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ACADEMIC SERVICES BASED ON MINIMAL SERVICE STANDARDS AT AMI MAKASSAR MARITIME POLYTECHNIC

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Abstract

This study aimed to describe the efficiency of implementing academic services and the effectiveness of educational services based on minimum service standards. This quantitative descriptive study used a survey approach with AMI Maritim Makassar Polytechnic students. Data collection techniques included observations, interviews, and documentation studies. The data analysis technique used frequency tabulation with percentage calculation and a Likert scale measuring instrument. The findings revealed that implementing the minimum standard service was "simple", with a Likert scale category score of 91.66%, and the "on time" variable had a score of 85%. The variable "openness" had a score of 97.5%. The "effectiveness" variable had a score of 96.6%. The variable "Indiscriminate" had a score of 97.5%. The "efficiency" variable had a 72.5% score. Implementation of academic services based on "Minimum Service Standards" with simple indicators such as "timely, open, not discriminant, efficient, and economical" was categorized as "satisfactory", and the level of satisfaction with academic services based on the "Minimum Service Standards" among the students was classified as "strongly effective".

Keywords: Academic Service; Minimum Service Standard; Students.



A. Introduction

Public services are still a big problem for the development of bureaucracy in Indonesia. Not only that, but public services also pose problems for a society that almost daily deals with administration and bureaucracy. If this situation continues, it will not suit the nation's development. Based on IMD World Competitive Ranking ranking data, Indonesia rose 11 points to 32nd globally (Mikola, 2020). *In the Global Economy* in 2019, the quality of Indonesia's public services ranked 82 out of 176 countries (Nainggolan, 2020). Hasanuddin University obtained the highest public service index for public services at high institutions with a score of 3.86, following Diponegoro University and North Sumatra University (Anonim, 2022).

In addition to outward-oriented public services, universities also provide inward services for academics called academic services. Adopt the concept of public service called 'Minimum Service Standards'; academic services use its indicators as assessment criteria. Minimum Service Standards (MSS) are a provision regarding the type and quality of Basic services that are mandatory government affairs that are entitled to be obtained by every citizen at a minimum (Keuangan, 2018).

As a concept, 'Minimum Service Standards' has criteria that are a reference for service with indicators that are simple, timely, open, not discriminant, efficient, and economical (Tantowi, 2019). According to Ashilah (2003), 'simplicity' is service activities in form, nature and simple processes carried out, not troublesome and not burdensome so that operational activities in an organization will be easily implemented operationally, managerially, and technically, which is often expressed that simple service activities are activities that are too contrasting and convoluted. 'On time' is paying attention to service times by service certainty, commitment to service time, and the short completion of services (Nurdin, 2003). According to Rizal (2004), open services in a variety of information, procedures, costs, and time of completion, so that they understand the service they receive, which does not raise any suspicion of



all forms of service activities which in turn leads to criticism and complaints. Ilham (2005) states that non-discriminatory services have the same goal for everyone served. Service does not require things to differentiate between service to the person being served and the service received by other parties.

The definition of service efficiency is how the benefits of the service activities are by the benefits and benefits received. These benefits are very appropriate with the moment or time of the service activities provided (Zulkifli, 2002). Economical services are services based on savings and services whose costs are measurable so that the financing charged for services must be affordable and not burdensome to those who receive services (Boeyong, 2001).

Academic services are one of the indicators of the image or branding of a university or college. In assessing accreditation and Key Performance Indicators, academic service is the substance of both. Moreover, in the MBKM concept, academic services are the key to implementing these activities. Excellent academic services and satisfying users, especially students, significantly contribute to the university's progress (Marthalina, 2018).

Since the Ministry of Research, Technology and Higher Education Indonesia tightened the rules of academic services in universities in 2015, universities in Indonesia, especially in Makassar City, began to organize the management of their respective universities. The main improved aspects include the completeness and availability of facilities and infrastructure, human resources, curriculum, and learning, involving stakeholders and academic services (Mustakim & Saberan, 2019). Looking at the latest rules of the Ministry of Research, Technology and Higher Education, it is implied that the rule intends to improve the quality of universities so that their alumni can compete in the world of work and be ready to use and can adapt to social changes that develop rapidly over the next few years.

The increase of several shipping schools and shipping polytechnics that increase competition between campuses is consequent to the



improvement of AMI Makassar Maritime Polytechnic academic services to stakeholders, especially students. Good academic service will impact student satisfaction, making them recommend this campus to other users. AMI Makassar Maritime Polytechnic is one of the vocational education institutions that also transform its university management. The transformation is visible in the arrangement of the increasingly beautiful campus environment and the improvement and addition of buildings.

Research on college academic services still needs to be done only at the faculty and study level. For example, the quality of academic services at the Technique Faculty of Alauddin Makassar Islamic State University (Ahsan et al., 2018). Other research is at the faculty of economics and business at Muhammadiyah Makassar University (Jusni, 2017). Furthermore, research on the faculty of tarbiyah and the teachership at Alauddin Makassar Islamic State University (Suarga & Nurita, 2018). These three studies describe student satisfaction related to academic services in their respective faculties. That research focuses on 'minimal service standards that have not been widely applied in the academic world, especially AMI Makassar Polytechnic.

The academic service referred to in this research is a service provided by AMI Makassar Polytechnic Administration in the academic field to its students. The indicators are: (1) Reliability is the determination of time in the schedule that has been determined and the service that is always ready to help, (2) Responsiveness or response is a study program to quickly respond in dealing with problems that arise and to complaints submitted by students, (3) Confidence is the knowledge and proficiency of administrative staff both administrative and faculty (lecturers) and faculty who conduct effective communication with students, (4) Empathy is paying attention by understanding, understanding, and feeling what students need, (5) Tangible is the equipment and cleanliness and neatness of learning facilities and other facilities provided by the study program (Shabri et al., 2022).

Based on the above descriptions, this study intends to answer the following: (1) implementation of academic services based on 'Minimum



Service Standards' with simple indicators, timely, open, not discriminant, efficient and economical, and (2) the level of satisfaction with academic services based on the 'Minimum Service Standards'.

B. Method

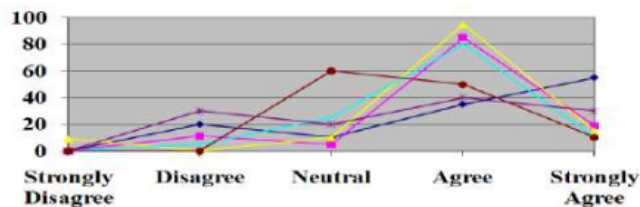
This research is quantitative and descriptive of the location of AMI Makassar Maritime Polytechnic. Respondents to this study are students of AMI Maritime Polytechnic from 4 study programs, namely (i) Port Management, (ii) Aeronautical Studies, (iii) Ship Machinery, and (iv) Sea Transportation. The total number of students in those Study Programs is 320, and every study program has 80 students. The sampling used stratified sampling and selected each of 40 students (half of the population) so that the total respondents are 160 students. This Stratified Sampling technique assigns respondents the same number in each strata group (Sugiyono, 2019).

Data collection uses questionnaires, observations, and literature studies. Data analysis uses frequency tabulation using the Likert Scale measuring tool. In the questionnaire, the number of the item is 20 questions and used five Scale (5) measurement indicators to measure question items are: (1) Strongly satisfied, (2) Satisfied, (3) Neutral, (4) Unsatisfied, (5) Strongly Unsatisfied (Azwar, 2009; Walidin et al., 2015).

C. Result and Discussion

1. Result

Academic Services Based on Minimum Service Standards (MSS). Minimum service standard variables in academic services have indicators in the form of services that are simple, timely, open, non-discriminatory, efficient, and economical.



Graph 1. Frequency distribution of minimum service standards

Source: questionnaire result, 2021



In graphic 1 above, there is an indicator of the form of academic services employees provide to students. It is described in detail as follows.

Satisfaction. Satisfaction is the service provided by employees to students of AMI Maritime Polytechnic. Satisfaction is determined by fulfilling expectations, wants, needs, quality and profit.

Graphic 1 shows satisfactory service quality, where respondents' answers are mainly very satisfactory. The response was 90 respondents, and the percentage shown was 75%. The percentage is highly categorized, which means that overall the academic service satisfaction of AMI Maritime Polytechnic students has been realized, or in other words, the application of service standards received by service students is relatively good.

Simple service. A simple service is a form of service standard that provides services by the procedures set by AMI Maritime Polytechnic. Simple service is determined by services that are easy to understand, smooth, not convoluted, and easy to understand to implement.

Regarding simple academic service variables, graphic 1 shows respondents' answers, mainly in the simple category of responses of as many as 104 people, and the percentage shown is 86%. This percentage means that simple service delivery has been applied and felt satisfactorily by all students of AMI Maritime Polytechnic.

The researcher's view shows that the academic service shown by employees is sufficient to provide satisfaction for the service received by students. This situation reflects public services that provide services according to the level of needs of the student in the framework of simple service. It is also emphasized in the Theory of "Empathy" by Parasuraman that "a simple implementation of public service is the service of *understanding (empathy)* about the public served" (Rismayanti et al., 2018).

Timely service. Timely service is a standard that provides services by the certainty set. Timely service is on-time service and fast service completion.

The above variables show respondents' answers primarily in the same category of responses of as many as 110 people, and the percentage shown is 91.66%. The percentage shows that the timely service delivery of



staff has been applied in realizing service standards at AMI Maritime Polytechnic. This service also satisfies students.

According to the author's view, AMI Maritime Polytechnic employees' service mechanism has utilized good service time as promised. This reality essentially reflects quality service as the view that timely service is a quality service (Nurlia, 2018); and reflects timely service as in the "mechanism" theory introduced by Hugger states that any time service will run according to the correct mechanism (Subarling et al., 2020).

Open Service. An open service is a form of service standards that provides academic service information to the community in providing confidence in the services applied. Open services that are applied are transparent, clear information, and service certainty.

Graphic 1 shows respondents' answers, mainly in the open category of responses of 90 people, and the percentage shown is 75%. This means that the provision of open and satisfactory services to students has been applied at AMI Maritime Polytechnic.

The openness of service at the research site can be reviewed based on the concept of transparency. According to Nico Adrianto (Fahri, 2018) that the transparency of public service organizing is the implementation of tasks and activities that are open to the community from the process of policy, planning, implementation, and supervision/ control by the community and the level of the busyness of all affairs must be clearly (Fahri, 2018). This means that in understanding the transparency of services applied by employees through open service access, it is required that each employee provides precise data, procedures, and information about a service activity.

Another supporting theory is the "accountability" theory. This theory introduced by Simpson states that a good government is a government that has transparent accountability (Manullang & Pasaribu, 2020). This means that employees are openly required to provide the correct information by the level of accountability to improve the service.

Service is not discriminatory. A non-discriminatory service is a standardized service that provides general and equitable service to



students. The non-discriminatory service applied is a fair, equitable, and designed service.

This variable is presented in graphic 1, which shows that respondents' answers are mainly in the appropriate category of responses of 70 people, and the percentage shown is 58,33%. The percentage shown means that the provision of services based on service standards has implemented fair and non-discriminatory services and satisfied AMI Maritime Polytechnic students.

Non-discriminatory service is a service that provides satisfaction to all students served. In this case, all consumers must be well served by the dimensions of physical evidence services, incomprehension, responsiveness, reliability, and assurance of the services provided to the applicant to get services by the efforts of employees to improve their services.

An act that is not discriminatory in academic service, if you look at the problem, is not like two pieces of currency or service based on aspects of profit and loss. However, it depends on the awareness of employees understanding the concept of non-discriminatory service. The Theory of Reciprocity states that any good reciprocal treatment tends to ignore the appreciation of discrimination that exists in the surrounding environment (Sutojo, 2004). This shows that a non-discriminatory service certainly depends on the mutual relationship between employees and students, usually based on kinship, family, or interests formed by the cooperation of both parties.

Efficient service. Efficient service is a service standard by the service process limited to matters directly related to the service target. Efficient service is the provision of services according to working hours, fast and appropriate service.

Graphic 1 describes respondents' answers, most of which are in the efficient category of responses of 60 people, and the percentage shown is 50%. The percentage shown still needs to be higher, meaning efficient service delivery has been implemented but could be more optimal. In other words, efficient service delivery has been applied. However, if

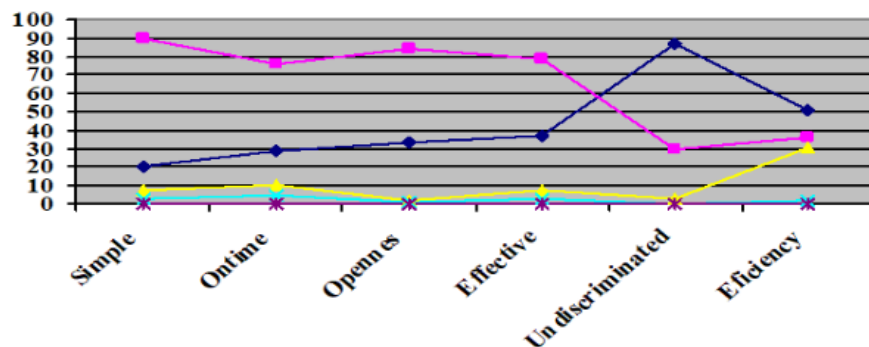


serving students above 50 people in a day, efficient automatic service cannot be realized due to the limitations of applicable working hours.

Related to the description above, work efficiency is utilizing existing opportunities and resources optimally to achieve work results. This can be optimal when an academic service's bureaucratic chain is shortened.

Effectiveness of Academic Services of Administrative Staff. In this section, the effectiveness of academic service of administrative staff includes six indicators of Minimum Service Standards: simple service, timely service, open service, effective service, non-discriminatory service, and efficient service. The definition of effectiveness in question is the conformity between the expected goal and its ability (Mardiasmo, 2016).

Related to the above, the following presented the results of the respondent's fill to the question item asked.



Graph 2. Effectiveness of academic services of administrative staf
Source: questionnaire result, 2021

Based on graphic 2 above, several things can be described as follows: in the 'Simple' academic service indicator, the administrative staff applies service standards with the 'strongly effective' and 'effective' categories; both are 110 respondents or 91,66% based on the Likert Scale. The variable 'On Time' is 102 respondents of 'strongly effective' and 'effective' categories with a value of 85% (Likert scale). One hundred seventeen respondents answered the 'Openness' variable with the 'strongly effective' and 'effective' categories with a value of 97,5% (Likert Scale). The



variable 'effectiveness' of service has 116 answered with 'strongly effective' and 'effective' categories and scored 96,6% (Likert Scale). The achievement of the 'Undiscriminated' variable is 97,5% (Likert Scale) from 117 respondents' answers. The last variable is 'efficiency', and 87 respondents, or 72,5%, are in the 'strongly effective' and 'effective' categories.

Analyzing graphic 2 above, it is revealed that the effectiveness of academic services of the administrative staff at AMI Maritime Polytechnic is manifested in various indicators as above; in this position, it can be said that the aspect of 'academic service' is at least qualified as expected by the objectives of the university organization. This level of service effectiveness shows the quality of human resources as assets. Therefore, treatment or special treatment is needed to maintain the quality of human resources (Kulla et al., 2018).

Human resources have the skills, abilities, and responsibilities in an agency or company. Human beings are productive, so they have a position as a valuable asset for a company's survival (Husaini, 2017).

In the context of this research, administrative staff at AMI Maritime Polytechnic can raise the level of service if they get various work support, both material and non-material (Farida & Hartono, 2015). Material aspects include facilities and infrastructure, as well as incentives. Non-material aspects include a conducive work environment, colleagues who understand, and appreciation for work performance. This is what Macey and Schneider (Muliawan et al., 2017) discuss as employee engagement. For Mercer, this can result in personal change, team groups, and organizations. In the end, human resources are motivated to continue raising service levels (Mudhofar, 2021).

2. Discussion

Valuable and satisfactory service is an act or result of good work. Effective service shows performance as the output of a worker. Output must be positioned as concrete evidence that can be measured based on specific standards that have been set. Thus, understanding the performance's substance can lead to the understanding that each individual



as a human resource at work must produce results that can be enjoyed. The results are the output and concrete evidence. Therefore, performance can be a capability in working that is shown to other people or specific groups. The performance output can be in the form of final products in goods and services, behavior, skills, competencies, facilities, and specific skills that support achieving goals and organizations.

In an organization such as the AMI Maritime Polytechnic, the services provided by its staff to users of educational services already have specific standards or rules. The end goal is the emergence of a feeling of satisfaction for the users of these educational services. This feeling of satisfaction and pleasure is expected to make them believe so they can help recommend these educational institutions to the public.

Ghoniya & Masurip (2011). Rahareng et al. (2017). Salim et al. (2019) and Syafei et al. (2016) found that service quality has a significant impact on user satisfaction that is supported by good bureaucracy and service facilities (Masdar et al., 2016). The same thing also happened at the research location, where the staff's performance in the form of services to users of educational services, namely students, was categorized as satisfactory. Therefore, it can be ensured that the services carried out according to the standards will provide satisfaction and, at the same time, show the effectiveness of the academic services of the AMI Makassar Polimarin staff.

D. Conclusion

Academic services based on minimum service standards at AMI Makassar Polimarin with simple, timely, open, effective, non-discriminatory, and efficient indicators are categorized as 'satisfactory' with 75% of respondents' answers. Academic services are categorized as very effective, with 90% close to perfect answers.

Generally, minimum service standards have been implemented based on mutually established procedures. Even so, the non-optimal performance per indicator is generally caused by factors in the procurement of facilities to support employees in carrying out their duties. This situation



causes them only to work optimally, which impacts the discomfort of users of educational services. Therefore, the application of service standards must be supported by complete facilities.

Likewise, the performance of employees in implementing service standards simultaneously impacts customer satisfaction. This performance comes together when employees carry out their duties. At that time, all performance indicators such as quality, quantity, timeliness, effectiveness, independence, and work commitment could be seen as actions.

To improve the quality of service standards, it is necessary to procure supporting facilities related to delivering information to users of educational services related to administrative procedures. The facilities include banners, brochures, flyers, and electronic boards. Information about administrative procedures can also appear on the campus website.

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