

ABSTRAK

DEDI AMRIZAL. NIM. 8186114018. Pengembangan Model Monev Kepuasan Mahasiswa Dalam Meningkatkan Mutu Pelayanan Akademik Di FISIP USU. Disertasi. Medan: Program Pascasarjana Universitas Negeri Medan. 05 November 2024.

Mutu pelayanan akademik yang terbangun di perguruan tinggi belum mencapai tingkat kepuasan tertinggi dari mahasiswa yang belajar disana. Pelayanan di FISIP USU menurut data yang ada masih belum memenuhi indikator dari pelayanan akademik. Peningkatan mutu pelayanan akademik tidak bisa diharapkan pada fakultas dan prodi yang belum memanfaatkan dengan benar pelaksanaan monev kepuasan mahasiswa. Selain itu, pelaksanaan monev kepuasan mahasiswa belum menjadi faktor penting pada pembuatan kebijakan dan perbaikan kebijakan terkait pelayanan terbaik di FISIP USU dalam rangka memenuhi tingkat kepuasan mahasiswa. Model monev kepuasan mahasiswa yang ada selama ini hanya menjadi alat pelengkap akreditasi institusi dan akreditasi program studi. Model monev kepuasan mahasiswa belum diubah fungsi menjadi penentu pelayanan akademik yang merupakan kunci keberhasilan sebuah program studi dikalahkan persaingan mendapatkan mahasiswa dan perhatian orang tua. Keefektifan pelaksanaan monev kepuasan mahasiswa belum mampu menjamin keberlanjutan pelayanan berkualitas dari UPPS dan PS. Tujuan penelitian ini adalah untuk (1) menemukan karakteristik model monev kepuasan mahasiswa dalam meningkatkan mutu layanan akademik di FISIP USU; (2) untuk mengetahui kelayakan model monev kepuasan mahasiswa dalam meningkatkan mutu layanan akademik di FISIP USU; (3) untuk menganalisis efektivitas model monev kepuasan mahasiswa dalam meningkatkan mutu layanan akademik di FISIP USU. Metode penelitian yang digunakan adalah *Research and Development (R&D)* dengan pendekatan model ADDIE. Untuk mendukung metode penelitian ini, subjek populasi penelitian ini dalam uji coba adalah mahasiswa. Sedangkan sample Uji Gain digunakan dosen dan tendik. Teknik pengumpulan data dilakukan dengan observasi, wawancara, dan kuesioner. Instrumen penelitian pada saat uji coba divalidasi dan reliabilitas. Instrumen untuk FGD, Implementasi dan Uji Gain juga divalidasi oleh fasilitator LLDIKTI dengan hasil sangat layak. Untuk Pengujian N-Gain teruji dengan kategori efektif. Hal ini menunjukkan bahwa Model Monev Kepuasan Mahasiswa yang dikembangkan teruji efektif dalam meningkatkan pelayanan akademik di FISIP USU. Secara umum hasil penelitian menunjukkan bahwa (1) terbentuknya karakteristik yang mendukung *tangibles, realibility, responsiveness, assurance, emphaty*, pelayanan akademik unsur pimpinan fakultas; pelayanan akademik unsur pimpinan program studi; pelayanan sistem rekrutmen mahasiswa baru; pelayanan penasehatan akademik; dan pelayanan aktivitas suasana akademik dengan hasil yang meningkat pada pelayanan akademik untuk menjadi dasar dari model monev kepuasan mahasiswa di FISIP USU; (2) kelayakan model monev kepuasan mahasiswa yang telah dilaksanakan dalam meningkatkan mutu layanan akademik di FISIP USU teruji melalui hasil SPSS dan keputusan fasilitator LLDIKTI yang ada; (3) model monev kepuasan mahasiswa spmi teruji efektif dalam meningkatkan mutu layanan akademik di FISIP USU. Model ini dapat menjadi solusi peningkatan pelayanan akademik di fakultas dan program studi melalui perhatian yang serius kepada kepuasan yang dirasakan ditingkat mahasiswa.

Kata Kunci: Model, Monev, Kepuasan_Mahasiswa, Mutu dan Pelayanan_ Akademik.

ABSTRACT

DEDI AMRIZAL. NIM. 8186114018. *Development of a Monitoring and Evaluation Model for Student Satisfaction in Improving the Quality of Academic Services at USU's FISIP.* Dissertation. Medan: Medan State University Postgraduate Program. November 05, 2024.

The quality of academic services established at universities has not yet reached the highest level of satisfaction among students studying there. Services at USU's FISIP according to existing data still do not meet the indicators of academic services. Improving the quality of academic services cannot be expected from faculties and study programs that have not properly utilized the implementation of student satisfaction monitoring and evaluation. Apart from that, the implementation of monitoring and evaluation on student satisfaction has not been an important factor in policy making and improving policies related to the best services at USU's FISIP in order to meet student satisfaction levels. The existing student satisfaction monitoring and evaluation model has only been a complementary tool for institutional accreditation and study program accreditation. The monitoring and evaluation model for student satisfaction has not been changed to become a determinant of academic services which is the key to the success of a study program in the competition for students and parents' attention. The effectiveness of implementing student satisfaction monitoring and evaluation has not been able to guarantee the continuity of quality services from UPPS and PS. The aim of this research is to (1) find the characteristics of the student satisfaction monitoring and evaluation model in improving the quality of academic services at USU's FISIP; (2) to determine the feasibility of the student satisfaction monitoring and evaluation model in improving the quality of academic services at USU's FISIP; (3) to analyze the effectiveness of the student satisfaction monitoring and evaluation model in improving the quality of academic services at USU's FISIP. The research method used is Research and Development (R&D) with the ADDIE model approach. To support this research method, the subjects of this research population in the trial were students. Meanwhile, the Gain Test sample is used by lecturers and staff. Data collection techniques were carried out using observation, interviews and questionnaires. The research instrument during the trial was validated and reliable. Instruments for FGD, Trial and Gain Test were also validated by LLDIKTI facilitators with very feasible results. For N-Gain testing, it is tested in the effective category. This shows that the Student Satisfaction Monitoring and Evaluation Model developed has proven effective in improving academic services at USU's FISIP. In general, the research results show that (1) the formation of characteristics that support tangibles, reliability, responsiveness, assurance, empathy, academic service elements of faculty leadership; academic services for study program leadership elements; new student recruitment system services; academic advising services; and academic atmosphere activity services with increased results in academic services to become the basis of the student satisfaction monitoring and evaluation model at USU's FISIP; (2) the feasibility of the student satisfaction monitoring and evaluation model that has been implemented in improving the quality of academic services at USU's FISIP has been tested through SPSS results and the decisions of existing LLDIKTI facilitators; (3) the spmi student satisfaction monitoring and evaluation model has been proven effective in improving the quality of academic services at USU's FISIP. This model can be a solution for improving academic services in faculties and programmes by paying serious attention to student satisfaction.

Keywords: Model, Monev, Student_Satisfaction, Quality and Service_Academic.