

**Student Satisfaction with PSA Services (at ITATS)**  
***Service Quality (servqual) and GAP (servqual) methods***

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**ABSTRACT**

On condition moment this with increasing condition of the times go ahead, thing this take effect to height desire Public for continue education in universities. Higher education felt by Public could increase Source Power Competent human and quality. This thing in accordance with with vision and mission College is institution maker and great HR producer as bridge inside give birth to product quality for can fight in the global market. By because that, needed knowledge about application from knowledge that has been got and practice work by directly, so that student could practice all Required aspects for plunge to world industry that will do it later by straight away. In order to get realize Thing the and as wrong one requirements Graduated program my undergraduate studies as student must go through a studies field that is work practice. Studies case learn something state or identification later problem analyzed as well as linked listen accepted theory on the bench studying or studies literature. Whereas solving problem is analyze the problems that occur in Institution and attempted look for solving analyzed problem that.

**Keywords:** *service, satisfaction, quality*

**Introduction**

Adhi Tama Institute of Technology Surabaya or known as ITATS is the most complete and quality technical college in East Java. It was founded in 1963 which was then named the Surabaya Engineering Academy (ATS), then in 1984 it became the Institut Teknologi Adhi Tama Surabaya (ITATS).

It has a 6-hectare campus located on Jalan Arief Rahman Hakim No. 100 Surabaya. The number of students is around 5,000, 87% from East Java Province, the rest comes from various provinces in Indonesia from Aceh to Papua, even from abroad, namely from Timor Leste, Malaysia and Canada.

**Literature Review**

Quality is one of the keys in winning the competition with the market. When you have been able to provide quality products, you have built one of the foundations for creating customer satisfaction (Wulandari, 2017) [ 1 ]. Customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (or outcome) of a product and its expectations. A customer is satisfied or not, it really depends on the performance of the product compared to the expectations of the customer concerned and whether the customer interprets the existence of a deviation or gap between performance and expectations. Richard L. Oliver in Tjiptono & Diana (2015:23) [ 2 ]. The Service Quality Servqual method is an instrument way to measure service quality developed by Parasuraman, in a series of their research on the service sectors, this model is also known as the Gap. This model is closely related to the satisfaction model [ 3 ]. Service Quality Measurement of service quality in the Servqual model is based on a multi-item scale designed to measure customer expectations and perceptions. And the gap between the two on the five dimensions of service quality (Reliability, responsiveness,

assurance, Empathy and physical evidence), the five quality dimensions are described in several questions for the attribute expectations and perception variables based on the Likert scale [ 4 ] .

### **Research Methods**

The type of research used is survey research (research survey) where the research is conducted by collecting data directly from prospective new students of the Institut Teknologi Adhi Tama Surabaya (ITATS) regarding their perceptions and expectations. The instrument used in conducting this survey is by using a questionnaire. The object of this research is the quality of service at PSA (One Roof Service) ITATS.

Data collection in this study used the following methods: 1. Questionnaire is a data collection technique by using and providing a list of questions that have been prepared and then distributed to each respondent to be filled in and answered. 2. Interviews, namely data obtained by conducting direct interviews with the head of the PSA (One Roof Service) Institut Teknologi Adhi Tama Surabaya ITATS. Documentation is a data collection technique used to obtain data on the general state of ITATS, Job Satisfaction, and Employee Performance of ITATS (Institut Teknologi Adhi Tama Surabaya).

### **Results And Discussion**

After performing the calculations from the Expected Validity and Reliability Test (H) and Perception (P) then now perform the calculation of *the Servqual Gap* (Gap) for each attribute based on the answers obtained from respondents by way of decomposition without using formulas/tools. Quantitative analysis, namely by doing calculations using a formula, in this case to measure the quality of service used the formula according to (Fandi Tjiptono, 2007 )  $Service\ Quality = Performance - Expectations$  If the result value is positive (+) then the service quality is in good criteria. If the result value is negative (-) it is said that the quality of service is in poor criteria.

*Service Quality (Servqual)* questionnaire contains statements regarding the service that will be received (expectation) and the service that has been received (perception) by the customer and is used to assess the level of customer satisfaction through the perception of PSA services with customer expectations of ITATS (Institut Teknologi Adhi Tama Surabaya) services.

Service quality required in service delivery, the five gaps are:

1. Gap between Customer Expectations and Management Perceptions (*Knowledge Gap*)
  2. Gap between Management's Perception of Customer Expectations and Service Quality Specifications (*Standard Gap*)
  3. Service quality specification gap and service delivery (*Delivery Gap*)
  4. Gap between Service Delivery and External Communication (*Communication Gap*)
  5. Gap between Perceived Service and Expected Service (*Service Gap*)
- According to Tjiptono and Chandra (2016: 150) identify 5 Gaps (Gaps)

Table 1. Demographics of Questionnaire Respondents by Gender

Gender	Number of Respondents	Percentage
Man	23	77%
Woman	7	23%

Table 2. Characteristics of Service Quality

No.	Variable	Indicator
1.	<i>Tangible</i>	a. Appearance of officers in serving prospective students
		b. Convenience of a place to do service
		c. Ease in the service process
		d. Discipline of officers in performing services
		e. Easy access for prospective students
2.	<i>Reality</i>	a. Accuracy of officers in serving
		b. Have clear service standards
		c. The ability of officers to use assistive devices in the service process
3.	<i>Responsiveness</i>	a. Respond to every request for prospective students who want to get services
		b. Officers provide services quickly, precisely, and carefully
		c. All complaints of prospective students are responded to by the officer
4.	<i>Assurance</i>	a. Officers provide guarantees on time in service
		b. Officers provide guarantees of legality in service
		c. Officers provide a guarantee of cost certainty in service
5.	<i>Empathy</i>	a. Prioritizing the interests of prospective students
		b. The officers serve with a friendly, polite, and non-discriminatory attitude
		c. Officers serve and respect every prospective student

Table 3. Recapitulation of the Expectancy Statement Validity Test (H)

No	Statement	Hope $r_{table}$	$r_{count}$	Information
<i>Tangible</i> (Physical Evidence)				
H1	Appearance of officers in serving prospective students	0.361	0.615	Valid
H2	Convenience of a place to do service	0.361	0.680	Valid
H3	Ease in the service process	0.361	0.393	Valid

H4	Discipline of officers in performing services	0.361	0.191	Invalid
H5	Easy access for prospective students	0.361	0.093	Invalid
<i>Reliability (Reliability)</i>				
H6	Accuracy of officers in serving	0.361	0.310	Invalid
H7	Have clear service standards	0.361	0.530	Valid
H8	The ability of officers to use assistive devices in the service process	0.361	0.209	Invalid
<i>Responsiveness</i>				
H9	Respond to every request for prospective students who want to get services	0.361	0.103	Invalid
H10	Officers provide services quickly, precisely, and carefully	0.361	0.166	Invalid
H11	All complaints of prospective students are responded to by the officer	0.361	0.501	Valid
<i>Assurance</i>				
H12	Officers provide guarantees on time in service	0.361	0.343	Invalid
H13	Officers provide guarantees of legality in service	0.361	0.549	Valid
H14	Officers provide a guarantee of cost certainty in service	0.361	0.022	Invalid
<i>Empathy</i>				
H15	Prioritizing the interests of prospective students	0.361	0.136	Invalid
H16	The officers serve with a friendly, polite, and non-discriminatory attitude	0.361	0.432	Valid
H17	Officers serve and respect every prospective student	0.361	0.107	Invalid

For testing the validity of the expectation statement (H) shows the attributes H4, H5, H6, H8, H9, H10, H12, H14, H15, H17 Invalid. So in the following table for attributes H4, H5, H6, H8, H9, H10, H12, H14, H15, H17 are not included in the re-validity test by eliminating invalid attributes. The following are the results of the Validity retest on the Expectation statement.

Table 4. Results of Re-testing the Validity of the Statement of Expectations

No	Statement	Hope r <sub>table</sub>	r <sub>count</sub>	Information
<i>Tangible</i> (Physical Evidence)				
H1	Appearance of officers in serving prospective students	0.361	0.615	Valid
H2	Convenience of a place to do service	0.361	0.680	Valid
H3	Ease in the service process	0.361	0.393	Valid
<i>Reliability</i> (Reliability)				
H7	Have clear service standards	0.361	0.530	Valid
<i>Responsiveness</i> _				
H11	All complaints of prospective students are responded to by the officer	0.361	0.501	Valid
<i>Assurance</i> _				
H13	Officers provide guarantees of legality in service	0.361	0.549	Valid
<i>Empathy</i> _				
H16	The officers serve with a friendly, polite, and non-discriminatory attitude	0.361	0.432	Valid

For retesting the validity of the expectation statement (H) shows that all attributes show all valid .

Table 5. Recapitulation of Perception Statement Validity Test (P)

No	Statement	perception		Information
		r <sub>table</sub>	r <sub>count</sub>	
<b>Tangible (Physical Evidence)</b>				
P1	Appearance of officers in serving prospective students	0.361	0.634	valid
P2	Convenience of a place to do service	0.361	0.675	valid
P3	Ease in the service process	0.361	0.389	valid
P4	Discipline of officers in performing services	0.361	0.202	invalid
P5	Easy access for prospective students	0.361	0.057	invalid
<b>Reliability (Reliability)</b>				
P6	Accuracy of officers in serving	0.361	0.403	valid
P7	Have clear service standards	0.361	0.519	valid
P8	The ability of officers to use assistive devices in the service process	0.361	0.192	invalid

<b><i>Responsiveness</i></b>				
P9	Respond to every request for prospective students who want to get services	0.361	0.091	invalid
P10	Officers provide services quickly, precisely, and carefully	0.361	0.188	invalid
P11	All complaints of prospective students are responded to by the officer	0.361	0.501	Valid
<b><i>Assurance</i></b>				
P12	Officers provide guarantees on time in service	0.361	0.416	valid
P13	Officers provide guarantees of legality in service	0.361	0.539	valid
P14	Officers provide a guarantee of cost certainty in service	0.361	0.062	invalid
<b><i>Empathy (Guarantee)</i></b>				
P15	Prioritizing the interests of prospective students	0.361	0.098	invalid
P16	The officers serve with a friendly, polite, and non-discriminatory attitude	0.361	0.436	valid
P17	Officers serve and respect every prospective student	0.361	0.088	invalid

For testing the validity of the perception statement (P) it shows attributes P4, P5, P8, P9, P10, P14, P15, P17 Invalid So in the following table for attributes P4, P5, P8, P9, P10, P14, P15, P17 are not included in re-validity testing by eliminating invalid attributes. The following are the results of retesting the validity of the perception statement:

### Conclusion

From the results of the discussion and analysis above, it can be concluded that the improvement of student satisfaction services at the ITATS Campus must pay attention to efforts to improve the quality and service facilities. With that, student can be more loyal by recommending ITATS Campus to relatives, friends and so on

The identification of service quality is obtained from the results of distributing questionnaires randomly with reference to the *service quality model* (*Servqual*) to be a measure of student satisfaction. Weaknesses resulting from the GAP analysis, namely *expectation* and *performance*, were tested for the level of significance and weighted/weighted GAP to be used as an argument for the service prerequisites expected by students.

Proposed improvements to student dissatisfaction given to GAP attributes that are negative. With that, the institution is expected to be able to assess and consider the wishes of prospective new students or students.

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