

The sustainability of educational institutions, especially private educational institutions, be it Early Childhood Education (PAUD), Basic Education, Secondary Education, education in the form of courses or tutoring as well as Higher Education, is highly dependent on the management system of these institutions. Managing educational institutions can be done with a business organization management approach. The success of any business organization depends on customer satisfaction. A business is about to start, the customer has to be the focus of attention "first" and then think about profit. Customer satisfaction has various meanings. Satisfaction is not always measured by money, but is based more on fulfilling one's feelings about what one needs.

An agency that wants to carry out its duties and functions properly, then the agency will try to change its employees so that they have good quality and performance, so as to make their employees more productive in carrying out their duties and responsibilities. So that Satisfaction can also be seen as a comparison of what is needed with what is obtained with the service performance of each employee. Someone will be satisfied if the comparison is fair enough. Comparative imbalances, especially those that are detrimental, will lead to dissatisfaction. Conversely, an imbalance that is considered favorable will provide satisfaction.

Based on this, it can be concluded that the benchmark for customer satisfaction is about the extent to which the expectations obtained by customers, in this case students, are related to the service of the learning process at the new STIKes Doloksanggul Health. So that the size of the selling value is not a problem, the most important thing is the achievement of customer expectations. In other words, lead to satisfaction and dissatisfaction. One of the services that students feel as customers in the faculty as an educational institution is in terms of learning.

In line with the opinion above, there are four things that must be considered in improving learning in tertiary institutions (Sudarwan, 1995), including: (1) teaching methods; (2) learning quality; (3) is not only descriptive oriented but includes the application of the knowledge learned; and (4) learning activities form students to be able to stand on their own academically through an analytical mindset. Students have certain expectations of the learning process given by the lecturer. If students feel that the learning process provided by the lecturer is as expected, they will feel satisfied and say that the quality of the lecturer's learning is very good. Conversely, if what is received is very far from what is expected, it is said that the quality of the lecturer's learning is very poor.

In the implementation of an organization or an organized activity, the determination of quality is a very important effort because the quality of performance often determines the continuity of the organization or activity concerned. Quality determination is a difficult thing. This is partly due to: (a) quality is a subjective evaluation concept because it is always

influenced by attitude factors; (2) quality is a function of the basic aims and objectives of the organization or activity concerned. Improving the quality of education is a necessity for all countries, both developing and developed countries, so that it becomes a culture for people to continuously improve themselves through various available educational facilities. Taylor stated that organizational quality must be based on the four main pillars of resources, namely physical resources, financial resources, information resources, and human resources.

A very popular service quality concept is the ServQual concept which was developed by Parasuraman, Berry and Zeithml 15 years ago. According to (Irawan, 2002) that the first time the concept of service quality dimensions was formulated into ten dimensions, then simplified into five dimensions. According to (Kotler, Philip, 2012) reveals five factors that determine the quality of service include: (1) tangible (direct evidence) includes physical facilities, equipment, employees, and means of communication; (2) reliability, namely the ability to provide promised services promptly, accurately, and satisfactorily; (3) responsiveness, namely the desire of staff to help customers and provide responsive service; (4) assurance, including knowledge, competence, courtesy, and the trustworthy nature of the staff, free from danger, risk or doubt; (5) empathy, including ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of customers.

Students in higher education integrated quality management are customers who must be satisfied. In order to provide satisfaction in service to students, it is necessary to know what factors are dominant in determining the level of satisfaction, it will be seen which variables/indicators need to be maintained or improved so that student satisfaction with the quality of faculty service will increase.

CONCLUSIONS

From the description above, based on the descriptive research that has been done, it can be concluded that the determinants of student satisfaction with tertiary institutions are tangibles, reliability, responsiveness, assurance, and empathy. must be improved first, because it gives a dominant influence in determining student satisfaction with the services of the new health STIKes doloksanggul as an educational institution. From the analysis of the results of this study, the authors can provide suggestions regarding efforts to increase student satisfaction with the learning process. Are as follows : Determination of work standards in important parts of student services, for example in the academic and student affairs sections; Continuous improvement of lecturers' pedagogic abilities. Comparative studies at other tertiary institutions, to find strengths and weaknesses that are often used by students to compare services.

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