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**THE STUDENTS PERCEPTION ON THE SERVICE QUALITY
OF PRIMARY TEACHER EDUCATION (PGSD) IN FACULTY OF TEACHER TRAINING
AND EDUCATION (FKIP) OF TANJUNGPURA UNIVERSITY (UNTAN)**

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Abstract

The problem in this study was "How is the quality of service in the FKIP Untan PGSD study program that focuses on the problem: (1) how is the perception of PGSD students in academic guidance (PA)?; (2) how is academic service in PGSD ?; (3) what is the service of library staff at PGSD?; the purpose of the research is to find out: the perceptions of students on academic guidance, academic services at PGSD ?; and library staff services at PGSD. The place of research was conducted at PGSD. The subjects of the study were PGSD students in 2014, amounting to 180 people in the third semester and semester five students receiving the Bidik Misi scholarship. His research was in the form of a survey with a data collection tool used in the questionnaire and interview sheet. The results of the study are: (1) the role of the academic advisory service (PA) places the category well in the top position, namely 57, 41%, the category is very good (SB) at the second position which is 22.10%, enough in the third position 17.52% and less fourth position 2.96%. (2) the role of academic services places a good (B) category at the top position, namely 53.21%, while the excellent category places the second position which is 32.21%, enough in the third position 17.52% and less in the fourth position 2.96%. (3) the category of library service roles. The category of good at the top position is 45.47% while the excellent position occupies the second position 15.25%, enough in the third position 26.10% and less in the fourth position which is 12.92%, with the general conclusion that the Academic Advisor services (PA), academic services and library services at PGSD are included in the good (B) category.

Keywords: Perception, Quality Service, PGSD

Introduction

Whether or not the evaluation of an organization depends on the service provided to the user / customer or the people within the organization. PGSD is one of the educational organizations that is under the auspices of the University of Tanjungpura which every day serves the activities of its customers or students. Services expected by customers / students are quality services or services that are in accordance with the standards. In accordance with the opinion of Crosby (in Umiarso & Imam Gojali, 2010: 121) states that quality is conformance to requirement, which is in accordance with what is hinted or standardized. This means that a product has quality if it is in accordance with predetermined quality standards.

Products produced by higher education institutions are inseparable from inputs and processes. The process, in this case, is the process of student activities while being a student.

The quality of the learning process implies that the ability of educational institutions resources, in this case, PGSD transforms multiple types of inputs and situations to achieve a certain degree of added value for students. According to Oemar Hamalik (1990: 33) "Judging from the results of education, the quality of education can be said to be of quality if it is able to give birth to academic and extracurricular excellence in students who have passed an education level." for services that can be obtained or received significantly by them with the actual service expected. If reality is more than expected, service can be categorized as high quality, whereas if reality is less than expected, service can be said to be inadequate. But if it is the same as expectations, then the quality of service is called satisfying.

Indeed, services in the field of education include physical evidence (facilities and infrastructure), reliability, responsiveness, assurance, and empathy. Based on Government Regulation No. 19 of 2005 concerning National Education standard Article 42 Chapter VII that: (1) physical evidence is facilities and infrastructure including land, classrooms, leadership rooms, library space, laboratory space, administrative space, canteen room, place of worship, place of exercise and other spaces / places needed to support the ongoing learning process. (2) Reliability in terms of services, namely the ability to provide promised services immediately or quickly, accurately and satisfactorily (3) Responsiveness (responsiveness), namely the willingness / willingness of staff to assist students and provide prompt and responsive service (4) Assurance (Assurance), which includes knowledge, competence, politeness, respect for students having the nature of being trustworthy and free from doubt. (5) Empathy, which is ease of relationship, good communication, personal attention and understanding of student needs.

Services provided to PGSD students by study programs are based on Standard Operating Procedures (SOP) including academic guidance services, library services, and academic administration services. For services in the field of academic guidance carried out by all lecturers to students. For the service of the library field, it is carried out by library staff officers for all students, and for the academic administration, the field is carried out by administrative staff for all students.

In addition to services, understanding the existence of quality in an educational institution in this case at PGSD is a blend of the characteristics of services provided to match or exceed the expectations of its students, both implied and explicit. If the purpose of quality is to meet the needs of students, the things that must be clarified are the needs and students. To strive for the services provided to meet the satisfaction of students, various types of services must be sorted out. As explained above, students are customers of educational organizations that can be categorized into two types, namely internal customers and external customers. This means that PGSD institutions or study programs must provide services to parties in the education system (internal customers), namely lecturers and employees; and parties who are not part of the education system (external customers), namely students, parents, government, funders, and graduate users. So quality education institutions are institutions that are able to provide services that match or exceed the expectations of lecturers, employees, students, funders (parents, government) and graduate users.

From the results of various meetings for customers or students both in formal meetings and in informal meetings, various positive and negative information was obtained about the services provided by PGSD study programs to students. To answer all information obtained, the author tries to conduct research on this study program.

Research Method

Research Design

This research is descriptive and quantitative research. This research is an input and information research for Primary School Teacher Education (PGSD) study program of FKIP

UNTAN, so this study does not test a particular theory or hypothesis, but rather attempts to present students' responses to S1 study program FKIP Primary School Teacher Education Untan at the same time to get input from students about the services provided by the PGSD study program to students. In this study, the responses that will be obtained from students include three service components, namely (1) Academic Advisory Services (PA) for students in PGSD study program, (2) Academic services for students in PGSD study program, (3) Service officers library for students in the PGSD study program.

Place and Time of Research

This research was carried out on S1 Education Elementary School students who sat in the sixth semester. The time used for this study is 4 (four) months, namely from June to September 2017

Research Variables

If there are questions about what you are researching, then the answer relates to the research variable. So the research variable is basically everything in the form that is determined by the researcher to be studied so that information is obtained about it, then the conclusions are drawn. The variable in this study is "Quality of PGSD Study Program Services" with the following indicators:

1. Academic Advisory Service (PA)
2. Academic Services
3. Library Officer Services.

Population and Study Samples

1. Population

Understanding the population according to Sugiono (2013: 117) is a generalization area consisting of objects, subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions ". Then according to Margono (2005: 118)" Population is all data our attention in the scope and time that we set. " In this study, the population included regular PGSD S1 students who sat in the third semester and the fifth semester of the 2015/2016 academic year totaling 280 people.

2. Samples

In a population, there is a sample. According to Suharsimi Arikunto (2012: 174) states that the sample is part of the population that is the source of a study. According to Sugiyono (2012: 118), the sample is part of the number and characteristics possessed by the population.

The technique used for sampling in this study is a probability sampling technique that is simple random sampling which will be taken only students who receive bidik misi scholarship from six different classes as many as 56 people.

Data Collection Procedures and Tools

1. Data Collection Procedure

When viewed from data sources, the data collection can use primary data sources and secondary data sources. Primary sources are data sources that directly provide data to data collectors, and secondary sources are indirect sources providing data to data collectors, for example through other people or through documents.

In this study using primary sources, namely data obtained directly from students. To obtain the data, use the data collection procedure as follows:

Table 1 Data and Data Collection Techniques

No	Service Components	Indicators	Data Source	Used Instruments	
				Questionnaire	Interview
1	Service quality of academic supervisors	<ul style="list-style-type: none"> Public Services Duty and Authority Procedure for guidance Time Guidance Study plan Development of IP Solving problem 	Students	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓
2	Academic Service Quality	<ul style="list-style-type: none"> Lecture support Lecturer placement Course schedule Correspondence How to Fill LIRS and LIHS Exam Schedule Lecture Affairs Lecture contributions Conducting lectures Carrying capacity 	Students	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓
3	Library Service Quality	<ul style="list-style-type: none"> Service officers Code of Conduct Carrying capacity Availability of books Library Visit Book Fine system Internet Network 	Students	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓

2. Data Collection Tool

The data is obtained through a data collection tool in the form of questionnaires and interviews

a. Questionnaire

A questionnaire is an effort to collect information by submitting a number of written questions, to be answered in writing by the respondent. According to Hadari Nawawi (1983: 125) questionnaires can be divided into two types, namely direct questionnaires, and indirect questionnaires. The direct questionnaire means respondents who provide information themselves without going through other people. The indirect questionnaire, namely the respondent provides information about other people. For example, students provide information about their lecturers, lecturers provide information about the chairman of the program. In this study, a direct questionnaire was used, namely, students provide direct information about services in primary school teacher education.

The method of distributing questionnaires is given to regular students in the third semester and fifth semester of six different classes and each class is given a questionnaire in accordance with the students who receive mid-mission scholarships.

b. Interview

Interviews were conducted to collect data directly with the research subjects. This is very important because it is to obtain clear information and data from what is being studied.

According to Meleong (2011: 206) that "an interview is a conversation with a specific purpose. The conversation was carried out by two parties, namely the interviewer and the interviewee who gave the answer to the question "this interview is very important because it can record the conversation expressed by the respondent. In line with that according to Sugiyono, (2012: 224) interviews are data collection by asking questions directly by the interviewer to the respondent and respondents' answers are recorded.

From the two opinions above, it can be concluded that a simple interview can be interpreted as a data collection tool using question and answer between information seekers and information sources.

Technical Data Analysis

The technical analysis of the data used in this study uses descriptive quantitative analysis that provides a descriptive description of the results of the study using frequency tables. Responses and input from students regarding the three components of service quality carried out by the FKIP Untan Primary School Teacher Education study program will be used as a foundation for the PGSD study program to be followed up in facing future accreditation in 2020.

Results and Discussion

Results

The Primary School Teacher Education (PGSD) study program at regular S1 programs until the 2015/2016 academic year amounted to 160 people consisting of the 2014 class of 79 people, the 2015 class of 81 people. this regular program implementation is held in the morning. In accordance with the data obtained, only about 10% of the total number of students came from Pontianak city, the rest came from the regencies / cities in West Kalimantan. Among the regencies that have the most students are Sambas, while the other districts are almost evenly distributed.

A. Research Results

The results of the study contain a recapitulation of the assessment of the service quality of academic supervisors (PA) towards students, the quality of academic services to students, the quality of library services to students can be stated as follows.

1. Quality of Academic Advisory Service (PA) for Students

Student assessment of the service quality of academic supervisors (PA) in PGSD is that 22.10% of students rate PA services very well, as much as 57.41% of students assess that service (PA) is good (B), as many as 17.52% of students assess PA services adequately, and as many as 2.96% of students rated PA services as lacking.

Table 2 Percentage of Service Quality for Academic Advisors to Students

No.	Criteria	Percentage
1	Very Good (SB)	22,10 %
2	Good (B)	57, 41 %
3	Fair (C)	17,52 %
4	Poor (K)	2,96 %

2. Service quality for the Academic Field for Students

Students' assessment of academic services was 23.21% very good, 53.21% of academic services to students were good (B), 15.4% of academic services to students were sufficient and 8.11% of academic services were lacking.

Table 3 Percentage of Quality of Academic Services for Students

No.	Criteria	Percentage
1	Very Good (SB)	23,21 %
2	Good (B)	53,21 %
3	Fair (C)	15,4 %
4	Poor (K)	8,11 %

3. Quality of Service in the Field of Library for Students

Students' assessment of library services was 15.25% very good, 45.47% of library services to students were quite good, 26.10% of library services were quite good and 12.92% of library services were lacking.

Table 4 Percentage of Role of Library services to Students

No.	Criteria	Percentage
1	Very Good (SB)	15,25 %
2	Good (B)	45, 47%
3	Fair (C)	26, 10%
4	Poor (K)	12,92%

Discussions

Judging from the data obtained, the service in the academic field is very good, the highest percentage is 23.21%, then the service in the field of academic guidance is very good at a percentage of 22.10%, while the lowest is excellent library services with a percentage of 15.25%. For the good category, the highest is the service in the field of academic guidance (PA), which is 57.41%, then second in academic services 53.21% and third place is library services 45.47%. For sufficient categories, the students gave the highest rating on library services by 26.10%, then second in academic guidance services (PA) 17.52% and in third place academic services by 15.4%. For the lack of categories, students gave an assessment of library services 12.92% in the second order of academic services by 8.11% and in the third place on academic guidance services (PA) of 2.96%.

Based on the data obtained, the excellent service is in academic services and services that are lacking in library services, while those who are in a good position and are sufficiently located in academic guidance services (PA). Variable that include service categorie is library service. Judging from the facilities available in the library and based on interviews with students there are still many facilities as supporting factors in libraries that do not meet the standards, for example for the narrow reading room, internet facilities, lighting of the reading room including the availability of reading books that are still lacking. The availability of library staff is considered sufficient because for three library officers at PGSD, they can serve all PGSD students.

Variables that occupy sufficient positions are academic guidance services (PA), many of which are caused by interactions between students and academic supervisors that are not always effective. The causes can be caused by students and can also be caused by lecturers. From the student side, some students did not know the duties and authority of the PA lecturer to him so what he had to do with the Panya lecturers they did not understand. They should come to the PA lecturer if there are obstacles or problems they face, both problems related to lectures and personal related problems.

Variables that occupy very good positions are academic services supporting factors of academic services are the availability of adequate administrative personnel, clear division of job jobs in each section, time spent working for employees is well fulfilled. For example, the clock arrives on time because it has to be proven electronically in the form of a thumbprint, as well as a break time arranged electronically so that the hours of service for students can be fulfilled. The types of services routinely given to students are correspondence, arranging class schedules, filling in LIRH and LIHS and arranging lecture rooms. The factor that is considered to be less effective in providing services is the availability of projectors that are not available in each lecture hall, electric power that cannot be used optimally. For example, not all air conditioners can be used for all spaces because there is not enough electricity. Based on the data presented in table 4.1 to table 4.3 can be displayed combined data from academic guidance services (PA), academic field services and library services can be in Table 5 as follows.

Table 5 Assessment of academic guidance services (PA), academic services and library services

No	Categories	Responses			
		Very Good	Good	Fair	Poor
1.	Academic Guidance	22, 10%	57,47%	17, 52%	2,96%
2.	Academic Services	23,21%	53, 21%	15, 47%	8,11 %
3.	Library Services	15, 25%	45, 74%	26, 10%	12,92%

From Table 5 about academic guidance services (PA) the highest percentage is in the good category 57, 47%, the second order percentage is very good 22.10%, the percentage of the third category is 17, 52% and the fourth order category is less 2.96 %. A full picture is displayed in Figure 1.

Fig. 1 The Role of Academic Guidance (PA) Services for Students

From the graph above the good category occupies the highest position 57%, this indicates that academic guidance services (PA) are not classified as too bad and not too good. this is largely due to the interaction of guidance between students and academic supervisors are not very effective but run naturally. The causes can be caused by students and can also be caused by lecturers. From the student side, there can be some that students do not know the duties and authority of the PA lecturer to him so that what he has to do with his PA lecturers

they do not understand. On the other hand, the PA lecturer is also too busy with routine activities so he forgets about his duties as a PA lecturer. Students who face obstacles or problems they should come to their PA lecturers suggest obstacles or problems they face, both problems related to lectures and personal related problems so that the problem can be addressed properly.

Data from table 4. 4 in the second part is the highest percentage of academic services in the good category 53.21%, the second order is very good 23.21%, the third is enough 15.4% and the fourth is less 8.11% . A full picture is displayed in Figure 2.

Fig. 2 The Role of Academic Services

From the graph above the good category occupies the highest position of 53.21%, which indicates that the position of academic services is not very good but too bad. Indications that place a good position are caused by several factors, including the supporting factors of academic services are the availability of adequate administrative personnel, clear division of job jobs in each section, time spent working for employees is well fulfilled. For example, the clock arrives on time because it has to be proven electronically in the form of a thumbprint, as well as a break time arranged electronically so that the hours of service for students can be fulfilled. The types of services routinely given to students are correspondence, arranging class schedules, filling in LIRH and LIHS and arranging lecture rooms. The factor that is considered to be less effective in providing services is the availability of projectors that are not available in each lecture hall, electric power that cannot be used optimally. For example, not all air conditioners can be used for all spaces because there is not enough electricity.

Data from table 4. 4 in the third section is the highest percentage of library services in the good category 45.47%, the second order is enough 26.10%, the third order is very good 15, 25% and the fourth is less 12.92% . A full picture is displayed in Figure 3.

Fig.3 The Role of Library Services

Viewed from the results of three variables, namely the role of academic guidance services (PA), the role of academic services and the role of library services, the role of library services is the lowest. Based on the collected data, the very best category is lowest compared to PA services and academic services. which includes categories of services that are also lacking in library services. Indicators that cause less include the available facilities in the library there are still many who do not meet the standards, for example for the narrow reading room, internet facilities, reading room lighting, including the availability of reading books that are still lacking. The availability of library staff is considered sufficient because for three library officers at PGSD, they can serve all PGSD students.

Conclusions and Suggestions

Conclusions

Based on the analysis of the data collected in the previous chapter, the conclusion of this study is.

1. The role of academic advisory services (PA) for PGSD students places a good category at the top position, which is 57.41%, while the excellent category occupies the second position which is 22.10%, enough in the third position 17.52% and less in the fourth position which is 2.96%.
2. The role of academic services on PGSD students places a good category at the top position, namely 53.21%, while the excellent category occupies the second position, 23.21%, enough in the third position 15.4% and less in the fourth position which is 8.11 %.
3. The role of library services for PGSD students places a good category at the top position, which is 45.47%, while the excellent category occupies the second position which is 15.25%, enough in the third position 26.10% and less in the fourth position 12.92%
4. Judging from the percentage position obtained, it can be concluded that the academic advisory service (PA), academic services and library services occupy the good category.

Suggestions

Based on these conclusions the suggestions that can be conveyed include.

1. Guidance on academic advisory services (PA) by PA lecturers can continue to be improved so that students can produce good and moral ethics who are good in accordance with their role as prospective teachers.
2. The work implementation of the academic field handled by administrative staff shows high loyalty. This needs to be fostered and developed so that it can produce quality students and be responsible teachers.

3. From the percentage obtained by library services, it occupies the lowest position. To improve this position, it is expected that library staff can improve service performance.

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