

Enhancement Of Student Universitas Pembangunan Pancabudi Based On Quality Of Service, Operational System And Procedure Variable With A Role Of Leaders Moderating

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Abstract: *When there is a lot of high competition in both public and private educational institutions that compete to attract as many students as possible. Therefore, every educational institution does not have many choices except to increase professionalism, competence, and competitiveness. To improve human resources that have intellectual and superior, able to compete in their fields, it cannot be separated from the role of universities as educational institutions. Various factors have been found to influence organizational innovation. In this paper built on the existing literature to propose four hypotheses about how top managers direct and indirect leadership styles (through empowerment and organizational climate) influence their corporate innovation. Where also shows that transformational leadership has a significant and positive relationship with both empowerment and innovation climate supporting organizations. The first was found to have a significant but negative relationship with organizational innovation, while the latter had a significant and positive relationship. The implications of the findings and possible directives for future research are discussed.*

Keywords: *High competition, leadership spirit, increasing students.*

1. INTRODUCTION.

Universitas Pembangunan Panca Budi (UNPAB) once of the leading universities in the city of Medan which was established in 1961 with 15 study programs. In its journey, Panca Budi Development University (UNPAB) has produced many graduates who are competent in their fields. In the growth of the number of students also experienced a significant increase. This was marked by the growing number of students in the past 3 years. For the past 2013 Panca Budi Development University Medan has received as many as 1914 students for 2014 as many as 3261 people and in 2015 Pembangunan University continued to experience an increase of 4239 students.

To maintain public trust, the University has endeavored to continue to develop its service system provided to students. For example, the Finance Bureau (BKEU) and the Academic Administration Service Bureau or (BPAA) are 2 (two) of the 7 (seven) bureaus that are dominant in Panca Budi Development University in providing services to students. This is because 2 (two) of these bureaus are most often directly related to students.

The phenomena that occurred in these 3 years turned out that there were still some students who had not yet gotten satisfaction with the Bureau of Finance and the Bureau of CPAA. Based on the results of the Student Suggestion Box recap on the services available at UNPAB in August and September 2014 it was stated that there were still many students who complained about the services provided by the Bureau of Finance and the Bureau of BPAA such as lack of communication in the delivery of information, narrow information space, queues long, to the problem of verification of tuition for KRS and the implementation of the Final Semester Examination (UAS) [1].

Based on the above problems the researchers felt interested in conducting research on any indicators that could increase student satisfaction with the services provided by the Administration in the Faculty, the BPAA Bureau, the Finance Bureau, the Library and Infrastructure, so that the researchers intended to submit the research title Service [2], Understanding of Operational Systems Supporting Procedures and Facilities for Student Satisfaction Panca Budi Development University with Leadership Roles as Moderating Variables [3].

2. LITERATURE REVIEW.

Research on the determinants of creativity has identified a wide set of factors. This range from ones at the level of the individual, such as personality, technical knowledge, expertise, motives, and the supervisor's feedback style, to ones at the group level, such as task structure, communication types, and task autonomy, to organizational level factors, such as strategy, organizational structure, culture and climate, and available resources. Meta-analytic summaries and comprehensive discussions on these issues [4]. While each of these identified factors undoubtedly is relevant, the increasing the complexity of work processes and the ever more competitive business environment have created new challenges for organizations and their top managers' style of leadership has accordingly become an increasingly important determinant of organizational creativity [5].

Conceptually, the top managers of an organization can affect employee creativity and organizational innovation in several different ways. First, they define and shape the work contexts within which employees interact to define goals, problems, and. By articulating a vision that emphasizes long-term over short-term business outcomes (e.g., growth and value rather than quarterly profit), leaders can direct employees' individual and joint efforts towards innovative work processes and outcomes [6]. More broadly, organizational leaders are a key source of influence on organizational culture. By creating and sustaining an organizational climate and culture that nurtures creative efforts and facilitates diffusion of learning, leaders can significantly boost organizational creativity. Finally, leaders can develop and maintain a system that values and rewards creative performance through compensation and other human resource-related policies [7]. When a company provides intrinsic and extrinsic rewards for efforts to acquire new skills and to experiment with creative work approaches, employees' desire to engage in creative endeavors will be constantly reinforced [8].

2.1. Understanding Of Procedure Operational Systems

There are several benefits to be obtained by the Company if in carrying out operational activities the company uses an operational procedure system (SOP). among others:

- 1) A good SOP will be a guideline for implementers, a communication and supervision tool and make the work completed consistently [9].
- 2) Employees will have more confidence in work and know what to achieve in each job.
- 3) SOP can also be used as a training tool and can be used to measure employee performance.

Use of the Operating Procedure System (SOP)

- 1) SOPs must be in place before a work is carried out
- 2) SOP is used to assess whether the work has been done well or not
- 3) Test the SOP before it is carried out, make revisions if there are changes in work steps that can affect the work environment [10].

2.2. Leadership Role

The leader is the person responsible for the organization or unit he leads. Leadership tasks can be described in relation to various "roles" or a series of organized behaviors identified by a position. Mitzberg explained that Leaders can play three roles through authority and their status in carrying out the tasks entrusted includes [5]:

- a. Interpersonal role. In this case a manager must be able to play the role of forehead, leader, and liaison (liaison) [11].
- b. Informational role. In this case a manager must be able to play his role as a monitor, provide information and as a spokesperson [12].
- c. Role of the decision maker. This role, managers are described as entrepreneurs, disturbance handles, resources allocators and negotiators [13].

The description of the manager's role stated above, will require a number of important managerial skills, develop equal employment relationships, carry out negotiations, subordinate emmotation, resolve conflicts, build information networks and pay for information, make decisions in conditions of extreme ambiguity, and allocate available resources [14]. Besides that, a manager needs to be introspective about his duties and roles so that he can achieve maximum performance, suggests that the role of leader or leadership in an organization or company has three forms, namely:

a. Interpersonal roles

The interpersonal role in the organization is that a leader in a company or organization is a symbol of the existence of an organization, a leader is responsible for motivating and giving direction to subordinates, and a leader has a role as a liaison.

b. Informational roles

Informational roles mean that a leader in the organization has a role as a giver, receiver and information analyzer.

c. Decision making role

The role of the leader in decision making means that the leader has a role as a policy maker that will be taken in the form of business strategies that are able to develop innovation, take opportunities or opportunities and negotiate and run a business consistently [15].

2.3. Student Satisfaction

In general, the theorists of opinion behavior that in every behavior, humans have goals to be achieved. One such theory is the theory of satisfaction. So it can be concluded that basically, the notion of customer satisfaction includes the difference between expectations and performance or perceived results. One method used to measure customer satisfaction is the Student Satisfaction Inventory (SSI) method [16].

Student Satisfaction Inventory SSI is a unique instrument that measures the level of service quality based on satisfaction felt by students and the importance of each dimension of service quality [17]. The level of interest is needed as material for analysis and consideration in planning such as determining the priority of repairs, and so on. For example, a study that shows a low level of satisfaction for a dimension does not necessarily make this dimension a priority for major improvements if this dimension appears to be of low importance [3], it could be a dimension with a not too low level of satisfaction prioritized if, the level of importance is higher. So that the priority of improvement priorities besides considering the low level of satisfaction is also the high level of importance of that dimension [2].

3. METHOD OF RESEARCH.

This study can be said as causal research, namely to see the relationship of several uncertain variables, mentions causal design useful to analyze how a variable affects other variables, and also useful in experimental research where the independent variable is treated controlled by the researcher to see the impact on the dependent variable directly.

So the research will find out whether Service Quality, understanding of Operational Procedures and Supporting Facilities as an independent variable influences Student Satisfaction as the dependent variable of Panca Budi Development University by moderating the Leadership Role as its moderating variable.

3.1. Test of Research Instruments

Validity test is intended to assess the extent to which a measuring instrument is believed to be used as a tool to measure the items in question / statement in the research questionnaire. The technique used to measure the validity of the question / statement questionnaire is the Product Moment Correlation from Karl Pearson with the provisions: if r count is greater than r table, then the score of the question / statement questionnaire is valid but vice versa if r count is smaller than r table, then the score invalid question / questionnaire statement.

Test Reliability testing is done to measure the level of consistency between the results of observations with instruments or measuring instruments used at different times. The technique used to measure the reliability of observations is to use the Cronbach alpha coefficient, which is an instrument said to be reliable if it has a Cronbach alpha value greater than 0.6. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60.

3.2. Test Heterocedasticity.

Heterocedasticity test aims to test whether in a regression model there is an inequality between the residual variants of one observation to another observation. If the residual variance from one observation to another observation remains, it is called homoskedasticity, and if it is different it is called heterocedasticity. Heteroscedasticity arises when errors or residuals from the observed model do not have constant variance from one observation to another. That is, each observation has different reliability due to changes in background conditions not summarized in the model specifications. A good regression model is that homoskedasticity or heteroscedasticity does not occur. Statistically the heteroscedasticity test can be done by the park test, which is by transforming the logarithm against the residual.

4. ANALYSIS AND RESULTS.

Data collection in this study was conducted in one stage, namely by giving as many as 30 (thirty) questionnaires to the respondents employees /service Officers which include in the Faculty, Postgraduate, Academic Administration Service Bureau, Finance Bureau, Library and Facilities / Infrastructure Affairs of Panca Budi Development University. Then according to the allotted time, the questionnaire was picked up again. 30 (thirty) sent / distributed which returned as many as 30 (thirty) all returned.

Before testing the data both for description of research data and for testing classical assumptions and testing hypotheses, it is necessary to test the validity and reliability of data. This test needs to be done because the type of research data is primary data.

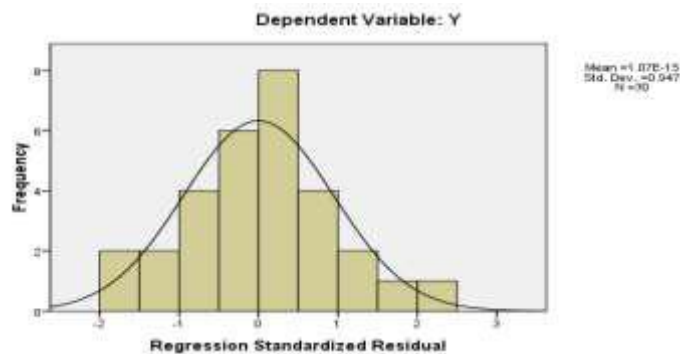
Testing the validity of the instrument using SPSS software, the value of validity can be seen in the Pearson Correlation column. If the correlation number obtained is greater than the critical number (r count > r table) then the instrument is said to be valid. Based on the results of the validity test it can be concluded that not all statement items to measure each research variable are declared valid. It can be seen that not all r counts are greater than r table. Where r table value for a sample of 100 is 0.163 as can be illustrated in table below.

Tables 4.1. Results Validitas Variable.

Variables	Instrument	r calculate	R Tables	note
Quality of Services (X1)	Quality Of Service 1	0,638	0,296	Valid
	Quality Of Service 2	0,661	0,296	Valid
	Quality Of Service 3	0,772	0,296	Valid
	Quality Of Service 4	0,697	0,296	Valid

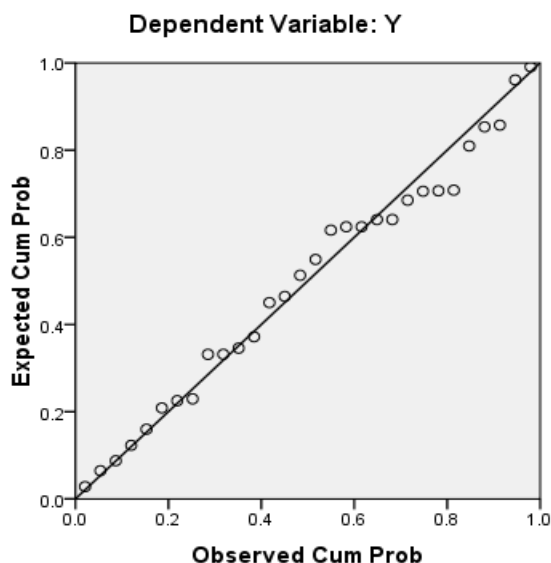
	Quality Of Service 5	0,587	0,296	Valid
	Quality Of Service 6	0,756	0,296	Valid
	Quality Of Service 7	0,805	0,296	Valid
	Quality Of Service 8	0,697	0,296	Valid
	Quality Of Service 9	0,596	0,296	Valid
	Quality Of Service 10	0,298	0,296	Valid
	Quality Of Service 11	0,863	0,296	Valid
	Quality Of Service 12	0,687	0,296	Valid
	Quality Of Service 13	0,743	0,296	Valid
	Quality Of Service 14	0,701	0,296	Valid
	Quality Of Service 15	0,413	0,296	Valid
Procedure of Operational (X2)	Procedure Of Operational 1	0,725	0,296	Valid
	Procedure Of Operational 2	0,839	0,296	Valid
	Procedure Of Operational 3	0,724	0,296	Valid
	Procedure Of Operational 4	0,728	0,296	Valid
	Procedure Of Operational 5	0,836	0,296	Valid
Supporting Facilities (X3)	Supporting facilities 1	0,524	0,296	Valid
	Supporting facilities 2	0,744	0,296	Valid
	Supporting facilities 3	0,606	0,296	Valid
	Supporting facilities 4	0,686	0,296	Valid
	Supporting facilities 5	0,520	0,296	Valid
	Supporting facilities 6	0,530	0,296	Valid
	Supporting facilities 7	0,803	0,296	Valid
	Supporting facilities 8	0,521	0,296	Valid
	Supporting facilities 9	0,684	0,296	Valid
	Supporting facilities 10	0,763	0,296	Valid
Roles Of Leader (Z)	Roles Of Leader 1	0,697	0,296	Valid
	Roles Of Leader 2	0,803	0,296	Valid
	Roles Of Leader 3	0,737	0,296	Valid
	Roles Of Leader 4	0,697	0,296	Valid
	Roles Of Leader 5	0,878	0,296	Valid
	Roles Of Leader 6	0,793	0,296	Valid
	Roles Of Leader 7	0,503	0,296	Valid
	Roles Of Leader 8	0,877	0,296	Valid
Leadership Satisfaction (Y)	Leadership satisfaction 1	0,359	0,296	Valid
	Leadership satisfaction 2	0,765	0,296	Valid
	Leadership satisfaction 3	0,626	0,296	Valid
	Leadership satisfaction 4	0,566	0,296	Valid
	Leadership satisfaction 5	0,691	0,296	Valid
	Leadership satisfaction 6	0,603	0,296	Valid

Based on the results of the validity test for the variable Quality of Service, Understanding of SOP, Supporting facilities, Quality of Service and Leadership Satisfaction the value of r calculated is greater than r table so that all items are included as statement items for further processing of data.



Figures 1. Histogram

Normal P-P Plot of Regression Standardized Residual



Figures 2. Normal P-P Plot Of Regression Standardized Residual.

Seen on the histogram graph in figure 4.2, the residual value distribution data shows normal distribution, this is stated in the picture of a bell that is almost perfect (symmetrical). Likewise on probability plot norms, data spreads around the diagonal line and follows the direction of the diagonal line. This shows that the residuals are normally distributed, then the regression model meets the assumptions of normality.

5.CONCLUSION.

The conclusions from the research conducted by researchers are as follows:

1. Quality of service has a partial effect on student satisfaction at Panca Budi Development University in Medan.
2. Understanding of Operating Systems Procedures have a partial effect on student satisfaction at Panca Budi Development University in Medan.
3. Supporting facilities have a partial effect on student satisfaction at Panca Budi Development University in Medan.
4. Quality of Service, Understanding of Operational Systems Procedures and Leadership Roles influence simultaneously on Student Satisfaction at Panca Budi Development University Medan.
5. Leadership Role cannot Moderate the Relationship between Service Quality, Understanding of Operational Systems Procedures and Supporting Facilities for Student Satisfaction at Panca Budi Development University Medan.

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