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"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

**The Influence of Service Quality Factors On UMSU Student Satisfaction.****Dewi Andriany<sup>1\*</sup>, Mutia Arda<sup>1</sup>**<sup>1</sup>Universitas Muhammadiyah Sumatera Utara

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**\*Email:** [dewiandriany@umsu.ac.id](mailto:dewiandriany@umsu.ac.id)**ABSTRACT**

This study aims to determine the effect of service quality on student satisfaction at UMSU (Muhammadiyah University of North Sumatra). This type of research used in research is a quantitative method. The data processed is the result of a questionnaire that was distributed to respondents to 100 UMSU students from the 2020-2022 class. The calculation technique used in this research is to compare how much influence and significance the Quality of Servants has on Customer Satisfaction. The results of the questionnaire have been tested for validity and reliability. Methods of data analysis using simple linear regression techniques and t test. Based on the results of the study it was proven that simultaneously the variables of reliability, comprehension, assurance, empathy, and physical evidence had a significant effect on UMSU student satisfaction. Partially, the variables of reliability, responsiveness, and empathy have a positive and significant effect on UMSU student satisfaction. However, partially, collateral and physical evidence variables have no significant effect on UMSU student satisfaction.

**Keywords:** Service Quality, Satisfaction, Student.

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**INTRODUCTION**

The competitive business situation reflects the current developments in the business world. The company's success in competition is largely determined by the anticipation and quick response of customers to any changes in consumer needs and behavior. This will trigger every company to be more customer oriented by providing better services and facilities in order to win the hearts of its customers to continue using the company's products and maintain the existence of the company in the midst of increasingly fierce business competition., (Arianty & Gunawan, 2021).

At present the development of the business world in Indonesia is increasing and intense competition requires companies to have the ability to compete in the market so that they can continue to grow and develop well in the long term. The business sector that has a high level of competition is in the service sector, (Marpaung, Hapiz, Koto, Dari, 2021). In line with these developments, one of them is the service business sector in the education sector, especially the Muhammadiyah University of North Sumatra. An increase in the population can result in potential market trends that will travel with certain goals that have an impact on personal, family and the surrounding environment.

(Kotler & Keller, 2007) Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the performance (results) expected. If performance is lower than customer expectations, then the customer is dissatisfied. Conversely, if the performance meets expectations or exceeds expectations, the customer will be satisfied. High satisfaction will cause customers to behave positively and there is an emotional closeness of customers to the brand resulting in high customer loyalty (Palilati in Winarto, 2008). Customer satisfaction can be achieved when a product turns out to be of high quality. A quality product is a product that functions properly and can meet customer expectations.

Service quality is an important factor and root that is able to provide satisfaction for its customers related to the results of word of mouth behavior such as complaints, recommendations and exchanges or transfers (Kotler & Keller, 2007). According to Parasuraman et al (1988) in (Lupiyoadi & Hamdani, 2006) identified five dimensions used by consumers in evaluating service quality, including: (1) responsiveness: a policy to help and provide fast and appropriate services to consumers, (2) assurance: is knowledge, politeness, and the ability of company employees to foster a sense of consumer trust in the company, (3) tangibles: is the ability of a company to show its existence to external parties, (4) empathy: by giving sincere and individual or personal attention given to consumers by trying to understand consumer desires, and (5) reliability: namely the ability of a company to provide services as promised accurately and reliably. With the 5 dimensions of service quality, it will increase customer satisfaction and this is corroborated by research results (Khasanah & Pertiwi, 2010) which state that service quality has a significant effect on customer satisfaction.

In terms of service, Muhammadiyah University of North Sumatra is no less competitive than other universities because this university is very concerned about the quality of service to students, such as service starting from the initial registration to graduating from university. However, this excellent service experienced a decline during the Covid-19 period and during the new normal period which hampered face-to-face learning activities and the uneven use of e-learning and online face-to-face by lecturers. Based on the description above, the author intends to analyze the factors of service quality on UMSU student satisfaction.

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**METHOD**

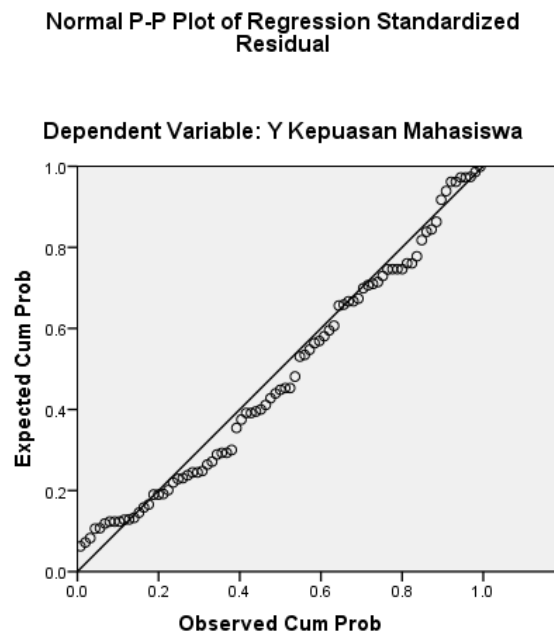
The sample in this study was determined to be 100 UMSU students. This study uses data analysis techniques, namely multiple linear regression analysis using SPSS. Regression analysis is used to determine the effect of the independent variable on the dependent variable. The multiple linear regression formula is as follows:

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

(Sugiyono, 2010, pg. 188)

**RESULT AND DISCUSSION**

The normality test of the data used in this study was carried out by testing the normality plot by looking at the P-plot graph. The basis for decision making is that if the data spreads around the diagonal and follows the direction of the diagonal line, then the multiple linear regression model satisfies the assumption of normality. In addition, the Histogram graphic display also provides a normal distribution pattern because it spreads evenly to the left and right. The results of the normality test performed are shown in the following figure:



**Figure 1.** P-Plot Normality Test Results

Based on Figure 2 it can be seen that the data is evenly distributed along the diagonal line. This proves that the data used in this study meet the assumption of normality.

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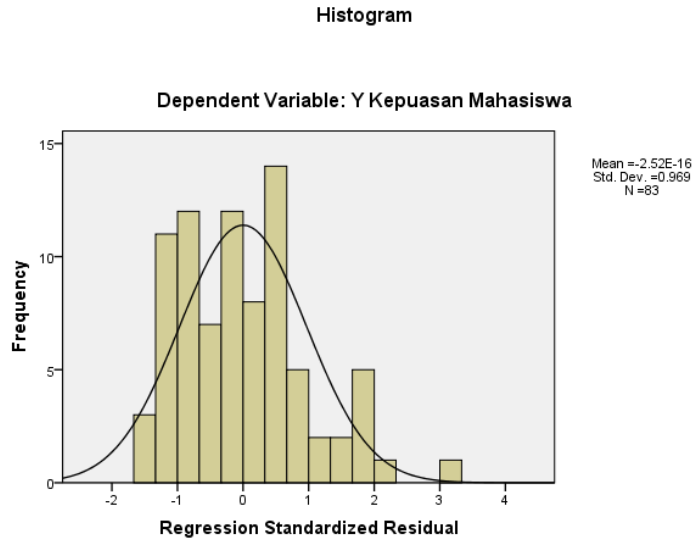


Figure 2. Histogram Graph

Multicollinearity is a condition where there is a significant correlation between the independent variables. If there is a phenomenon of perfect relative multicollinearity, then the interpretation by least squares becomes indefinite and the variance and standard deviation are undefined. This causes an increase in deviations regarding the accuracy of the independent variable in explaining the dependent variable. From the results of the hypothesis analysis, the tolerance value and Variance Inflation Factor (VIF) were obtained. It is known that the VIF value for the independent variables consisting of reliability, comprehension, assurance, empathy and physical evidence is less than 10 ( $VIF < 10$ ), while the tolerance value is close to 1. Thus it is free from multicollinearity assumptions.

The heteroscedasticity test aims to test whether in the multiple linear regression model there is an inequality of variance from the residuals of one observation to another. If the variance from the residual of one observation to another observation remains, then it is called homoscedasticity, otherwise it is called heteroscedasticity. A good regression model is one that has homoscedasticity or does not have heteroscedasticity. With SPSS processing, the following results are obtained:

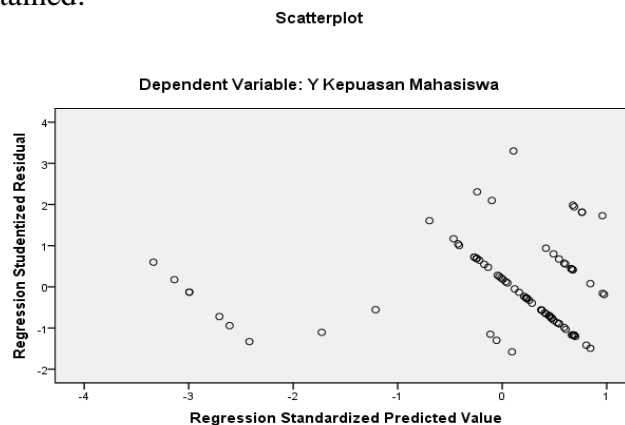


Figure 3. Scatterplot

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Based on Figure 3 it can be seen that the points spread randomly above and below the number 0 on the Y axis. Thus it can be concluded that the multiple regression equation on the hypothesis is free from the assumption of heteroscedasticity.

The hypothesis states that reliability (X1), comprehension (X2), assurance (X3), empathy (X4) and physical evidence (X5) together have a positive and significant effect on student satisfaction (Y) UMSU. The following table 1 results of the calculation of multiple linear analysis of the coefficient test for each variable:

**Table 1.** Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.597	2.031		.294	.769
Reliability	.546	.069	.623	7.871	.000
Comprehension	.270	.085	.246	3.188	.002
Guarantee	.034	.098	.028	.344	.732
Empathy	.183	.055	.185	3.340	.001
Physical Evidence	.015	.086	.009	.171	.865

Source: Processed data (2022)

Based on Table 1, it can be seen that the second column (Unstandardized Coefficients) part B obtained the b1 value of the reliability variable of 0.546, the b2 value of the catching power variable was 0.270, the b3 value of the guarantee variable was 0.034, the b4 variable value was 0.183, and the b5 variable physical evidence was 0.015, then the equation of multiple linear regression analysis in this study is:

$$Y = 0.597 + 0.546 X_1 + 0.270 X_2 + 0.034 X_3 + 0.183 X_4 + 0.015 X_5 + e$$

The interpretation of the multiple regression equation is; If everything in the independent variables is considered constant, student satisfaction is 0.597. If there is an addition or increase in the level of reliability by 1 unit, student satisfaction will increase by 0.546. If there is an addition or increase in the level of capture power by 1 unit, then student satisfaction will increase by 0.270. If there is an addition or increase in the guarantee level by 1 unit, then student satisfaction will increase by 0.034. If there is an addition or increase in the level of empathy by 1 unit, then student satisfaction will increase by 0.183. If there is an addition or increase in the level of physical evidence by 1 unit, student satisfaction will increase by 0.015.

Reliability has a positive and significant effect on student satisfaction with a regression coefficient of 0.546 with a positive sign (+) indicating a unidirectional relationship, meaning that if reliability is increased it will affect student satisfaction. Capturing power has a positive and significant effect on student satisfaction with a regression coefficient of 0.270 with a positive sign (+) which indicates a unidirectional relationship, meaning that if the comprehension is getting better it will affect the increase in student satisfaction. Collateral has a positive and insignificant effect on student satisfaction with a regression coefficient of 0.034 with a positive sign (+) indicating a unidirectional relationship, meaning that if the guarantee is increased it will not affect the increase in student satisfaction. Empathy has a

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positive and significant effect on student satisfaction with a regression coefficient of 0.183 with a positive sign (+) indicating a unidirectional relationship, meaning that if empathy is increased it will affect student satisfaction. Physical Evidence has a positive and not significant effect on student satisfaction with a regression coefficient of 0.015 with a positive sign (+) which indicates a unidirectional relationship, meaning that if guarantees are increased then it will not affect increased student satisfaction.

**Table 2.** ANOVA Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	132.259	5	26.452	62.601	.000 <sup>a</sup>
	Residual	32.536	77	.423		
	Total	164.795	82			

**Source:** processed data (2023)

Based on Table 2, it is found that the Fcount value is 62.601 with a significant level of 0.000 which is less than alpha 0.05 (5%). The resulting Fcount is 62.601, which is greater than the Ftable, which is 2.33. The provisions from table F are obtained from the number of samples reduced by the number of variables, namely  $df2 = n - k = 83 - 6 = 77$ , and the number of variables is reduced by 1, so that  $df1 = k - 1 = 6 - 1 = 5$ . And the results obtained from table F of 2.33. Thus simultaneously reliability, comprehension, assurance, empathy, and physical evidence have a positive and significant effect on UMSU student satisfaction.

The Adjusted R Square value obtained is 0.803 or 80.3% which indicates the ability of the variables of reliability, comprehension, assurance, empathy, and physical evidence in explaining the variation or influence that occurs on student satisfaction is 80.3%, while the remaining is 19.7% is influenced by other variables outside of this study.

### DISCUSSION

This study shows that the quality of service is an important variable for the service of Muhammadiyah University of North Sumatra, because it has a direct and positive effect on student satisfaction and in the following stages it will also have a positive effect on service quality. Customer satisfaction is the level of feeling where someone states the results of a comparison of the performance of service products received with what is expected, Kotler in Lupiyoadi (2014: 228). Meanwhile, according to Kotler in Tjiptono (2020) customer satisfaction is the level of one's feelings after comparing the performance (or results) that he perceives compared to his expectations.

Service quality is important here because it will have a direct impact on the company's image. If good service quality is provided to customers, it will have a positive impact on the company and make customers feel satisfied with the services provided, then customers will also help flow new customers to the company with the help of information and experience they receive from a company. The types of services that can be provided, for example, are in the form of convenience, speed, ability, security guarantees and hospitality which are shown through attitudes and direct actions to students.

The results of this study are in accordance with previous research conducted by (Immanuel & Tanoto, 2019). The results of the study show that service quality has a significant effect on customer satisfaction. And the research conducted (Krisdianti & Sunarti, 2019) shows that service quality and customer satisfaction have a positive and significant effect on

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customer satisfaction. In research (Renza & Arda, 2021), (Arda, Banurea, 2022) states that service quality has a significant effect on customer satisfaction.

**CONCLUSION**

Analysis of the factors that influence service quality consists of reliability, comprehension, assurance, empathy, and physical evidence. Based on the results of the study, it is known that simultaneously the variables of reliability, comprehension, assurance, empathy, and physical evidence have a significant effect on UMSU student satisfaction. Partially, the variables of reliability, responsiveness, and empathy have a positive and significant effect on UMSU student satisfaction. However, partially, collateral and physical evidence variables have no significant effect on UMSU student satisfaction.

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