

Analysis of the Impact of Implementing Single Tuition Fees and the Quality of Educational Services on Parental Satisfaction at State Universities in Medan City During the Covid-19 Pandemic

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ABSTRACT

This research aims to determine and analyze the effect of implementing Single Tuition Fees (UKT) and the quality of educational services on parental satisfaction at State Universities in Medan City during the Covid-19 pandemic. The population in this study were all parents of students studying at State Universities (PTN) in Medan city. The sample in this study were parents of students studying at Universitas Negeri Medan, Universitas Sumatera Utara, Universitas Islam Negeri Sumatera Utara and Politeknik Negeri Medan with a total of 48 respondents. The sampling technique was simple random sampling taking into account the willingness of the respondents. In analyzing the data in this research, SPSS (Statistical Package for Social Science) software was used. The research results showed that the implementation of single tuition fees and the quality of educational services partially had a positive and significant effect on parental satisfaction. It is also proven that the implementation of single tuition fees and the quality of educational services simultaneously have a positive and significant effect on parental satisfaction.

Keywords: Implementation of Single Tuition Fees (UKT), quality of educational, services, parental satisfaction, covid-19

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INTRODUCTION

The impact of the coronavirus pandemic in Indonesia has been felt in the health sector, the event began with the discovery of sufferers of the 2019 coronavirus disease (COVID-19) on March 2, 2020. As of May 16, 16.496 positive cases of COVID-19 have been confirmed with 11.617 active cases, 3.803 recovered cases, and 1.076 cases died. In response to this pandemic, several regions have implemented large-scale social restrictions (PSBB). The Acting (PLT) Mayor of Medan, Akhyar Nasution, has begun allowing ASN to work from home (WFH), which has been implemented in several areas during the Coronavirus (COVID-19) pandemic. This provision is contained in the Medan Mayor's circular (SE) Number 800/486 dated March 24, 2020, concerning adjustments to the Medan City Government's ASN (State Civil Apparatus) work system to prevent the spread of COVID-19.

Today's online learning provides technological media that can support online learning. For example, the Zoom application, Google Meet, YouTube and other applications can support current learning. Online learning allows teaching staff to have innovation and creativity in carrying out learning. Pros and Cons regarding this online learning system, many parents do not agree with learning via social media because they are considered ineffective. From the parents' side, it is the hardest, because they think about the costs of daily life plus they have to pay attention to accompanying their children to study, perhaps having to increase the costs for credit, so that the children can continue studying online. Parents must be able to transform and adapt first, so that parents can become companions or mentors of change for their children at home. There are three negative impacts on students of the online learning system, namely: (1). threat of dropping out of school; (2). obstacles to growth and development, gaps in learning achievement and (3). Psychosocial pressure and domestic violence in stressed children.

Stewardship theory views management as a party that can be trusted to act in the best interests of the public in general and shareholders in particular. The implication of Stewardship theory in this research is that stewards (in this case university management) will work as well as possible in the interests of the principal (society and government).

According to Wijatno (2009:126), in simple terms, Good University Governance (GUG) can be seen as the application of the basic principles of the concept of "good governance" in governance systems and processes at higher education institutions through various adjustments made based on the values that must be upheld in the administration of higher education in particular and education in general. Good University Governance is a concept that applies the basic principles of Good Governance such as transparency, accountability, responsibility, independence and justice which need to be implemented by every university to create a quality university.

Parental satisfaction is the positive attitude and happy feelings of parents towards the services provided by State Universities (PTN) in fulfilling parents' expectations. Quality according to ISO 9000:2000 is the degree achieved by inherent characteristics to meet specified requirements. In this case, requirements are stated needs or expectations and are usually implied or required. So, quality as stated according to ISO 9000 is a combination of traits and characteristics that determine the extent to which output can meet customer requirements.

Based on research conducted by Nurtania & Sadad (2013), it was found that the factors that influence the quality of educational services consisting of facilities, infrastructure, teachers, employees, curriculum and governance have a very strong and significant

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relationship to service quality. Thus, the variables of facilities, infrastructure, teachers, employees, curriculum and governance are proven to influence service quality.

METHOD**Population and Sample**

The population in this study were all parents of students studying at PTN in Medan city. The samples used in this research were parents of students studying Universitas Negeri Medan (Unimed), Universitas Sumatera Utara (USU), Universitas Islam Negeri Sumatera Utara (UINSU) and Politeknik Negeri Medan (Polmed). The sampling technique for this research was simple random sampling taking into account the willingness of respondents. Each respondent was asked to answer questions with 5 (five) points rating items from (1) strongly disagree, (2) disagree, (3) slightly agree, (4) agree, and (5) strongly agree.

Operational Definition of Variables**Dependent Variable**

Parental satisfaction (Y) is a combination of thoughts, feelings and attitudes that exist in every parent who has entrusted their child to attend lectures at State Universities in Medan City.

Independent Variable**1. Implementation of Single Tuition Fees (X1)**

The implementation of single tuition fees is the technique of paying tuition fees with just one payment, students will get all services and facilities during lectures each semester.

2. Quality of Education Services (X2)

The quality of educational services is a technical service provided by state universities to all students.

Data collection technique

The data collection method used in this research uses primary data. The data collection technique in this research was carried out by making a list of questions/statements in the form of a questionnaire. The questionnaire was made in Google form format which was filled in by each respondent.

Data analysis technique

The data analysis method used in this research is analysis using SPSS (Statistical Package for Social Science) software. The testing stages were carried out by calculating descriptive statistics, data analysis, data quality testing, and classical assumption testing. The hypothesis in this study was tested using multiple regression analysis with the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Y = Parental Satisfaction

a = Constant

b₁₋₄ = Regression coefficient (shows the number of increases or decreases in the dependent variable based on the relationship between the values of the independent variable)

X₁ = implementation of Single Tuition Fees (UKT)

X₂ = Quality of Education Services

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e = epsilon (Other variables not measured in the research that influence the dependent variable).

RESULT AND DISCUSSION

This research was conducted with parents of students studying at Universitas Negeri Medan (Unimed), Universitas Sumatera Utara (USU), Universitas Islam Negeri Sumatera Utara (UINSU) and Politeknik Negeri Medan (Polmed) as respondents by distributing questionnaires. The distribution of questionnaires was carried out to all parents of existing students or the entire population taking into account the willingness of respondents and the data collected and processed by 48 respondents.

Data Quality Test

1. Data Reliability Test

The reliability test is carried out to prove the extent an instrument used in this research is reliable and consistent from time to time. The requirements for reliability testing can be said to be good and instruments are declared valid if the Cronbach's Alpha > 0.70 . The Reliability Test Results in this research:

Variable	Cronbach's Alpha	Limit Reliability	Information
Parental Satisfaction (Y)	0,752	0,70	Reliable
Implementation of UKT (X ₁)	0,775	0,70	Reliable
Quality of Education Services (X ₂)	0,937	0,70	Reliable

Source: Primary data that has been processed using SPSS, 2022

Based on the table, if the Cronbach's Alpha on Parental Satisfaction variable (Y) is equal to 0.752, the Implementation of UKT variable (X₁) is 0.775, and the Quality of Education Services (X₂) is 0.937. The results of this test can be concluded if the four research variables are stated as reliable because the Cronbach's Alpha > 0.70 .

Classic assumption test

1. Normality test

Normality test is carried out to determine whether the data in a regression equation model, independent variables and dependent variables are normally distributed or not. In this study, the Kolmogorov-Smirnov non-parametric statistical test was used to look at data circulation. The condition for this test is that if the significance level is > 0.05 then the data is said to be normally distributed, but if the significance level is < 0.05 then the data is said to be not normally distributed.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		48
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	3.81243129
Most Extreme Differences	Absolute	.092
	Positive	.092
	Negative	-.066
Statistical Tests		.092
Asymp. Sig. (2-tailed)		.200 ^{c, d}
a. Test distribution is Normal.		

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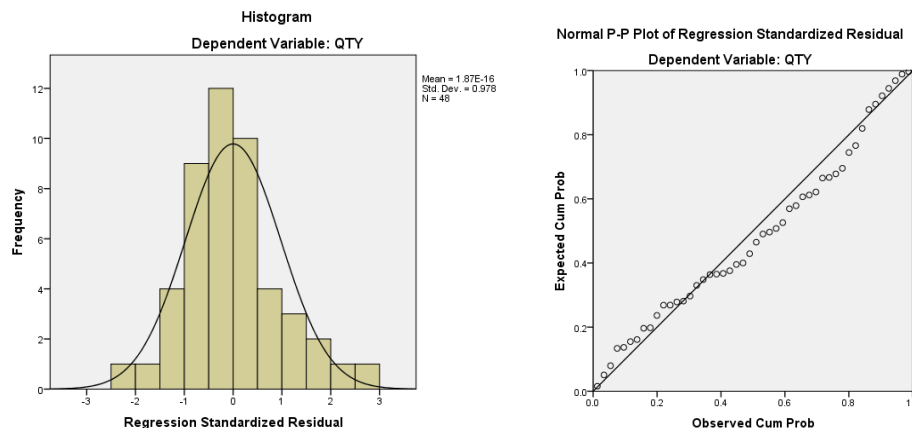
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- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Primary data that has been processed using SPSS, 2022

Based on the table, the obtained significance value is 0.200, which has a value greater than 0.05, this means that the data used in this research is normally distributed.



Source: SPSS Output, 2022

Based on the histogram diagram image displays if the curve is shaped like a bell, it can be concluded that the data used in this study had a normal distribution. Meanwhile, the Normal P-P Plot image, shows that if plot points do not extend far to the right and left of the diagonal line, you can it can be concluded if the data meets the normality test requirements and the data is distributed normally.

2. Multicollinearity Test

The multicollinearity test aims to know whether the data in a regression equation model is found to correlate with the independent variable. Data is considered free of multicollinearity if the tolerance value is above 0.10 and the VIF value is below 10.

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	7.479	6.861		1.090	.281		
QTX1	.202	.082	.311	2.453	.018	.862	1.161
QTX2	.452	.087	.657	5.179	.000	.862	1.161

a. Dependent Variable: QTY

Source: Primary data that has been processed using SPSS, 2022

Based on the table above, it shows that this research is declared free from multicollinearity. It is known that in the implementation of a single tuition fee (X_1), it has a tolerance value of 0.862, which means it is higher than 0.10 and has a VIF value of 1.161 which is smaller than the VIF value limit. Finally, the Quality of Education Services (X_2) also has a tolerance value of 0.862, which means it is higher than 0.10 and has a VIF value of 1.161 which is smaller than the VIF value limit.

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3. Heteroscedasticity Test

The heteroscedasticity test used in this research aims to measure whether there are variations in the residual value of one observation period in other observation periods. There are two ways to test heteroscedasticity in this research, using the Glejser Test.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4.436	4.418	1.004	.321
	QTX1	-.015	.053	-.047	.773
	QTX2	-.017	.056	-.048	.766

a. Dependent Variable: Abs_Res

Source: Primary data that has been processed using SPSS, 2022

From the data results contained in the table, it is stated that if the significance value for each independent variable gets a significance value greater than 0.05, then it can be concluded that each independent variable does not exhibit heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis testing was carried out to ensure the relationship and influence of the dependent variable on the independent variables. In this study, one dependent variable is used, such as parental satisfaction, and three independent variables, such as the implementation of single tuition fees and the quality of educational services. The following are the results of testing the data with multiple linear regression:

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	7.479	6.861	1.090	.281
	QTX1	.202	.082	.311	.018
	QTX2	.452	.087	.657	.000

a. Dependent Variable: QTY

Source: Primary data that has been processed using SPSS, 2022

Based on the table above, the regression model that can be created is as follows:

$$Y = 7.479 + 0.202X_1 + 0.452X_2 + e$$

Based on the regression model, the following conclusions can be drawn:

- The constant value is 7.479, explaining that if all of these independent variables have a value of 0 then the value of parental satisfaction as the dependent variable is 7,479.
- The coefficient value for the implementation of Single Tuition Fees (X_1) from the multiple regression calculation obtained a value of 0.202, indicating that if there is an increase in the implementation of single tuition fees (X_1) then parental satisfaction (Y) will increase by 0.202 assuming other factors are constant.
- The coefficient value for the Quality of Educational Services (X_2) from the multiple regression calculation obtained a value of 0.452, indicating that if there is an increase in the quality of educational services (X_2) then parental satisfaction (Y) will increase by 0.452 assuming other factors are constant.

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Hypothesis test

1. Coefficient of Determination

Testing the coefficient of determination is carried out to find out how much influence the independent variable has in explaining the dependent variable.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.376	.349	3.896
a. Predictors: (Constant), QTX2, QTX1				
b. Dependent Variable: QTY				

Source: Primary data that has been processed using SPSS, 2022

Based on the table, shows that the Adjusted R Square value obtained is 0.349, which defines that the independent variables, such as competence, professionalism and independence, can explain the dependent variable, namely the auditor's ability to detect fraud, by 34.9%, the remaining 65.1% is explained by the variable others that are not included in the model in this study.

2. Simultaneous Test (F Test)

The simultaneous test is carried out with the aim of how the independent variables together influence the dependent variable. The following is the output result from simultaneous test or F test:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	412.122	2	206,061	13,574	,000 ^b
	Residual	683.128	45	15,181		
	Total	1095.250	47			

a. Dependent Variable: QTY

b. Predictors: (Constant), QTX2, QTX1

Source: Primary data that has been processed using SPSS, 2022

To conduct this test, it is necessary to first determine the value of the F table with a significance value of < 0.05 and the formula for finding the F-table is $df_1 = k$ and $df_2 = n - k$, where $df_1 = 2$ and $df_2 = 48 - 3 = 45$; $F = (2;45) = 3.20$. Based on the table, it is known that if $F\text{-statistic} > F\text{-table}$, such as $13.574 > 3.20$, and the result of the significance value is $0.000 < 0.05$ (smaller than 0.05), which of these two conditions can be concluded if the implementation of single tuition fees and the quality of educational services has a simultaneous influence on parental satisfaction.

3. Partial Test (T-Test)

Partial testing aims to review how far the independent variable has a significant or partial effect on the dependent variable. The following is the output result of the partial test or t-test:

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	7.479	6.861		1.090
					.281

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QTX1	,202	,082	.311	2,453	.018
QTX2	,452	,087	,657	5,179	,000

a. Dependent Variable: QTY

Source: Primary data that has been processed using SPSS, 2022

Based on the table, the following conclusions can be drawn:

1. The implementation of Single Tuition Fees variable (X_1) which has t-statistic 2.453 > t-table 2.01410 and has a significance value of 0.018 < 0.05. This means the implementation of Single Tuition Fees variable has no partial effect on Parental Satisfaction.
2. Educational Service Quality Variable (X_2) which has t-statistic 5.179 > t-table 2.01410 and has a significance value of 0.000 < 0.05. This means that the Education Service Quality variable has a partial effect on Parental Satisfaction.

CONCLUSION

The implementation of Single Tuition Fees partially has a positive and significant effect on Parental Satisfaction. This is proven by the results of the partial test (T-test) that has been carried out. It is known that the significance value of 0.018 is lower than the value of 0.05 and also t-statistic 2.453 is greater than the t-table 2.01410. The first hypothesis is accepted so that it has answered the problem formulation. The quality of educational services partially has a positive and significant effect on parental satisfaction. This is proven by the results of the partial test (T-test) that has been carried out. It is known that the significance value of 0.000 is lower than the value of 0.05 and also t-statistic 5.179 is greater than the t-table 2.01410. The second hypothesis is accepted so that it has answered the problem formulation. So, the better the level of quality of educational services provided by the university, the higher the parental satisfaction with the university. The implementation of a single tuition fee and the quality of educational services simultaneously have a positive and significant effect on parental satisfaction. This is proven by the results of the simultaneous test (F test) that was carried out. It is known that the significance value of 0.000 is lower than 0.05 and F-statistic 13,574 higher than F-table 320. The fourth hypothesis is accepted so that it has answered the problem formulation.

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