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THE EFFECT OF LECTURER PERFORMANCE ON STUDENT SATISFACTION OF INFORMATION ACADEMIC AND MEDICOM COMPUTERS

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A R T I C L E I N F O

Keywords:

Lecturer,
Performance,
Student,
Satisfaction.

ABSTRACT

The purpose of this study was to analyze the effect of lecturer performance on student satisfaction at the Medicom Informatics and Computer Academy. In this study, there were two variables, including one independent variable, namely Lecturer Performance (X) and one dependent variable, namely Student Satisfaction (Y). This research was conducted on Medicom students, the number of samples in this study was 40 people. This type of quantitative research. And in this study intends to test the hypothesis in the hope of confirming or strengthening the assumptions that have been formulated which in turn can support the theory. Based on these assumptions, the type of research used includes Explanatory Research through associative research. Data collection techniques through literature study, questionnaires. The data analysis technique used hypothesis testing and multiple regression analysis. The calculation uses SPSS for windows version 17. The results of the hypothesis test show that lecturer performance has a positive and significant effect on student satisfaction with the tcount value of the Lecturer Performance variable being 2.755 while the ttable is 1.685. It was concluded that the lecturer's performance had a positive and significant effect on student satisfaction at the Medicom Informatics and Computer Academy.

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1. Introduction

The purpose of an agency is to achieve profit, as well as educational institutions one of its goals is to achieve profit, so that the goals of the educational institution can be achieved, of course, the educational institution must have high performance. The achievement of the goals of educational institutions is only possible because of the maximum efforts of the individuals contained in these educational institutions. In other words, individual good performance is related to organizational performance. If the individual performance in the educational institution is good, the performance will be good too. With the good performance of an educational institution will certainly be able to increase customer satisfaction.

Teaching staff, in this case lecturers who are always in contact with students, are expected to have good performance. Lecturers who have performance is one of the factors that give satisfaction and dissatisfaction to consumers, namely students. That is why lecturers are required to have skills in teaching, able to transfer their knowledge with material that is easily understood by students, able to create a pleasant learning atmosphere so that students are able to capture the material well and be able to establish good communication with students.

Students who are not satisfied with the services of educational institutions can of course leave the educational institution and look for educational institutions that meet their expectations. Given the current competition between educational institutions is quite tight.

With the increasing competition between educational institutions, causing every university to compete to place an orientation on consumer satisfaction, namely students as the main goal so that more and more parties pay attention to student satisfaction and dissatisfaction in higher education. Excellent service is a must in the academic world. Universities that pay attention to good service must have a positive image among students and the community. Good service is a service that conforms to the specified rules and can provide satisfaction to students. Universities, of course, need to know clearly what the market needs and wants, so that they can finally provide services according to market needs and tastes.

The importance of consumer satisfaction in a university can be seen from consumers who feel satisfied and tend to give a positive response to the college, and vice versa consumers (students) who are not satisfied with a college will tend to give a bad or negative response. , therefore consumer (student) satisfaction must be a special concern for the management of a university.

Students who are satisfied with higher education services, both in the teaching and learning process from lecturers who transfer their knowledge to students, as well as administratively, these students tend to spread this information to the community and actually bring benefits to the college.

Based on these circumstances and seeing the importance of Consumer Satisfaction which is influenced by Lecturer Performance, the authors are interested in conducting research on "The Influence of Lecturer Performance on Student Satisfaction at the Medicom Academy of Informatics and Computers".

2. Methods

2.1 Research Type

The type of research used is a survey method. The survey was conducted on Medicom Informatics and Computer Academy students by distributing questionnaires. And in this study intends to test the hypothesis in the hope of confirming or strengthening the assumptions that have been formulated which in turn can support the theory. On the basis of these assumptions, the type of research used includes Explanatory Research through associative research, namely research that aims to explain the relationship between two or more variables (Sugiyono, 2005). In this case, it is to determine the effect of Lecturer Performance on Student Satisfaction at the Medicom Informatics and Computer Academy.

2.2 Location and Time of Research The location where this research was conducted is the Medicom Computer and Informatics Academy Campus. The research time is planned to be carried out for 3 (three) months, namely September 2021 to November 2021.

2.3 Population and Sample Population is all objects that have one characteristic in common. In this study, the population was Medicom Informatics and Computer Academy students. Looking at the total population as many as 622 people, seeing the number of population is quite large, the researchers set 15% of the total population as many as 40 people.

2.4 Types and Sources of Data

In writing this thesis, the data sources needed are:

1. Primary data
   a. Interview/interview
   b. Questionnaire/questionnaire
   c. Observation/observation
2. Secondary data is data that is already available that is quoted by the researcher for the purpose of his research. Manullang and Pakpahan (2014:87)
3. Secondary data collection is carried out with the following instruments:
   a. Literature stud
   b. Documentary studies

2.5 Data Collection Method

The procedures used in collecting data are:

1. Questionnaire
2. Literature Study

2.6 Data Analysis Method

1. Quantitative Analysis
   That is the method of analyzing data obtained from research results with statistical methods to measure the magnitude between the variables studied. As for knowing the relationship between variables that have an influence, then hypothesis testing is carried out with statistical calculations.
2. Data analysis technique
   Sugiyono (2012: 45) states that the data analysis technique in qualitative research uses statistics. In this study, data analysis used descriptive statistics. According to Sugiyono (2012: 47) descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations.

2.7 Classical Assumption Test

The classical assumption test was carried out with the aim of testing whether or not the regression analysis model used in the study was feasible. Classical assumption tests include:
Normality test
Normality test is a test carried out with the aim of testing whether in the regression model, the confounding variable has a normal distribution or not.

2.8 Multiple Linear Regression Analysis

According to Gujarati in Ghozali (2006:145) in general, regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (explanatory/independent variables), with the aim of estimating and/or predicting the population mean. or the average value of the dependent variable based on the known value of the independent variable. The estimation made is intended to describe a pattern of relationships into functions or equations that exist between these variables. Ghozali (2006).

2.9 Hypothesis Test

The proof of the hypothesis is carried out using statistical tests supported by econometric tests as follows:
t-test (t-test)
This t-test is used to prove the significant influence between the independent variables on the dependent variable, where if the t-count value is greater than t-table, it indicates the acceptance of the proposed hypothesis. The calculated t value can be seen in the regression results and the t table value is obtained through sig. = 0.05 with df = n – k. Conclusion :

1. If t count < t table, then H0 is accepted and Ha is rejected, meaning that there is no partial effect.
2. If t count > t table, then Ha is accepted and H0 is rejected, meaning that there is a partial effect.

3 Result and Discussion

3.1 Result

a. Normality Test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. To detect whether the residuals are normally distributed or not by graph analysis (Ghozali, 2006).

TABLE 1
NORMALITY TEST RESULTS

		Unstandardized Predicted Value
N		40
Normal Parameters[a,,b]	Mean	32.0500000
	Std. Deviation	.46986174
Most Extreme Differences	Absolute	.215
	Positive	.103
	Negative	-.215
Kolmogorov-Smirnov Z		1.353
Asymp. Sig. (2-tailed)		.061

a. Test distribution is Normal.

b. Calculated from data.

Based on table 1, it can be seen that the asymp.sig (2-tailed) value is 0.061 > significant (0.05) so that it meets the normality test requirements, namely if it is significant (0.05), thus that the entire study population comes from data that is normally distributed. , so it can be concluded that these variables have a significant

b. Analysis of Correlation and Regression Between Variables

Multiple Regression Analysis is used to determine how much influence the independent variable has on the dependent variable. Here's the regression equation:

TABLE 2
MULTIPLE LINEAR REGRESSION

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	.447	4.898		4.991	.000
	Lecturer Performance	.189	.122	.245	2.755	.028

a. Dependent Variable: Student Satisfaction

The table shows that the Multiple Regression Equation Model in this study is Y = 0.447 + 0.189X1+e, where the interpretation of the regression above is as follows:

1). Constant (a)
This means that if all the independent variables have a value of zero (0) then the value of the dependent variable is 0.774

2). Lecturer Performance (X1) Student Satisfaction (Y)
The value of the Lecturer Performance coefficient for the X1 variable is 0.189. This means that for every one unit increase in Lecturer Performance, the Beta (Y) variable will increase by 18.9% with the assumption that the other independent variables of the regression model are fixed.

c. Hypotesis Test

The t-test in this study was conducted to determine whether there was a significant effect of the independent variable (X) on the dependent variable (Y).

The t-count value will be compared with the t-table with the following criteria:

H0 is accepted if t-table t-count t-table at = 5%

H0 is rejected (H1 is accepted) if t-count < t-table or t-count > t-table at = 5%

t table is obtained with degrees of freedom = n – k

n = number of samples that is 40 data

k = number of variables used, k = 1

n - k = 40 – 1 =39

The t-test used is a one-way test with = 5%, then the t-table 5% (61) is 1.685.

The t-test output can be seen in Table 3 below:

TABLE 3
T TEST (PARTIAL)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.447	4.898		4.991	.000
	Kinerja Dosen	.189	.122	.245	2.755	.028

a. Dependent Variable: Kepuasan Mahasiswa

In Table 3 shows that:

The t-count value of the Lecturer Performance variable is 2.755 while the t-table is 1.685. This means that tcount > ttable is 2.755 > 1.685 with a significant value of 0.05.

3.2 Discussion

Based on the hypothesis test that has been carried out, the results of the study show that the Lecturer Performance variable has a significant effect on Student Satisfaction. This is indicated by the results of the t-test where the t-count is 2.755 while the t-table is 1.685. So the initial hypothesis which states that there is a significant influence on Lecturer Performance with Student Satisfaction.

The t-count value of the Lecturer Performance variable is 2.755 while the t-table is 1.685. This means that tcount > ttable is 2.755 > 1.685 with a significant value of 0.05. Based on these data, it can be concluded that the Lecturer Performance variable by t-test (partial test) is positive, which is indicated by a unidirectional relationship with the Student Satisfaction variable and has a significant effect so that H0 is rejected and H1 is accepted, meaning that Lecturer Performance has a significant effect on Student Satisfaction.

This is in line with research conducted by Arif Suardi Nur Chairat and Utami Wahyuningsih (2018), the results show that there is an effect of Lecturer Performance on Student Satisfaction.

According to Moeheriono (2014: 95) stated performance or performance is "a description of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision and mission of the organization as outlined through the strategic planning of an organization".

Student satisfaction is a positive attitude or feeling of pleasure or satisfaction of students towards the services of higher education institutions because there is a match between the expectations of the higher education services.

The better the service of a college that is perceived by students from the performance of the lecturers, the higher the satisfaction level of the Medicom Academy of Informatics and Computers students and vice versa, the lower the performance of the Medicom Informatics and Computer Academy lecturers, the lower the Medicom Computer and Informatics Academy student satisfaction level. Thus, it can be concluded that there is an effect of Lecturer Performance on Student Satisfaction at the Medicom Informatics and Computer Academy.

4 Conclusions

Lecturer Performance variable has a positive and significant effect on student satisfaction at the Medicom Informatics and Computer Academy.

The better the performance of the lecturers, the satisfaction level of the Medicom Computer and Informatics Academy students. It will be higher too.

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