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*Contribution of
Social Science
and Humanities
in National
Development*

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Foreword

Assalamualaikum, salam sejahtera, selamat datang and welcome to The International Conference on Social Sciences and Humanities 2018. Thanks to God who has given us His grace and His permission to our meeting this time.

The International Conference on Social Sciences and Humanities 2018 (PSSSK 2018) is the first ever conference organized by the Department of Human Resource Development (JPSM) Faculty of Management. This conference is a first step in pioneering the relationship between JPSM, Faculty of Management and the State University of Makassar (UNM), Indonesia, in academic, research, culture and social. The main purpose of PSSSK 2018 is to provide an opportunity for postgraduate students from both universities to present their research results throughout their studies at their respective universities.

Additionally, all academics from both universities are most welcome to present their paperwork or research findings. PSSSK 2018 also targets academic members and scholars to submit papers or research findings as an insertion paper to be published in the proceedings of the conference. In other word, PSSSK 2018 is one of the ideal platforms for students and academics from both universities to share their views and experiences in areas related to Social Sciences and Humanities.

To more be specific, the conference has 3 objectives. First, to provide opportunities for UTM and UNM postgraduate students to present their research findings. Second, to provide academic discussion platforms to speakers and participants on issues related to Social Sciences and Humanities; and third, to establish a scholarly relationship among lecturers, students, guesses, authors, researchers from various universities who participate in the conference.

For information, a total of 59 papers have been successfully compiled in this conference proceeding. Of these, 43 papers have been presented, while 16 papers were inserted. These papers encompassed with the themes i.e. philosophy, psychology, human resource development, history, management, communication, sociology, politics, leadership, statehood, service and public administration.

On this occasion, we would like to appreciate and thank to the audiences, article's authors and presenters. May you continue on producing quality articles in the future as a contribution to the community and the country. Without forgetting, we would like to express thanks to the committee members who has very high commitment in making this conference successful. Only Allah can repay you all, and be some lasting contributions *amal jariah*, *Insha Allah*. We also apologize if there are any shortcomings and weaknesses during the conference. All feedbacks are most welcome.

Thank you again and wassalamualaikum.

List of Editors

Dr Mohd Nasir bin Masroom

Dr Wan Mohd Azam bin Wan Mohd Yunus

Dr Zulkifli bin Khair

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All written content including and not limited to any views and opinions expressed in this article are those of the original authors and do not necessarily reflect the position or views of any of the editors.

The Quality Analysis Of Academic Services

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Abstract: The purpose of this analyze of quality of academic services. The respondents is 40 students in the National Informatics Polytechnic Student of Makassar. Quantitative data analysis, the technique using Importance Performance Analysis (IPA). The results of limitations of reference in the library facilities and also the transparency of campus funding that have not been transparent to the students

Keynote : service quality, Academic.

1.0 Introduction

Quality academic service is the ideals of a country in improving the quality of human resources (Revida, 2018). However, in practice academic services are still constrained in providing service facilities to learners. In addition, the obstacles are educators who have minimal human resources (Musfah, 2015).

Indonesia is an area experiencing problems in providing quality education service quality (Pradhan et al., 2014; Ryan and Zuber-Skerritt, 2017). It is a big task for Indonesia to provide regulations that can improve the quality of education. This has been done by improving the curriculum at both primary and university levels. However, the problems faced have not been able to solve the problematic.

One of the efforts made to improve the quality of education in universities is to improve the quality of academic services (Ross, 2017; Bowen, 2018). Academic services include a variety of focus areas, such as: the provision of adequate campus facilities, the provision of educators and education personnel, adequate service regulations (Van Deuren et al., 2016; Michubu, Nyerere and Kyalo, 2017; Roberts and Guerra, 2017). Similarly, at the National Informatics Polytechnic in Makassar in carrying out its function as a campus from the extension of the hands of private government demands to improve academic services. So as to increase public confidence in helping actualize the purpose of the state. However, there are problems faced,

namely: the quality of human resources or educational personnel and educators who are still minimal and not in support adequate administration. Therefore, the researchers intend to conduct research on the quality of academic services at the National Informatics Polytechnic Makassar.

2.0 Research Method

This study uses a quantitative approach. Location of research at National Polytechnic of Makassar in Tamalanrea. Respondents this study is 40 students using multi stage sample random. Technique of data analysis: 1) observation, 2) questionnaire, and 3) interview. Data analysis technique using Importance Performance Analysis with SPSS 16 (Martilla and James, 1977).

3.0 Result And Discussion

The quality of academic services in this study is presented in five basic things, such as: (1) tangible, (2) responsiveness, (3) assurance, (4) empathy, (5) reliability. The attributes of academic services based on the average level of importance with the average level of performance in the field. By look at the average results, so then it will be converted into Cartesian diagram. Cartesian diagram is a diagram showing the expectations and reality of the academic services provided by the service provider. The Cartesian diagram can be seen in Figure 1.

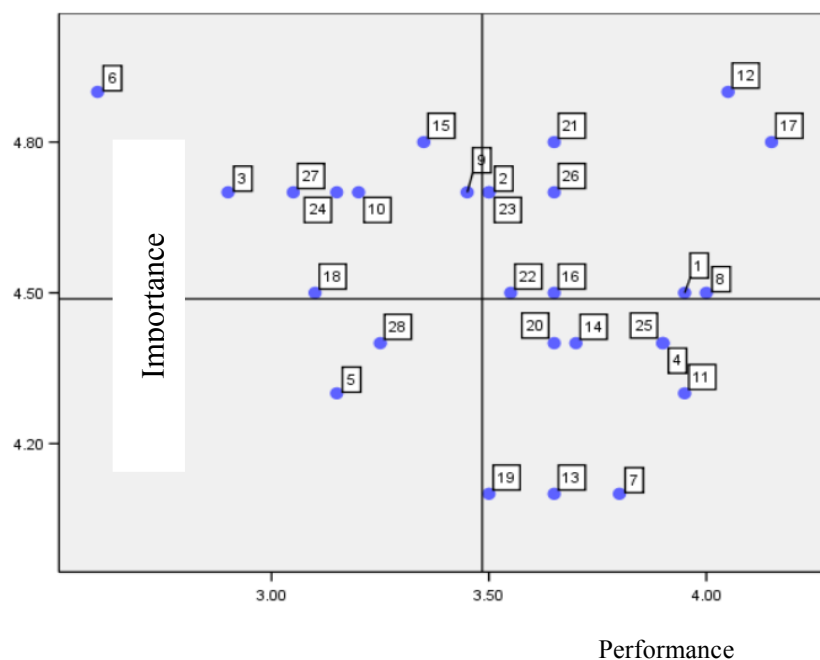


Figure 1. Cartesian Diagram Attribute Quality of Academic Services

Based on Figure 1 gives an illustration that the quality of academic service is seen from the importance of desired by the respondents respond or the service customers about the performance that occurs in the campus environment. The assessed aspects can be seen from the four quadrants, namely: Quadrants A, B, C and D. As for the quadrant items that contribute

are quadrants A, B, and D. The result findings of the research will be described for each quadrants contribution.

a. Quadrant A

The Quadrant A attributes which providing the description about the aspect which is considered giving highly influences on the customer service to get the students' satisfaction. Besides that, it also becomes the elements of service that are considered very important, but the campus management has not implemented according to the importance of the students as the recipient of the service, and the consequently was that they felt less satisfied, so then, in this quadrant need to maintain and improved especially for its performance. (2) The campus tried to become transparently in explaining the use of student funding, (3) The lecturer returns the exam results/tasks with an objective value, (4) the lecturer arrived on time, (5) The Campus provides insurance assistance for students who get some academic problems, (6) Every students' tasks/duty always returned back to the students, (7) The Campus seeks to understand the students' interests and talents, (8) The Campus should be opened for the students service complaints who have problems. Based on the eight points, the students' expectations should be considered the campus but as a fact showed that it was still low or less optimal.

b. Quadrant B

In this quadrant indicated that the academic services have been implemented well and must be maintained caused by the necessarily so that it will provide satisfaction to students or customers. The attribute that gives contribution consists of 10 (ten) attributes, the attribution can be summarized which give the importance things, such as: (1) The campus room is clean, neat, cool and comfortable, (2) The learning facilities available in the classroom, (3) The clarity of the lecture material presented by the lecturer, (4) The campus provides Academic Advisors for Students, (5) Academically qualified administrative staff in providing services, (6) Student's problems / complaints are handled by the campus through the head of the study program or academic supervisor, (7) The lecturer is willing to assist students who have difficulty in academic / (9) Lecturers are open, cooperative with students, (10) The campus provides academic information and non-academic service in the form of website (online). Based on the results of the data analysis, then in accordance with the results of interviews from one of the respondents who revealed that:

“some efforts to provide services to students, especially lecturers have been enthusiastic in providing cooperative and trying to develop the transparency to the students, in addition, providing solutions of every problem which is faced by students”.

c. Quadrant C

In this quadrant, it revealed some aspects of service that are less important for student satisfaction, but the service providers needed to implement that should be done by employees or staffs, and lecturers are not to be considered as inclusively, and in fact the level of performance against these attributes is still low between the values importance aspect and performance are almost not too far being apart, and this is contrasted with Quadrant A, where importance is highly and performance is low, so then it needs to be improved in order to achieve high students satisfactions. For this quadrant revealed at least two attributes, in which get the score 3.15 as a facility of worship that is used by students and the value of 3.2 about the campus was trying to give a positive response to each student complaint.

d. Quadrant D

This quadrant attribute provides an idea that aspect levels of expectations are not so important, but it can affect student satisfaction/customers services. The service recipient assumes that this attribute or service is less important but it gives a very meaningful satisfaction. Based on data analysis about the average reality experienced by the student showed that the lowest value of 6 (six) attributes with the highest average value is 3.95 is that the ability of academic staff to serve the student administration.

4.0 Conclusion

The results of research showed that for the POLINAS Makassar of Tamalanrea Branch revealed that It has still the low quality of services such as: For Quadrant B showed that the ability of educators and educators such as faculty and staffs have provided the best service to their students. Quadrant C indicates that there were still many deficiencies in the provision of services such as; facilities and infrastructure included the limited facilities of worship and restroom, and also the openness of the campus in responding to the students' complaints. Quadrant D indicates that staffs and lecturer's activation in providing services to students has showed a positive response for students.

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