

The Development of Student Academic Administration Services in Higher Education

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Abstract--*This Qualitative research is motivated by student satisfaction with academic services. Seeing the facts in the field shows that academic services in Student Academic Administration at State Islamic Institute of Religion Curup, the level of quality of academic services in the Academic Administration of Student Affairs State Islamic Institute of Religion Curup based on aspects of tangibles, Responsiveness, Assurance aspects of reliability and Empathy aspects. The results of this study indicate that the quality of services based on physical evidence (tangible) in this case is related to the facilities and infrastructure of service rooms and employee performance is not optimal, the quality of service based on responsiveness in terms of responsiveness to responding to students is quite good, the quality of service is based assurance (assurance) in terms of ability and friendliness of employees is quite good, the quality of service based on reliability (reliability) in terms of services that are immediately accurate and satisfying is good and the quality of service based on empathy (empathy) in terms of attention and communication between employees and students is not optimal.*

Key words--*Development; Student Academic Services; Higher Education.*

I. INTRODUCTION

The success of Higher Education is largely determined by the quality of services provided, where quality service can be identified through customer satisfaction (Fatgehipon & Zulfiqar Bin-Tahir, 2019; Ristianti et al., 2019). Quality is concerned with products and services that can meet the needs, expectations and satisfaction of customers (Fathurrochman et al., 2019; Irmayani et al., 2018; Sarina et al., 2019). Quality is not instantaneous but in the long run, in that term quality needs to be continuously changed, improved and perfected so that it can always meet the needs and satisfy customers and in accordance with environmental developments (Salto, 2018).

Makbuloh and Pfeffer (2015) explain that service is an action or action given by someone to someone else in the form of serving the needs of another person's business, so that someone gets relief from their affairs (Makbuloh, 2019; Pfeffer, 2015). Good service is how someone gives a satisfaction to each customer, so that with the satisfaction can give a good name for an institution and satisfying in providing services indicates that someone's performance in providing services has been good (Putra, 2015).

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According to Parasuraman, Brown, Lovelock, Zeithaml and Fandy Tjiptono (2019) that there are five dimensions of service quality that can be used as indicators of service quality, namely : (1). Physical Evidence (Tangibles), namely the appearance of physical facilities, personnel equipment and employee appearances. The indicators are: a comfortable place of service, the latest/latest equipment, physical facilities that are attractive, employees who look neat and professional. (2) Reliability, namely the ability to perform promised services reliably and accurately (Muhammad Istan, Eka Apriani, Irwan Fathurrochman, Dina Hajja Ristianti & Hamengkubuwono, 2020). The indicators are: the services provided are accurate, employees provide services immediately, the services provided are always satisfying. (3) Responsiveness, namely the willingness to help customers and provide timely services. The indicators are: immediate/fast service from administrative employees, services provided in accordance with the promised time, employees who are always willing to help students, employees are always in the room when needed or during working hours. (4) Assurance, which is the knowledge and courtesy of employees and their ability to show trust and confidence. The indicators are: trusted employees, employees who are always polite to students, the ability of employees in Technology, employees who are knowledgeable so they can answer student questions. (5) Empathy, namely the condition of paying attention and giving personal attention to customers. The indicator is the individual attention of employees, always given ease in service, good communication between employees and students, employees who understand the specific needs of students (Cardoso et al., 2018; Chen et al., 2017a).

The quality or service quality can be known by comparing customer perceptions of services obtained or received significantly by them with services that are actually expected. If reality is more than expected, service can be said to be of good quality (Charron et al., 2013; Ngali, 2007; Wandasari et al., 2019). Conversely, if reality is less than expected, service can be said to be of poor quality. But if reality is the same as expectation, service quality is called satisfying. Thus, service quality can be defined to what extent the difference between reality and customer expectations for the service they receive (Chertakova et al., 2019; Wandasari et al., 2019).

Student academic administration section is one part of the organizational structure in State Islamic Institute of Religion Curup which covers everything related to administration and communication between students and university leaders who are authorized to provide services to students in carrying out lecture activities including student attendance lists, registration management for new and old students, management of a list of grades or transcripts, and legalization of student documents and so on (Ismail et al., 2018; Manap, 2013; Rozak et al., 2018).

Academic services have the duty to provide the best service to support the needs of students in the lecture administration process (Al-Qarashi, 2017; Herdiana & Nazudi, 2014; Kristiawan & Ahmad, 2017). Seeing the intensity of the student administration academic section directly dealing with students who are college consumers, of course the administration and academic affairs in the field of student affairs always improve the quality of its services to maintain student satisfaction so that it can lead to student loyalty to higher education.

Based on the observations of services, several problems were found, where these problems will affect the level of satisfaction of students as recipients of State Islamic Institute of Religion Curup academic administration services. Problems or complaints include: lack of patience and friendliness of employees towards students who are doing academic administrative affairs, slow service, unclear queues when busy, information boards that are rarely

updated, employees are not in place during working hours, lack of attention employees and procedures for procedures/flow of services that are too convoluted (Apriana et al., 2019).

Based on the description that has been stated, it is necessary to measure the quality of academic services based on the dimensions of reliability, responsiveness, empathy, and tangible.

II. METHODOLOGY

In this study, researchers used a qualitative approach (Fathurrochman et al., 2019). This type of research used by researchers is descriptive research that is a research method that aims to "describe the whole and in-depth about social reality and various phenomena that occur in the community that are the subject of research so that the characteristics, character, nature, and model of the phenomenon are illustrated.

According to (Ristianti, 2018) Testing the validity of the data, the authors use Technical Triangulation, technical triangulation that is testing the credibility of the data is done by checking the data to the same source with different techniques (Ristianti et al., 2019). This research will check the data that has been obtained, for example interview data will be checked with data obtained from observations and also documentation data. So the research results obtained are valid, and authenticity can be accounted for (Yanto & Fathurrochman, 2019).

III. RESULTS

Everyone who wants quality service, so the services provided provide satisfaction. As for what is meant by tangible in providing services that is usually in the form of available service facilities and infrastructure, service technology used, and the appearance of employees when providing services (Deming, 2012).

Based on the results of interviews with researchers illustrate that, tangible Academic Student Administration office service rooms are good but the facilities are still inadequate. This is in accordance with what is felt by students. Based on the results of researchers' interviews with one of the students (Rodriguez & Cardenas, 2012).

Based on the observations of researchers that in terms of tangible or physical evidence the place of service in the Academic Administration Office of Student Affairs is quite comfortable, there are chairs for students to sit while waiting in line if the service is crowded, employees also look neat according to the rules, but the equipment is there are already many that are not used only as a display, for example a computer used for students printing KHS or other needs now that functions only one computer and also the machine to retrieve the queue number is no longer used, the equipment in the Academic Student Administration office according to the author does not look visually attractive then the information source in the form of an information board placed outside the office is rarely updated, when the writer goes there at the first observation the information on the board is only information last year, and in the second observation only the information board is updated with info on the payment of a single tuition for new students (Machali, 2013; Masamah, 1970; Murfi, 2014).

Responsiveness is an attitude of willingness to help and provide responsive and responsive and appropriate actions to customers, with a clear and easy to understand delivery (Deming, 2012). The party providing the service

should find that the person being served lacks understanding of the various conditions of the procedure or mechanism, it is necessary to provide a clear and wise understanding and authority and provide various alternative facilities to follow the correct service conditions, so that the impression of the person who gets service understands or responds to the desires of the people being served (Davis, 2017).

Responsiveness in this study is responsive in helping students who experience difficulties or problems with their academics and employee responsiveness in providing services quickly and accurately, as well as employee attendance when students need services (Moldovan, 2014).

Based on the results of researchers' interviews with students, employees in the student affairs department have not acted quickly in resolving student academic problems. This can be seen from the many students who complain about academic administrative services at Academic Student Administration office, for example, complaining about the slow service provided (Blazar & Kraft, 2017).

Based on the observations of researchers at the IAIN office, the employees are ready to be responsive in serving students during working hours, employees perform services quickly and precisely when the office is quiet and a little slow or waiting in line when the office is busy or when there are many students who are taking care of their needs for example, when students register for graduation and register for a thesis exam, it's just that some employees are often undisciplined by arriving late when break time is over, employees respond to students who want to get service, but employees rarely ask what students need when they come there (Kusmiarti et al., 2020)(Bonia, 2020)(Sayed et al., 2020).

Based on research findings on responsiveness at the University in Rejang Lebong, specifically at IAIN Curup it was concluded that the service provided was quite good, because there were still students who complained about the very long service when the office was busy, for example before graduation, all students would take care of all their needs and sometimes employees come longer hours than they should, plus the number of employees with a disproportionate number of students, it is this minimal number of employees that causes academic administrative services to be disrupted / inhibited (Alzafari & Ursin, 2019; Chen et al., 2017b; Goodill, 2017).

Assurance is a guarantee given by service providers, in this case academic service employees to students. The guarantee can be in the form of trust, courtesy and knowledge so that students feel calm and comfortable when being served. Quality service can be demonstrated by one of the guarantees of services provided, because most of the time it is not owned by the service providers so that it easily makes the trust of those who are given services to be reduced. Good or bad a service is determined by the employee (Fathurrochman, 2017; Hasanah & Kristiawan, 2019).

Assurance in this research is knowledge, politeness, and the ability of employees to foster student confidence, friendly and fair attitude given by employees and free from risk and doubt. Based on the results of researchers' interviews with students, employees in the student division have good enough abilities and be fair to students, but the ability of employees to foster confidence in students is still less in terms of courtesy, according to the authors, students should be more polite because employees are more parents of students (Tobari et al., 2018).

Based on the observations of researchers that in terms of assurance, some employees are not friendly enough to provide services to students. When students need something, employees are very indifferent and seem to be indifferent. Such conditions cannot be denied, sometimes there are times when employees serve students unlike usually, students can also get employees who do not serve them as well as possible, this is influenced by the atmosphere of the working environment is not conducive or a lot of workloads that affect their emotions. The ability of employees is good enough according to the authors because every employee must be able to operate a computer because all have used a portal that must be accessed online.

Based on the findings of research on Assurance at IAIN Curup, it was concluded that the service provided was quite good, in terms of hospitality and patience from the employees in the academic/student administration were still not friendly and patient in serving students, they were sometimes ignorant and sometimes the students were told to wait a long time, but employees' abilities and knowledge are already good in Technology because every employee must be able to operate a computer because all have used a portal that must be accessed online (Komariah & Kurniady, 2017).

Reliability in this study includes the ability to provide promised and immediate, accurate and satisfying services. Based on the observations of researchers that in terms of reliability or reliability of the employees have provided services precisely and accurately, the service was provided immediately, the employees also worked in accordance with their duties and functions for example every student who wants to take KHS with students who are taking care of an internship or also want their registration to be served with different employees according to their respective duties and functions (Badrudin & Jakariya, 2017).

Based on research findings about reliability at IAIN Curup it was concluded that the service provided was good, the employees had provided services precisely and accurately, the service was provided immediately, the employees also worked according to their duties and functions for example every student who wanted to take a card the results of studies with students who are taking care of their internships will be served with different employees according to their duties and all are in accordance with existing rules and Standard Operating Procedures (Amin et al., 2019).

Empathy is an individual behaviour. Empathy is described as caring, giving sincere attention when service users find it difficult to do any business service so employees are happy to help and provide solutions about what needs to be done. Empathy is the individual attention given by employees to students. As for what is meant by empathy in this study includes ease of carrying out administrative processes, good communication, personal attention and understanding the needs of customers (Arifin, 2017).

Based on observations and research findings / empathy of researchers that in terms of empathy, employees provide convenience in every service to students, communication between employees and students has not been well established and also no individual attention given from employees can be concluded that the services provided are not optimal, the employees provide convenience in every service to students but the attention of the employees is still not felt by students let alone understand the specific needs of students

IV. CONCLUSION

Competition in administrative services in tertiary institutions becomes an issue that needs attention from all components in tertiary institutions. Because in higher education, academic service is an element that is in direct contact with students, so when students are asked about the quality of service, the first thing that comes to mind is administrative service. Therefore, in the current era of higher education competition, administrative services are the most determining determinant of students. So if administrative services do not pay attention to the dimensions of service quality, students will not feel satisfied with the administrative services provided.

One factor that cannot be ignored to improve the services provided by institutions is the quality of adequate human resources in this case is the employee of the institution or institution. To improve these services, a combination of improvement in function and role of institutions is needed, both from the institution as well as an increase in the quality of human resources even though the achievement of the quality level is not an easy task, but with continuous efforts will create a conducive atmosphere for the creation of desires together. Based on the results of the discussion, the conclusions is :

1. The quality of services based on tangible is not optimal, which can be seen from the current academic administrative services space is still inadequate, such as: 4 units of computers that function only one unit, as well as machines to take numbers the queue was never used, the information board was very rarely updated with the latest information, but in terms of employee performance was good.
2. The quality of service based on responsiveness is quite good, but there are still students who complain about the very long service such as before graduation and the addition of the number of employees with the number of students who are not comparable. 3) Quality of service based on assurance is quite good, in terms of friendliness and patience of the employees in the academic administration of student affairs are still not friendly and patient in serving students, they are impressed ignorant and sometimes students are told to wait a long time, the ability and knowledge of employees is good in science Technology.
3. The quality of service based on reliability is good, the employees have provided services precisely and accurately, the service was provided immediately, the employees also worked according to their duties and functions.
4. Quality of service based on empathy is not optimal, the employees provide convenience in every service to students, but the attention of the employees is still not felt by students let alone understand the needs of students specifically.

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