



QUALITY OF ACADEMIC SERVICES AT GORONTALO UNIVERSITY

Barmin R Jusuf^{1)*}, Deby R Karundeng²⁾, Moh. Afan Suyanto³⁾,

Moh. Roll Paramata⁴⁾, Yakup⁵⁾, Ayub U Rasid⁶⁾

email. barminyusuf78@gmail.com

Article history:	Abstract:
Received: 6 th August 2023	Service Quality with research objectives to determine the quality of academic services at Gorontalo University, The research method used is a qualitative method. The data analysis used in the research is qualitative with interactive model analysis which consists of three analysis components, namely: 1) Data Reduction; 2) Data Presentation; 3) Verify Data and Draw Conclusions. The results of the research show that: If we look at the research focus using the theory of academic services, this research shows that the Library Resources / supporting resources dimension is compared to other indicators where supporting resources in academic services are considered to be lacking by service users at Gorontalo University.
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INTRODUCTION

Higher education as an accountable and quality educational institution is required to provide quality academic services. Higher education as a service industry must start to think more carefully about the importance of customer service, because now it is increasingly recognized that customer service and satisfaction are vital aspects in order to survive in business and win customers.

Service quality is seen as a tool for achieving competitive advantage, because service quality is one of the factors that determines the selection of something that can satisfy students. Student satisfaction will be achieved if the quality of services provided meets their needs.

Meanwhile, the quality of service in higher education according to Kotler & Fox (1995: 414). More specifically, the dimensions of service quality in higher education state that there are six main dimensions in the quality of service in higher education, namely: (1) quality of instruction, (2) academic advising, (3) library resources, (4) extracurricular activities, (5) opportunities to talk with faculty members, and (6) job placement services.

The dimensions and indicators include (a) The quality of instruction dimension (quality of learning) related to the lecturer/instructor's ability to master the material, convey the material, friendliness, objectivity in giving grades, and so on, (b) The academic advising dimension (academic guidance). Related to lecturers who are academic supervisors in terms of continuity, patience, thoroughness, and availability of time in providing academic guidance, (c) Dimension of library resources (supporting resources) including the availability of laboratories, libraries, lecture halls, (d) Dimension of extracurricular activity (extra-curricular activities) includes the number and attractiveness of various extra-curricular activities, university support for student activities, and (e). The dimension of opportunities to talk with faculty members (aspect of communication with university leaders/staff) is related to the aspect of ease of contacting leaders/staff at the university, faculty, department or study program level. (f) The dimensions of job placement services (administrative service aspects) include the ability and speed of administrative staff at the university, faculty, or department or study program level, in providing services.

1. The quality of academic services at universities in providing satisfaction to students at Gorontalo University
 - a. How does Quality of instruction (quality of learning) as part of the quality of academic and non-academic student services at Gorontalo University improve services to students?
 - b. How does the aspect of academic advising (academic guidance) as part of the quality of academic and non-academic student services at Gorontalo University improve services to students?
 - c. How do library resources (supporting resources) as part of the quality of academic and non-academic student services at Gorontalo University improve services to students?
 - d. How does the extracurricular activity aspect as part of the quality of academic and non-academic student services at Gorontalo University improve services to students?
 - e. What is the aspect of opportunities to talk with faculty members (aspect of Communication with Leadership) as part of the quality of academic and non-academic student services at Gorontalo University in improving services to students.
 - f. How does the Job placement services aspect (administrative service aspect) as part of the quality of academic and non-academic student services at Gorontalo University improve services to students?

RESEARCH METHODOLOGY

This research uses a realistic qualitative research approach with the aim of making it easier and helping researchers to dig up deeper information regarding the quality of academic and student services, especially services at Gorontalo University, which will later use the information obtained to determine research objectives. Furthermore, the data explored includes primary and secondary data. The method used to determine the data source in this research is Purposive Sampling, namely a technique for determining data sources with certain considerations, for example the person (resource person) is considered to know best about what we expect (Sugiyono, 2005; 96).

RESEARCH RESULT

The research findings in the second focus and subfocus using the academic service theory proposed by Kotler and Fox (1995) can be described as follows:

1. Dimensions of quality of instruction (quality of learning)

Mastery of material

Looking at the quality of learning aspect, the researcher found that the quality of the lecturers and teaching staff at Gorontalo University was assessed by the informants in this research as good, this is because most of the lecturers as instructors of courses in each faculty, if seen from the level of education, are in accordance with their respective fields of knowledge. Also, with the current educational strata, lecturers in every faculty at Gorontalo University have second and third grade qualifications, even Gorontalo University currently has lecturers who are Professors.

Attitude and Friendliness

The research findings state that the informants' assessment is that the lecturers at Gorontalo University are currently good, but the weakness is that at certain times when the situation and conditions of the lecturers are not good, it will also have an impact on the surrounding situation.

2. Dimensions of academic advising (academic guidance)

The thoroughness of the supervising lecturer when the supervising lecturer has been assessed by the informants as quite good, this is because the implementation and guidance has been through the information system incorporated in SEFIMA, and for managing study plan cards and other things, students have used the Siakad application so that the main guidance is in academic guidance. goes well.

The drawback is that sometimes the service is very poor for students due to lecturers and administrative services not being there if the service is done manually, such as financial registration.

3. Dimensions of library resources (supporting resources)

The availability of supporting facilities in this research found that almost all the informants interviewed by the researchers stated that this was still lacking, especially in terms of lecture halls and other lecture facilities, including chairs that were still lacking and many of which were damaged, as well as tools and other facilities such as ac with needs related to academic and educational services and teaching at Gorontalo University.

Availability of laboratories and libraries

The results of in-depth interviews with researchers, the informants overall said that the sub-focus on laboratories and libraries were available at Gorontalo University, but the laboratory rooms were sometimes not well maintained and the libraries specifically were still lacking in terms of the newest and most up to date books.

The availability of supporting facilities, especially in lecture rooms at Gorontalo University, is considered to be still lacking, including the lack of availability of lecture rooms, especially faculties which have a large number of students in each class and also other facilities such as the availability of student seating where the number of chairs does not match the number of scheduled students. and even many other facilities were damaged and could not be used, including lecture chairs and others.

And this is also in accordance with the results of research conducted by Sawir (2014) regarding academic services at the Faculty of Social Sciences, Madako University, so the conclusions obtained in the framework of the teaching and learning process are influenced by aspects of supporting facilities and resources where the facilities and infrastructure are not yet adequate.

4. Dimensions of extracurricular activity (extra-curricular activities)

Campus support for extra-curricular activities in research shows that the University and at the faculty level fully support extra-curricular activities, however off-campus activities at Gorontalo University must be further increased to develop student creativity to be able to provide and increase experiences for students.

Student interest in extracurricular activities, according to research findings, is that most students are interested in these extracurricular activities and these activities must be further increased in the future so that every activity carried out outside campus will increase students' interest in extracurricular activities even further.

5. Dimension of opportunities to talk with faculty members (aspect of communication with university leadership/staff).

Communication and the ease of students in contacting leaders at the university are also considered good in the research findings because almost all leaders at Gorontalo University and in every faculty are considered to be very communicative towards students and alumni.

6. Dimensions of job placement services (administrative service aspects)

The ability of employees in the field of administration is based on research findings that the ability of employees in the field of administration is assessed by informants as still lacking, which is based on the opinion that the informants

have different opinions on this matter, but the point is that service and administrative abilities depend on the respective service officers, both at the faculty and rectorate levels and other parts.

The speed and accuracy of employees in serving in the administrative sector. The speed and accuracy of administrative services at Gorontalo University is currently seen by the informants as depending on their respective administrative staff, where according to the informants the service depends on the situation and conditions of the employees in serving, if the situation and conditions of the service staff are not good Even if you are not present, it will have an impact on the service and also make it less satisfying for customers, in this case students as service users.

DISCUSSION

In learning as a focus, the researcher found that the quality of lecturers and teaching staff was good and this was because the majority of lecturers were responsible for courses in each study program, if seen from the level of education, it was in accordance with their respective fields of knowledge as well as the current educational strata. Lecturers in every faculty at Gorontalo University have second and third level qualifications, even Gorontalo University currently has lecturers who are Professors.

Attitude and Friendliness: The research findings state that the informants' assessment is that the lecturers at Gorontalo University are currently good, but the weakness is that at certain times when the situation and conditions of the lecturers are not good, it will also have an impact on the surrounding situation.

In the element regarding the Accuracy of Supervisors, all the interviewees stated that this was quite good because the implementation and guidance had been through the information system incorporated in SEFIMA, and for managing study plan cards and other things, students had used the Siakad application so that the main guidance in academic guidance was in accordance with the requirements. desired.

The drawback is that the service is very poor for students which is caused by the lecturers and administrative services not being there if the service is done manually, such as financial registration, so for education and teaching services there is also a shortage where sometimes the lecturer in charge of the course is not in place and is not even present in the lecture schedule. .

For supporting facilities, the researcher found that almost all informants interviewed by the researcher stated that they were still not satisfied, especially looking at the lecture rooms and other lecture facilities, including chairs that were still lacking and many of them were damaged, as well as tools and other facilities such as air conditioning. with needs related to academic and educational services and teaching at Gorontalo University.

Meanwhile, regarding the availability of laboratories and libraries, the results of in-depth interviews with researchers, the resource persons overall said that for the sub-focus on laboratories and libraries, they are already available at the University of Gorontalo, but the laboratory rooms are sometimes not well maintained and especially the libraries are still lacking in terms of books.

Students who carry out activities outside the campus at the University and at the faculty level fully support extra-curricular activities, but activities outside the campus at Gorontalo University must be further increased to develop student creativity to be able to provide and increase experiences for students.

The ease of students in communicating, especially in contacting leaders at the University, has also been assessed in research findings as good because almost all leaders at Gorontalo University and in every faculty are considered to be very communicative towards students, both active students and alumni of Gorontalo University.

For employees, especially in the administrative field, based on research findings, the ability of employees in the administrative field is assessed by informants as still lacking, which is based on the opinion that the informants have different opinions on this matter, but the point is that service and administrative abilities depend on the respective service officers, both at the faculty and rector levels. and other parts.

In serving in the administrative sector, especially regarding the speed and accuracy of administrative services by employees at Gorontalo University, it is currently seen by the informants that it depends on their respective administrative staff, where service according to the informants depends on the situation and conditions of the employees in serving, if the situation and conditions of the service officers If it is not good, even if you are not present, it will have an impact on the service and also make it less satisfying for customers, in this case students as service users.

CONCLUSION

Based on the focus and subfocus stated previously, the researcher draws the conclusion that if we look at the focus of the research using theory about academic services, there are several similarities in the information from the interviewees, including indicators and dimensions of availability of facilities and infrastructure with the dimensions of Library Resources / supporting resources. d Gorontalo University is currently considered by service users to be inadequate which results in unsatisfactory services for users of academic services at Gorontalo University.

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