

ADMINISTRATION SERVICE EFFECTIVENESS AT POSTGRADUATE PROGRAM OF STIA BINA TARUNA GORONTALO

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ABSTRACT

This study aims to analyze and to determine the effectiveness of financial administration services at Postgraduate Program of STIA Bina TarunaGorontalo.

This research uses descriptive qualitative method. The informants of this study were students and employees at Postgraduate Program of STIA Bina Taruna Gorontalo. Data collection through interviews.

The results showed that the administrative services at the Postgraduate Campus of STIA Bina Taruna Gorontalo were running effectively. This can be seen from the five dimensions of service quality, namely tangible or very good physical appearance of employees, employee reliability is very reliable, employee responsiveness is very fast, assurance or assurance is running well and empathy is well manifested.

Keywords: effectiveness, administrative services

INTRODUCTION

Every time we discuss service, we will also know that service is always related to administration in any institution as well as educational institutions, so administration will be explained before it becomes a science concept and the implications of the initial concept of administration are human cooperation based on rational considerations in order to achieve goals. collectively something that is just in thought [2]. This is based on the reason that so many activities that can occur and / or be carried out by involving humans and humans in a collaboration cannot be conceptualized as administration. Some people gather in a place because there is an event and the gathering only because of an interesting event such as a traffic accident, cannot be said to be administrative. Effectiveness is related to the relationship between the expected

results and the results actually achieved [5].

Regarding administrative services in education, of course this is very important as well as administrative services at Postgraduate Program of STIA Bina Taruna Gorontalo. Without administration, a big or small plan will not go as expected. Educational administration studies all effective and efficient arrangements and operations in order to achieve maximum results including human resources.

Service is an activity or sequence of activities that occurs in direct interaction between a person and another person or a physical machine, and provides customer satisfaction [1].

Seeing from the explanation above, the researchers made preliminary observations at the Postgraduate Program of STIA Bina Taruna Gorontalo lack of human resources, this of course needs to

be further reviewed because human resources in education are very important, human resources in service are the key to the success of service performance. In this connection, the agency recruits new employees because competition in the world of education is getting tighter. Then the conditions found in Postgraduate Program of STIA Bina Taruna Gorontalo are in financial administration payments or such as tuition payments already using an online system where students only need to use the system via email without transferring through banks, but there are still students who cannot use this system. This condition requires that the study and analysis of the problem to be researched, especially those carried out at Postgraduate Program of STIA Bina Taruna Gorontalo.

RESEARCH METHODS

This study uses a qualitative approach which aims to examine the problems regarding the effectiveness of administrative services at Postgraduate Program of STIA Bina Taruna Gorontalo. The use of qualitative methods is intended to gain a broader and deeper understanding of the data found and faced by researchers. The qualitative research method is "The research method is based on the philosophy of positivism, used to examine the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument, the sampling of data sources is done purposively and snowball, the collection technique is triangulation (combined)., analysis and data are inductive/ qualitative, and the results of qualitative research emphasize the meaning of [3]. on generalizations".

The reason for this study using a qualitative approach is because the problem of the effectiveness of administrative services at Postgraduate

Program of STIA Bina Taruna Gorontalo is not related to numbers. The results of qualitative research always try to reveal an actual problem, situation, or event.

Descriptive research is research that tries to describe a symptom, event, event that is happening at the present time [6]. Naturalistic/ qualitative research methods are used to research in a natural place, and researchers do not make treatment, because researchers in collecting data are emic, which is based on the view of the data source, not the views of the researcher [7]. Researchers used a descriptive qualitative approach to make it easier for researchers to obtain objective data related to the title of this paper, namely the Effectiveness of Administrative Services at Postgraduate Program of STIA Bina Taruna Gorontalo.

The time of the research was started from September to November 2020. The object of the research was Postgraduate Program of STIA Bina Taruna Gorontalo which was located on Jl. Prof. Dr. Aloe Saboe, South Toto, Kabila, Bonebolango Regency. Through this research the authors see the extent of "the Effectiveness of Administrative Services at Postgraduate Program of STIA Bina Taruna Gorontalo". To better know the data needed in this study, the researchers divided the data sources into two parts, including:

Primary Data Sources

Namely informants who will provide information about the data to be studied. Primary data is obtained from interviews with informants related to the problem under study. The informants in this study can be seen in the following table:

Table 1. Number of Research Informants

No	Position	total
1.	Assistant Director 1	1
2.	Assistant Director 2	1
3	head of the study prog.	1

4.	Service	1
5.	BAK	1
6.	College student	5
TOTAL		10

Secondary Data Sources

That is, data sources that do not directly provide data to data collectors. This data source is in the form of supporting data in the research in the form of location and documentation. Researchers select informants who will provide the required data and are considered to know the most about what the researcher expects, which is called purposive sampling, which is a technique for taking informants from data sources through certain considerations. This study uses data collection techniques, including through interviews.

After obtaining the data from the research results, what must be done next is the stage in preparing the report. In this stage the research results will be compiled, written systematically in accordance with the prescribed rules so that the results can be known by others.

The validity of the data in this study the writer checks using direct observation techniques in the field, to obtain data that can be scientifically accounted for, the author checks the validity of the data. In analyzing and checking the validity of the data, the technique that needs to be used is the data triangulation technique. The data triangulation technique is done by comparing and checking the degree of trust in the informants.

In this study the authors used a source triangulation type. The source triangulation technique is done by comparing the data obtained through interviews between research subjects with one another. Data can be said to be valid if there is consistency or conformity between the information provided by one informant and another.

DISCUSSION

This research is focused on the effectiveness of administrative services at the Postgraduate STIA Bina Taruna Gorontalo by referring to the theory that there are five dominant factors or determinants of service quality, the five dominant factors include: tangible, reliability, responsiveness.), and assurance (assurance) and empathy (empathy) [8].

Tangible

Administrative services seen from the tangible dimension or in terms of the physical appearance of employees are very good, neat, attractive and already according to standards because the appearance of employees has been arranged using uniforms, the service area is quite comfortable, there is air conditioning. The weakness that needs to be addressed is that office equipment such as computers are still lacking so that some employees still use personal laptops. In addition, the information system, in this case Simpadu, has not been optimally integrated and there are still obstacles so that everyone cannot access it smoothly.

Tangible, namely in the form of physical appearance, equipment and various good communication materials [8]. Tangible, namely the ability of an organization to show its existence to external parties [4]. Physical evidence or direct evidence (tangible) is the appearance and ability of physical facilities and infrastructure must be reliable. The condition of the surrounding environment is clear evidence of the services provided by the service provider. For example: a bank has a nice building, sophisticated computer equipment, attractive employee or employee uniforms.

Reliability

Administrative services are seen from the dimension of reliability, are very reliable, the accuracy of the employees is very thorough, through the validation of several parts. In serving students they are very good at their duties, so that they do not have any difficulties in serving students.

Reliability, namely the ability to provide services as promised, reliable and accurate, and consistent [8]. Examples in this case include the ability of employees to provide the best service, the ability of employees to handle customer needs quickly and correctly, the company's ability to provide good service in accordance with consumer expectations.

Reliability is the ability of an organization to provide services as promised accurately and reliably [4]. Reliability is the ability to provide the promised services accurately and reliably. Performance must be in accordance with customer expectations which means punctuality, the same service to customers and without errors. So, the ability to provide services as promised is prompt, accurate, and satisfies customers who come to the company or cooperative and also other workplaces.

Responsiveness

Administrative services seen from the responsiveness dimension have been very fast in responding either directly or via telephone or Whatsapp because they understand what must be fulfilled. Basically, they already have sufficient knowledge and understanding for that. They are not just helping but they are trying to motivate students. The principle applied is to really serve students well.

Responsiveness, namely the willingness of employees and employers to help customers and provide services quickly and listen to and resolve

consumer complaints [8]. With the desire of employees to help and provide responsive services, the ability to provide services quickly and correctly, the readiness of employees to be friendly to every consumer, the readiness of employees to work with consumers.

Responsiveness is the ability to help and provide fast and accurate service to customers, as well as the delivery of clear information [4]. Responsiveness (responsiveness) A policy to provide fast service to customers, not letting consumers wait without a clear reason that causes negative perceptions of service quality. In the event that the service fails, the ability to immediately deal with it in a professional manner can provide a positive perception of service quality. So, staff can help customers and provide responsive services at work without customers thinking negatively about the quality provided.

Assurance

Administrative services seen from the Assurance dimension are already running well. Academic schedule is given to each student so that students know all available schedules. If there is a change, it will be conveyed directly to students through the head of level. What often happens is the delay of students in paying tuition fees, where it must be done in a timely manner and there is no tolerance in that matter. The service department does not have a policy to policy about this. Wisdom is given by the campus leadership, but is facilitated by the Study Program section. Expressing certainty (Assurance), which is the ability of employees to generate confidence and trust in promises that have been made to consumers [8]. Examples in this case include the knowledge and skills of employees in carrying out their duties, employees can be relied on, employees can give confidence to consumers, employees have good technical expertise.

Assurance is knowledge, politeness, and the ability of employees to foster a sense of trust among employees. corporate customers [4].

Assurance is knowledge and friendliness as well as the ability to carry out tasks spontaneously which can guarantee good performance so as to generate customer trust and confidence. So, provide directions according to the knowledge possessed by the service to customers.

Empathy

Administrative services seen from the empathy dimension have been well manifested. Employees prioritize student interests over other matters during office hours. The service does not discriminate; all are served according to the rules. In addition, they often remind students to finish their studies immediately, always providing encouragement and support for students. If students have problems, then they do not hesitate to look for solutions, the point is how that person can progress.

Expressing Empathy (Empathy), namely the willingness of employees and employers to care more about giving personal attention to customers [8]. For example, employees should try to position themselves as customers. If a customer complains, an immediate solution must be sought, in order to maintain a harmonious relationship, by showing a genuine sense of care. With the attention given to employees in serving and responding to consumer complaints.

Empathy (empathy) is giving sincere and individual attention to customers by trying to understand consumer desires [4]. Empathy (empathy) is giving individual or personal attention to customers and trying to understand consumers. So, it makes it easy to make relationships with personal customers who seek to understand customers who come.

From the research results, it can be concluded that the administrative services at the Postgraduate Campus of STIA Bina Taruna Gorontalo have been running effectively. This can be seen from the five dimensions of service quality, namely tangible or very good physical appearance of employees, employee reliability is very reliable, employee responsiveness is very fast, assurance or assurance has been running well and empathy is well manifested.

This research focuses on the effectiveness of Administrative services at Postgraduate STIA Bina Taruna Gorontalo by revealing that there are five dominant factors or determinants of service quality, the five dominant factors include: tangible, empathy (empathy), responsiveness, reliability and assurance [8]. The research results were obtained as follows:

1. Tangible, already running well, this can be seen from the appearance, facilities and clarity of service.
2. Reliability (Reliability), has been going well, this can be seen from a friendly, friendly, communicative attitude and mastering the duties of the service department.
3. Responsiveness, has gone well, this can be seen from the speed in responding to student questions and needs.
4. Assurance, it is running well, this can be seen from the certainty of class schedules and payments.
5. Empathy (Empathy), has been going well, this can be seen from the efforts of the service department to prioritize student interests over other matters.

CONCLUSION

From the research results, the conclusions in this study are:

1. Tangible dimensions or in terms of employees' physical appearance are

- very good, neat, attractive and according to standards because the appearance of employees is already arranged using uniforms, the service area is quite comfortable, there is air conditioning. The weakness that needs to be addressed is that office equipment such as computers are still lacking so that some employees still use personal laptops. In addition, the information system, in this case Simpadu, has not been optimally integrated and there are still obstacles so that everyone cannot access it smoothly.
2. Dimensions of Reliability, it is very reliable, the accuracy of employees is very thorough, through validation of several parts. In serving students they are very good at their duties, so that they do not have any difficulties in serving students.
 3. The responsiveness dimension has been very fast in responding either directly or via telephone or Whatsapp because they understand what must be fulfilled. Basically, they already have sufficient knowledge and understanding for that. They are not just helping but they are trying to motivate students. The principle applied is to really serve students well.
 4. The Assurance dimension is already going well. Academic schedule is given to each student so that students know all available schedules. If there is a change, it will be conveyed directly to students through the head of level. What often happens is the delay of students in paying tuition fees, where it must be done in a timely manner and there is no tolerance in that matter. The service department does not have a policy to policy about this. Wisdom is given by the campus leadership, but is facilitated by the Study Program section.

5. The dimension of empathy (empathy) is well manifested. Employees prioritize student interests over other matters during office hours. The service does not discriminate; all are served according to the rules. In addition, they often remind students to finish their studies immediately, always providing encouragement and support for students. If students have problems, then they do not hesitate to look for solutions, the point is how that person can progress.

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