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## **ANALYSIS OF SATISFACTION LEVELS OF THE BUSINESS AND INDUSTRIAL WORLD ON THE QUALITY OF GRADUATES OF THE TOURISM DEPARTMENT POLITEKNIK NEGERI BALI**

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### ***ABSTRACT***

*The purpose of this study was to analyse the satisfaction of graduates of Tourism Department Politeknik Negeri Bali. The source of data comes from the results of the questionnaire distributed to 72 companies as using Slovincs' technique, using the technique probability sampling with simple random sampling. The method of analysis was used the Importance Performance Analysis (IPA) technique with step validity test, reliability test, Importance Performance Analysis and measure Consumer Satisfaction Index. The satisfaction level of the graduates of the Tourism Departement Politeknik Negeri Bali was divided into two attributes, namely soft skill and hard skill consisting of 20 variables with the value of all positive gaps that show into 4 quadrants. The attribute in the III quadrant is GPA > 3.0 (Q20). To the value of Customers Satisfaction Index was 92.81% for soft skills and 93.43% for hard skills. It is categorized very satisfactorily.*

**Keywords:** Quality of graduates, satisfaction, importance performance analysis

### **INTRODUCTION**

Human resource (HR) is an important component in an institution. In the industrial world, human resources are considered very potential to be developed to reach a certain quality so that they are able to produce products or services that contain advantages . This is because human resources are able to mobilize other resources in the company in order to achieve their goals (Renosori et.al, 2002). Regarding to the skills a prospective workforce must have in a company, research from the Employment Research Institute in 2005 revealed that hard skills contribute

to one's success in life by only 18%, while 82% are contributed by abilities called soft skills (Abdurachman, in Muhammad, A., 2016). Coupled with a survey by the National Association of Colleges and Employers, USA, 2002 (surveyed from 457 leaders), it turns out that the Grade Point Average (GPA) is not considered important in the world of work, much more important is soft skills which include communication skills, honesty and cooperation, motivation, adaptability, other interpersonal competences, with a value orientation that is promoted for effective performance (Tarmidi, 2010).

Assessment of the satisfaction level of graduate users is an assessment made by educational institutions of users from graduates of that institution. A business approach, an assessment of graduate user satisfaction levels is the same as research on satisfaction levels conducted by producers for customers. A high level of customer satisfaction is a strong predictor of customer retention, loyalty, and product repurchase. Educating not only teaches about competence but also builds character. The results of the good educational process will produce graduates who are competent and of character or in other languages have a balance between soft skills and hard skills (Widyastuti, A, et.al 2016)

As written by Sadikin et. all (2017), the business and industrial world overall is satisfied by the graduates of POLMAN Bandung regarding their hard skill and soft skill, even though several soft skill categories that have not made the Very Satisfied category such as integrity, relationship building, leadership, and thinking skill. Tourism Department Politeknik Negeri Bali always strives to improve the quality of its graduates. The good quality of graduates is expected to increase the waiting time for graduates to work, because the market absorbs them quickly. Especially in the Accreditation Form, the waiting period for graduates and consumer satisfaction of graduate users is one of the assessment items. This is very important because of the three study programs in the Department of Tourism, there is still one accredited B study program. The accreditation form, the items used for user assessment are very general and few, only 7 items, namely integrity, expertise based on fields of knowledge, Language English, Use of Information Technology, Communication, Teamwork, and Personal Development. These things are not able to represent the overall ability of graduates. Therefore, a study is needed that analyzes graduate user satisfaction with question attributes that are processed from various perspectives, according to the department or study program.

Based on the above problems, this research was conducted to determine the level of satisfaction of the business world and the industrial world towards the quality of graduates of the Tourism Department Politeknik Negeri Bali. This study, the measured aspects of graduate quality generally include the level of importance and level of satisfaction of the business and industrial world with the ability of graduates. The ability of the graduates assessed is related to hard skills and soft skills. One of the measured hard skills and soft skills components is based on a survey by the National Association of Colleges and Employers, USA, 2002. Based on the survey results, it is stated that some abilities (skills) are needed in the world of work as stated in Table 1 below.

Table 1: List of 20 Abilities (Skills) Required at Work

| <b>Skills</b>                   | <b>Classification Skills</b> |
|---------------------------------|------------------------------|
| 1. Communication                | Soft skill                   |
| 2. Honesty / integrity          | Soft skill                   |
| 3. Ability to Cooperate         | Soft skill                   |
| 4. Interpersonal                | Soft skill                   |
| 5. Good Work Ethic              | Soft skill                   |
| 6. Having Motivation/Initiative | Soft skill                   |
| 7. Adaptable                    | Soft skill                   |
| 8. Analytical Skills            | Cognitive (Hard skill)       |
| 9. Computer Capabilities        | Psychomotor (Hard skill)     |
| 10. Organizational Skill        | Soft skill                   |
| 11. Detail Oriented             | Soft skill                   |
| 12. Lead Ability                | Soft skill                   |
| 13. Confident                   | Soft skill                   |
| 14. Friendly                    | Soft skill                   |
| 15. Polite/Ethical              | Soft skill                   |
| 16. Wise                        | Soft skill                   |
| 17. GPA>3,0                     | Cognitive (Hard skill)       |
| 18. Creative                    | Soft skill                   |
| 19. Humorous                    | Soft skill                   |
| 20. Entrepreneurship Ability    | Soft skill                   |

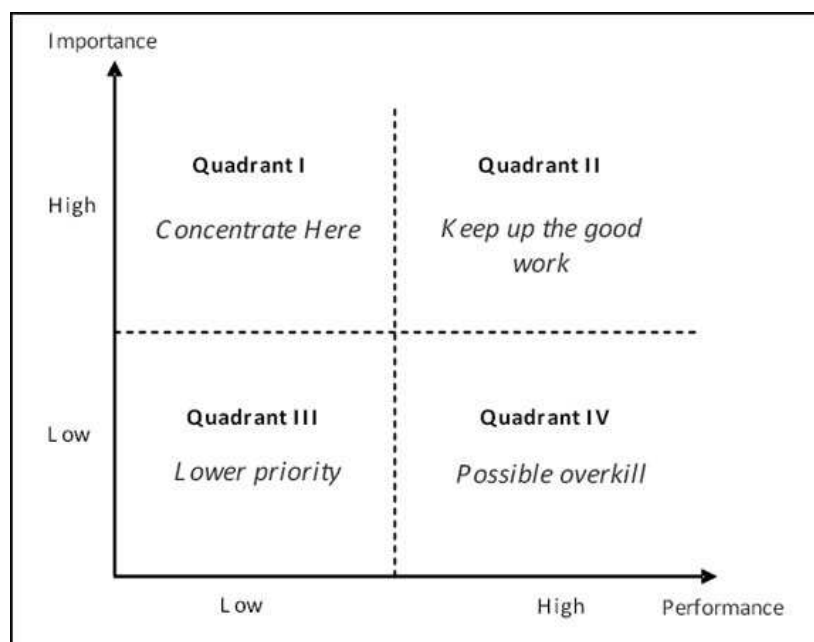
Source: Survey result of National Association of Colleges and Employer (NACE, 2002).

## METHODOLOGY

This research took some places in industries and business in Bali using graduates of the Tourism Department Politeknik Negeri Bali. The length of the study was four months. The type of data used in this study is quantitative data with a Likert's Scale. Based on the source, the data used in this study are primary data, namely data obtained directly from the source where the researcher collects data using a questionnaire. The population in this study were graduate users, namely the business world and the industrial world in Bali who used 187 companies of the Tourism Department Politeknik Negeri Bali graduates/alumnae of 2017, 2018 and 2019 (Sugiyono, 2017). The sample is 72 companies obtained from the results using the Slovin's formula. Sampling was carried out using probability sampling techniques using simple random sampling (Sugiyono, 2016).

Stages of quantitative analysis which use techniques Importance Performance Analysis (IPA) is to test the validity, reliability and perform Importance Performance Analysis quality of graduates majoring in Tourism Department Politeknik Negeri Bali by calculating the value of importance variable according to the business and industrial world and measure the value of performance the quality of graduates of the Tourism Department Politeknik Negeri Bali as assessed by the business world and the industrial world (Sever, 2015). The results of the Importance Performance Analysis are in the form of grouping the variables used into a Cartesian Diagram as in Figure 1 below.

Figure 1: Graph of the Four Quadrants in the Natural Science Method (Cartesian Diagram)



The next step in measuring customer satisfaction is the Consumer Satisfaction Index (CSI). The advantage of the CSI method is that it can use IPA

data as initial data in analyzing it so that can calculate or know consumer satisfaction as a whole variable more simply and more accurately (Ihsani, 2005).

## RESULTS AND DISCUSSION

### Validity Test

According to Sugiyono ,2017 the minimum requirement to be able fulfill validity is if the correlation between the item score and the total score is 0.19 (r-table). If the correlation between the item score and the total score is less than 0.19, the questionnaire is declared invalid. The validity test of expectations and perceptions (Soft Skills and Hard Skills) in this study can be seen below.

Table 2: Validity Test Result of Perception and Expectation of Soft Skill and Hard Skill

| Attributes | Variables                       | r Table | Perceptions            |       | Expectations           |       |
|------------|---------------------------------|---------|------------------------|-------|------------------------|-------|
|            |                                 |         | Correlation Item Total | Rem.  | Correlation Item Total | Rem.  |
| Soft Skill | Communication (Q1)              | 0,19    | 0,408                  | Valid | 0,193                  | Valid |
|            | Honesty/Integrity (Q2)          | 0,19    | 0,445                  | Valid | 0,269                  | Valid |
|            | Ability to Cooperate (Q3)       | 0,19    | 0,405                  | Valid | 0,417                  | Valid |
|            | Ability Interpersonal (Q4)      | 0,19    | 0,409                  | Valid | 0,425                  | Valid |
|            | Good work ethic (Q5)            | 0,19    | 0,552                  | Valid | 0,474                  | Valid |
|            | Have motivation/initiative (Q6) | 0,19    | 0,437                  | Valid | 0,419                  | Valid |
|            | Adaptable (Q7)                  | 0,19    | 0,322                  | Valid | 0,508                  | Valid |
|            | Organizational Ability (Q8)     | 0,19    | 0,282                  | Valid | 0,408                  | Valid |
|            | Oriented detail(Q9)             | 0,19    | 0,353                  | Valid | 0,341                  | Valid |
|            | Lead Ability (Q10)              | 0,19    | 0,522                  | Valid | 0,430                  | Valid |
|            | Confidence (Q11)                | 0,19    | 0,313                  | Valid | 0,390                  | Valid |
|            | Friendly (Q12)                  | 0,19    | 0,393                  | Valid | 0,459                  | Valid |
|            | Polite (Q13)                    | 0,19    | 0,428                  | Valid | 0,318                  | Valid |
|            | Wise (Q14)                      | 0,19    | 0,558                  | Valid | 0,349                  | Valid |
|            | Creative (Q15)                  | 0,19    | 0,388                  | Valid | 0,324                  | Valid |

|                   |                                |      |       |       |       |       |
|-------------------|--------------------------------|------|-------|-------|-------|-------|
|                   | Humorous (Q16)                 | 0,19 | 0,389 | Valid | 0,356 | Valid |
|                   | Entrepreneurship Ability (Q17) | 0,19 | 0,277 | Valid | 0,328 | Valid |
| <b>Hard Skill</b> | Analytical Ability (Q18)       | 0,19 | 0,752 | Valid | 0,887 | Valid |
|                   | Computer Ability ( Q19)        | 0,19 | 0,847 | Valid | 0,806 | Valid |
|                   | GPA> 3.0 (Q20)                 | 0,19 | 0,840 | Valid | 0,830 | Valid |

Source: Processed Data of SPSS 23.0 for Windows (2020)

Based on the output in Table 2, the total item correlation value for all questionnaire items is greater than 0.19, which that all items can be said to be valid.

### Reliability Test

The level of reliability is generally accepted at 0.60, test whose reliability is below 0.60 are considered unreliable (Sugiyono, 2014: 190). The results of the validity test can be seen in Table 3 below.

Table 3: Reliability Test Result of Perception and Expectation of Soft Skill and Hard Skill

| Variable   | Cronbach's Alpha |             | N Items | Remarks  |
|------------|------------------|-------------|---------|----------|
|            | Expectations     | Perceptions |         |          |
| Soft Skill | 0.623            | 0.683       | 17      | Reliable |
| Hard Skill | 0.792            | 0.740       | 17      | Reliable |

Source: Processed Data of SPSS 23.0 for Windows (2020)

Based on Table 3 shows that the perception variable has a Cronbach's Alpha greater than 0.6. It can be concluded that the perception and expectation variable questionnaire is declared reliable.

### Important Performance Analysis (IPA)

This IPA technique is used to determine which service dimensions need to be improved and need to be maintained in the quality of graduates of the Tourism Department Politeknik Negeri Bali. The results of the gap between perceptions and expectations and the location of each indicator on the Cartesian Diagram can be seen in Table 4, Figure 2 and Figure 3 below.

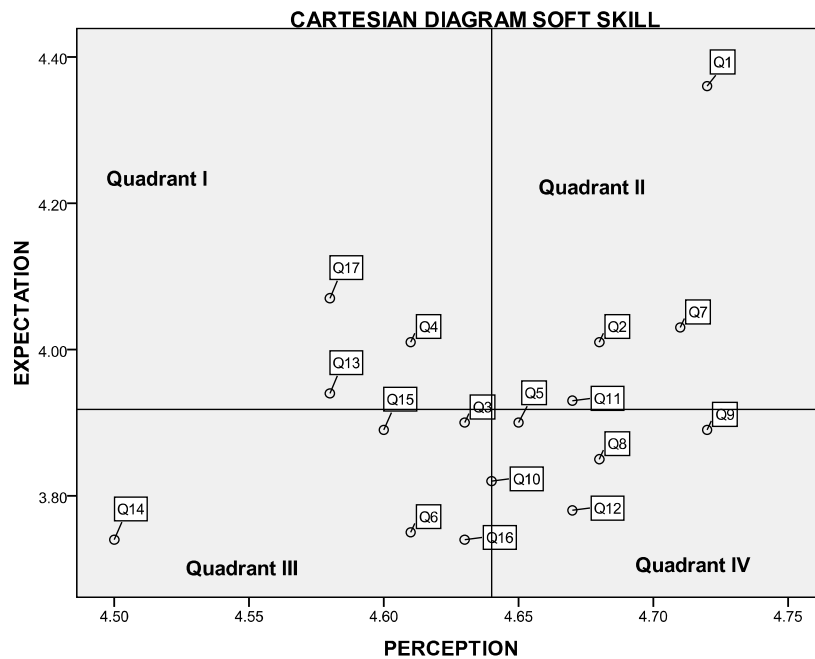
Table 4: The Gap Result between Perception and Expectation of Soft Skill and Hard Skill

| Attributes | No  | Variables                     | P    | E    | GAP  | Rem.     |
|------------|-----|-------------------------------|------|------|------|----------|
| Soft Skill | Q1  | Communication                 | 4,72 | 4.36 | 0.36 | Positive |
|            | Q2  | Honesty/Integrity             | 4,68 | 4.01 | 0.67 | Positive |
|            | Q3  | Ability to Cooperate          | 4.63 | 3.90 | 0.73 | Positive |
|            | Q4  | Interpersonal Ability         | 4,61 | 4.01 | 0.60 | Positive |
|            | Q5  | Good Work Ethic               | 4.65 | 3,90 | 0.75 | Positive |
|            | Q6  | Having Motivation/ Initiative | 4.61 | 3.75 | 0.86 | Positive |
|            | Q7  | Adaptable                     | 4.71 | 4.03 | 0.68 | Positive |
|            | Q8  | Organizational Ability        | 4.68 | 3.85 | 0.83 | Positive |
|            | Q9  | Detail Oriented               | 4.71 | 3.89 | 0.82 | Positive |
|            | Q10 | Lead Ability                  | 4.64 | 3.82 | 0.82 | Positive |
|            | Q11 | Confident                     | 4.67 | 3,93 | 0.74 | Positive |
|            | Q12 | Friendly                      | 4.67 | 3.78 | 0.89 | Positive |
|            | Q13 | Polite                        | 4.58 | 3.94 | 0.64 | Positive |
|            | Q14 | Wise                          | 4,50 | 3.74 | 0.76 | Positive |
|            | Q15 | Creative                      | 4.60 | 3.89 | 0.71 | Positive |
|            | Q16 | Humorous                      | 4.63 | 3.74 | 0.89 | Positive |
|            | Q17 | Entrepreneurship Ability      | 4.58 | 4.07 | 0.51 | Positive |
| Hard Skill | Q18 | Analytical Ability            | 4,72 | 4.42 | 0.30 | Positive |
|            | Q19 | Computer Ability              | 4,68 | 4.39 | 0.29 | Positive |
|            | Q20 | GPA> 3,0                      | 4.61 | 4.33 | 0.28 | Positive |

Source: Processed Data (2020)

Based on Table 4, it shows that the results of all variables are positive, which means that the value of satisfaction with the quality of graduates of the Tourism Department Politeknik Negeri Bali falls into the good and feasible category.

Figure 2: Cartesian Diagram Soft Skill

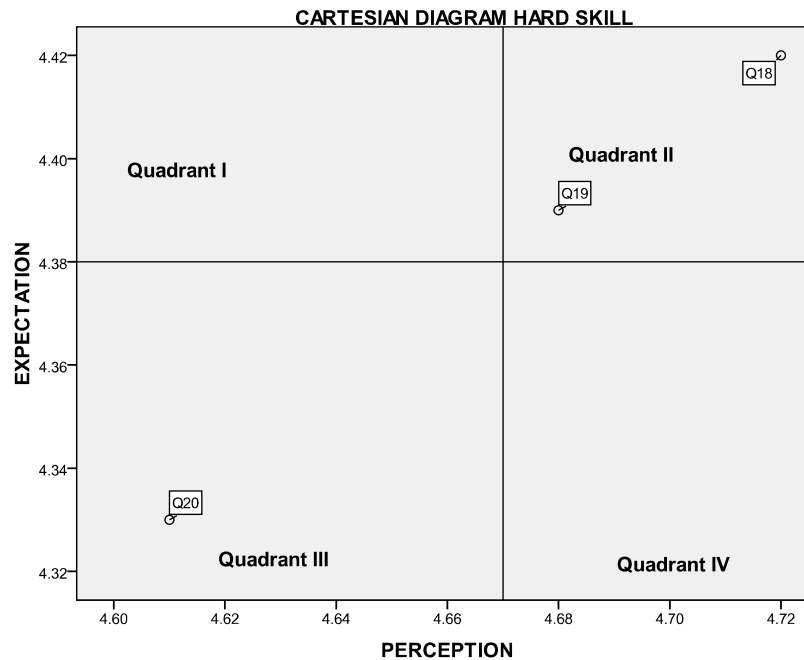


Source: Processed Data of SPSS 23.0 for Windows (2020)

Based on Figure 2, it shows that the position of the indicator of the variable soft skill as well as its quadrant affects the quality of graduates of the Tourism Department Politeknik Negeri Bali. The position of each of the four quadrants is used as a guide for taking appropriate action in providing satisfactory results. The explanation for each quadrant is that the attributes contained in Quadrant I are the priority attributes, where the attributes that are considered important by the respondent, but their performance is still not good. These attributes include; Interpersonal Ability (Q4), Courteous (Q13), and Entrepreneurship Ability (Q17). The attributes contained in Quadrant II are attributes that are considered important by the respondents and their performance is as expected. The attributes in this quadrant must be maintained because they are superior to the services provided. These attributes include; Communication (Q1), Honesty/Integrity (Q2), Adaptable (Q7), and Confident (Q11). Attributes in Quadrant III are attributes that are considered by respondents as not very important and whose performance is also low. These attributes include; Ability to cooperate (Q3), have motivation/initiative (Q6), wise (Q14), creative (Q15), and humorous (Q16). Quadrant IV is an attribute that is considered by the respondents as not very important and expected, but the performance of this attribute is considered good. These attributes include; Good work ethic (Q5), organizational ability (Q8), detail oriented (Q9), leadership ability (Q10), and friendly personality (Q12).



Figure 3: Cartesian Diagram Hard Skill



Source: Processed Data of SPSS 23.0 for Windows (2020)

The attributes contained in Quadrant II are attributes that are considered important by respondents and their performance is as expected. The attributes in this quadrant must be maintained because they are superior to the services provided. These attributes include; Analytical Skills (Q18) and Computer Skills (Q19). Quadrant III is an attribute that is considered by respondents to be not very important and also has low performance. The attributes in quadrant C are GPA > 3.0 (Q20).

### Customer Satisfaction Index (CSI)

This CSI research, the satisfaction assessed is the overall customer satisfaction with the quality indicators of the graduates of the Tourism Department Politeknik Negeri Bali that have been given. The results of the level of customer satisfaction can be seen in Table 5 below.

Table 5: Result of Customer Satisfaction Index Soft Skill and Hard Skill

| Attributes                               | Variables                       | MIS                           | MSS          | WF (%)     | WS            |
|--|---------------------------------|-------------------------------|--------------|------------|---------------|
| <b>Soft Skill</b>                        | Communication (Q1)              | 4.36                          | 4.72         | 6.55       | 30.92         |
|  | Honesty/Integrity (Q2)          | 4.01                          | 4.68         | 6.03       | 28.20         |
|  | Ability to Cooperate (Q3)       | 3.90                          | 4.63         | 5.86       | 27.10         |
|  | Ability Interpersonal (Q4)      | 4.01                          | 4.61         | 6.03       | 27.79         |
|  | Good work ethic (Q5)            | 3.90                          | 4.65         | 5.86       | 27.26         |
|  | Have motivation/initiative (Q6) | 3.75                          | 4.61         | 5.63       | 25.96         |
|  | Adaptable (Q7)                  | 4.03                          | 4.71         | 6.05       | 28.47         |
|  | Organizational Ability (Q8)     | 3.85                          | 4.68         | 5.78       | 27.03         |
|  | Oriented detail(Q9)             | 3.89                          | 4.72         | 5.84       | 27.57         |
|  | Lead Ability (Q10)              | 3.82                          | 4.64         | 5.73       | 26.60         |
|  | Confidence (Q11)                | 3.93                          | 4.67         | 5.90       | 27.54         |
|  | Friendly (Q12)                  | 3.78                          | 4.67         | 5.67       | 26.47         |
|  | Polite (Q13)                    | 3.94                          | 4.58         | 5.92       | 27.14         |
|  | Wise (Q14)                      | 3.74                          | 4.50         | 5.61       | 25.24         |
|  | Creative (Q15)                  | 3.89                          | 4.60         | 5.84       | 26.84         |
|  | Humorous (Q16)                  | 3.74                          | 4.63         | 5.61       | 25.94         |
|  | Entrepreneurship Ability (Q17)  | 4.07                          | 4.58         | 6.11       | 28.00         |
| <b>TOTAL</b>                             |                                 | <b>66.61</b>                  | <b>78.88</b> | <b>100</b> | <b>464.06</b> |
| <b>WT</b>                                |                                 | <b>464.06/5</b>               |              |            |               |
| <b>Customer Satisfaction Index (CSI)</b> |                                 | <b>92.81 (VERY SATISFIED)</b> |              |            |               |
| Attributes                               | Variables                       | MIS                           | MSS          | WF (%)     | WS            |
| <b>Hard Skill</b>                        | Analytical Ability (Q18)        | 4.42                          | 4.72         | 33.62      | 158.74        |
|  | Computer Ability ( Q19)         | 4.39                          | 4.68         | 33.40      | 156.35        |
|  | GPA> 3.0 (Q20)                  | 4.33                          | 4.61         | 32.98      | 152.08        |

|  |                               |              |               |               |
|--|-------------------------------|--------------|---------------|---------------|
| <b>TOTAL</b>                             | <b>13.34</b>                  | <b>14.01</b> | <b>100.00</b> | <b>467.17</b> |
| <b>WT</b>                                | <b>467.17/5</b>               |              |               |               |
| <b>Customer Satisfaction Index (CSI)</b> | <b>93.43 (VERY SATISFIED)</b> |              |               |               |

Source: Processed Data of Ms. Excel 2013 (2020)

Looking back at Table 5, which is the table of criteria for CSI scores, overall customer satisfaction with the quality of graduates of the Tourism Department Politeknik Negeri Bali is included in the Very Good or Very Satisfactory category with a CSI score of 92.81% for soft skills and 93.43% for hard skills.

## CONCLUSION

The level of satisfaction of graduates of the Tourism Department Politeknik Negeri Bali, which is divided into two attributes, namely Soft Skills and Hard Skills consisting of 20 variables with all positive gap values with the result of data processing with techniques Important Performance Analysis (IPA) showing 20 variables. It was divided into 4 quadrants, namely for Soft Skills in Quadrant A, among others; Interpersonal Ability (Q4), Courteous (Q13), and Entrepreneurship Ability (Q17). Quadrant B, consist of Communication (Q1), Honesty/Integrity (Q2), Adaptable (Q7), and Confident (Q11). Quadrant C, among others; Ability to Cooperate (Q3), have Motivation/Initiative (Q6), Wise (Q14), Creative (Q15), and Humorous (Q16). Quadrant D, among others; Good Work Ethic (Q5), Organizational Ability (Q8), Detail Oriented (Q9), Leadership Ability (Q10), and Friendly Personality (Q12). Meanwhile, the Hard Skills in Quadrant B, include; Analytical Skills (Q18), and Computer Skills (Q19). The Attributes in Quadrant C is GPA>3.0 (Q20). The Customers Satisfaction Index (CSI) score of 92.81% for the Soft Skills and 93.43% for Hard Skills. This is categorized as Very Satisfying. In other words, several aspects that are satisfactory and needs to be maintained are communication, honesty/ integrity, able to adapt, and confidence. Besides those mentioned that needs to maintain, some aspects needs to be improved based on the research which are interpersonal skill, politeness, and entrepreneurship skill.

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