

## QUALITY OF SERVICES AND FACILITIES TO SATISFACTION (*SATISFACTION OF FACILITIES*) D3 ACCOUNTING ALUMNI THROUGH IMPORTANCE PERFORMANCE ANALYSIS (IPA) APPROACH

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**Abstract :** This research aims to provide information level of satisfaction D3 Accounting Uhamka alumni, surveyed at the graduation ceremony in December 2020. This research uses a descriptive quantitative approach with survey techniques. The population in this study were alumni of the D3 Accounting Uhamka who graduated in December 2020. Data collection method for this study used survey techniques. Main instrument used for this research is a questionnaire that is distributed to the respondents. The questionnaire consists of assessing the level of alumni satisfaction with the services provided by the D3 Accounting Uhamka. Data traced in this study are directly related to alumni satisfaction with the services provided by all service departments at D3 Accounting Uhamka. The results of the study show that the D3 Accounting Alumni response to the 2020/2021 University Leaders, 2020 FEB leaders, 2020/2021 FEB Study Program leaders, FEB D3 Accounting lecturers 2020/2021, FEB education staff 2020/2021, Infrastructure, personal impact All of which have been obtained from Education at UHAMKA have achieved satisfactory results.

**Keywords:** Graduates, Satisfaction, Indicators of improvement.

**Abstrak :** Penelitian ini bertujuan untuk memberikan informasi tingkat kepuasan alumni D3 Akuntansi Uhamka yang disurvei pada wisuda bulan Desember 2020. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan teknik survey. Populasi dalam penelitian ini adalah alumni D3 Akuntansi Uhamka yang lulus bulan Desember 2020. Metode pengumpulan data dalam penelitian ini menggunakan teknik survei. Instrumen utama yang digunakan dalam penelitian ini adalah kuesioner yang dibagikan kepada responden. Angket terdiri dari penilaian tingkat kepuasan alumni terhadap pelayanan yang diberikan oleh D3 Akuntansi Uhamka. Data yang ditelusuri dalam penelitian ini berhubungan langsung dengan kepuasan alumni terhadap layanan yang diberikan oleh semua departemen layanan di D3 Akuntansi Uhamka. Hasil penelitian menunjukkan bahwa tanggapan Alumni Akuntansi D3 terhadap Pimpinan Universitas tahun 2020/2021, pimpinan FEB tahun 2020, pimpinan Program Studi FEB 2020/2021, dosen D3 Akuntansi FEB tahun 2020/2021, tenaga kependidikan FEB tahun 2020/2021, Infrastruktur, dampak pribadi yang diperoleh dari Pendidikan di UHAMKA seluruhnya mencapai hasil yang memuaskan.

**Kata kunci :** Lulusan, Kepuasan, Indikator perbaikan.

## INTRODUCTION

Currently, public awareness of the importance of education, especially for the higher education, makes a strategic sector which is expected to produce quality Human Resources (HR). Meanwhile, the quality of human resources produced by tertiary institutions is very dependent on the quality of education providers. The ability to customize products and services by targeting individual customers paves the way to improve experience and service in maintaining quality (Sundaram et al., 2017). Muhammadiyah University Prof. DR. Hamka (Uhamka) as one of the higher education institutions as well as education providers that has the task of educating the life of the nation and the state has a role in producing graduates who are competent and who are ready to compete with graduates from other universities. Service quality is a customer's perception of every service and customer satisfaction is a general evaluation of a transaction and therefore, the fact that service quality is a precursor to satisfaction can be considered more appropriate (Choi et al., 2015).

Faculty of Economics and Business Uhamka, especially the D3 Accounting study program, is expected that in terms of service and quality, it can produce graduates in the field of Accounting who are expected to have the superiority of intellectual, emotional and spiritual intelligence in the field of Accounting sciences and civil society empowerment. Quality provides an incentive to customers to forge a strong relationship with the company. In the long term, this kind of bonding allows the company to thoroughly understand customer expectations and their needs so that the company can increase customer satisfaction (Panjaitan et al., 2016). Because alumni are the main product of an educational institution that plays a role in developing networks and building the image of the institution outside. As well as alumni have a role as 1) a catalyst by providing various critical inputs, building for curriculum development and various soft skills programs and learning infrastructure, 2) As a product of a study program learning process, alumni are expected to be able to develop networking and act as role models for competing juniors. in the world of work, 3) The existence of alumni with various careers, professions and businesses will expand the study program collaboration network and provide an overview and inspiration to students about the description of career prospects. In line with the objectives of providing comprehensive education as regulated in Law no. 20 of 2003 concerning the national education system, and made clear by PP no. 19 of 2005 regarding the national education quality standard, which contains fifteen areas that must be considered in the

implementation of education. Fifteen areas include regulating the development of faith and piety, management of institutions, teaching processes, creating an academic atmosphere, fostering student affairs, competence of graduates, lecturers and educational staff, financing, facilities and infrastructure, information systems and promotions, research and scientific publications, community service and empowerment, cooperation and performance evaluation.

D3 Accounting Uhamka continues to maintain the quality of education by implementing an internal quality evaluation (Quality Assurance Institute, 2013). Uhamka remains commit to provide the best service by involve input from its alumni for the development of the institution going forward. Therefore, it is deemed necessary to conduct research to determine areas that have complied with the internal and national quality standards as well as areas that have not been achieved. These efforts are also made for customer satisfaction, doesn't mean the affairs and responsibilities of certain divisions within an organization. This is a shared responsibility for every element involved in the running of an organization. Customer satisfaction must be the goal in every process of service. The success in service to costumer will be seen from the level of satisfaction they feel with an indication of the increasing number of customer coming (Griffin. 1990). The ability of higher education to provide maximum service will be in line with the above principles. Purpose of this statement is, if consumers students service is great, it will be seen from the increasing number of students who register. Good service to students is to provide service satisfaction this will lead more students, as customers who come and attend lectures at that place.

If the customer feels satisfied with provided services, they will tell the satisfaction to other potential customers. However, if the customer is not satisfied with the services provided, they will tell disappoint experience (Rohaeni et al., 2018). Consumer satisfaction is a positive feeling of consumers related to a product / service while using or after a service or product (Apriyani et al., 2017). Service satisfaction will effective in promotion marketing and success of the promotion must be supported by services that satisfy customers. Maximizing long-term loyalty and value from customer purchases is the most important goal (Chinomona et al., 2014). Companies can implement the right strategy to handle customer complaints, improve their services better, and able to compete in existing market segmentations, so the company's goals are achieve and develop in the future (Lubis et al., 2017). Improving the quality of service is one of the marketing strategies that prioritizes the fulfillment of customer desires. To create

high quality service, a company must offer services are able to be accepted and exceeding customer expectations. The satisfaction felt by customers will have a positive impact on the company, including encouraging the creation of customer loyalty and the company's reputation will be more positive for society, especially for customers (Sholeha et al., 2018). Customer satisfaction is purchased evaluation, if customer satisfaction is achieved, customer loyalty will arise, therefore customer satisfaction is important for the company. To achieve customer satisfaction is by improving the quality of service from the company itself (Sulistyawati et al., 2018).

To get customer satisfaction needs an improvement in service quality that refers to customer satisfaction. this is the main goal in service delivery. Therefore, improving service quality must be carried out continuously (Yenni., 2018). There are five dimensions of service satisfaction according to Parasuraman in Tjiptono (2006), namely tangible, reliability, responsiveness, assurance, and empathy. Nasution (2004) states that service quality consists of 3 (three) dimensions or main components, technical quality, functional quality, and corporate image. Then the alumni satisfaction criteria according to Hermawan (1994) there are several ways of measuring the level of satisfaction, the target complaint system, the customer satisfaction survey, the directory reported satisfaction, derived satisfaction, problem analysis, importance performance analysis, ghost shooing, and lost customer analysis also performance of institutions such as leadership, lecturers, educational staff, and infrastructure facilities. D3 Accounting Uhamka founded on the basis of the public need for intermediate experts who are competent in the field of Accounting, and set to be employed in accounting area. Since 2006 D3 Accounting Uhamka has graduated several batches of competent alumni become a leading study program at the national level are skilled in financial accounting, spiritual intelligence, intellectual intelligence, emotional intelligence and social intelligence.

## **METHOD**

Research on alumni satisfaction with the services of the D3 Accounting Uhamka which carried in East Jakarta. This research aims to provide information level of satisfaction D3 Accounting Uhamka alumni, surveyed at the graduation ceremony in December 2020. Results of this satisfaction level analysis will be a benchmark in decision making for both leaders at the faculty level and at the university level, move forward in the implementation of teaching and learning

process. Results of this survey are expected to become a general description of services and be used as an assessment material in the accreditation study programs and institutions.

Study research used are primary data, obtained through a survey with a questionnaire consisting of closed questions to alumni of the D3 Accounting Uhamka. Data traced in this study are directly related to alumni satisfaction with the services provided by all service departments at D3 Accounting Uhamka. This research uses a descriptive quantitative approach with survey techniques. Descriptive quantitative approach is carried out by finding facts on a group or individual phenomenon. As addition, this descriptive quantitative approach was also carried out to explain the characteristics of the alumni of the D3 Accounting Uhamka where they works. Survey method aims to obtain facts from the characteristics of alumni and their behavior as well as the satisfaction they get while being a D3 Accounting Uhamka. Non probability sampling used for the research because not all of the population have the same opportunity to become respondents. The population in this study were alumni of the D3 Accounting Uhamka both men and women who graduated in December 2020. Data collection method for this study used survey techniques. Main instrument used for this research is a questionnaire that is distributed to the respondents. The questionnaire consists of assessing the level of alumni satisfaction with the services provided by the D3 Accounting Uhamka.

Types of questions for questionnaire are structured questions, providing answers who made for the respondent is limited alternative answer. Expected data from this study research is quantified verbal data based on structured questions that have been provided for respondents. Data presented in simple tabulated form, using the Importance Performance Analysis (IPA) analysis method to determine whether the alumni graduated from the D3 Accounting Uhamka satisfied with everything they got. *Importance Performance Analysis*(IPA), according to Supranto (2006) is a method for analyzing the extent to which a person's level of satisfaction with the performance of the D3 Accounting Uhamka. This study assumed the level of importance Uhamka seen by alumni satisfaction as graduates. Assessment of the level importance and performance by presenting how satisfied the alumni of the D3 Accounting Uhamka.

## RESULTS

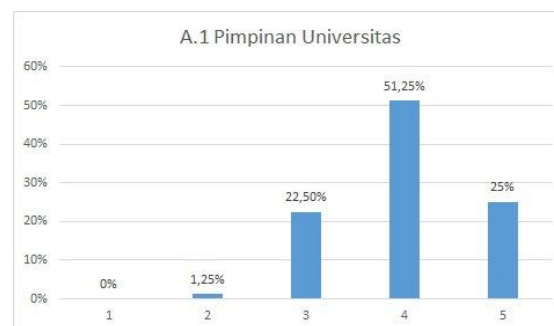
The following number of graduates from D3 Accounting Uhamka in 2020:

- Number of Passes = 24
- Fill in amount = 20
- Percentage = 83%

Responses to the Service Quality of the Implementation and Support of the Education Process Components, relating to the indicators of service quality for the components service providers and supporters education process, obtained the following data:

- a. Sub-Indicators for University Leadership, were asked with four questions to the respondent where the average result of these questions 51.25% satisfactory.

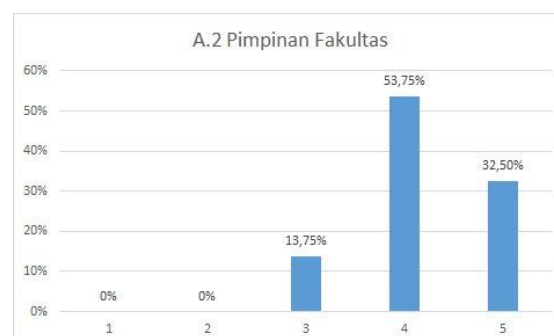
**Table 1**



In line with Harahap's research (2019), leadership has a significant effect on job satisfaction. Likewise with educational services, leaders have a vital aspect in making decisions, both from an academic and financial perspective. Table 1 states that alumni are very satisfied with university leaders with an average score of 51.25%.

- b. Sub-Indicator of Faculty Leadership, asked with four questions to the respondent where the average result of the question 53.75% satisfactory.

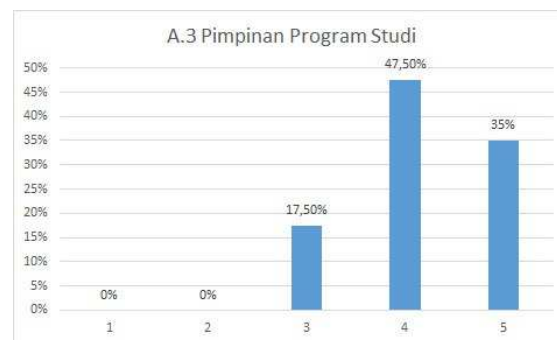
**Table 2**



In line with Ismail's (2014) research, it is stated that leadership has a significant effect on employee job satisfaction. Likewise with educational services, faculty leaders have a very important aspect because they are decision makers at the faculty level who connect with university leaders. Table 2 states that alumni are very satisfied with faculty leaders with an average score of 53.75%.

- c. Sub Indicator of Study Program Lead, asked with four questions to the respondent where the average result of the question stated 47.5% satisfactory.

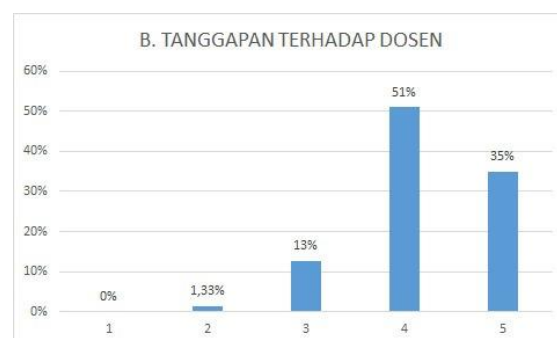
**Table 3**



In line with Mamahit's (2013) research, the study program leader as the executor given by the faculty leadership has a significant effect on student satisfaction. Likewise with educational services, study program leaders have a vital aspect between students and faculty leaders. Table 3 states that alumni are very satisfied with study program leaders with an average score of 47.50%.

- d. Sub Indicators of Responses to Lecturers, asked with fifteen questions to the respondent which obtained the average result of these questions which stated 51% was satisfactory.

**Table 4**



In line with Nurhayati's research (2016), it is stated that lecturers have a significant influence on student satisfaction. Likewise with educational services, lecturers have a vital aspect in

learning and bridge of knowledge. Table 4 states that alumni are very satisfied with university lecturers with an average score of 51%.

- e. Sub-Indicator Responses to Educational Personnel / Employees, are asked with five questions to the respondent where the average result of these questions is 45% satisfactory.

**Table 5**



In line with Hanifa's research (2018), academic administration services have a significant effect on student satisfaction. Academic administration services function properly and effectively will increase comfort during lectures. Table 5 states that alumni are very satisfied with education staff / employees with an average score of 45%.

- f. Sub-Indicators of Responses to Facilities and Infrastructure, asked eleven questions to the respondent where the average result of these questions was that 53.18% satisfactory.

**Table 6**



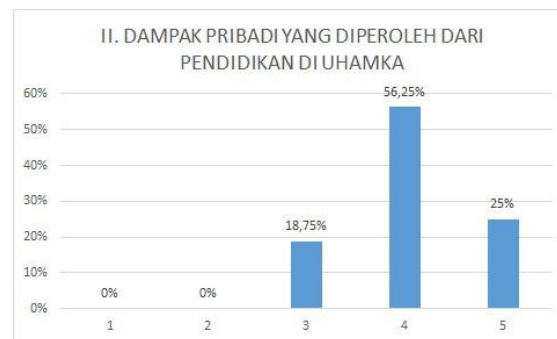
In line with Hanifa's research (2018), the facilities and infrastructure have a significant effect on student satisfaction. Complete and well-functioning facilities and infrastructure will add to your comfort during lectures. Table 6 states that alumni are very satisfied with the facilities and infrastructure with an average score of 53.18%.

- g. Sub-indicators for responses to personal impacts obtained from education at Uhamka, related to indicators of personal impacts obtained from education at Uhamka, obtained the



following data. It has been asked with four questions to the respondents which the average result of these questions is that (apud is that, tambah was) 56.25% is satisfactory.

**Table 7**



In line with Jie Shen's research (2018) which states that if the organization carries out well the skills understanding training and training can improve quality. It can be seen from table 7, 56.25% stated that they were very satisfied with the understanding of knowledge and skills training at Uhamka, so that it had an impact on the personal of graduates.

Responses to the length of the study period at UHAMKA, has been asked of twenty respondents (students), where data is obtained that the respondent (student) has gone through as many as 6 semesters of study period, so it is concluded that 100% of the respondents passed after passing the 6 semester study period.

Responses The length of the waiting period to get a job after graduation was asked of twenty respondents, who found data that 50% found employment in the three months after graduation. Responses to efforts related to career coaching and its development carried out by study programs / faculties / universities in preparing alumni, have been asked of twenty respondents, where data is obtained that 85% stated that they require the dissemination of work information. Responses For those of you who are already working, give a response in accordance with the statement "I currently work in accordance with the field of science I am working on at UHAMKA", asked twenty respondents, where the data obtained shows that 70% of respondents stated that they work not in accordance with their field of knowledge.

## CONCLUSION

The number of D3 Accounting graduates from the Faculty of Economics and Business in 2020 was 24 and 20 people filled out the questionnaire and sent the results. Responses from D3 Accounting Alumni to University Leaders in 2020/2021 obtained satisfactory results. The

Response from D3 Accounting alumni to FEB leaders in 2020 obtained satisfactory results. Response from D3 Accounting alumni to the leaders FEB Study Program 2020/2021 obtained satisfactory results. Response from D3 Accounting alumni to D3 Accounting FEB lecturers in 2020/2021 obtained satisfactory results. D3 Accounting alumni responses to FEB education personnel in 2020/2021 obtained satisfactory results. Responses to Infrastructure are obtained from the overall questionnaire results satisfactory. Responses to the personal impact obtained from Education at UHAMKA, obtained satisfactory results. Results D3 Accounting alumni assessment for the study period obtained 100% of respondents (students) graduated after passing the 6 semester study period. Assessment result for waiting period to get a job after graduation are three months after graduating. D3 Accounting alumni respondents needed the dissemination of work information.

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