

Effect of Service Quality Dimensions College Student Academic Satisfaction of Stmik Bina Bangsa Kendari

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Abstract:- The purpose of this study was to find out and analyze the influence dimension tangible, reliability, responsiveness, assurance and empathy influence simultaneously and partially on student satisfaction Department of Information Systems Bina Bangsa STMIK Kendari. This study used a sample of 350 students STMIK Bina Bangsa Kendari in odd semester majoring in information systems. Data analysis method used is descriptive statistics and multiple linear regression using SPSS. The results showed that the dimensions of service quality (tangible, reliability, responsiveness, assurance and empathy) both simultaneously and partially significant effect on satisfaction.

Keywords:- Service Quality and Satisfaction.

I. INTRODUCTION

Concept development services business today is to increase customer satisfaction. The underlying reason is that satisfied customers will make repeat purchases, communicating the advantages of companies / products, improve competitiveness, and increase profits. Kepuasanpillanggan ssa perception of the product or service has met the expectations. Quality of service is one of the efforts to create, pay attention and enhance relationships with customers by providing consistently high quality services and better value at every opportunity and provide services that are superior to competitors. Quality of service is a form of consumer perceptions or services received. The difference between the expectations of consumers on the performance of the service generally to the performance received will steer consumers' perception of the quality of certain services.

In the customer satisfaction service marketing theory influenced by the quality of service measured by tangible, reliability, responsiveness, assurance and empathy. *tangible* / physical evidence in the quality of service is a form of real physical actualization (see wake up the building, cleanliness, neatness and comfort of the room, clothing suitability of employees), Reliability is one of the factors that affect the level of customer satisfaction (academic activities, service of employees on time, appointment services, and does not discriminate in service). Responsiveness / quick response of each employee in providing other forms of care (alacrity in serving, in response to complaints and act quickly). Assurance / certainty, any form of service require certainty for services provided (health insurance, security as well as

doing a good job and complete). *emphaty*/ Understand the customer, any activity or service activities require the understanding and togetherness assumptions or interest in a matter pertaining to the service (friendly, put the interests of customers and can communicate with easily understood language).

The institution is a public organization in order to provide quality service necessary to change its resources, in the form of device repair service and maximize the role of the existing services. Steps to be taken by the institution to improve such services is to optimize the capacity of human resources and improvement of facilities and infrastructure which supports educational services.

Application of quality layanan academic campus along with the development of technology requires professionals who ask for speed and accuracy of service. Difficulty in performing such services caused by many things. One of them is the lack of unavailability of infrastructure and difficult accessibility of stakeholders to the databases and information related to academic. The need to integrate information technology to improve the quality of processes, outputs and outcomes of learning undertaken in universities is essential and must be done to ensure the quality of higher education in the era of information technology.

Based on data derived from the proceeds of Bina Bangsa STMIK students from year to year has increased. This suggests that the public's attention to institutions has increased, thus requiring institutions pay attention to educational management offset by the provision of a good service, follow the rules of the academic who has been assigned as the basis for implementation by the entire academic community ie administrative staff, faculty, students and management of education managers , To be able to synchronize the academic regulations with the expected goals,inrequire a solid commitment from each of the parties such as students, faculty, administrative staff and management to implement and evaluate activities that goal can be achieved in accordance with the vision and mission of the institute. Priorities in the field of services provided to students of course is the field of academic services. Quality academic services, are expected to provide the satisfaction of students, and students receiving services can provide an evaluation of the services received. Both sides have a reciprocal relationship so that each party obtain the same satisfaction.

Based on the results of a survey authors that students there are some problems related to the quality of service that is reviewed by the indicator Tangible, Reliability, Responsiveness, Assurance, and Empathy. First, learn all subjects facility is not appropriate facilities and infrastructure so that students in the learning process often out due to the heat study rooms; Second, the ability to keep his appointment does not fit a student at the beginning of the conversation; Third, Concern for current students sometimes slow service because the number of students who mengiginkan service process fast and precise; Fourth, assurance can not create such clear information seminar schedules, exam tables and graduation of students; Fifth, attention to the student has not quite understand the problems they are complaining is because students lack of communication with faculty academic advisor. From some of the above problems, the student was not satisfied on academic services STMIK Bina Bangsa Kendari. Therefore, researchers are very interested in doing research on the quality of services consisting of indicator Tangible, Reliability, Responsiveness, Assurance, and Empathy that affect student satisfaction STMIK Bina Bangsa. The purpose of this study are expected to know and analyze the influence dimension tangible, reliability, responsiveness, assurance and empathy towards student satisfaction Bina Bangsa STMIK Kendari. The results of this study are expected to make an impact information about the relationship of the dimensions of service quality reability, responsiveness, assurance, empathy and tangible to student satisfaction and benefit to Bina Bangsa STMIK institutions in making policies in an effort to create customer satisfaction with improved quality of service high school.

II. LITERATURE REVIEW

A. Marketing

Kotler (2002) suggests that the Marketing Management is the process of planning and implementation of ideas, pricing, promotion, and distribution of ideas, goods or services to create exchanges that understand individual and organizational goals. Swastha and Irawan (2003), Marketing Management is the analysis, planning, implementation and execution of programs aimed to exchange with the target market in order to achieve organizational goals. It is as on the organization deals in meeting the needs and desires of the market and determining prices, conducting communication, and effective distribution to inform, encourage, and serve the market.

The definitions are basically emphasize that marketing management is a process of achieving corporate goals where dlaam process management functions actualized to the activity to satisfy consumers dlaam terms of satisfying consumer needs in the form of goods and services produced by the company.

B. Marketing Services

Services can be defined any act / acts that can be offered by any other party that is essentially intangible and can not result in the ownership of something (Kotler, 2002). Therefore, the service has some unique characteristics that

distinguish it from products barang. Karakteristik according Tjiptono services (2006) are (1) Intangibility; (2) Inseparability; (3) Variability / heterogeneity / inconsistency; (4) Perishability; and (5) Lock of ownership

C. Concept of Quality of Service

Quality of service is the level of excellence expected to satisfy consumer desires. Factor utama affecting the quality of service that is, the expected service (expected service) and services received / perceived (perceived service) (Parasuraman et al, 1985). If the quality of these services: (1) service perceived as expected then satisfy consumer perceived service quality; (2) perceived service exceeds them the quality of service perceived qualities of an ideal; (3) service perceived lower than expected, then the perceived poor service quality.

D. Tangible

Tangible (Physical evidence) the quality of the service is a form of real physical actualization (see wake up the building, parking space availability, infrastructure and manner of dress modestly employees or staff) high. Semakin student assessment against the physical form reflect the quality of service perceived by students increasingly high so the impact on the increase mahasiswa. Hal satisfaction is supported by research Parasuraman (2001) concluded that tangible positive and significant impact on customer satisfaction.

According to Parasuraman tangible measurement indicators: (1) Physical appearance of the building; (2) Cleanliness, neatness and comfort of the room; (3) Compliance employee clothing. (Parasuraman, 1988)

E. Reliability

Reliability is one of the factors that affect the level of customer satisfaction (right or respite care, a promise fulfilled on time and does not discriminate in providing services). It is supported from research Parasuraman (2001) found that the reliability and significant positive effect on customer satisfaction.

According to Parasuraman reliability measurement indicators: (1) Activities academic and timely service employees; (2) The promise of service; (3) The employee did not discriminate in service. (Parasuraman, 1988)

F. Responsiveness

Responsiveness / quick response of each employee in providing other forms of care (eager to serve, responsive to complaints). This is in support of research Parasuraman (2001) concluded that responsiveness positive and significant impact on customer satisfaction,

According to Parasuraman responsiveness measurement indicators: (1) Employees eager to serve; (2) The response to the complaint; (3) Act quickly when needed. (Parasuraman, 1988)

G. Assurance

Assurance / certainty, any form of service require certainty for services provided (guarantee of employees who provide services, and doing a good job and complete). This is in support of research Parasuraman (2001) which concluded that the assurance positive and significant impact on customer satisfaction.

According to Parasuraman assurance measurement indicators: (1) Providing health insurance; (2) To provide a sense of security; (3) Run the job well and thoroughly. (Parasuraman, 1988)

H. Emphaty

Emphaty/ Understand the customer, any activity or service activities require the understanding and togetherness assumptions or interest in a matter pertaining to the service (friendly, attentive in serving, put the interests of customers and can communicate with easily understood language). This is in support of research Parasuraman (2001) concluded that empathy, positive and significant impact on customer satisfaction. According to Parasuraman empathy measurement indicators include: (1) *be friendly*; (2) *put the interests*; (3) *Communicating with a language that is easily understood*. (Parasuraman, 1988)

I. Administrative Services Products Academic STMIK Bina Bangsa

Aim administration akademik is to create uniformity and effectiveness of services in administrative management, so terbinanya student discipline, academic administrative staff and faculty at Bina Bangsa STMIK environment. Academic administrative services products STMIK Bina Bangsa Kendari majoring in Information Systems, among others: (1) the re-registration; (2) Study Plan Card (KRS); (3) Card Study Results (KHS); (3) Application for late payment of fees / outside the schedule; (4) Application dispensation; (5) The license application; (6) Taking active college letter; (7) Application of scholarship; (8) The request to move the program; (9) Registration and maintenance graduation diploma.

J. Concept Satisfaction

Yamit (2004) stated that customer satisfaction is the result of a perceived over the use of the product or service, which is felt towards the product or service equals or exceeds the expectations desired by consumers.

According to Kotler and Armstrong (2001) customer satisfaction depends on estimates of product performance in delivering value relative to the expectations of the buyer. If the performance of the product is much lower lenih of customer expectations, the buyer is not satisfied. If performance in line with expectations, the buyer terpyaskan. If the performance exceeds the expectations of buyers have been more pleased.

According to Mowen (2002: 89), overall consumer satisfaction as customer attitudes shown atans goods or services after they obtain and use. This is an evaluative study post-election caused by the selection of special

purchase and experience to use or consume goods or services.

Furthermore Schnaars (1991) suggested that terdpaat four elements that make up the model of customer satisfaction, namely: expectations utmaa (prior expectation), the performance of the product (product performance), confirmation and disconfirmation (confirmation and disconfirmation), and satisfaction or dissatisfaction (satisfaction / dissatisfaction) ,

K. Customer Satisfaction Measurement Indicators

Measurement of customer satisfaction is very important because it provides useful information for the company, shareholders, investors, governments and consumers. According to Caruana and Malta (2000), customer satisfaction measurement consists of four indicators only in so: (1) The feeling happy satisfied from the performance, (Y1.1) is a response given by students about the performance of the employees received from the comparison between the perceived performance related with expectations of students; (2) Suitability performance of services with the expectations on the basis of information, (Y1.2) is feeling satisfied with the performance of employees in accordance with the information obtained by the students; (3) performance is very satisfactory service, (Y1.3) is a top student assessment service perceived excess of what was expected; (4) Satisfaction performance of the service does not disappoint (Y1).

L. Relationship Between Service Quality and Satisfaction

The conclusion of the theories that states the relationship between customer satisfaction and service quality is customer satisfaction associated with some aspects of quality of service and one of which is closely related to the quality, because quality is the benchmark and the index of satisfaction konsumen. Jurnal Athanasia Budi Astuti (2014) "The Effect of Service Quality for Academic Satisfaction Student in the Department of Speech Therapy polytechnic MoH Surakarta" with the results of research is no influence of the quality of academic services to the satisfaction of the students in the department of speech therapy Poltekkes MoH Surakarta with the calculated value of 36.169 with p value 0.000 <0.05.

M. Tangible Dimension Against influence student satisfaction

In providing services, every person who wants to feel the importance of service physical evidence shown by the developers of the service, so the service provided to give satisfaction. Form of service physical evidence is usually in the form of infrastructure services available, service technology is used, the performance of the service provider in accordance with the characteristics of the service provided in the show work performance can be provided in the form of physical care that can be seen.

This description generally provides a clear indicator that the quality of service is determined by the physical conditions of service on campus STMIK Bina Bangsa, which is the core of service is the ability to use tools and

work equipment that can be seen physically, able to demonstrate the ability to be physically in a variety of technological mastery work and shows the appearance that match the skill, dignity and dedication to work.

N. Effect of Dimensions of Reliability Against the student satisfaction

Linkages dimension of service reliability (reliability) is a very important in the dynamics of an organization's work. Reliability is a form characteristic or characteristics of an employee who has a high work performance. Reliability in the delivery of services can be seen from the reliability providing services in accordance with the level of knowledge, reliability in skilled master the field of applied work, reliability in the control field work according to work experience and reliability demonstrated using workplace technology. Sunyoto (2004: 16) the reliability of an individual organization to provide services is indispensable to face the dynamics of labor movement continues to run demanding high quality services in accordance reliability of individual employees.

Based on the foregoing, it can be understood that the quality of service of reliability in an organization can be demonstrated reliability of the service provider in accordance with the forms of the characteristics possessed by employees STMIK Bina Bangsa, in accordance with the organization's existence. An employee can be reliable if the level of knowledge is used well in providing services that are reliable, the ability of the skills he has applied in accordance with the acquisition of talent skilled, work experience supporting every employee to perform work activities reliably and the use of technology is a prerequisite of any employees that are reliable for perform various forms of job creation to solve the various problems it faces working reliably.

O. Against Responsiveness Dimensions influence student satisfaction

Demand services that address the various complaints of the forms of services provided into a positive respect of responsiveness and service providers who receive services. Should the parties to provide services if it finds a person who served less understanding on the terms procedure or mechanism, it is necessary to be given an understanding and a clear understanding as wise, authoritative and provide alternatives ease of following the terms of service are correct, so that the impression of a man who got servicing understand or respond to the desire of those who served.

The essence of service responsiveness within an organization for the provision of explanations with thoughtful, detailed, nurture, guide and persuade. If this can be implemented properly, its own quality of service responsiveness will be mirror work performance of employees shown in the ministry.

P. Dimensions of Assurance Against influence student satisfaction

The warranty for the services provided by the employee is determined by the performance or the performance of services, so it is believed that the employee was able to provide a reliable, independent and professional impact on the satisfaction of services received. Aside from the performance, the guarantee of a service are also determined by their commitment to a strong organization, which recommends that each employee provides services seriously and earnestly to satisfy the people who are served. Another form of guarantee which is a guarantee against an employee who has a personality behavior (personality behavior) is good in providing services, would be different from an employee who has a character or characters that are less good and less good at providing services (Margaretha, 2003: 201).

This description becomes a vote for an organization to demonstrate the quality of insurance services (convincingly) to any person who is servicing in accordance with the forms of service satisfaction can be given, providing services in accordance with the work commitment shown by the behavior of an attractive, convincing and can trustworthy, so that all forms of quality of service shown can be trusted and be a reflection actualization of performance that can be achieved on employment services.

Q. Empathy Dimension Against influence student satisfaction

Empathy in a ministry is the existence of a concern, seriousness, sympathetic, understanding and involvement of the parties concerned with the ministry to develop and carry out service activities in accordance with the level of understanding and the knowledge of each of these parties. Parties who provide services should have the empathy to understand the problem of those who want to be served. Parties served should understand the limitations and capabilities of the person serving, so that integration between the parties to serve and get services have the same feeling.

The forms of these services become a widely developed by the developers of the organization, especially for developers ministry modern, aimed at providing quality services that match the dimensions of empathy on the various forms of service issues faced by the need of the service, so that the dimensions of this empathy , an employee in the scope of Bina Bangsa STMIK campus shows the quality of service in accordance with the performance shown.

How to realize the nature of empathy, Bina Bangsa STMIK every employee should be able to manage time so you can easily be contacted either by phone or in person.

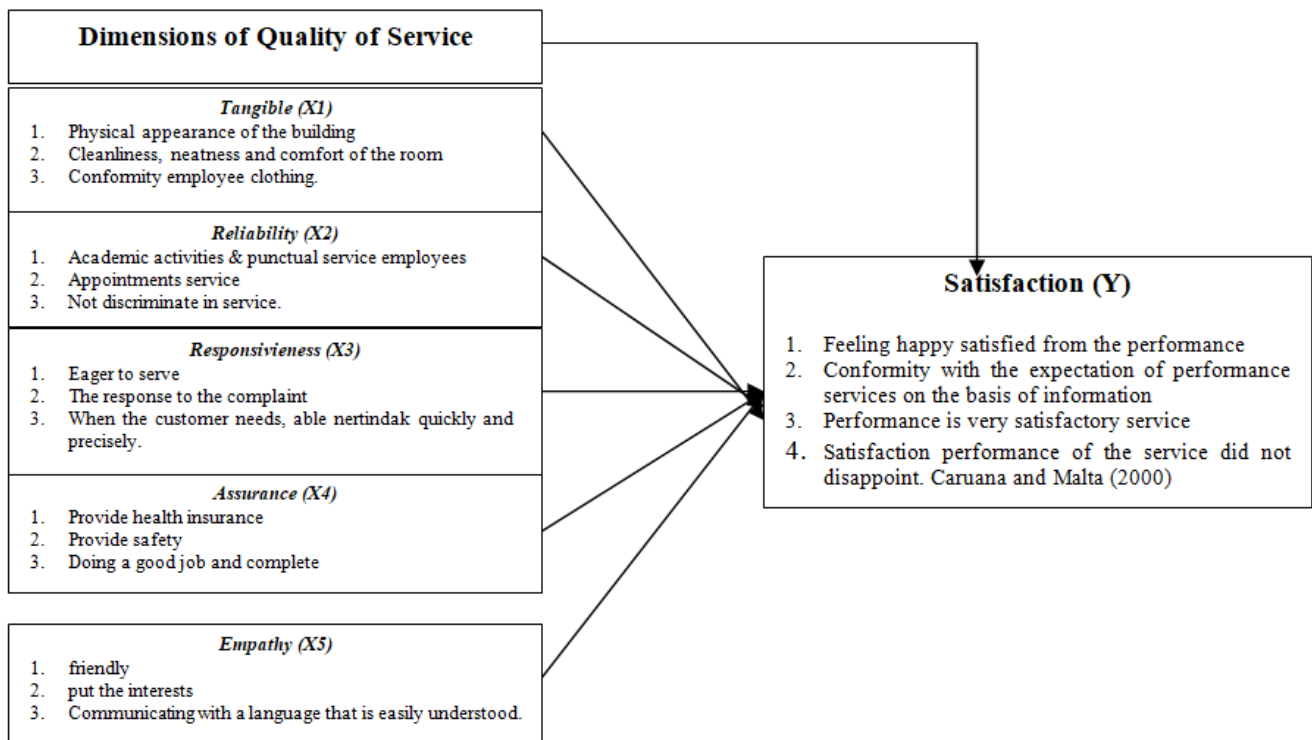


Fig 1:- Model academic service quality dimension influence on student satisfaction

The hypothesis in the development of research as follows:

- H1** : The quality of service simultaneously significant effect on student satisfaction
- H2** : A significant difference between the quality of service in a tangible dimension to Student satisfaction
- H3** : A significant difference between the quality of service in reliability dimension to student satisfaction
- H4** : A significant difference between the quality of service in responsiveness dimension to student satisfaction.
- H5** :A significant difference between the quality of services in assurance dimension to student satisfaction.
- H6** : A significant difference between the quality of service in the dimension of empathy towards student satisfaction.

III. RESEARCH METHODS

The samples are part of a number of characteristics possessed by the population digunakan, Sugiyono (2007: 55), Sampling using simple random sampling method, the sampling probability in which all elements of the population has an equal chance of being elected to the sample. The number of samples in the study of 350 respondents by means of multiple linear analysis using SPSS version 20 (Ghozali.2005)

A. Quality of Service (X)

Quality of service is the perception of students regarding the superiority of services offered by Bina Bangsa STMIK Kendari. Arah causality flows from latent constructs to indikator. Menurut Parasuraman (1988), quality of service measurement serqual consists of five

indicators: (1) Tangible (X1), (2) Reliability (X2), (3) Responsiveness, (X3), (4) Assurance (X4), (5) Empathy (X5).

B. Student Satisfaction (Y)

Satisfaction is one's feelings after comparing the performance (or results) are perceived compared to his expectations. Measurement may be affected by latent constructs or reflect the variation of the construct laten. Menurut Caruana and Malta (2000), customer satisfaction measurement consists of four indicators only in so: (1) The feeling happy satisfied from the performance, (Y1); (2) Suitability performance of services with the expectations on the basis of information, (Y2); (3) performance is very satisfactory service, (Y3); (4) Satisfaction performance of the service does not disappoint (Y4)

C. Multiple Linear Regression Analysis

a. Simultaneous test (test F)

Ho: B = 0, Quality of service (Tangible, Reliability, Responsiveness, Assurance, Empathy) Had no effect simultaneous to student satisfaction.

Ha: B ≠ 0, Quality of service (Tangible, Reliability, Responsiveness, Assurance, Empathy) Simultaneous influence on satisfaction college student.

b. Test Persia; (Test T)

- 1. If the probability > significant level, then Ha Ho accepted and rejected.
- 2. If the probability < significant level, then ditolak and Ha Ho accepted.

IV. RESEARCH RESULT

variables	Dependent variable	Test result ($\alpha = 0:05$)	Information
tangible	Student satisfaction	Linear Sig. = 000 $< \alpha = 0:05$	linear
reliability	Student satisfaction	Linear Sig. = 000 $< \alpha = 0:05$	linear
responsiveness	Student satisfaction	Linear Sig. = 000 $< \alpha = 0:05$	linear
assurance	Student satisfaction	Linear Sig. = 000 $< \alpha = 0:05$	linear
empathy	Student satisfaction	Linear Sig. = 000 $< \alpha = 0:05$	linear

Table 1:- Linearity Assumption Testing Results

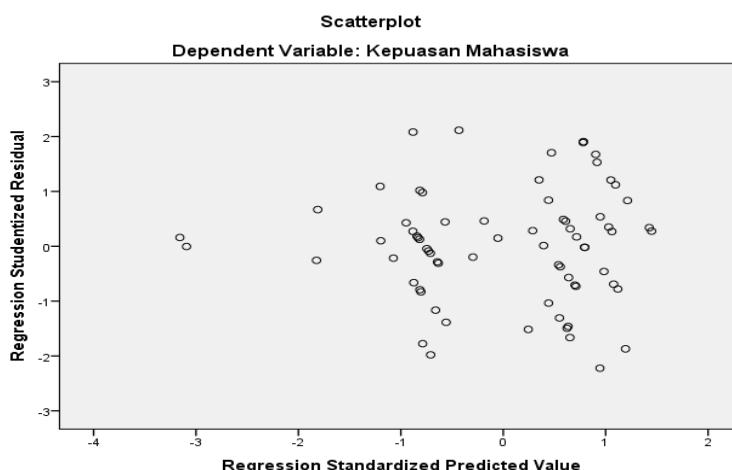


Fig 2:- Test Heteroskidastity scatterplot Dependent Variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,922a	,851	,839	,27984

Table 2:- Correlation and Determination

ANOVAa

Model	Sum of Squares	Df	mean Square	F	Sig.
1 Regression	29.031	5	5.806	74.143	,000b
residual	5,090	65	,078		
Total	34.121	70			

a. Dependent Variable: Student Satisfaction

b. Predictors: (Constant), Empathy, Tangible, Responsiveness, Reliability, Assurance

Table 3:- Anova For Simultaneous Testing Regression Coefficients

Model		Coefficients unstandardized		standardized Coefficients	T	Sig.
		B	Std. Error	beta		
1	(Constant)	1,119	,210		,564	,574
	Tangible	,475	,087	,167	2,016	,048
	Reliability	,546	,067	,173	2,193	,032
	responsiveness	,665	,070	,182	2.363	,021
	Assurance	,472	,081	,175	2,129	,037
	Empathy	,330	,085	,348	3.863	,000

Table 4:- T-count value and significance

V. DISCUSSION

A. Dimensions Tangible Influence Student Satisfaction

Based on the hypothesis test results proved that the hypothesis H1, the quality of service one of which consists of tangible and significant positive effect on student satisfaction at Nations Development STMIK Kendari

acceptable. Perception of service quality is a reality of responsiveness and customer service expected of the services rendered perusahaan. Kualitas service starts from the customer needs to the customer perception. In evaluating the services of a company's performance, quality of service is one of the factors used by customers in comparing with other enterprise service offerings. Good

quality services is the performance of the services expected better than the performance perceived by the customer.

Further support relevant research results with the results of this research is the result of research conducted by (1) Dayang Nailul Munna Abang Abdullah and Francine Rizario (Year 2010). (2) Majid Esmailpour, Manije Bahraini Zadeh, and Effat Haji Hoseini (2012).

Descriptive analysis showed respondents to the variable *tangible* with a score of 3.90, it can be interpreted that the respondents to the quality of service STMIK Bina Bangsa very well categorized. Furthermore, respondents to the variables of student satisfaction with an average score of 3.98. These scores can be interpreted that the respondents to the student satisfaction for the service quality STMIK Kendari Bina Bangsa categorized tend to approach either.

Strategies are needed for every College in Kendari, among others, always keeping the environment clean nice building outside of the building, especially the cleanliness of each chamber maids, so that students feel comfortable during their stay in the room.

B. Dimensions Influence Reliability Student Satisfaction

Based on the hypothesis test results proved that the hypothesis H2, the second is the quality of service reliability and significant positive effect on student satisfaction at Nations Development STMIK Kendari acceptable. Perception of service quality is a reality of responsiveness and customer service expected of the services rendered perusahaan. Kualitas service starts from the customer needs to the customer perception. In evaluating the services of a company's performance, quality of service is one of the factors used by customers in comparing with other enterprise service offerings. Good quality services is the performance of the services expected better than the performance perceived by the customer.

Further support relevant research results with the results of this research is the result of research conducted by (1) Dayang Nailul Munna Abang Abdullah and Francine Rizario (Year 2010). (2) Majid Esmailpour, Manije Bahraini Zadeh, and Effat Haji Hoseini (2012).

The strategy needs to be done is to maintain the conditions that have been running for about the alertness of employees in the face of complaints disampaikan student, then continued to defend the truth and the delivery of information that has been implemented so that each customer feels happy on the testimony given by the employees so that customers feel satisfied on *reliability* from a service.

Descriptive analysis showed respondents to the variable *reliability* with a score of 3.91, it can be interpreted that the respondents to the quality of service STMIK Bina Bangsa categorized tend to approach either. Furthermore, respondents to the variables of student satisfaction with an average score of 3.98. These scores can

be interpreted that the respondents to the student satisfaction for the service quality STMIK Kendari Bina Bangsa categorized tend to approach either. Strategies undertaken to improve is to increase the ability of employees to be able to understand the needs of customers like to respond well to customers and also to receive complaints or suggestions so that customers feel noticed by employees.

C. Dimensions Influence Responsivness Student Satisfaction

Based on the hypothesis test results proved that the hypothesis H3, the third is service quality responsiveness positive and significant impact on student satisfaction at Nations Development STMIK Kendari acceptable. Perception of service quality is a reality of responsiveness and customer service expected of the services rendered perusahaan. Kualitas service starts from the customer needs to the customer perception. In evaluating the services of a company's performance, quality of service is one of the factors used by customers in comparing with other enterprise service offerings. Good quality services is the performance of the services expected better than the performance perceived by the customer. If the performance of the service is good then the customers will be satisfied.

Further support relevant research results with the results of this research is the result of research conducted by (1) Anber Abraheem Shlash Shireen Mohammad and Mohammad Yaseen Alhamadani (in 2011). (2) Dayang Nailul Munna Abang Abdullah and Francine Rizario (Year 2010). (3) Majid Esmailpour, Manije Bahraini Zadeh, and Effat Haji Hoseini (2012).

The strategy needs to be done is to maintain the condition of the attitude of employees who provide services appropriately and quickly to every customer, besides that every employee should always maintain alertness in memanggapi and do anything they want and need students which information dibutuhkan every customer who came so that every visitor satisfied on *responsiveness* of an academic service.

Descriptive analysis showed respondents to the variable *responsiveness* with a score of 3.92, it can be interpreted that the respondents to the quality of service STMIK Bina Bangsa categorized tend to approach either. Furthermore, respondents to the variables of student satisfaction with an average score of 3.98. These scores can be interpreted that the respondents to the student satisfaction for the service quality STMIK Kendari Bina Bangsa categorized tend to approach either.

D. Dimensions Influence Assurance Student Satisfaction

Based on the hypothesis test results proved that the hypothesis H4, service quality assurance fourth is positive and significant impact on student satisfaction at Nations Development STMIK Kendari acceptable. Perception of service quality is a reality of responsiveness and customer service expected of the services rendered perusahaan. Kualitas service starts from the customer needs to the

customer perception. In evaluating the services of a company's performance, quality of service is one of the factors used by customers in comparing with other enterprise service offerings. Good quality services is the performance of the services expected better than the performance perceived by the customer.

Further support relevant research results with the results of this research is the result of research conducted by (1) Anber Abraheem Shlash Shireen Mohammad and Mohammad Yaseen Alhamadani (in 2011). (2) Dayang Nailul Munna Abang Abdullah and Francine Rizario (Year 2010). (3) Majid Esmailpour, Manije Bahraini Zadeh, and Effat Haji Hoseini (2012).

The strategy needs to be done is to continue to maintain the security of academic indoor environment so that no employee lost possession by limiting the room service for students and employees.

Descriptive analysis showed respondents to the variable *assurance* with a score of 3.91, it can be interpreted that the respondents to the quality of service STMIK Bina Bangsa categorized tend to approach either. Furthermore, respondents to the variables of student satisfaction with an average score of 3.98. These scores can be interpreted that the respondents to the student satisfaction for the service quality STMIK Kendari Bina Bangsa categorized tend to approach either.

E. Dimensions Influence Emphaty Student Satisfaction

Based on the hypothesis test results proved that hypothesis H5, fifth service quality is empathy, positive and significant impact on student satisfaction at Nations Development STMIK Kendari acceptable. Perception of service quality is a reality of responsiveness and customer service expected of the services rendered perusahaan. Kualitas service starts from the customer needs to the customer perception. In evaluating the services of a company's performance, quality of service is one of the factors used by customers in comparing with other enterprise service offerings. Good quality services is the performance of the services expected better than the performance perceived by the customer.

The results of this study supported by the theory proposed by Parasuraman *et.al* (1990) empathy is secaraindividu attention given by the service providers so that customers feel important, appreciated and understood by companies. Relation to customer satisfaction on academic services STMIK Bina Bangsa that employees should pay attention to the customers who come looking for employees / staff for offering courses for the employees / staff to be friendly in serving, put the interests of students and be able to communicate with easily understood language students. If it is implemented, customers will be satisfied.

Further support relevant research results with the results of this research is the result of research conducted by (1) Dayang Nailul Munna Abang Abdullah and Francine

Rizario (Year 2010). (2) Majid Esmailpour, Manije Bahraini Zadeh, and Effat Haji Hoseini (2012). (3) Anber Abraheem Shlash Shireen Mohammad and Mohammad Yaseen Alhamadani (in 2011).

The strategy needs to be done is to safeguard and maintain good attention from Bina Bangsa STMIK employees in response to the complaints of the visitors on the services required by customers by helping them in doing service to raman, well, on time so that they are happy and satisfied *empathy* of an academic service.

Descriptive analysis showed respondents to the variable *empathy* with a score of 3.92, it can be interpreted that the respondents to the quality of service STMIK Bina Bangsa categorized tend to approach either. Furthermore, respondents to the variables of student satisfaction with an average score of 3.98. These scores can be interpreted that the respondents to the student satisfaction for the service quality STMIK Kendari Bina Bangsa categorized tend to approach either.

F. Effect of Service Quality Dimensions Student Satisfaction

Results of testing the correlation between the physical evidence / tangible, reliability / reliability, responsiveness / responsiveness, assurance / assurance, and empathy / empathy effect on customer satisfaction STMIK Bina Bangsa. This shows that tangible, reliability, responsiveness, assurance and empathy, positive and significant impact on customer satisfaction.

Results of testing the quality of services covering variable correlation *tangible, reliability, responsiveness, assurance* and empathy berpengaruh simultaneously to Bina Bangsa STMIK customer satisfaction. This indicates that the quality of services covering variable tangible evidence, reliability, responsiveness, assurance and empathy influence simultaneously simultaneously positive and significant impact on satisfaction Bina Bangsa mahasiswa STMIK Kendari. This means that the quality of services covering tangible, reliability, responsiveness, assurance and empathy influence simultaneously together positive and significant impact on customer satisfaction STMIK Bina Bangsa Kendari.

Influence simultaneously means that *tangible* supported by reliability, responsiveness, assurance and empathy, it can lead to increasing customer satisfaction. This is supported by empirical data on respondents' answers on each item statement dimensions of service quality showed a positive perception in this case the majority of respondents agree on every item statement given, so that it can be concluded that each dimension of service quality effect on customer satisfaction in STMIK Bina Bangsa Kendari, this is indicated by employees who work passionately have a good perception of their work so that they work optimally, which in turn can give satisfaction to the customer.

This is supported by the theory that increased competition services, especially banking services then the manager of the banking business should always take into account the quality of service. Kotler (2000) states that the quality of the services should start from the needs of customers and end on customer perception. Customer perception of service quality is a detailed assessment of a service (Haryono, 2005). Perceived service quality and satisfactorily when the service received exceeds customer expectations. And vice versa, if the service received a lower than expected then the quality of service is considered bad this means that the quality of service has a relationship with the satisfaction felt by the customer. It has been proved by Wicaksono (2003) and Carauna,

The strategy needs to be done is to maintain and improve the cleanliness and comfort tendency, continued to maintain a good attitude and attention from employees STMIK Bina Bangsa by being gracious in responding to customer complaints so that customers feel satisfied with the service they receive.

❖ *Research Limitations*

- Collecting data in this study is cross-section, because the perception of an administration service performance can vary within the other, then the results of this study may change when performed in other periods.
- This study focuses only on the private universities namely Bina Bangsa STMIK Kendari, so the results can not be generalized to the other universities.

VI. CONCLUSION

Based on the findings, formulation of the problem, the purpose of the study, the research hypothesis, the results of data analysis and discussion of the results of research, conclusions can be drawn. This research is as follows: First, the quality of service significantly influence student satisfaction. Changes to improve the quality of service in a positive and significant effect on the increase in student satisfaction. Second, the results of data analysis showed that tangible significant effect on student satisfaction. The higher the perceived tangible quality of students, the higher student satisfaction. Third, the results of data analysis showed that the reliability significantly influence student satisfaction. The higher the perceived tangible quality, the higher student satisfaction mahasiswa. Keempat, data analysis showed that responsiveness significant effect on student satisfaction. The higher the perceived tangible quality of students, the higher student satisfaction. Fifth, the results of data analysis showed that assurance significant effect on student satisfaction. The higher the perceived tangible quality of students, the higher student satisfaction. Sixth, the results of data analysis showed that empathy significant effect on student satisfaction. The higher the perceived tangible quality of students, the higher student satisfaction.

SUGGESTION

First, it is suggested that the management STMIK Kendari Bina Bangsa still build and maintain long-term relationship of mutual benefit between students and higher education institutions are realized in the form of a good academic service to the college. Improved quality of service to prioritize the needs of students is the most important thing to do. Improved infrastructure is a matter of urgency to do as a supporting lecture. For example, by increasing the type and number of books available in the library, creating a lecture hall as comfortable as possible, providing the faculty room and the room to support activities of student organizations. *Second*, The management-oriented organization suggested that the service quality is more focused serious attention on all the indicators of quality of service (tangible, reliability, responsiveness, assurance and empathy) to give satisfaction to the students. *Third*, it is suggested that further research using other variables that are not included in this study, as reflected in the results of the test R Square which contributed 85.1%, it means that there are other variables that can affect the satisfaction of 14.9%, such as the image of the college, loyalty, and so forth. *Fourth*, that the management and Bina Bangsa STMIK management continues to improve the repair or attention to quality of service is low on tangible indicator is the increase in infrastructure and human resources. reliability, responsiveness, assurance and empathy) to give satisfaction to the students.

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