

# Effect of Academic Services in Establishing Quality Teaching and Learning in State Polytechnic of Bandung

Andi Kari<sup>1</sup>, N.A. Indriawati Dwi Wahyuni<sup>2</sup>, Witri Wulandini<sup>3</sup>, Davi Dzulfikar<sup>4</sup>

<sup>1</sup>Masters of Business Management Programme  
School of Postgraduates studies Bandung, Indonesian University of Education  
*andi\_kari2002@yahoo.com*

<sup>2</sup>Masters of Business Management Programme  
School of Postgraduates studies Bandung, Indonesian University of Education  
*non\_indri7@yahoo.com*

<sup>3</sup>Masters of Business Management Programme  
School of Postgraduates studies Bandung, Indonesian University of Education  
*witriwulandini@gmail.com*

<sup>4</sup>Masters of Business Management Programme  
School of Postgraduates studies Bandung, Indonesian University of Education  
*davidzulfiqar@gmail.com*

**Abstract:** *Services is a key to success in a variety of businesses and activities that are engaged in services, its role will be bigger and determine when there is activity in the community in an effort to win the market competition or the customer. The results of the study by Pearson Product Moment correlation test correlation coefficient  $r = 0.676$ ,  $t_{count} = 8.653$  is greater than  $t_{table} = 1.980$ . This means that the correlation coefficient applies to all populations. This study aims to determine how the level of academic services in the build quality of teaching and learning in State Polytechnic of Bandung.*

**Keywords:** Academic Services, Quality, Teaching and Learning, State Polytechnic of Bandung.

## 1. Introduction

To get good customer service, both for public and private interests is still hard to get. There are still many weaknesses and shortcomings that we often find on the provider of public services. This is due to a lack of awareness of the duties and responsibilities of personnel responsible personela, systems, procedures and methods are inadequate, the mechanism of action is not well-organized, well lack of organization employees also result in overlaps and confusion, income / salary employees are still far of employee expectations in meeting the needs and capabilities and low-skill employees, and lack of support facilities.

Another issue, the need for qualified human resources as a national asset development is needed because the current era of globalization and the development of a demanding role that has the ability professional man. Thus the role of universities with a variety of programs intended to increase the quality of professionalism of employees as an important corporate asset

## 2. Literature Review

Care factor arises because of the fundamental ideal factor besides materials. The fundamental ideal factors are: (1) There is a sense of love and affection, (2) The conviction for helping each other, (3) The belief that doing good to others is a form of pious charity.

Daviddow and Uttal services according to Endang, WTL (1986) is: "an activity / benefits offered by organizations or individuals to consumers or business customers that are called intangible and can not be held". While other experts such as William B. Martin (1991) divide the ministry into two sides, namely from the procedure and from the personal side. As for the meaning of the procedure are: services consisting of systems and procedures that are able to deliver products and or services. In terms of personal service is what services personnel (using the attitude and behavior of verbal skills) interact with customers.

Of that argument can be drawn a conclusion that the service is a process of meeting the needs / interests of a general nature, and the public interest would not want to be related to personal interests as the primary source of the public interest, because the public interest is a form of the same set of vested interests of groups of people or society. But this does not mean that any common interests of groups of people or communities automatically become the public interest. This description illustrates the kind of correlation or mutual self-interest with the public interest, because there is a public interest in personal interests although not fully realized.

In the seminar On Customer Satisfaction by Astra Graphia, there are nine steps and organization to carry out a good service:

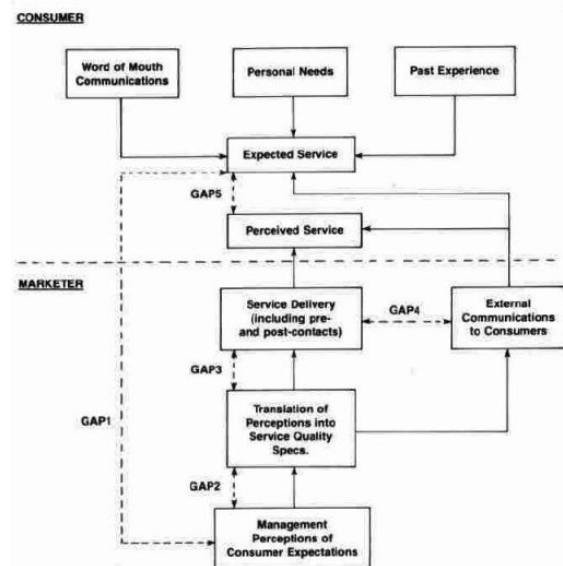
1. Clarity, including values, goals, and standards

organization that should be known by all employees and the clarity of what is expected by organization.

2. Commitment, the importance of the staff involved in producing outstanding service, loyalty and service to the organization, employees feel that the work is not in direct contact with customers can also affect the quality of service.
3. Competency, proficiency possessed a well-trained technical personnel as well as personal relationships.
4. Control, including quality supervisors, managers and executives to strengthen the standard of care, including the award for best waitress.
5. Climate, environment quality in the organization collaborate and communicate.
6. Condition, accept working conditions and environmental, feasibility in the payment and its impact on employee motivation.
7. Consistency, ability to provide the best service, do not vary in any contact with the customer.
8. Customer, the desire and the ability to hear the customer's organization, how much feedback can reach the employees and ultimately provide a quick response to the needs.
9. Competitiveness, how organizations can successfully compete with the market both nationally and internationally.

The best service is service quality, as almost all activities undertaken are always geared towards high quality customer satisfaction. This is in accordance with the opinion of Berry, et. al (1995): the customer are the sole judge of service quality. Endang (1998) mentions characteristic quality service is: accessibility, accuracy, courtesy; comfort, competency, credibility, independtality, efficiency, effectiveness, flexibility, promptness, honesty, responsiveness, reability, security.

The gap model (also known as the "5 gaps model") of service quality is an important customer-satisfaction framework. In "A conceptual model of service quality and its implications for future research" (*The Journal of Marketing*, 1985), A. Parasuraman, VA Zeitham and LL Berry identify five major gaps that face organizations seeking to meet customer's expectations of the customer experience.



Source: Parasuraman, A. et. al (1985)

From the figure above by Berry et.al (Fandy Tjiptono: 1998) that an assessment of the quality customer service is of the comparison between expectations (prior to receiving services) and after receiving services. If expectations are met, they will give you a positive perception, but instead if they do not receive in line with expectations, the perception they will be negative. Assessment of customers affected by the quality of service delivery processes. Then the quality of services is divided into two, namely the deviation from the normal quality of their normal services. And if there is a problem, the company must increase its contacts with customers.

### 3. Methods

In this study, descriptive method of analysis that aims to create a description, picture of systematic, factual and accurate information on the facts, the nature and the relationship between the phenomena existing. Reasons are. First, descriptive information can be focused directly on the principal theoretical. Second, allow the extension of the concept of a theoretical perspective that is to validate findings. Third, methodological aspects highlighted in the interpretation of data. The purpose of all this is to reveal the extent of the relationship of academic services given to quality in teaching and learning are analyzed using non-parametric statistics, by collecting and describing data related to current issues, and captured by the coefficient of correlation analysis Pearson Product Moment.

Total population of 1032 people, then using a sampling technique stratified random sampling proportional to population size obtained a sample of 92 people. For the calculation of scores for respondents to use a Likert scale response reflects the pattern of highest score to lowest score of 5 to 1. Data processing begins from the inventory, then a new clarification of data analyzed by descriptive statistics. Descriptive techniques are limited in descriptions, explanations and in-depth and systematic decomposition. Statistical techniques using test analysis correlation with Person Product Moment Correlation. Significance test to

know whether there is a correlation and regression analysis to determine the level of influence the determination of the variable to another variable.

#### 4. Results

Results from a study of the level of academic services in State Polytechnic of Bandung to: (1) aspects of the syllabus and curriculum gained score 1448 (79%) with both criteria. (2) aspects of academic facilities, the score obtained 1105 (59%) with the criteria quite well. (3) Aspects of Human Resources, a score of 1248 (68%) classified as either criteria.

While the results of research on the quality of teaching and learning: (1) aspects of comfort, a score of 1036 (57%) criteria quite well. (2) Security, score 1184 (65%) with the criteria quite well, (3) aspects of accuracy, a score of 1239 (68%) with both criteria.

From the test results with the Pearson Product Moment Correlation magnitude  $r_{xy} = 0.676$  is on a stretch of 0.60-0.799 mean correlation between independent variables with dependent very strong. Tests of significance for samples where to  $t_{count} = 8653$  with an error rate of 5% and degree of freedom = 89 obtained  $T_{table} = 1980$ . This figure is smaller than the correlation coefficient of the calculation ( $t$ ) is 8653, so it can be said to be significant and could apply to all populations.

While the results of the calculation of the coefficient of determination obtained 45.70% amount. The remaining 54.30% is another factor that affects and is beyond the current research.

#### 5. Conclusion

From these results it can be concluded that the implementation of the learning process in State Polytechnic of Bandung must prioritize the aspects of quality and are supported by competent human resources field, means supporting the teaching and learning process should be modern and up to date, and that also cannot be ruled out factor of safety, comfort during the teaching and learning process. Besides, aspects such as the provision of curriculum should always be based on the progress in the field of information and technology and tailored to the needs of industry.

#### 6. Future Scope

The results of the coefficient of determination is still possible existence of other factors beyond the study that affect the relationship between the variables that exist in this study, because the rate of 54.30%, this figure is still too big and very influential in describing the impact of the problem. Therefore, the future hope there is new research that further research and be able to develop broad and modern aspects or other factors that have not been measured or are not illustrated in this study.

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#### Profile



**Andi Kari**, was born in Pangkalpinang on April 9th 1966, live in Bandung- Indonesia, Currently pursuing her master degree of Business Management Program in Indonesia University of Education with an honour Human Resource Development. Besides that, also existed as a Public Servant at the State Polytechnic of Bandung. He is Status of married and has 2 children.



**N. A. Indriawati Dwi Wahyuni H, S.Pd**, called indri, was born in Bandung on February 25th 1988. She graduated from Indonesia University of Education in 2010. She is currently pursuing her master degree of Business Management Program in Indonesia University of Education with an honour Human Resource Development.



**Witri Wulandini** was born in Bandung on June 9, 1986 the first child of two brothers. My father and mother named Heri Munandar and Aas Mulyanah. In 2004 study in the psychology faculty UNISBA, Currently pursuing her master degree of Business Management Program in Indonesia University of Education with an honour Human Resource Development.



**Davi Dzulfiqar, SE**, called davi, was born in Tasikmalaya on May 10th 1985. He graduated from Indonesia University of Education in Management with an honor in Human Resource in 2009. Currently he is pursuing his master degree of Business Management Program in Indonesia University of Education with an honor Human Resource Development. Now, He is active as a Researcher at Institute of PIMPIN Bandung.