Measuring Private Higher Education Electronic Service Quality in Bandung

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Abstract

The purpose of this study was to measure the quality of electronic services and examine the relationship of the dimensions of the electronic quality services to the satisfaction of the students. The data were collected by distributing questionnaires with a total sample of 293 respondents and using a quantitative descriptive approach. Statistical analysis which used for data analysis is multiple linear regresion. Using analyzing by dimensional electronic Quality Service that information quality, security, website functionality, customer relationship and responsiveness and fulfillment. Furthermore, this study identifies the relationship each of these dimensions on student satisfaction. This analysis reveals that all dimensions of electronic service quality have a strong connection to the student satisfaction. So, the need to preserve electronic quality service as a form of maintaining the existing student.

Keywords: Service Quality Electronics, Private Higher Education, Student Satisfaction.

1. Introduction

The development of Private Higher Education in Indonesia is very rapid, especially Bandung there are plenty of Private Higher Education. According to Pardiyono, R., & Indrayani, R. (2019, April), it said that number of tertiary institusions is very large with variose forms sunh as universities, college, polytechnics and academies. Based on forlap.ristekdikti.go.id downloaded 2020, there are 3.087 private universities and 124 public universities. Competitive aspects must be considered in dealing with this dynamic where previously in 2017 the number of public universities was 122 and the number of private higher education was 3154. So that there are many choices of Private Higher Education can be selected or chosen by the prospective new students.

According to Indrayani.R., & Pardiyono, R. (2019, July), Private higher education in Indonesia are grouped into several cluster. This cluster is used as the basis for deteremining the rangking of the private higher education themselves. It is also one of the reasons why students choose this Private Private Higher Education. Sstudents who choose one of the colleges would expect to get what to target and its ideals. One of the hopes is getting excellent service from the College of choose. This research is done in one of the private universities in the city of Bandung, a city where a lot of college - the college is growing. So, it needs very tight competition to acquire and retain a student.

In providing services to students, universities must think about many factors, including According to Barnes, SJ, & Vidgen, RT (2002), dimensions of e-service quality are the Usability, design, information, trust and empathy. According to Collier, JE, & Bienstock, CC (2006), dimensions of e-service quality consists of Process quality, outcome quality, recovery. E-service quality that will either give satisfaction to the student, the student satisfaction according to Kotler and Killer in the

study is feeling happy or disappointed customers that arise because customers compare the perceived performance of the product (or the results) to their expectations

In Indrayani, R. (2019), e-service quality consists of Three-factor solution: tangibles, combined dimension (responsiveness, reliability and assurance) and empathy. Meanwhile, according to Gefen, D. (2002). E-Service Quality consist of Web design, reliability, responsiveness, trust, and personalization and according to Parasuraman, A., Zeithaml, VA, & Malhotra, A. (2005) , E-Service quality consists of the following dimensions efficiency, fulfillment, system availability and privacy E-service-Quality, responsiveness, compensations and contact. In addition, Van Riel, air conditioning, Liljander, V., & Jurriens, P. (2001), reveals that the dimensions of e-service quality are core services, supplementary services and user interface and according to Wolfinbarger, M., & Gilly, MC (2003)., dimension E-Service Quality is Website design, fulfillment / reliability, security / privacy and customer service.

Quality of service is very influential on student satisfaction, is evidenced by the correlation obtained. The hope with the satisfaction that is felt, then the student will make recommendations to the family, his friends and relatives in order to become a student on campus. In sum, this study aims to: identify the key dimensions of Private Higher Education E- service quality; and Investigate the impact of the dimensions of e-service quality on the different types of customer satisfaction. According to Schanaars (in Pratiwi 1020), customer satisfactioan can be achieved by providing what gives hope through various ways that can be done by the company. So there are many ways that can be done by universities or the higher education.

Efforts to achieve total customer satisfaction is not easy. Even Ismail (2012; 10) states that customer satisfaction cannot be achieved even if only for a while. But efforts to repair or improvement of satisfaction can be done with various strategies. In principle, customer satisfaction strategy will cause competitors to work hard and requires a high cost in an effort to seize the consumer. One thing to note here is that customer satisfaction is a long strategy that requires both concerning the commitment of funds and human resources.

2. Methodology

Private Higher Education

According to law number 12 of 2012 cocerning higher education, tertiary institutions are tertiary institutions that are stablished and organized by the comunity by forming a non profit legal entity, for examples, a foundation. The difference with state universities, univesities are not establish by the goverment or the state. Private higher education can be in the form of academy, polytechnic, college, institute or university.

E-Service Quality

E-Service quality is a service provided on the internet network as an extension of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently. (Wu, 2014). E-Service Quality is defined as the degree to which a website facilitates efficient and effective shopping, purchasing, and delivery (Zeithaml et al, 2009, p.115). In their book distingueshes the seven dimensions of es-qual into four core dimensions that customers use to assess websites where they do not experience questions or problem are efficient. There are several dimension that can be used to measure how good a campus electronic service is, anda can facilitate the willingness of students. Because generally students want electronic service tha re complete, easy, and accommodate their needs.

Customer Satisfaction

According Kotler and Killer, in Indrayani.R (2019) customer satisfaction is a feeling of pleasure or disappointment customers who show up because customers compare the perceived performance of the product with their expectations

3. Methodology

In this study, the dimensions of which will be used in measuring the E-Service Quality is information quality, security, website functionality, customer relationship and responsiveness and fulfillment Fianto et al (2014), this dimension is considered to represent other dimensions that can be used to measure e-Service Quality in private colleges in the Private Higher Education. In order to test Reviews These research hypotheses, this research was conducted as a two-step study. The first phase focused on developing a scale through an iterative process of purification and design of the instrument. The second study was conducted to assess the scale 's reliability and validity as Discussed in the following section. Here is a model research to be conducted.
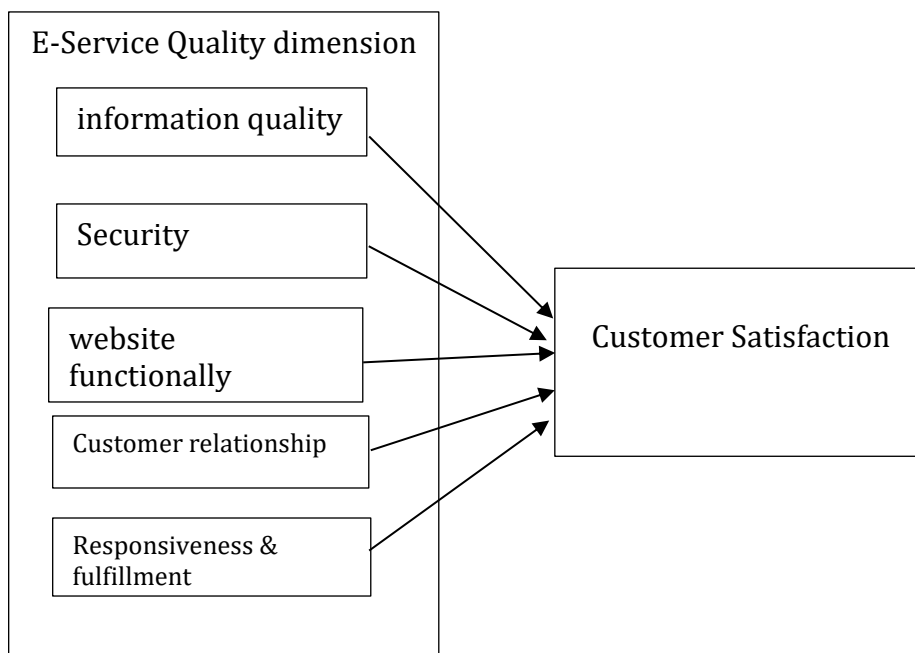

Figure 1. Research Model

The hypothesis of this study:

H1: E-service quality dimensions information quality is correlated to Customer Satisfaction
H2: E-service quality dimensions Security is correlated to Customer Satisfaction
H3: E-service quality dimensions functionally Website is correlated to Customer Satisfaction
H4: E-service quality dimensions Customer relationship is correlated to Customer Satisfaction
H5: E-service quality dimensions Responsiveness and fulfillment is correlated to Customer Satisfaction

In the research method used is linear regression is a statistical tool used to determine the effect of one or several variables to a single variable. Variables that affect the so-called independent variables, and the variable that is affected is called the dependent variable or dependent variable. The

independent variables in this study are the dimensions of the E-service Quality is information quality, security, website functionality, customer relationship and responsiveness and fulfillment. The dependent variable is customer or student satisfaction.

4. Result and Discussion

Based on the results of this research data that has been done. Data analysis can be done using SPSS software which aims to measure how much influence E-Service Quality (X), which consists of information Quality (X1), security (X2), and Website Functionality (X3), Customer Relationship (X4), Responsiveness. & Fulfillment (X5), Against Customer Satisfaction (Y), following the table below:

Table 1. Result SPSS Value

No.	Dimension	R	R Square	F	t value	t table
1	information Quality	0370	0137	46 101	6,790	1.6501
2	Security	0244	0:59	18 374	4,287	1.6501
3	website Functionality	0379	0144	48 929	6,995	1.6501
4	Customer Relationship	0262	0.69	21,490	4,636	1.6501
5	Responsiveness & fulfillment	0358	0128	42.85	6,549	1.6501

Source: Authors' own research

Information Technology has a value equal to 6,790 t > t 1.6501 Security have a value equal to 4,287 > 1.6501, Functional Website has a value of 6,995 t > 1.6501, Customer Relationship own t value equal to 4.636 > 1.6501, Responsiveness & fulfillment have t value 6549 > 1.6501. Based on the above table, it can be seen that for every dimension of E-Service quality t value greater than t table, then each dimension has a strong relationship or significant. This means that the dimensions have an influence on student satisfaction.

5. Conclusion

Based on the results of the study, it was found that the values of the electronic quality service dimensions used had positive values. It can be concluded that each dimension has a strong relationship with student satisfaction. Based on the description of the research results starting from theoretical exposure to data collection and data presentation as well as analysis and discussion, it can be concluded that partially. E-Service Quality variable has a positive and significant effect on the customer satsifaction of the regression analysis show that E-service quality dimensions information quality is correlated to Customer Satisfaction, E-service quality dimensions Security is correlated to Customer Satisfaction, E-service quality dimensions functionally Website is correlated to Customer Satisfaction, E-service quality dimensions Customer relationship is correlated to Customer Satisfaction and E-service quality dimensions Responsiveness and fulfillment is correlated to Customer Satisfaction.

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