

Google forms utilization for student satisfaction survey towards quality of service at Universitas Muhammadiyah Tasikmalaya

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Abstract. Research on the survey of student satisfaction with service quality at Universitas Muhammadiyah Tasikmalaya (UMTAS) was conducted in July 2019. This study aims to determine the level of student satisfaction with the quality of services at UMTAS. With multiple linear regression methods and using total sampling technique, the entire population is the object of research. The population in this study were all semester 4 UMTAS students. In this case the distribution and filling out the questionnaire as a data collection tool using Google Forms. The researcher only informs the address of the shortlink that has been made, namely bit.ly/2WZtLr7 to the respondent, and the respondent can access the link from their respective Android phones. The results of this study indicate that the level of student satisfaction with 5 variables has a simultaneous and partial influence of 86.6%. Based on the partial t count, the most influential is the tangible variable but all indicators have the same effect on student satisfaction significantly. While the rest (13.2%) is influenced by other variables not examined in this study.

1. Introduction

Quality culture in higher education is very important. Universities are required to be able to meet the needs of students so that universities need to improve quality through evaluation. The intended quality targets all service sectors ranging from admission of new students services, administration, academics, student affairs, finance, libraries, laboratories, lecturers, as well as facilities and infrastructure, so that all members of the campus academic community have a role in improving service quality for the achievement of student satisfaction which incidentally is a major consumer.

Seen from the point of view of industrialists, higher education is considered as a company that produces and sells a product in the form of higher education or science services [1]. So it must pay attention to the principles of corporate management and professionalism in managing it so that it can survive and develop. According to [2], the success or failure of a company depends on its competitive advantage. This concept also applies to universities, especially private universities. Therefore each university manager must always evaluate the university competitive position and carry out specific action steps that need to be taken to improve it in order to excel in competition. A private university that is able to develop its competitive advantage will at least not be abandoned by its students and the interest of prospective students remains high towards the private university.

Universitas Muhammadiyah Tasikmalaya (UMTAS) is a private tertiary institution which has 3 Faculties (FIKES, FKIP, FT) with 13 study programs. Based on data [3] the number of UMTAS students in 2017 was 1470 students. This shows that the Universitas Muhammadiyah Tasikmalaya



(UMTAS) has a number of students above one thousand in its young age, of course the acquisition of the number of students is supported by many factors both marketing, management, technology, facilities, and especially the quality of its services. To maintain this is a challenge for all parties in the academic community from leaders, lecturers to employees must pay attention to student satisfaction. Meanwhile, what is already underway is EDOM, which is the evaluation of lecturers by students, while student evaluations of the quality of services cannot be measured yet. For this reason, UMTAS was used as the object of this study to measure the extent of student satisfaction with the quality of services provided and through this research, it is expected to provide input to leaders, lecturers and employees for the progress of the Universitas Muhammadiyah Tasikmalaya.

In conducting this research, researchers used the *Google form* as a tool to survey student satisfaction with service quality at UMTAS. *Google form* is an application in the form of a template or worksheet or questionnaire that can be used independently or together for the purpose of getting user information very efficiently. The researcher only needs to inform the *short link* to the intended respondent and the respondent can easily download it by clicking on the *short link* from their respective android mobile phone.

2. Research Method

2.1 Observation

Researchers conducted a survey of students on the services provided by UMTAS and looked for phenomena / problems that occur so as to get a general picture to start a study.

2.2 Literature Study

There are a number of studies used as studies including [4] about otak-atik *Google Form* guna pembuatan kuesioner kepuasan pemustaka and [5] about tingkat kepuasan mahasiswa terhadap kualitas pelayanan universitas sam ratulangi menggunakan analisis factor.

2.3 Data Collection Techniques

This research utilizes *google form* to collect primary data. *Google form* is an application in the form of a template or *worksheet* that can be used independently or together for the purpose of obtaining user information. This application works in *Google Drive* cloud storage along with other applications such as *Google sheets*, *Google Docs*, and other enrichments. This template is very easy to understand and use, and is available in many languages. Terms for using only have a *Google account* only for processors or form makers.

2.3.1 Following are the brief steps for making a student satisfaction questionnaire on the quality of Muhammadiyah University Tasikmalaya services using a *Google form* worksheet:

2.3.1.1 Login to <https://docs.google.com/forms/> and log in with your *Google account*. And Click Blank or <https://docs.google.com/forms/create> to create a new form

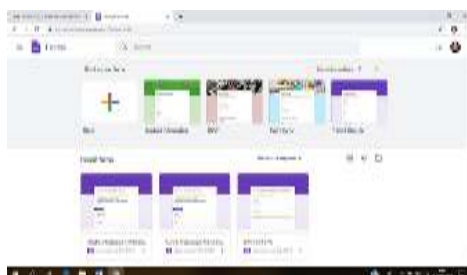


Figure 1. Login with a *google account*.

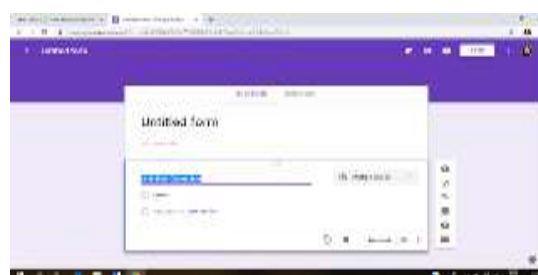


Figure 2. Creating a new form

2.3.1.2 Make the Title Form

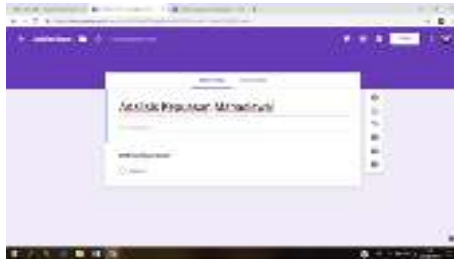


Figure 3. Making the Form Title.



Figure 4. Add form descriptions.

2.3.1.3 Make an Identity Question and answer choices



Figure 5. Making identity questions .

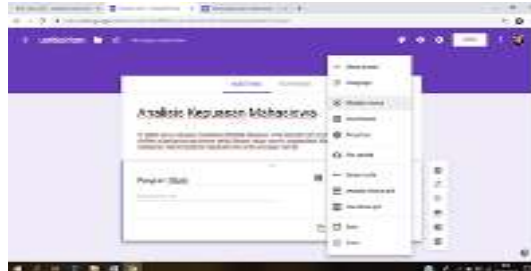


Figure 6. Making answer choices.

2.3.1.4 Creating a new Section



Figure 7. Creating a new page.

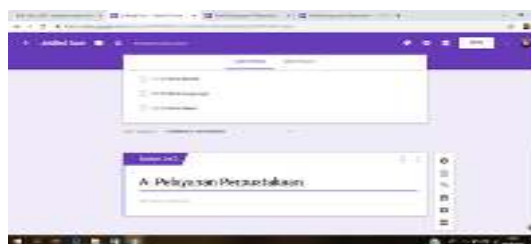


Figure 8. Section two with a new Title.

2.3.1.5 Create a new Question and type of answer

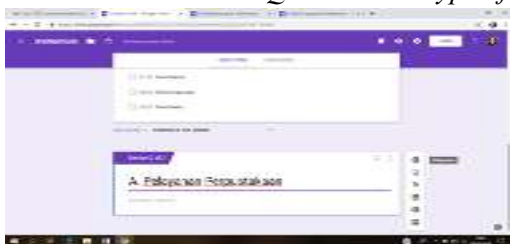


Figure 9. Making Questions.

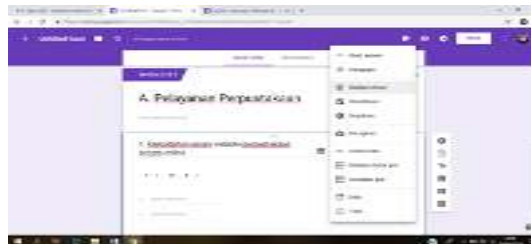


Figure 10. Making answer choices.

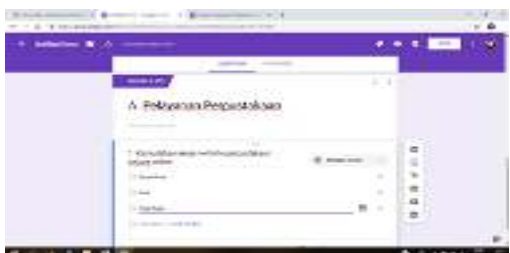


Figure 11. Questions and answers.



Figure 12. Final view section two.

2.3.1.6 File upload to add files from respondents into the form. Click Continue to continue.

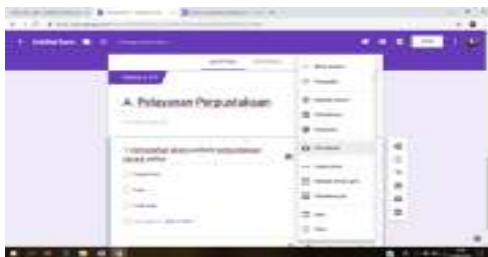


Figure 13 Upload File Creation.

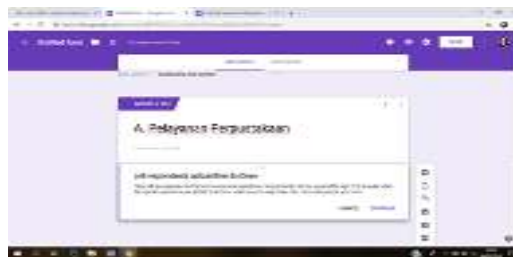


Figure 14. Display uploaded files

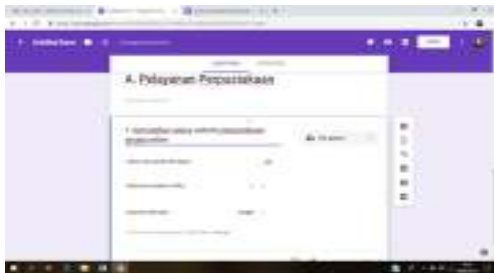


Figure 15. Upload file description.

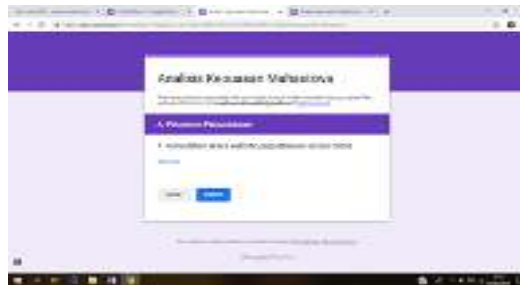


Figure 16. Upload file storage.

2.3.1.7 Click Send to submit the form

2.3.1.7.1 Collect email addresses, requiring respondents to enter email addresses

2.3.1.7.2 Send the form via email, fill in the destination email, subject and message. Include form in email is to fill out the form directly in the email, the submission is still routed to Google Form.

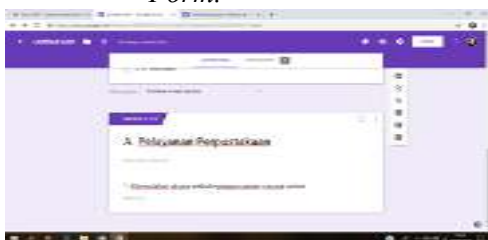


Figure 17. Shipping form.

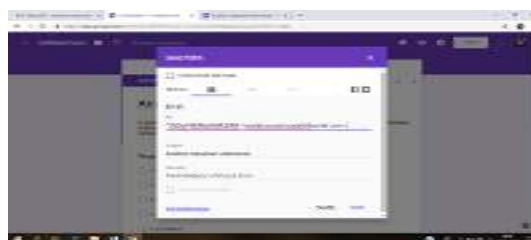


Figure 18. Sending the form via email

2.3.1.7.3 Submit the form using the link. Used to send forms via chat or short messages and other media that can open website links. Shorten URLs are used to shorten links so they are easy to remember or save.

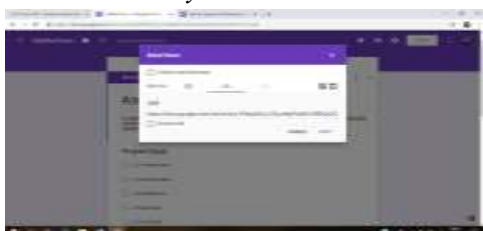


Figure 19. Form already has a link.

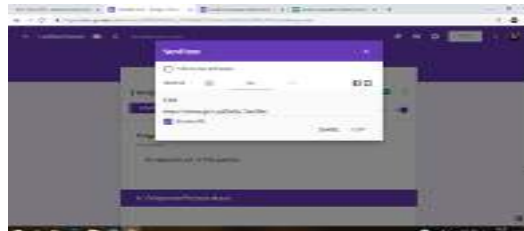


Figure 20. Shortened link

2.3.1.8 Click the RESPONSE tab to see the results of the form that has been filled by the respondent. To convert the results into a spreadsheet form, click Create Spreadsheet, if needed the file can be exported into other files such as Excel, PDF, CSV. By clicking File> Download as> The desired file



Figure 21. Summary display

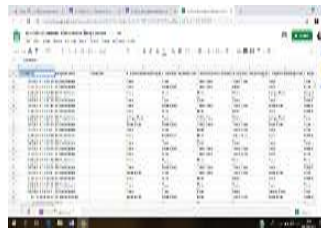


Figure 22. Spreadsheet view.

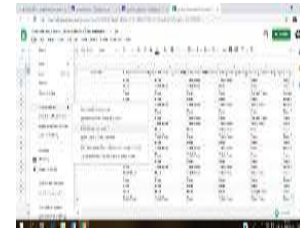


Figure 23. exporting files

2.4 Data Processing Methods

Data processing methods go through several stages, namely: editing (checking and adjusting as needed to the research data, the questionnaire has been filled all or nothing); coding (the process of identifying and classifying research data into numeric scores or character symbols); and scoring (giving a score on each respondent's answer given a score and the scores are arranged in stages based on a Likert scale). Sangat puas (1), Puas (2), Tidak puas (3).

2.5 Research Population and Samples

The population in this study were all fourth semester students at the Universitas Muhammadiyah Tasikmalaya of 390 people. And all populations are sampled with total sampling techniques

3. Result

3.1. Research Results

The results of this study can be seen that the student assessment of the quality of services provided by the Universitas Muhammadiyah Tasikmalaya consisting of tangible, reliability, responsive, assurance and empathy indicators covering various types of services provided such as PMB (New Student Acceptance) services, BAAK Services, financial services, Libraries, Laboratories, Lecturers, Facilities and Facilities have an important role in student satisfaction. As shown in the table. 1 follows:

Table 1. Student Satisfaction on service quality at Universitas Muhammadiyah Tasikmalaya

No	Variabel	Puas		Tidak Puas	
		f	%	f	%
1	Tangible	187	48.3	200	51.7
2	Reliability	192	49.6	195	50.4
3	Responsive	224	57.9	163	42.1
4	Assurance	204	52.7	183	47.3
5	Empathy	262	67.7	125	32.3

Table 1 explains that the variables that have the highest dissatisfaction value are tangible (51.7%) and reliability (50.4%). While the variables that have a high level of satisfaction are empathy (67.7%) responsive (57.9%) and assurance (52.7%).

Research regression test results can be seen in the following table 2:

Table 2. Multiple Linear Regression Test Results Student Satisfaction

Variabel	Unstandardized Coefficients	t- hitung	Sign t
Kepuasan	0.059	3.412	
Tangible (X ₁)	0.509	17.047	0.000
Reliability(X ₂)	0.161	5.801	0.000
Responsive (X ₃)	0.166	5.197	0.000
Assurance (X ₄)	0.180	6.723	0.000
Empathy (X ₅)	0.071	4. 2.988	0.003
Uji F : 499.575			
Sign F : 0.000			
R Square : 0.868			

Based on table 2, it can be arranged multiple linear regression equations:

$$Y = 0.059 + 0.509 X_1 + 0.161 X_2 + 0.166 X_3 + 0.180 X_4 + 0.071 X_5 + e$$

4. Discussion

The coefficient of determination in this study shows a high enough value close to number 1, meaning that the independent variable is very influential on the dependent variable with the results of 0.868. Student satisfaction and dissatisfaction with service can be described as follows:

Tangible variable (physical evidence) consisting of 15 questions. Student dissatisfaction with the highest service is not satisfied with incomplete sports facilities, parking facilities, inadequate study space, internet network that is still not well connected. While other physical evidence the students were satisfied.

Reliability (reliability) which consists of 16 questions. Student dissatisfaction with the highest service is not satisfied with the arrangement of the classroom division system and incomplete book collection for all study programs. While other services are already reliable.

Assurance (guarantee) consisting of 7 questions. This variable has a value of dissatisfaction that is quite small, this is only reflected in the dissatisfaction of students with the lecturers who are not on time when there are appointments with students and dissatisfaction with financial services but nature of officers in providing services is satisfied.

Responsive (responsiveness) which consists of 6 questions. Student dissatisfaction with services, namely BAAK employees, is not responsive in resolving complaints from students. For other services, students are satisfied.

Empathy consists of 4 questions. Student dissatisfaction with the services of BAAK employees who did not listen well and did not resolve any complaints from students. The satisfaction of students, especially from lecturer services to students.

5. Conclusions and recommendations

5.1. Conclusions

Utilization of the Google form in this study has produced a conclusion that can be made a recommendation for campus management.

Analysis of the level of student satisfaction of 5 variables has a simultaneous and partial effect. Partial influence is the most influential based on the t arithmetic effect is the tangible variable but all indicators based on a significant level have the same effect on student satisfaction. The five independent variables have an influence of 86.6% on the satisfaction variable

5.2. Recommendations

Based on the results of this study, the University should immediately make improvements to improve the quality of its services, especially in 2 dimensions, namely:

5.2.1. Facilities and Infrastructure

Infrastructure improvements such as classrooms, sports facilities, parking and internet networks, the addition of reference books, and the distribution of classrooms.

5.2.2. Employees

A clear jobdesk, firm rewards and punishments and increased employee loyalty.

References

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- [2] M. E. Porter, *Keunggulan Bersaing Menciptakan dan Mempertahankan Kinerja Unggul*. Jakarta: Binarupa Aksara, 1994.
- [3] BAAK, *BAAK. (2017). Universitas Muhammadiyah Tasikmalaya. Tasikmalaya: UMTAS. Tasikmalaya: Universitas Muhammadiyah Tasikmalaya, 2017.*
- [4] J. Slamet, "Otak-atik Google Form Guna Pembuatan Kuesioner Kepuasan Pemustaka," vol. Vol 14 No, pp. 21–35, 2016.
- [5] p. M. Lambone I, "Tingkat Kepuasan Mahasiswa Terhadap Kualitas Pelayanan Universitas Sam Ratulangi Menggunakan Analisis Factor," *J. MIPA UNSRAT*, vol. 1, pp. 52–56, 2012.