

Predicting students' satisfaction with academic services at the Department of Master of Public Administration, Sriwijaya University: Multiple regression analysis

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ABSTRACT

This study aims to analyze and predict the factors affecting student satisfaction with academic services in the Master of Public Administration Study Program at Sriwijaya University, Indonesia. This study employs a quantitative approach based on secondary data. Data was collected from active students from semester one to semester five, with a total sample of 124 students. The focus of this research is to measure the dimensions of service quality (Reliability, Responsiveness, Assurance, Empathy, and Tangibles). The data analysis technique used is multiple regression analysis to test the simultaneous and partial influence of independent variables on student satisfaction. The study's findings showed that the combined predictors of student satisfaction greatly influenced the total model, which proved to be statistically significant ($F(5, 118) = 54.976$, $p < .001$; $R^2 = 0.707$), explaining 70.7% of the variance in student satisfaction. Meanwhile, after conducting a hypothesis test, the dimensions of Supervisor Lecturer Services (Empathy) and Student Development Facilities (Tangibles) were found to significantly predict Student Satisfaction, supporting H1 and H5 and indicating a positive relationship between the overall quality of service in student satisfaction. However, professional lecturers (reliability), staff services (responsiveness), and teaching lecturers in the classroom (assurance) did not predict student satisfaction in the Master of Public Administration Study Program at Sriwijaya University, Indonesia, meaning that the hypothesis was rejected. This indicates that H2, H3, and H4 are rejected, meaning they do not have a positive relationship with the overall quality of service in student satisfaction. This indicates that Supervisor Lecturer Services (Empathy) and Student Development Facilities (Tangibles) are the main expectations of students, while Professional Lecturers (Reliability), Staff Services (Responsiveness), and lecturers teaching in the Classroom (Assurance) are beyond students' expectations. These findings inform the management of the Master of Public Administration Study Program at Sriwijaya University, Indonesia, in prioritizing professional lecturers (reliability), staff services (responsiveness), and teaching lecturers in the classroom (assurance) to maintain a competitive advantage and institutional image.

Keywords: Student Satisfaction, Academic Services, Multiple Regression, Master of Public Administration, Sriwijaya University.