

INFLUENCE ANALYSIS SERVICESCAPE AGAINST STUDENT SATISFACTION AT BATANGHARI UNIVERSITY OF JAMBI

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Abstract

Mengidentifikasi dan menganalisis pengaruh antara *servicescape* terhadap kepuasan mahasiswa Universitas Batanghari. Mengidentifikasi dan menganalisis dimensi *servicescape* yang dominan mempengaruhi kepuasan mahasiswa. Populasi adalah gabungan seluruh elemen yang memiliki serangkaian karakteristik serupa yang mencakup semesta untuk kepentingan masalah riset pemasaran (Maholtra, 2005). Parameter populasi biasanya adalah angka. Informasi mengenai parameter populasi bisa diperoleh dengan mengambil sensus atau sampel. Yang menjadi populasi pada penelitian ini adalah para mahasiswa Universitas Batanghari di Fakultas Keguruan dan Ilmu Pendidikan (FKIP). Jumlah mahasiswa Universitas Batanghari pada tahun 2012 sebanyak 5.296 orang. Berdasarkan analisis terbukti bahwa *ambient factor*, faktor desain dan faktor sosial memberikan pengaruh yang signifikan terhadap kepuasan mahasiswa Universitas Batanghari. Berdasarkan hasil pengujian terbukti bahwa secara parsial variabel *ambient factor* dan faktor sosial yang dapat memberikan pengaruh yang signifikan terhadap kepuasan mahasiswa Universitas Batanghari, sementara variabel faktor desain tidak memberikan pengaruh signifikan terhadap kepuasan mahasiswa Universitas Batanghari. Berdasarkan hasil perhitungan ditemukan bahwa variabel *ambient factor* dan faktor sosial yang memiliki pengaruh signifikan terhadap kepuasan mahasiswa Universitas Batanghari, dalam penelitian ini variabel independen yang berpengaruh dominan terhadap variabel dependen adalah *ambient factor*.

Keywords: *Analysis, Servicescape, Students' Satisfaction.*

INTRODUCTION

The era of globalization is a challenge for universities to prepare graduates to be able to compete for market share in the work and produce graduates who are innovative and creative. This means that the work will be open competition, consequently workforce of Indonesia should be able to openly compete with foreign workers from various countries. If not, then the Indonesian workers will be excluded by the foreign workers from Malaysia, Philippines, Bangladesh, India, Singapore and so on.

Efforts to meet the wishes of students and prospective students is key to successfully soothe competition. Best course of action that needs to be done by higher education institutions are using feedback from students or prospective students to make organizational changes. Suitability or consumer perceptions and will of college management organization is an important requirement success of the university.

Based on these explanations, the university is a non-profit organization. According to Anthony and Herzlinger (1980:31), a non-profit organization is an organization that has a different purpose than receiving profits for their owners, typically the goal is to provide services. Nonprofit organizations do not have a motive for profit but have a basic goal of providing the best service of its resources so that the service is

able to contribute something positive to the expectations of service users. In this case does not mean the organization can not make a profit, but rather in the sense of surplus profit over operating expenses are necessary and it is able to provide and give good service so as to give satisfaction to the students. Every student wants maximum satisfaction of any services available on campus. Obviously with maximum satisfaction gained by the students will be able to improve the welfare of the concerned. According to Kolter (2009: 138-139), satisfaction is the feeling of pleasure or disappointment arising someone compare the performance perceived product (or result) against their expectations. The level of satisfaction is a function of the difference between perceived performance to expectations. As well as the students who are the customers of the university. Students will be satisfied if their expectations were met and exceeded their expectations glad when. Satisfaction of the students will produce a good output to his alma mater.

The students were more than happy to discuss the problem of dissatisfaction among the students themselves rather than report to the manager. This happens because of fear or doubt which reportedly will have an effect on the value and viability of their education at a later date.

Dissatisfaction of students to college campuses such as environmental conditions, comfort and a lecture hall and public facilities as well as employee awareness kerahaman and

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lecturer at the University . Student dissatisfaction is largely classified into Servicescape (Physical Facilities Organization) within the University .

Servicescape an organization's physical facilities in tangible form within the physical environment . Bitner in Tjiptono Fandy (2006:144-145) argues servicescape typology based on two main dimensions , namely the use of physical servicescape servicescape and complexity . Servicescape (use of physical facilities organization) refers to who is doing the action in the servicescape (physical facilities organization) : students , educators and lecturers or three. Customers and employees interact in service . Where the customer is a student while educators and lecturers are as employees of service providers. Communication , attitudes and interactions between them is an action that produces satisfaction in a university student . While based on the complexity of the servicescape (physical facilities organization) environmental services can be grouped into two categories : 1) lean environment (environmental services simplest elements with little space and only a handful of equipment) , 2) elaborate environment (environmental services are very complex , with many elements and many forms) , physical facilities are in the service environment can be used to meet the needs of service providers so that the students get satisfaction .

RESEARCH METHODOLOGY

Population is the sum of all elements that have a similar set of characteristics that includes the universe for the benefit of the marketing research problem (Maholtra, 2005). Population parameters are usually numbers. Information on population parameters can be obtained by taking a census or a sample. The population in this study were university students Batanghari. Batanghari number of students at the University in 2012 as many as 5,296 people, with the following details:

Tabel 3.1. Number of students at FKIP University of Batanghari in 2012

Tahun Ajaran	Total
2011/2012	1.158
2010/2011	1.119
2009/2010	1.072

1. 2011/2012 : $n_1 = \frac{1158}{5296} \times 371,91 = 81,32$ dibulatkan menjadi **81**
2. 2010/2011 : $n_2 = \frac{1119}{5296} \times 371,91 = 78,58$ dibulatkan menjadi **79**

2008/2009	1.090
2007/2009	857
1995/1996	
Total	5.296

Source : Batanghari University 2011

Sample is a subgroup of the population that was selected to participate in the study. Characteristics of the sample, called a statistic, then used to make inferences about population parameters. Conclusion that connects the sample characteristics and population parameters are estimated and hypothesis testing procedures.

The sampling method in this research is stratified random sampling (stratified random sample), which is based on the school year. Then determined the allocation of every part involved directly which then distributed proportionally. Determination of the sample size, the researchers used the formula Taroyamane (1993) is as follows.

$$n = \frac{N}{N\delta^2 + 1} \quad (\text{rumus 1})$$

Notes:

n = sample minimum

N = population size Large

δ = level of precision used was 5%

Precision (error bound of) used in this study was set at 5% or 0.05. So based on the formula (1) can be calculated as follows:

$$n = \frac{5296}{5296 \cdot 0,05^2 + 1}$$

$$n = 371.91 \text{ rounded to } = 372$$

Once researchers get the sample using the formula (1), and then to determine the number of samples in each group used again the formula (2) as follows:

$$ni = \frac{Ni}{N} \times n \quad \dots\dots (\text{rumus 2})$$

Description: ni = sample size in the strata to - i

Ni = population size of the strata to - i

N = Size of population

n = sample size

By using the formula (2), then the number of samples of each school year can also be known as follows.

- 3. 2009/2010 : $n_3 = \frac{1072}{5296} \times 371,91 = 75,28$ dibulatkan menjadi **75**
- 4. 2008/2009 : $n_4 = \frac{1090}{5296} \times 371,91 = 76,54$ dibulatkan menjadi **77**
- 5. 2007/2008–1995/1996: $n_5 = \frac{857}{5296} \times 371,91 = 60,18$ dibulatkan menjadi **60**

Of sampling can be seen in the large number of samples of each faculty, as shown in Table 3.2. the following:

Technique of Data Analysis

In this study distributed questionnaires to find out the opinions of respondents. Questionnaires were distributed using a Likert scale of measurement, such as ordinal measurement scale, therefore the results can only be made with no ranking can be determined how much the difference between the responses to other responses.

As an illustration, the researchers gave five alternative answers to the respondents, the range scale used is 1 to 5. Mapping weight rating is as follows:

- a. Strongly agree with the weight = 5
- b. Agree with weight = 4
- c. Agree with enough weight = 3
- d. Not agree with the weight = 2
- e. Strongly disagree with the weight = 1

1. Validity test

Validity test is used to measure the validity of a questionnaire. A questionnaire as valid if the questions on the questionnaire were able to express something that is measured by the questionnaire (Ghozali, 2005: 45).The means used to measure the validity of the technique is to do a bivariate correlation, ie, by correlating the scores of each indicator with a total score of variables.

2. test Reliability

Reliability test is performed to determine the stability of a measuring instrument. Instrument reliability test performed using Cronbach alpha analysis in SPSS 17 with the provisions of a factor otherwise reliable / reliable if the alpha coefficient greater than 0.6.

Classical Test Assumptions

a. Heteroscedasticity

Heteroscedasticity means that there are variants of the same variables in the regression model were formed . Heteroskedastisita in consequence of this regression model is not efficient assessment obtained , either in small samples and large samples . Regression models were either not happen heteroscedasticity . Detection of heteroscedasticity can be done *

with the use of the model output Glejser to see a larger significance . If the probability value (sig) is greater than 0.05, it can be concluded there is no heteroskedasticity and vice versa (Imam Ghozali , 1995) .

b. multicollinearity

Multicollinearity test was conducted to test whether there is a correlation between the independent variables (Gujarati , 1978) . This test is based on the value seen Variance Inflation Factor (VIF) were obtained . Not a high correlation (above 0.90) indicating the absence of multicollinearity among independent variables . Addition of known VIF value none showed values above 10 or a tolerance value of 0.10 .

c. Autokorelasi

Autocorrelation can be defined as the correlation between members of series of observations are arranged in order of time (such as time series data) or a sequence of space / place (data cross-sectional), or correlation that arises in itself (Sugiarto, 1992). Presence of autocorrelation can result in valuation have not minimum variance (Gujarati, 1997) and the t test can not be used, because it will give a wrong conclusion (and Sunaryanto Rietveld, 1994). Presence or absence of autocorrelation in this study detected using the test durbin - watson. This test is done with the Durbin-Watson test with the formula:

$$D-W = \frac{\sum_{t=2}^N (e_t - e_{t-1})^2}{\sum_{t=1}^N e_t^2}$$

Deduction criteria are as follows:

- a. If the exact value of d equal to 2 then there is no perfect autocorrelation.
- b. If the value of d between 1.5 to 2.5, the data are not experiencing autocorrelation.
- c. If the value of d = 0 to 1.5 it has a positive autocorrelation.
- d. If the value of d > 2.5 to 4 then has a negative autocorrelation.

FINDING AND DISCUSSION

From the analysis of data submitted responses show that respondents social factors have a significant effect on satisfaction . It can be seen from the responses that agree and neutral with a friendly attitude , helpfulness and attitude like openness relationship between faculty, staff and students at the University of Batanghari that affect student satisfaction .

The amount of influence the design of the satisfaction factor is equal to 0.129 . This figure proves that partially independent variable social factors concerning friendly attitude , helpfulness and attitude like openness relationship between faculty, staff and students are very influential on satisfaction .

This is in accordance with the journal Roscoe Hightower , Jr. and Mohammad Shariat (2009:381) , which Hightower said that the social factor is one element that may affect the servicescape tourist museum , which is a factor of social stimuli associated with people who are present in the environment during the service encounter . So is the case with perceived student in the university environment , expect a friendly attitude , the attitude of helpfulness and attitude like open from faculty and staff to students at the University of

Departing from the results of the statistical analysis from the standpoint of marketing management can give you an idea that these social factors have a significant influence on student satisfaction Batanghari University .

To build positive student satisfaction , the University should be able to provide and deliver services in accordance with the expectations of students . Every student wants maximum satisfaction of any services available on campus

According Kolter (2009 : 138-139) , satisfaction is the feeling of pleasure or disappointment arising someone compare the performance perceived product (or result) against their expectations . The level of satisfaction is a function of the difference between perceived performance to expectations . As well as the students who are the customers of the university . Students will be satisfied if their expectations were met and exceeded their expectations glad when .

Satisfaction of the students will produce a good output to his alma mater . According to Hall and Mitchell in the journal Angela McDonnell and C. Michael Hall (2008:234), Servicescape is the physical setting within roomates services Occurs and roomates Influences customers perceptions of the servicescape (perceived quality) and the

subsequent internal (ie degree of satisfaction) and external (ie behavior with respect to patronage and purchase) reponse. Servicescape is the arrangement of physical facilities in service occurs and which affect the customer's perception of the servicescape (perceived quality) and subsequent internal (ie, satisfaction) and external (ie, behavior in connection with the purchase). Based on the journal Roscoe Hightower, Jr. and Mohammad Shariat (2009:381), According to Hightower and his friends servicescape dimension consists of three elements, namely ambient factors, design factors and social factors.

From the description above , ambient factors , design factors and social factors . is a variable that can affect student satisfaction . The implications of this research there are 2 that are theoretically and practically . Theoretically, the results of this study indicate the variable factor is the design of the predictor variables did not significantly affect student satisfaction , for variable ambient factors and social factors are the predictor variables that significantly affect student satisfaction . Simultaneously , these three variables have a significant influence on satisfaction . This is consistent with the models generated in the journal Roscoe Hightower , Jr. and Mohammad Shariat (2009:381) .

Practical implications , University of Batanghari need to evaluate design factors , increase the ambient factors and social factors in providing services to the students of the University of Batang . From the results of this study indicate that the variable factor of the design is not a significant influence on student satisfaction Batanghari University . Batanghari university needs to maintain and improve services to students of ambient factors and social factors .

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CONCLUSION & SUGGESTION

Based on the results of research and discussion can be summarized as follows:

1. Based on the analysis proved that the ambient factors, design factors and social factors have a significant influence on student satisfaction Batanghari University.
2. Based on the test results proved that the partial variable ambient factors and social factors that can have a significant influence on student satisfaction Batanghari University, while variable design factors

are not a significant effect on student satisfaction Batanghari University.

3. Based on calculations found that the variable ambient factors and social factors that have a significant influence on student satisfaction Batanghari University, in this study the effect of independent variables on the dependent variable is the dominant factor ambient.

From the results of the above conclusions , the following recommendations can be given :

1. Batanghari suggested to the university to pay more attention to ambient factors , design factors and social factors in providing services , because the results of this study of the three variables are jointly significant effect on student satisfaction Batanghari University . Leaders should keep improving the quality of care in the future . This can be done by continuing to improve the facilities parasarana alongside continually improve the quality of its human resources . It is expected to create ambient factors , design factors and social factors better and will affect an increase in student satisfaction Batanghari University forward .
2. This study still has limitations , variable probe is focused on the ambient factors , design factors and social factors . Meanwhile, to improve satisfaction , there are other factors that can be used . Expected to be included in future studies of other

variables to measure kepuasan.

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