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Quality of Academic Services in the Academic Administration Section

Muh. Darwis[1], St. Aisyah[2], Haerul[3*]
[1,2]Faculty of Social Science and Law,Universitas Negeri Makassar, Indonesia
[3]Graduate Programs in Public Administration, Universitas Negeri Makassar, Indonesia
Email correspondence author: haerul@unm.ac.id

ABSTRACT

This study aims to determine the Quality of Academic Services in the Academic Administration Section of the Postgraduate Program of the State University of Makassar. To achieve this goal, the researcher determined 10 (Ten) informants with the type of research and the approach used was qualitative descriptive. Data collection is used through observation, interview and documentation techniques. The results of the study show that using data analysis techniques consisting of data collection, data reduction, data presentation, and conclusion drawn. The quality of academic services in the Academic Administration Section of the Postgraduate Program of the State University of Makassar, The results of the study show that the quality of academic services in the Academic Administration Section of the Postgraduate Program of the State University of Makassar is not good because it is not in accordance with the number of employees needed in serving the number of students who need services, for example there are 3 employees so that the quality of service is not good. Therefore, judging from several indicators, namely direct evidence is still inadequate, where the capabilities possessed by employees and the condition of facilities and infrastructure are enough to support the provision of services. Reliability shows that it is good enough, this is seen as appropriate in completing documents, providing information to students accurately and reliably. Responsiveness is good, such as providing services quickly, appropriately and responsively in responding to student desires. The assurance is still not good because there are still students who complain about the behavior of employees in providing services. Empathy is still not good because there are still students who feel that they are treated differently when receiving services

Keywords: Quality, Service, Academic

INTRODUCTION

Service is one of the important aspects in maintaining business and winning the competition. Every company must provide better and better service day by day to consumers. Service quality is the key to the success of performance in an organization, with good service, then as community or student satisfaction can be maintained and improved (Ayu et al., 2019; Cui & Aulton, 2023; Jamaluddin et al., 2022; Saleh et al., 2024). The challenge of improving services towards being better, government agencies that are unable to provide better services to the community will lose trust (Arhas et al., 2021; Juharni et al., 2023; Niswaty et al., 2020; Suprianto et al., 2023). Service is defined as the action or act of a person or organization to provide satisfaction to customers or fellow employees.

Service is essentially a series of activities, therefore it is a process. As a process, the service takes place regularly, and is continuous (Arhas et al., 2022; Nasrullah et al., 2020; Takdir et al., 2021). The implementation of services can be measured, therefore standards can be set both in terms of the time required and the results. With the existence of management standards, it can plan, implement, supervise and evaluate service activities, so that the final results are satisfactory to the parties who receive services (Mirdawati et

al., 2018; Niswaty et al., 2015; Rahman et al., 2023). Administrative services are services that produce various forms of official documents needed by the public, such as citizenship status, certificates of competence, ownership or mastery of an item and so on.

Public services in this category include government administrative actions that are required by the state and regulated in the law in order to realize the protection of individuals, family, honor, and property as well as administrative activities carried out by non-governmental agencies that are required by the state and regulated in the law and implemented based on agreements with service recipients. In the face of the era of globalization which is full of challenges and opportunities, the State apparatus in this case is emphasized that employees should provide the best service, oriented to the needs and satisfaction of service recipients, so as to increase competitiveness in the provision of goods and services. Since the enactment of Law of the Republic of Indonesia Number 22 of 1999 concerning Regional Government which was subsequently amended by Law of the Republic of Indonesia Number 32 of 2004, it is expected to have a wide real impact on the improvement of services to the community. The delegation of authority from the central government to the regions allows the implementation of services with a more concise bureaucratic path and opens up opportunities for local governments to innovate in the provision of services.

One of the reasons for community satisfaction is influenced by service (Darwis et al., 2021; Kumalasari et al., 2022; Nur & Fritantus, 2021; Rahman et al., 2022). If government agencies can provide good service to the community, the community will be satisfied with the service they get. Many people are dissatisfied with the service because this agency can only serve a limited number of complaints. The ability of an agency to maintain the quality of services provided to the community is one of the factors that determine the success of a government institution to remain superior and trusted and able to handle every complaint submitted by the community. Leaders must know what things are considered important by the community and leaders strive to produce the best performance possible so that they can satisfy the community.

METHODS

The type of research and approach used is qualitative descriptive. The research was conducted for 1 month at the office of the Postgraduate Program of the State University of Makassar with 9 speakers. In this study, research techniques ranging from observation, interviews and documentation are used. Observation is a process of direct observation at the research location (Suprianto, 2024). Interviews are used to obtain information and information directly from respondents related to the problem being researched. Documentation is the collection of data by examining important records that are very closely related to the object of research, such as employee attendance, regent regulations on organizational structure, position, main duties and functions, as well as sub-district work procedures, organizational structure, number of employees and office profiles.

The data analysis technique carried out by the researcher is the Miles et al. model. (2014), using data analysis techniques that include simultaneous activities, namely "data collection, data presentation, data condensation and drawing conclusions or verification". Data collection, which is carried out using interview, observation and documentation techniques. Then the presentation of data is carried out by taking the main data. In presenting the data, the information that has been collected is then compiled to make it easier to draw conclusions.

RESULT AND DISCUSSION

The data presented in this study is data obtained from the results of interviews as the main data collection tool, so that data on the quality of academic services in the academic administration section of the postgraduate program of the State University of Makassar are obtained. The data presented by the author through the results of direct interviews with several employees in this research.

This research uses the Theory of Parasuraman et al. (1988), about service indicators that include tangible, reliability, responsiveness, assurance , and emphaty. All data collected will be presented in descriptive form, namely presenting the data obtained in the form of an explanation through word descriptions so that it becomes an easy-to-understand sentence. For more details, it will be elaborated in detail based on the results of the interviews obtained from each indicator, namely:

Tangible

Tangible is tangible evidence that can be seen and felt by students in the service at the Postgraduate Program of Makassar State University. In measuring the tangible dimension to find out the level of service of the Postgraduate Program of the State University of Makassar, it can be measured through sub-indicators, namely the physical ability of employees, advice and infrastructure as well as the employees owned.

As said by Mr. Djamaladdin M, S.Sos, M.AP. The Head of Administration of the Postgraduate Program of the State University of Makassar stated that: The ability of the employees is quite good, in terms of their abilities are healthy and strong, not only services are important but the physical condition of the employees must be considered. All of that will also affect the responsiveness of employees or the concentration of employees in serving students.

This is in line with Sardam's statement, a student of the Postgraduate Program at the State University of Makassar who said that: "The ability of the employees is good, the responsiveness in providing service is also quite good."

The same thing was explained by Mrs. Santi, a student of the Postgraduate Program of Universitas Negeri Siswa, stating that: "The employees in the academic administration service have good abilities, in the academic administration service the employees are still relatively young, and their responsiveness in providing services is good".

In an effort to find out the level of academic administrative services of the Postgraduate Program of the State University of Makassar can be measured through indicators, namely the physical ability of employees in providing services, the condition of facilities and infrastructure that support the smooth running and the quantity of employees in the provision of services can be seen directly and felt by the service recipients (Students) can assess and feel the physical condition seen directly from the service provider.

Based on the results of data analysis, it was found that in providing tangible services to the Postgraduate Program of Makassar State University is still inadequate, where the abilities possessed by the employees and the condition of facilities and infrastructure are enough to support the provision of academic services but there is still a lack of the number of academic administration employees in serving the number of students who need services.

Reliability

Reliability is the ability to provide the promised service precisely, accurately, and reliably. Ability to display services quickly and satisfactorily. Performance must be in

accordance with student expectations, which means punctuality and responsiveness of employees to student wishes.

Every academic administrative officer has a reliable ability, knows about work procedures and shows and explains correctly to every student who does not fully understand the service procedures in the Postgraduate Program of Makassar State University so that it has a positive impact on the service.

As said by Mrs. Yunidar, S.E as an employee of the Academic Administration Service, namely the employees in providing services are right in the sense, able to complete the files that students need, but the matter of timeliness in completing such as the signature of the leader cannot be ensured to be completed for a day because there are times when the leadership is in a meeting, or the leader is out, so the completion of student files must be waited for the next few days. Regarding trust, it is good.

This is in line with what was expressed by Sardam and Santi Students of the Postgraduate Program of the State University of Makassar who said that: Regarding accuracy, accuracy, it is good enough and reliable, as a student, I believe in the employees because they work on the files we need, although there are times when our files are sometimes scattered". And "If the timeliness is good because in the process of making the required documents it is appropriate and the final result we cannot predict because maybe the problem of the leader for his signature is not in place, the matter of the trust of the employees in my opinion is good".

This is also in line with what was expressed by Alyah and Adnan, students of the Postgraduate Program of the State University of Makassar who stated that: Regarding the timeliness in terms of completing the files, it is good, although sometimes the files needed sometimes cannot be immediately so because the leader is not in the room, so they have to wait, the service is accurate because students have never received the required files that are not in accordance with the request, And the matter of trust in its employees is also good". And in terms of accuracy and reliability in file management is quite good, but in terms of accuracy in completing files sometimes it is not in accordance with what the employees say, such as employees saying that the letter can be checked on Wednesday but at the promised time the file is not ready".

Reliability is the ability to provide services in accordance with what is promised by the service provider in an accurate, accurate and reliable manner, in this case regarding employee performance in providing services. In every service process, it is necessary to provide a reliable form of service, in providing the promised service carefully, precisely, and in accordance with standards, abilities and expertise as well as work mastery, trusted so that the service delivery process can produce a satisfactory form of service for students.

In regulating the reliability dimension in an effort to determine the quality of academic administration services of the Postgraduate Program of the State University of Makassar, it can be measured through indicators of the ability of employees to provide services, precisely, accurately and reliably as well as the ease of service procedures. Based on the results of research from each indicator, it proves that the quality of service at the Postgraduate Program of the State University of Makassar has shown that it is quite good, this can be seen in the responses of students regarding indicators related to the reliability of employees such as being right in completing documents, providing information to students accurately and reliably.

Responsiveness

Responsiveness is what a service employee has in carrying out his duties responsively, quickly, and appropriately to the community and is always ready to help in the service process, from this arises the awareness of employees of the responsibilities

that employees have by upholding the quality of the service they provide so that the community's response to the service they receive seems satisfactory.

Based on information from Mr. Djamaludin M, S.Sos, M.AP stated that "According to the head of administration, the employees already have a good sense of responsibility for their respective duties".

The same thing said by the students of the postgraduate program of the State University of Makassar stated that: When it comes to the sense of responsibility that the employees have, the mandate in maintaining student files. "The employees, especially in the academic administration staff, already have a good sense of responsibility, because all the wishes and concerns of students are fulfilled properly, both in terms of physical services in the sense of making documents/letters, etc. Or non-physical such as information about lectures".

This is in line with what was expressed by the students of the postgraduate program of the State University of Makassar who stated that: the sense of responsibility that employees have is quite good, as felt by students whose files have been scattered but the employees who are doing this are looking for the whereabouts of the files have arrived, employees are responsible for finding the scattered files even though it is their obligation but what I feel is that it is good enough.

Responsiveness is a policy in helping and providing fast and appropriate services to service recipients by conveying clear information, in this case the sense of responsibility that an employee has for the quality of service provided to students as well as the willingness and awareness to respond to every student who is in need of services appropriately, carefully and responsively to each student. The existence of a sense of responsibility that employees have in providing services affects the quality of service to student research.

Employees provide information to students about their understanding of what procedures are carried out next in the process of completing files, based on the results of the research show that the response and responsiveness of employees to students who come in document management is good. Academic administration officers in providing services with the desire and alertness of the officers to help students who need assistance such as providing briefings to students who do not understand the applicable service procedures, providing services quickly and as best as possible such as providing services quickly, precisely, and responsively in responding to students.

Assurance

Assurance is the knowledge, ability and behavior of academic administration employees in creating a sense of trust in employees and confidence from students. This aspect includes competence or ability to provide services to students which is supported by the good behavior of employees towards students during the provision of services.

The ability and knowledge of employees is one of the requirements that must be determined based on knowledge of the Service Operational Standards that apply to the Postgraduate Program of the State University of Makassar and the ability of employees to provide services in accordance with the applicable Prodesur Operational Standards.

The explanation given by the Head of Administration stated that: "Every employee knows the applicable service procedures, but the ability of employees to provide explanations to students about the applicable procedures is still not optimal".

The same thing expressed by Mrs. Yunidar, SE stated that: Basically, the employees have known about the procedures in providing academic services in accordance with the SOPs that apply in the Postgraduate Program of the State University of Makassar. This is in line with the results of observations that show that the services provided by the employees according to the procedures are good, but there is still a lack of ability of the employees to provide understanding to students who are receiving services about the

service procedures that apply, this is seen that there are still students who wait for their letters or documents not in the place where they should be.

Good service is always supported by the attitude of the service provider that is also good, in carrying out the task does not discriminate between the students who will provide services, with good behavior will also get a positive response by the service recipients in the Postgraduate Program of the State University of Makassar, as expressed by the students of the Postgraduate Program of the State University of Makassar stating that: The behavior of employees in providing services still seems to be unconcerned about students".

This is not in line with what was expressed by Santi, another student said that: Employee behavior to this day is good because personally students are treated well and do not get deviant behavior or unwanted things.

The same thing expressed by Alyah stated that: Academic administration employees are quite good in providing service, employees sometimes behave in a friendly manner according to what they feel personally.

In the process of providing services, there needs to be certainty of the services provided, certainty in a service is very determined by the assurance of the employee who provides the service, so that students who receive services will feel satisfied and confident that all forms of affairs carried out will be completed.

The assurance provided by the officer is determined by the knowledge and ability of the applicable procedures, as well as the behavior of the employee in providing services to students. From the results of data analysis, it was found that the quality of service at the Postgraduate Program of the State University of Makassar is quite good because in terms of knowledge and ability regarding service procedures, although there are still students who complain about the behavior of academic administration employees in providing services.

Empathy

Empathy is the nature of attention and concern possessed by academic administration employees at the Postgraduate Program of the State University of Makassar facilitates communication between service providers and service recipients, as well as the ability to approach individually to understand the needs and desires of students without discriminating in service providers.

Based on the information of the Postgraduate Program Student who said that: Students never get this behavior, but it is undeniable that there are some students who get different behavior from employees due to their family relationships and so on. Employees do not discriminate between the services provided to students, all are given fair services".

The same thing was expressed by a student who said that: I as a student once got such behavior I took care of the file first than my friend, but in fact my friend who became the first did not know what factors could happen like that but we know that there is no need to explain. And ever, especially students who have a network inside, will definitely find it easier to manage files.

Empathy is the attention and treatment of employees to students receiving services, friendly attitudes, manners, non-discrimination and respect for the loyalty of students who are receiving services, and employees can put themselves in situations faced by students, making it easier to communicate between employees and students.

The service process requires empathy for what students need, students who want service need a sense of concern for all forms of service management, by feeling and understanding the need for fast, and appropriate service. The attention given by employees to students with a friendly, polite, polite and non-discriminatory attitude, so

that services will run in accordance with the activities desired by the service provider and those who need services.

To regulate the dimension of empathy in an effort to determine the quality of Academic Administration services in the Postgraduate Program of the State University of Makassar can be measured through indicators, namely, employee behavior in providing services. The results of the data analysis show that the quality of academic administration services at the Postgraduate Program of the State University of Makassar is still not good because there are still students who feel that they are treated differently when receiving services.

CONCLUSION

Based on the results of the research on Improving the Quality of Academic Services in the Academic Administration Section of the Postgraduate Program of the State University of Makassar and the discussions that have been submitted, it is concluded that the quality of Academic Administration Services is as expected, but nevertheless there are still several aspects that need to be improved, as reviewed from the tangible aspect where there is still a lack of the number of employees needed in the academic administration section In providing services, reliability is quite good, responsiveness is good, assurance s are relatively good because there are still students who complain about employee behavior in receiving services, and empathy is not good because there are still students who feel discriminated against the treatment of employees in receiving services.

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