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### THE ROLE OF PRIMA SERVICES IN MEDIATION THE INFLUENCE OF THE QUALITY OF EDUCATION PERSONNEL SERVICES ON STUDENT SATISFACTION ECONOMICS COLLEGE OF INDRAGIRI RENGAT

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#### *Abstract*

The pattern of education growth is so fast and it turns out that it causes competition in the field of education. Especially in college. One of the strategies made by educational institutions is to maintain or increase student satisfaction by providing quality services. With quality that provides optimal service, it is expected to meet the expectations of students to win the competition. The study aimed to find out and analyze the effect of the quality of education staff services on Economics College Of Indragiri Rengat Student Satisfaction. Quantitative, Data Analysis; Instrument Test; Classic assumption test; Path Analysis (Path Analysis). Hypothesis testing; F test; t-test. Research result; Service quality has a positive and significant effect on student satisfaction; Service quality has a positive and significant effect on excellent service; Excellent service has a positive and significant effect on student satisfaction; Excellent service significantly mediates between service quality and student satisfaction. This shows that the better the service provided by the educational staff, the higher student's satisfaction arises.

**Keywords: Quality of service, Excellent Service, Student Satisfaction**

#### INTRODUCTION

Services in educational institutions are one example of a service sector that is growing quite rapidly in Indonesia. This causes the role of the education sector to attract the attention of both the community and the government. At this time, services in education experienced several developments such as improving the curriculum, education system, quality of education, and the capacity of each level of education. Higher education is one of the central institutions in Indonesia's development which is always faced with various aspects of society. Economics College Of Indragiri Rengat, is one of the high schools in Riau Province which is located in Indragiri Hulu Regency.

In improving services from various sectors, of course, there are still complaints from students who are dissatisfied with the services provided both in terms of speed in serving, the friendliness of the administrative service employees, the ability and skills of employees in using applications on computers and the lack of manpower ( employee). Based on the results of observations that

researchers conducted in March 2022, several complaints were felt by students. Here the researcher presents in Table 1.1.

**Table 1.1.**  
**Complaints of student services for education personnel**  
**March; First week to fourth week of 2022.**

Concentration	Week 1	Sunday 2nd	Week 3	Sunday To 4
HR Management	23	34	56	43
Entrepreneurship	45	40	44	60
Management p. area	60	32	45	70
Finance	32	43	15	45
Amount	160	151	160	218

Source: Economics College Of Indragiri Rengat Campus (data processed)

The table above shows the level of student complaints about the service of educational staff from week to week increasing, it is suspected that the quality of service for education staff is not optimal, this requires optimal improvement for all management elements of the Economics College Of Indragiri Rengat. Based on the empirical and theoretical studies that were carried out, the researchers made limitations by choosing excellent service variables as mediating variables. This encourages researchers to be interested in further research with the title; The Role of Excellent Service in Mediating the Effect of Service Quality of Education Personnel on Student Satisfaction at the Economics College Of Indragiri Rengat

## LITERATURE REVIEW

### Definition of service

According to Gronroos (Ratminto, 2005) service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other things provided by service-providing companies that are intended to solve problems. consumers/customers. Meanwhile, according to Ivancevich, et al (Ratminto, 2005) services are products that are invisible (cannot be touched) which involve human efforts and use of equipment.

### Definition of customer satisfaction

According to Kotler (Lupiyoadi, 2006), satisfaction is the level of feeling where a person states the results of a comparison of the product/service performance received and expected. So, the level of satisfaction is a function of the difference between perceived performance and expectations. To create customer satisfaction, companies must create and manage a system to acquire more customers and the ability to retain customers. According to Griselda and Panjaitan (in Management Journal Vol.2 No.1), satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance of a product and his expectations of the product.

### Excellent service

Maddy (2009: 8) provides an understanding of excellent service (service excellent) is the best service in meeting the expectations and needs of customers. In other words, excellent service is a service that meets quality standards. Services that meet quality standards are services that meet the expectations and satisfaction of customers/community. Excellent service

is concern for customers. So excellent service is basically a sense of concern for profit-oriented organizations (profit oriented) or socially oriented organizations (non-profit) towards customers which is shown by their attitude, attention and concrete actions, so that customers feel comfortable with the excellent service provided (Rahmayanti, 2013: 86).

## RESEARCH METHODS

The data used are primary data and secondary data with the population in this study being students of Economics College Of Indragiri Rengat Academic Year. 2021-2022 with a total of 1,673 students with a total of 168 students. The method used to determine the number of samples that are representative of a population is done by proportional random sampling method of collecting data by distributing questionnaires and documentation techniques. Data analysis used in this research is descriptive analysis and quantitative analysis. The data analysis technique used is Instrument Test, Validity Test, Reliability Test, normality test; Linearity Test; Path Analysis; Double (R); The coefficient of determination ( $R^2$ ). Hypothesis test; t-test; Test F, with the SPSS 21 program.

## RESEARCH RESULTS AND DISCUSSION

### Description Respondent's identity

1. Description of respondents aged 18-19 (20.8%), followed by respondents aged 20-21 (37 people or (22.2%), students aged 22-23 years (29%) and students aged 24-25 years (46 people (27.3%) This means that the highest age of students at the Economics College Of Indragiri Rengat is 22-23 years old.
2. Description of respondents based on gender that the majority of respondents were female with a total of 90 people or 52.3% and followed by male respondents with 78 people or 46.4%.
3. Description of respondents based on semester that the number of respondents based on semester namely semester VI totaled 48 people or 28.5%, followed by semester IV as many as 42 people or 25.1% while semester VIII as many as 41 people or 24.5% and for semester II respondents as many as 37 people or 22.0%. This shows that in this study the respondents were dominated by 48 semester VI students.

### Discussion

#### Validity and Reliability Test

The validity test used is to measure the validity of the questionnaire, after the validity test is carried out, the reliability test is carried out. Furthermore, in conducting the validity test by looking at the correlation coefficient  $> 0.3$ , if the correlation coefficient is greater than 0.3 then the questionnaire is said to be valid, as well as Reliability, if Croanbach Alpha is greater than 0.6 then it is said to be reliable. The test results from the Validity Test show that all statement items are  $> 0.3$ , so all statements are said to be valid. Furthermore, the results of the reliability test for each variable show that the Croanbach Alpha is greater than 0.6, so all variables are said to be reliable.

#### Path Analysis

Statistical calculations in path analysis (Path Analysis) use regression analysis which is used as a tool with the SPSS For Windows version 21 computer program. The following are the results of path analysis:

1. The results of path analysis of the direct influence of service quality on Service Excellence, obtained an equation, namely the analysis equation is  $M = 0.507X + e_1$ . With a Standardized

Coefficients value of 0.507 which is a path value, it means that service quality has a positive influence on Excellent Service. Significant value of  $0.000 < 0.05$ , from these results, the service quality variable directly has a positive and significant effect on the Excellent Service variable.

2. The results of path analysis of the direct influence of service quality on student satisfaction, obtained an equation, namely the analysis equation is  $Y = 0.362X + e_2$ . With a Standardized Coefficients value of 0.362 which is a path value, it means that service quality has a positive influence on student satisfaction. The significant value is  $0.000 < 0.05$ , from these results, the service quality variable has a positive and significant effect on the student satisfaction variable.
3. The results of the path analysis of the direct influence of Excellent Service on Student Satisfaction, the equation is obtained, namely the analysis equation is  $Y = 0.358X + e_2$ . With a Standardized Coefficients value of 0.358 which is a path value, it means that Excellent Service has a positive influence on Student Satisfaction. Significant value of  $0.000 < 0.05$ , from these results, the Excellent Service variable has a positive and significant effect on Student Satisfaction variable directly.
4. To calculate the magnitude of the indirect effect is to multiply the two coefficients in the two equations. Indirect effect =  $0.507 \times 0.358 = 0.182$ . So the magnitude of the indirect influence of service quality on student satisfaction through excellent service is 0.182. This means that the effect of service quality on student satisfaction through excellent service is smaller than the direct effect of service quality on student satisfaction because  $0.182 < 0.362$ . In this study, the results of the Sobel test were carried out with the help of an online calculator. The Sobel test can be seen in the following figure:

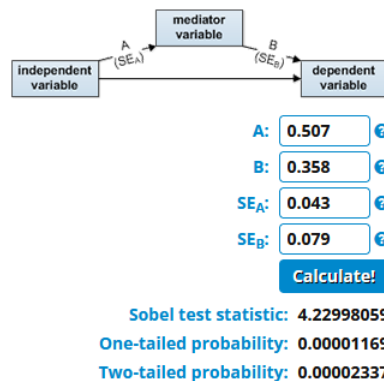


Figure 1. Sobel test

Figure 1 shows a one-tailed probability value of  $< 0.05$  and a two-tailed probability value of  $< 0.05$ . The meaning of the Sobel test results of service quality on student satisfaction with excellent service as a mediating variable is positive and significant.

Following are the results of the analysis of service quality variables on student satisfaction through excellent service as mediation in the image below:

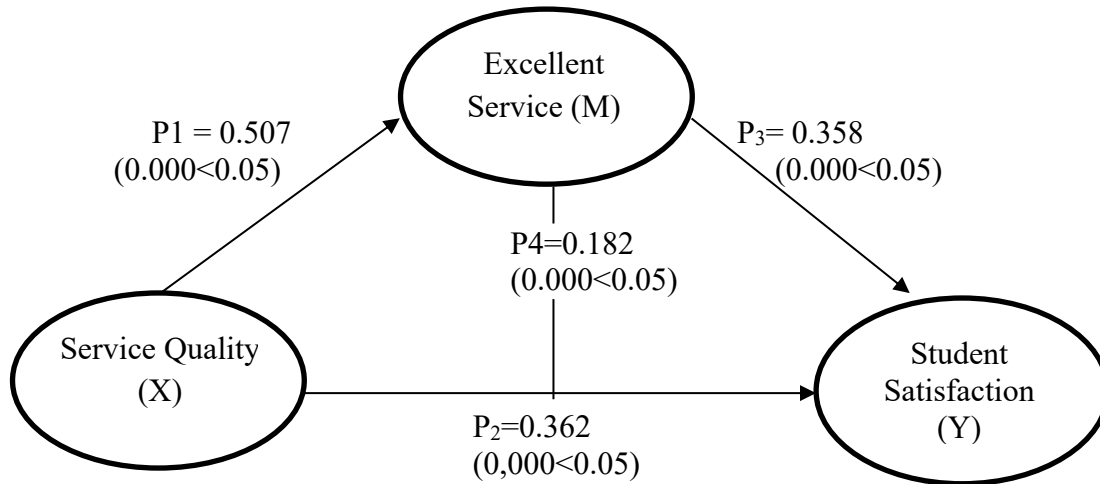


Figure 2. Path Diagram

Figure 2 shows that: 1) Service Quality (X) has a direct and significant positive effect on Excellent Service (M). 2) Service Quality (X) has a direct positive and significant effect on student satisfaction (Y). 3) Excellent Service (M) directly has a positive and significant effect on Student Satisfaction (Y). 4) There is an indirect effect between Service Quality on Student Satisfaction which is mediated by Excellent Service. It can be concluded that Excellent Service mediates partially (partially mediated) the influence of culture on student satisfaction. This is by the theory put forward by MacKinnon in Arlinda (2015), if the independent variable on the dependent variable is statistically significant and there is also significant mediation, then it is called partially mediated.

## CONCLUSIONS AND SUGGESTIONS

### a. Conclusion

Based on the results of the discussion, the following conclusions can be drawn: 1) Service quality has a positive and significant effect on student satisfaction. This indicates that the better the quality of service provided, the higher the level of student satisfaction at the Economics College Of Indragiri Rengat 2) Service quality has a positive and significant effect on excellent service, this shows that the better the quality of service provided, of course, it affects excellent service. 3) Excellent service has a positive and significant effect on student satisfaction, this indicates that the better the service provided, the more satisfied students will appear. 4) excellent service significantly mediates between service quality and student satisfaction. This shows that the better the service provided by the educational staff, the higher the student's satisfaction arises.

### b. Suggestion

Suggestions that can be submitted are as follows: 1) Management from the Economics College Of Indragiri Rengat advised to return to improve the quality of its services in providing services to students 2) For further research it is expected to be able to develop this research model by adding other variables that influence student satisfaction, service quality and excellent service supported by the latest theories and issues.

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