

## THE IMPACT OF SERVICE QUALITY AND POSITIVE NEWS OF MASS MEDIA TOWARDS STUDENT SATISFACTION IN UNIVERSITY OF CIPUTRA

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### ABSTRACT

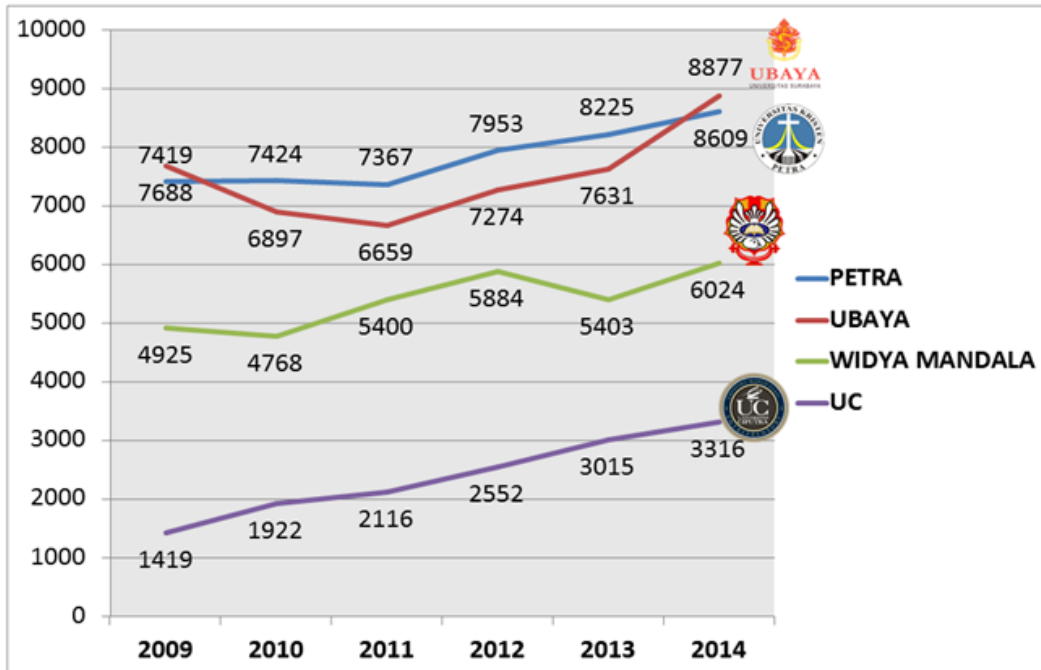
*University of Ciputra is one of the leading private University in Surabaya, Indonesia providing Entrepreneurship Education as the core curriculum and not only given in certain area of study or major but Entrepreneurship Education acts as the core curriculum for all majors including design, computer technology, psychology, medical, tourism and management major. University of Ciputra as an education institution or service provider acknowledges the importance of understanding and implementing Service Quality to satisfy the students, the purpose of this research is to analyze the relationship between Service Quality and Positive News of Mass Media as independent/predictor variables and Students Satisfaction as dependent/criterion variable, this research is a quantitative research using descriptive statistics and multiple regression. Result of this research can be described as follows: Positive News of Mass Media and Service Quality in term of Reliability contribute significantly to Student's Satisfaction, while predictors such as Quality of Service in term of Responsiveness, Assurance, Empathy and Tangibles doesn't contribute significantly to Student's Satisfaction*

**Keywords:** Service quality, Service quality in higher education, Student's satisfaction, Student's satisfaction in higher education, Customer's satisfaction, Customer's satisfaction in higher education

### INTRODUCTION

University of Ciputra located in Surabaya, Indonesia is one of the pioneers in delivering Entrepreneurship Education for undergraduate and graduate students. Competing to attract students in a densely competitive university environment in Indonesia, home of 2.408 universities in 2005 and growing to 4.264 universities in 2015 (Dewimerdeka, 2015) University of Ciputra differentiation is Entrepreneurship Education.

Located in Surabaya, main competitors of University of Ciputra are private universities that also located in Surabaya, all of the University competitors established for more than 50 years compared to University of Ciputra established 10 years ago, they are University of Surabaya (UBAYA), Petra Christian University (PETRA) and University of Widya Mandala (WIDYA MANDALA), below is the comparison of University of Ciputra number of students compared to the main competitors



**Figure 1 Number of Students**

Source: <http://forlap.dikti.go.id/>

To compete with other universities, University of Ciputra needs to understand important factors contributing to their student's satisfaction during their educative interactions with the university. Teaching process within the university is a form of service/s while learning process is a form of students experience as a customer (Khodayari and Khodayari, 2011).

This research elaborates on student satisfaction, a continuing research from Keblawi, Johansson and Svensson (2013) on Kristianstad University using student's satisfaction as dependent variable, service quality and positive news as independent variables affecting the student's satisfaction, the research being held after Kristianstad University being published in national newspaper as one of the best university nationally. Achievements of University of Ciputra often being published nationally by newspapers, TV and other mass media so this research will elaborate further the relation between student's satisfaction, service quality and positive news of mass media

## LITERATURE REVIEW

Previous Researches

Service Quality

According to research conducted by Parasuraman, Zeithaml dan Berry (1985) that being refined further more in 1994 into 5 determinants: reliability, responsiveness, assurance, empathy and tangibles.

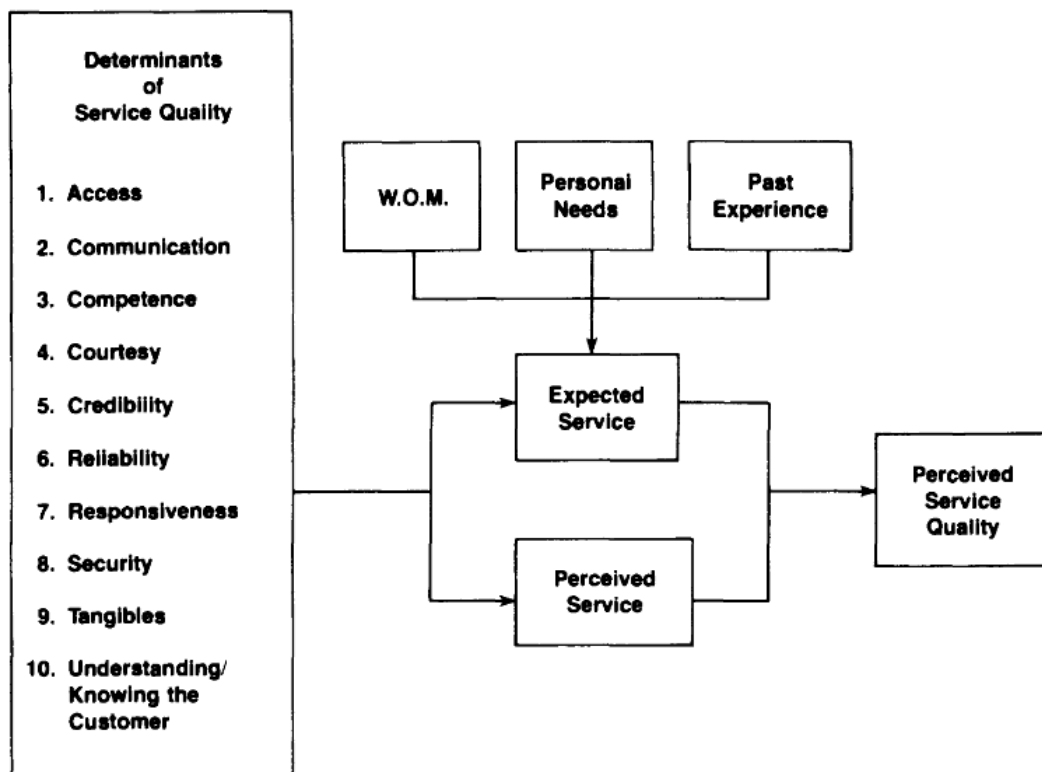


Figure 2. *Determinants of Perceived Service*  
Source: Parasuraman, Zeithaml, Berry (1985)

#### Service Quality in Higher Education

Noel-Levits dalam Munteanu, Ceobanu, Bobâlcă dan Anton (2010) conclude 11 service quality that are important in higher education derived from Parasuraman, Zeithaml, Berry (1985) for higher education

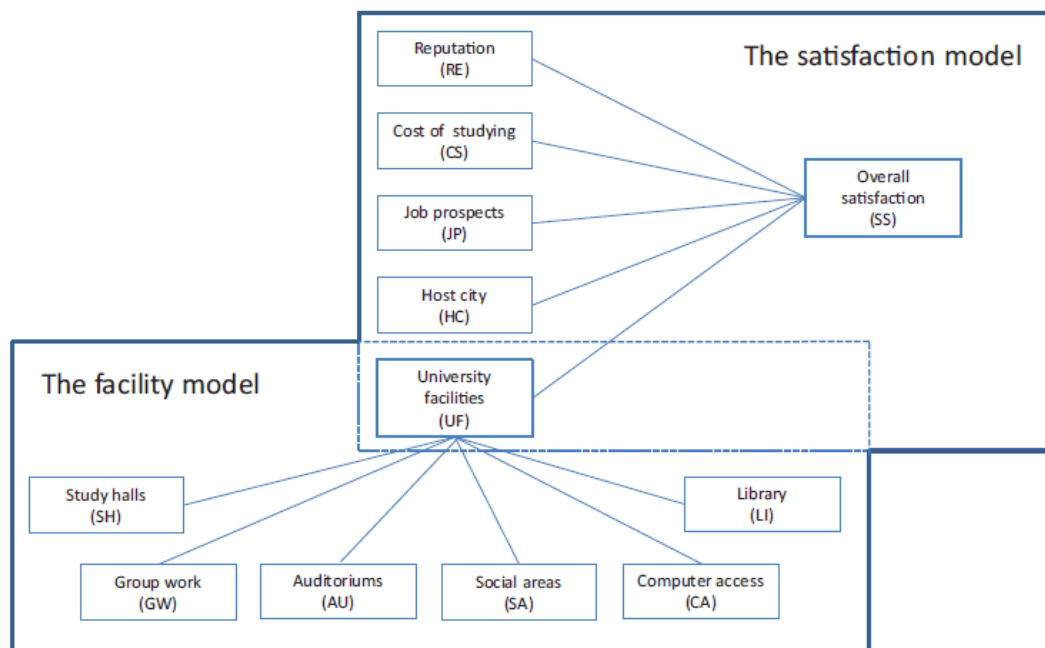
1. *Academic advising and Counseling effectiveness.*
2. *Campus climate.*
3. *Campus life.*
4. *Campus support services.*
5. *Concern for the individual.*
6. *Instructional effectiveness.*
7. *Recruitment and financial aid effectiveness.*
8. *Registration effectiveness.*
9. *Campus safety and security.*
10. *Service excellence.*
11. *Student Centeredness*

#### **Servqual: Measuring higher education service quality in Thailand**

According to Yousapronpaiboon (2013), based on his research on 350 respondents to analyze the gap between expectation and reality of service quality showing there are negative coefficients meaning the student's expectations are not fulfilled thus the quality of services is not fulfilling student's satisfaction. Based on 5 determinants being used, the most disappointing determinant is tangible (physical facilities, equipment, etc.), other determinants are reliability (the ability to fulfill the promise of service accurately), assurance (staff's background, reputation and their ability to induce trust of their customers), empathy (care and attention towards customers) and responsiveness (willingness to help customers and to provide services within promised lead of time)

### The Importance of University Facilities for Student Satisfaction at a Norwegian University

According to research conducted by Hanssen dan Solvoll (2015) on the relationship between student's satisfaction and the facilities within a University, highest score would be the reputation of the university (RE) 0.423, attractiveness of the host city (HC) 0.161, university facilities (UF) 0.134, cost of studying (CS) 0.080 and job prospects (JP) 0.003. Within the University facilities (UF), the quality of social area score the highest 0.274, auditorium 0.177, library 0.143, group work area 0.093, study hall 0.063, and computer access -0.008 doesn't seem to affect the student's satisfaction.



**Figure 3 The Relationship between the satisfaction model and the facility model**  
**Source: Hanssen and Solvoll (2015)**

### An analysis of Customer Satisfaction in a Higher Education Context

Based on research conducted by Munteanu, Ceobanu, Bobâlcă dan Anton (2010) to analyze student's satisfaction gap and the corresponding factors, students with different academic performance have different level of needs, high ranked students have different

level of needs compared to low ranked students as given below are the 12 satisfaction items for high ranked students and low ranked students

**Table 1 Top 12 Satisfaction items for high ranked student.**

Items	Pearson $R^2$	Sig.
Specialisation program shaped a good professional attitude on me	0.434	0.000
The specialisation I graduate has a wide spectrum of jobs I can work in	0.429	0.000
Specialisation program provided extended economic knowledge	0.409	0.000
Number of books available in library is too small	0.393	0.000
Specialisation program shaped the professional skills I need	0.369	0.000
Some of the projects have not been announced with a sufficient time lead	-0.340	0.000
Many projects are not relevant for business reality	-0.290	0.001
Thesis adviser does not spend enough time helping students	-0.267	0.002
Some professors defend their standpoint using examination threats	-0.260	0.003
Library computers have low performances	-0.237	0.006
Library room is too small	0.234	0.006
Some professors are haughty and show a false superiority over students	-0.230	0.007

Source: Munteanu, Ceobanu, Bobâlcă & Anton (2010)

**Table 2 Top 12 Satisfaction items for low ranked student.**

Items	Pearson $R^2$	Sig.
Courses within specialisation meet the expectations I had when choosing this program	0.546	0.000
Specialisation program shaped a good professional attitude on me	0.456	0.001
Some professors are very subjective in grading student efforts	-0.431	0.003
The specialisation I graduate has a wide spectrum of jobs I can work in	0.386	0.007
Specialisation program provided extended economic knowledge	0.340	0.018
Professors do not appreciate intellectual effort students make	0.320	0.028
Some professors place useless workload projects on students	-0.319	0.026
Some professors are haughty and show a false superiority over students	-0.318	0.028
More computer based exercises should be used during educational process	-0.318	0.031
Professors are opened for communicating with students	0.301	0.038
Some professors have misogynist remarks	-0.297	0.040
Some of specialisation's graduates are not professionally well educated	-0.290	0.048

Source: Munteanu, Ceobanu, Bobâlcă & Anton (2010)

### Student Satisfaction in a Higher Education Context

Based on research conducted by Keblawi, Johansson dan Svensson (2013) analyzing the student's satisfaction using 2 determinants service quality and positive news, positive news of mass media showing a higher coefficient compared to service quality (0.310 compared to 0.112) This is a very interesting finding considering that University as service provider commonly believes that service quality determines student's satisfaction.

### RESEARCH METHODS

This research is a quantitative descriptive to analyze the effect of independent variables of service quality (reliability, responsiveness, assurance, empathy, tangibles) and positive news of mass media towards the dependent variable that is student's satisfaction. Quantitative research is to describe, explain and predict the trend within respondents using probability, this type of research provides measurement of interaction between the independent and dependent variables

(Khalid, Hilman dan Kumar, 2012). Descriptive research elaborates on who, what, when, where and how, to predict the percentage of the population with corresponding characteristics (Khalid, Hilman dan Kumar, 2012).

Research conducted 2016 within students of University of Ciputra, 121 out of 2.780 total students involved in this research and they are picked randomly to fill the online and paper questionnaires. The data analysis being used is multiple regression analysis using SPSS to test the effect of independent variables towards the dependent variables

## RESULTS AND DISCUSSION

### Profile of respondents

Variables		N	(%)
Gender	Male	56	46
	Female	65	54
Study Program	International Business Management Regular Class	47	38.84
	International Business Management International Class	4	3.31
	Marketing Communication	1	0.83
	Accounting	13	10.72
	Visual Communication Design	6	4.96
	Interior Architecture	1	0.83
	Fashion Design business	4	3.31
	Information and Multimedia Technology	8	6.61
	Management Information System	4	3.31
	Psychology	7	5.79
	Hotel and Tourism Business	11	9.09
	Culinary Business	4	3.31
	<i>Magister Manajemen</i> (graduate students)	11	9.09
Years of Education	Semester 3	55	46
	Semester 5	36	30
	Semester 7	15	12
	Semester 9	4	3
	Trimester 4	10	8
	Trimester 5	1	1

Cronbach's Coefficient Alpha was used to test the internal reliability of the component variables of all dimensions and SPSS correlation of product moment pearson is being used to test the validity. Multiple regressions using SPSS shows that reliability and positive news of mass media has the highest coefficient

$$Y = 1.284 + 0.396 X1 + 0.137 X2 - 0.023 X3 + 0.045 X4 + 0.023 X5 + 0.180 X6$$

Y: Student's satisfaction

X1: Reliability

X2: Responsiveness

X3: Assurance

X4: Empathy

X5: Tangibility

X6: Positive news of mass media

Further verification conducted based on the research by interviewing 5 key people in student's organization of University of Ciputra with relevant results and confirm the findings within this research.

#### CONCLUSION

1. Service quality determinant Reliability significantly affecting student' satisfaction
2. Service quality determinants Responsiveness, Assurance, Empathy, Tangibles not significantly affecting student's satisfaction
3. Positive news of mass media significantly affecting student's satisfaction
4. Service quality determinants Reliability, Responsiveness, Assurance, Empathy, Tangibles and Positive news of mass media, in unity significantly affecting student's satisfaction
5. Limitation of this research rely on  $R^2$  37.5% and the research only conducted within students of University of Ciputra which means there are other significant variables affecting the student's satisfaction and result of this research itself may not apply for other Universities.

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