



Strengthening Higher Education Services by Accelerating Integrated Services

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Abstract. This research is part of the development of the Integrity Zone at FISH Unesa. Universities in accordance with their vision and mission are institutions that cultivate and produce superior human resources in accordance with the university's vision and mission. Students are a vital and central element in a university. The service factor is an important component for the sustainability and existence of higher education. How could it not be, as we know that most university operations can be said to "depend" on existing students. It is not easy to build consumer opinion, in this case students and parents know that if there is a price they pay to the campus, it is commensurate with what they will get. That's why the concept of service is one of the most important things that the campus needs to do to continue to maintain trust with students, parents and society in general. This research will elaborate on strengthening integrated service units.

Keywords: Service, higher education, integrated services.

1 Introduction

This research is part of the development of the Integrity Zone at FISH Unesa. Universities in accordance with their vision and mission are institutions that cultivate and produce superior human resources in accordance with the university's vision and mission. Students are a vital and central element in a university. Higher education institutions have an interest in fulfilling various dimensions of satisfaction, especially for students, in order to create quality *output so they can make the best contribution in their service to society*. The service factor is an important component for the sustainability and existence of higher education. How could it not be, as we know that most university operations can be said to "depend" on existing students. It is not easy to build consumer opinion, in this case students and parents know that if there is a price they pay to the campus, it is commensurate with what they will get. That's why the concept of service is one of the most important things that the campus needs to do to continue to maintain

trust with students, parents and society in general. To provide excellent service, it is very important that a Community Satisfaction Survey be carried out in accordance with the provisions in the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys [1].

2 Theory and Methods

Service to the community is a form of relationship between service providers and service recipients. In other words, the correlation between government implies the existence of an organization that governs and citizens who are governed. Bureaucracy is an organization or public work unit that functions as a service provider. The concept of bureaucracy that is widely accepted today is the theory developed by Max Weber which defines the characteristics of an organization that maximize stability and to control organizational members in order to achieve common goals [2].

The approach used in this research is a survey research approach. Indriantoro and Supomo (1999) said that survey research is a primary data collection method that uses oral and written questions. This method requires contact or relationship between the researcher and the research subjects (respondents) to obtain the required data. Research data is in the form of subject data which expresses opinions, attitudes, experiences or characteristics of research subjects individually or in groups. This method is usually used for the same data from many subjects [3].

This research uses a descriptive research level type. Where descriptive research itself means research carried out on independent variables, that is, without making comparisons or connecting them with other variables. Meanwhile, the type of data used for this research is a combination of qualitative and quantitative data. Qualitative data is used to enrich the research results obtained by conducting detailed interviews [3].

3 Result and Discussion

Service to the community is a form of relationship between service providers and service recipients. In other words, the correlation between government implies the existence of an organization that governs and the citizens who are governed. Bureaucracy is an organization or public work unit that functions as a service provider. The concept of bureaucracy that is widely accepted today is the theory developed by Max Weber which defines the characteristics of an organization that maximize stability and to control organizational members in order to achieve common goals. The ideal type of bureaucracy described by Weber was summarized by Martin Albrow in Warwick (1975:4) in four main characteristics, namely, (1) the existence of a hierarchical structure which involves delegation of authority from top to bottom in the organization; (2) The existence of positions or positions, each of which has strict duties and responsibilities; (3) There are rules, regulations and formal standards that regulate the work procedures of the

organization and the behavior of its members; (4) The existence of technically qualified personnel, who are hired on a career basis using promotions based on qualifications and appearance [4].

Moenir's (40: 2000) weak public services are possible due to several reasons, including first, a lack of enlightenment regarding the duties and obligations that are his responsibilities. As a result, they work and serve as little as possible, even though the people who are waiting for what will happen to work are already anxious. The result of this is a lack of work discipline. secondly, systems, procedures and work methods are inadequate as a result of which work procedures do not run as expected. Third, the organization of service tasks is not harmonious, as a result there is confusion in handling tasks, overlapping or scattering of tasks with no one handling them. Fourth, employee income is insufficient to meet even minimal living needs. As a result, employees are not calm at work, trying to find additional income during working hours by, among other things, "selling" services. Fifth, the employee's abilities are inadequate for the tasks assigned to him. As a result, the work will not meet the standards that have been set. Sixth, there is no availability of adequate service facilities. As a result, work becomes slow and a lot of time is lost and problems are resolved late [5].

In his analysis, Henry (1988) expressed the conclusion that public service is the basic spirit of state administration. In this correlation, it can be understood that human life is colored by demands for fulfilling their living needs. Some of these necessities of life are obtained through market procedures and some are obtained not through market mechanisms. Human needs that cannot be obtained through market mechanisms include community services that are only provided by the government. These community services are provided by the government on the basis of "civil rights" or rights owned by every citizen of the country.

In situations like this, of course it is the government's duty to provide these services. In this case, government means a forum that produces, distributes or provides tools to fulfill citizens' needs in the form of public services. Using this explicitly, it can be said that the provision of public services is a type of service that is monopolized by the government. This can be understood considering that community service is part of the government's function which provides services to citizens.

As a government function, public services are not only "profit oriented" but are more socially oriented, namely strengthening and empowering the people. Therefore, the determination of the public service process cannot be done using a business approach, but the most appropriate approach is a social approach, because the people who know best the good services provided are the people[6].

Excellent service in the public sector is based on the axiom that "service is empowerment". Services in the business sector are profit-oriented, while excellent services in the public sector aim to meet people's needs very well or best[7]. Excellent quality public sector services are the key to the success of state administration reform. Excellent service aims to empower the people, as a result it will increase trust in the government. Religion is capital for community cooperation and participation in development events [8].

In public service theory, excellent service can be realized if there are Minimum Service Standards (SPM)[9]. SPM is a benchmark used as a guide for service delivery and

a reference for assessing service quality as a commitment or promise from state administrators to citizens to provide the best and highest quality services. Guaranteeing service quality is basically related to using the best service, namely the attitude or way the authorities serve the people satisfactorily. from Saefullah (1999: 9) that "evaluation of the quality of service is not based on the recognition of the person providing the service, but is given by the customer or party receiving the service". Meanwhile, according to Triguno (1997:78), the best waiter is to serve at all times, quickly and satisfactorily, be polite, friendly and helpful as well as professional and capable[10].

To find out the dimensions that the public considers when assessing service quality, Rene T. Domingo in Triguno (1999:77) suggests that the dimensions of service quality can be measured through time, accuracy, respect, sensitivity, completeness, readiness, calmness and environment [11].

Meanwhile, Gaspersz in Lukman (1998: 8) stated the dimensions of service quality, including (1) timeliness of service, (two) accuracy of service, (3) politeness, friendliness in providing services, (4) responsibility, (five) completeness, (6) ease of receiving services, (7) variety of service models, (8) exclusive services, (9) peace of mind in obtaining services and other service supporting attributes[12].

As a conclusion, the government's function is not only limited to providing services to the people, but is also obliged to claim that the availability of services and services provided to citizens are of truly excellent quality. Service is called excellent if it can satisfy the people or meet the people's expectations[13]. Agencies that do not yet have service standards need to develop service standards according to their duties and functions so that the level of service excellence can be measured. Public satisfaction is one measure of the quality of public services provided by government bureaucratic officials[11].

According to Triguno (2005), the best service is "serving at all times, quickly and satisfactorily, being polite, friendly and helpful, as well as professional and capable". Apart from that, in general there are four main elements contained in superior service (*service excellence*) , namely: (1) Speed ; (2) Accuracy ; (3) Friendliness ; and (4) Comfort. In terms of services to students, we can take the example of scholarship rights. If the educational staff is less than professional in terms of speed and accuracy, it is possible that the student will not get his or her rights, in this case the scholarship that has been promised. Not only that, the friendliness of the education staff in serving students is also an important factor in maintaining students' comfort while studying. When these services are felt by students to be less than optimal, it will gradually affect the level of student satisfaction which has an impact on the campus image. Vice versa, if students are satisfied with campus services, then over time the campus will become a quality campus which will have an impact on the level of public trust [13].

To provide excellent service, it is very important that a Community Satisfaction Survey be carried out in accordance with the provisions in the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys. This regulation aims to measure the level of community satisfaction as service users and improve the quality of public service delivery , with the targets: (1) Encouraging community participation as service users in assessing the performance of service providers; (2) Encourage

service providers to improve the quality of public services; (3) Encouraging service providers to be more innovative in providing public services; and (4) Measuring trends in the level of public satisfaction with public services. To achieve this goal, this research uses a survey which is used to strengthen public (student) services at FISH Unesa .

Explaining that his party continues to provide the best service, especially for students and academics. Optimizing student services transforms from conventional services to modern services. The change in service is still the usual counter where students have to queue outside in an uncomfortable waiting room. Now we have improved it like the service at a bank, there is an air-conditioned waiting room and drinking facilities . With this new service unit, students and alumni who need wet signature services can immediately take care of it with the new place design. Apart from that, for those who handle digital administration, it can be done through the Service Digitalization Information System or Sidilan, <https://sidilan.fish.unesa.ac.id/>. FISH is committed to providing the best service for students, academics and alumni when they want to take care of administrative and financial files, especially those that require legalization. So far we have served conventionally, so now we provide more excellent, better and more enjoyable service, so that any business can be done more quickly and hassle-free . He added, since FISH passed the Kemendikbudristek's integrity zone assessment, his party has been trying to improve the quality of student services, because this is part of its commitment as an institution that has secured an integrity zone. The Dean of FISH hopes that by providing services in one convenient place, students will be more comfortable. Because the services provided by the officers have passed excellent service training, so they will provide good service and students will be satisfied [14].

Academic services are one component that must be fulfilled in education. Services have requirements that must be met, several indicators include (1) Direct evidence (tangibles), including physical facilities, equipment, lecturers/employees, and communication facilities. (2) Reliability, namely the ability to provide the promised service promptly and satisfactorily.) (3) Responsiveness, namely the staff's desire to help customers and provide responsive service. (4) Assurance includes the ability, politeness and trustworthiness of staff, free from danger, risk or doubt. (5) Empathy includes ease of relationships, good communication, and understanding customer needs. From the several indicators above, it will provide satisfaction to students if everything has been achieved, by providing quality services which are marked by students' comfort in receiving academic services provided by universities and tuition fees which are implemented into values (benefits) that are in line with customer expectations in terms of this is a student [15].

4 Conclusion

The satisfaction of users of educational services is very important for the progress of an educational institution, as for a university, student satisfaction as the main service user is a milestone for the sustainability of a university. This is because student satisfaction will have an impact on their loyalty to the university. A loyal service user (student) will be a very valuable asset for a university, because students will be willing to promote the university to other people, provide positive feedback to educational

institutions, reduce the influence of attacks from competitors of similar institutions (gaining position), as well as increasing the positive image of the institution.

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