



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 3, Issue 3, November 2023

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, Juny, November**).

Focus : Education, Social, Economy, Management, And Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

**The Influence of Services and Facilities On Student Satisfaction
(Case Study: Bandar Lampung University Management
Students Class Of 2020)**

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ABSTRACT

Higher education as an institution must be able to provide brilliant solutions that are in accordance with the interests of students, one of which is in the field of services and facilities available at the College. Has a formulation of the problem of how the description of Services and Facilities on Student Satisfaction which is part of the 2020 batch of Management Study Programs at Bandar Lampung University is related to the Services and Facilities provided. The purpose of this study was to investigate the relationship between the level of service and the quality of facilities with the level of student satisfaction in the university environment. This study uses a quantitative approach and applies a descriptive approach. The focus of the study was on Management students in the Class of 2020. Data was collected through the use of a questionnaire with a Likert scale. The sample was determined using the Slovin formula, while data analysis involved Multiple Linear Regression Test utilizing the support of SPSS for Windows version 23.0, and Hypothesis Tests such as T Test and F Test were also conducted. The findings of this study show that Service contributes positively and significantly to the level of Student Satisfaction. Furthermore, the Facility variable also has an impact on the level of Student Satisfaction, and overall, Services, Facilities as a whole have a positive and significant impact on student satisfaction.

ARTICLE INFO

Article history:

Received
22 December 2023

Revised
07 January 2024

Accepted
20 January 2024

Keywords

Doi

**Corresponding
Author** 

Service, Facilities, Student's Satisfaction

[10.52121/ijessm.v3i3.197](https://doi.org/10.52121/ijessm.v3i3.197)

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INTRODUCTION

Education has great significance for Indonesia's young generation and needs to be fully appreciated. Quality education is one of the keys to achieving life goals, whether in career, social life, or happiness in general. Education advances human thinking, so that the standard of living increases. The development of the current times has led to changes in various areas of life.

Therefore, many students are competing to continue their studies to a higher education level.

Services and facilities at tertiary institutions play a significant role in shaping the student experience and influencing their level of satisfaction. Service excellence and facility availability have a direct impact on how students perceive the value of their education. Efficient and responsive and communicative services can ensure the learning process runs smoothly, so students can focus on learning. The facilities provided also play an important role in student satisfaction, classroom facilities contribute to the comfort and efficiency of student learning. In addition, ease of access to facilities This factor is also a crucial element that can affect the student learning process.

Some information obtained from some students argued that they were dissatisfied with the facilities and services. Internal facilities still have shortcomings, such as slow wifi signals, air conditioning (AC) that is not optimal in providing coolness, and in-focus devices that sometimes do not function as they should. Likewise, in the aspect of service, students often experience dissatisfaction regarding the speed of service in the administration of the Faculty of Economics and Business.

UBL or Bandar Lampung University is a leading private higher education institution in Lampung Province, established in 1984 and under the management of the Lampung Administration Foundation (YAL), this foundation focuses on the world of education.

Table 1.
Number of Active Students FY 2023/2024 Odd Management Study Program

Class Year	Management Study Program		
	Regular	CP	KMH
2020	198	31	9
Total	238		

Source : *Academic Administration Bureau of Bandar Lampung University*

The formulation of the problem in this study includes: Is there an effect of service on student satisfaction, does facility have an impact on student satisfaction?, and Do both, service and facilities simultaneously affect student satisfaction?

Thus, the researcher chose the research title "The Effect of Services and Facilities on Student Satisfaction (Case Study: Bandar Lampung University Management Students Class of 2020)." This study is intended to investigate the relationship between the level of service and quality of facilities with the

level

of student satisfaction in the university environment. The main focus of observation to gain further knowledge concerns elements that have an influence on student satisfaction levels, with the hope that universities can conduct effective evaluations to make appropriate improvements and improve the quality of services and facilities on campus.

RESEARCH METHODE

This type of analytical study is included in the category of quantitative research that utilizes SPSS *for Windows* version 23.0 to identify and describe images, phenomena, circumstances, events, or aspects that are happening today based on empirical data. In the framework of this analysis, the method of data acquisition is carried out through the use of questionnaires that apply Likert scales.

According to (Sugiyono, 2019: 61) providing information about independent variables refers to variables that are similar to have an influence or such as making the emergence of dependent variables (bound). In this framework, independent variables include Services (X1) and Facilities (X2). (Sugiyono, 2019: 69) explained that dependent variables are also called output variables, criteria, or consequences. In Indonesian context, the variable is called a bound variable i.e. the variable becomes an independent variable effect. In the context of the study, the dependent variable is Student Satisfaction (Y).

(Sugiyono, 2019: 126) describes population as a domain of generalization involving objects or subjects with specific numbers and attributes that have been intended to be analyzed and put forward for finalization. In this study, the population includes Management Students of Bandar Lampung University Class of 2020. (Sugiyono, 2019: 127) The sample is a small part of the results and characteristics possessed in that population. This sample was obtained from students of the Management Study Program at Bandar Lampung University who were registered in 2020.

The sampling method uses a *probability sampling* approach, especially random sampling, which indicates that everyone in the population has a chance to be sampled, and the Slovin formula is used to assess the sample. So get a sample of 71.

(Sugiyono, 2018:456) Primary data means data that quickly hands over information to information stores. In the framework of this study, the main information was obtained directly from participants through the application of questionnaires, where each measuring instrument was run using a Likert scale.

(Sugiyono, 2019: 193) said secondary data is categorized as a type of information that does not provide data directly to the party who collects the information. Secondary data were used in this study from various sources that provided support involving literature. In the context of this study secondary data are compiled from books, journals, magazines, newspapers and other literature.

RESULT AND DISCUSSION

Reliability Test

Based on table 2, Cronbach's alpha on variable X1, which is 0.896, is in the range of 0.70 to 0.90, indicating that its reliability meets the standards with high reliability intensity. The variable X2, Cronbach's Alpha value reaches 0.823 indicating a high intensity of reliability. Furthermore, the Cronbach Alpha value of the variable Y is 0.812 signifying a high level of reliability.

Double Linear Regression Analysis

Table 2.
 Double Linear Regression Analysis and t-test

Model		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.814	1.427		2.673	.009
	TOTAL_X1	.407	.058	.549	7.064	.000
	TOTAL_X2	.411	.084	.382	4.919	.000

a. Dependent Variable: TOTAL_Y

A constant score is described, namely the constant value (a) which is 3.814 then service (b) is 0.407 and the acquisition of facilities (b) is 0.411. Therefore, the multiple regression equation can be expressed:

$$[Y = 3.814 + 0.407X_1 + 0.411X_2 + e$$

Referring to the above equation, the result can be interpreted as follows:

1. The stable number for student satisfaction (Y) of around 3.814 states that when the variables of service (X1) and facilities (X2) are considered unchanged or constant, then the student satisfaction score (Y) will consistently remain at the level of 3.814.
2. The number of regression coefficient X1 of 0.407 reflects the role of service

(X1) to student satisfaction (Y) of 0.407. If other variables are considered fixed, this estimate states that service improvement is expected to have a positive impact on increasing student satisfaction, but if the facilities (X2) do not change.

3. The number of X2 regression coefficient of 0.411 reflects the role of facilities (X2) on student satisfaction (Y) as much as 0.411. Assuming the other variables do not change, it is estimated that improved facilities will have a positive impact on increasing student satisfaction. A positive sign indicates a unidirectional relationship, while a negative sign indicates an inverse relationship in the independent variable (X), the dependent variable (Y).

T test

In the findings of table 3, it can be explained that Service (X1) has a significance score of $0.000 < 0.05$. because the significance is below the threshold of 0.05 because of which the hypothesis (H0) is rejected, then the hypothesis (Ha) is accepted. Implying Service (X1) has a positive and significant impact on Student Satisfaction (Y). The measurement of the facility variable (X2) also shows a significance value of 0.000 which is below 0.05. Together (H0) is rejected and (Ha) is accepted. So it can be stated that the facility (X2) also has a positive and significant impact on Student Satisfaction (Y).

F Test

Table 3. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1149.742	2	574.871	83.104	.000 b
	Residual	532.645	77	6.917		
	Total	1682.387	79			
a. Dependent Variable: TOTAL_Y						
b. Predictors: (Constant), TOTAL_X1, TOTAL_X2						

Statistical findings describe a significance value of 0.000 signifying a lower level of significance compared to the number 0.05. And significance below 0.05 is interpreted simultaneously Services (X1), facilities (X2) hold a positive and significant impact on the level of student satisfaction (Y). Therefore as per

simultaneous tests, hypothesis (H0) can be rejected, hypothesis (Ha) accepted. That is, the independent variables, namely Service (X1), Facility Quality (X2) collectively have a significant impact on Student Satisfaction (Y).

Table 4.
Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.683	.675	2.630
a. Predictors: (Constant), TOTAL_X2, TOTAL_X1				

According to the data contained in Table 5, there is a coefficient of determination test describing the Adjusted R Square with a size of 0.675. This means that the impact of Services and Facilities on Student Satisfaction reached 67.5%, while by 32.5% There are additional components that have not been explored to date in components that have the potential to cause changes in the results of the study.

The Effect of Service (X1) on Student Satisfaction (Y)

The service (X1) has a significance score of 0.000 lower than 0.05. Thus, the first hypothesis is supported. This illustrates that service (X1) has a significant impact on student satisfaction (Y). This finding is supported by research entitled The Effect of Service Quality and Safety on Consumer Satisfaction of Online Ojek Users in Bandar Lampung (Ramanda Fichan & Tiara Narundana, 2022: 635). The results of research and data analysis show that service quality and consumer safety simultaneously have an impact on customer satisfaction by 63.3%. Service quality has a significant influence of 61.8% on customer satisfaction, while consumer safety has a significant impact of 64.1%.

The Effect of Facilities (X2) on Student Satisfaction (Y)

Facility (X2) indicates a significance level of 0.000 which is below the significance limit value of 0.05. Thus, it can be concluded that the first hypothesis is acceptable. The results of this study are in line with previous research entitled The Effect of Tourism Attraction and Service Facilities on Tourist Satisfaction at Balekambang Beach, Malang Regency (Aprilia et al., 2017: 16). Stating that tourist satisfaction is strongly influenced by the combination of Tourist Attraction and Service Facilities. The significant influence of Tourist Attraction on traveller satisfaction, together with the

similar influence of Service Facilities on traveller satisfaction, lends support to this conclusion.

The Effect of Services (X1) and Facilities (X2) on Student Satisfaction (Y)

Services (X1) and Facilities (X2) on Student Satisfaction (Y) have a significant score of 0.000 below 0.05. So it is interpreted that the first hypothesis is accepted. This study is supported in the study of the Effect of Service Quality and Educational Facilities on Student Satisfaction of Iain Kediri (Wimaputri et al., 2020: 90). The findings of this study explain that each variable, namely the quality of services and facilities, has a positive and significant impact on student satisfaction. Then, simultaneously the quality of services and facilities has a positive and significant influence on student satisfaction.

CONCLUSION

By referring to the analysis of the impact of Facilities and Services on Student Satisfaction, based on these findings, it can be concluded:

1. Service has a positive and significant effect on student satisfaction.
2. Facilities have a positive and significant effect on student satisfaction.
3. Services and facilities have a positive and significant effect on student satisfaction.

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