Vol. 4 No. 6 (2026)
e-ISSN: 2963-7589
Economic and Business Journal | ECBIS
https://ecbis.net/index.php/go/index

THE INFLUENCE OF ADMINISTRATIVE STAFF SERVICE QUALITY ON USER SATISFACTION AT MADIUN STATE POLYTECHNIC

Triana Prihatinta[1], Srimiatun[2], Rino Desanto Wiwoho[3], Dinesh Basti Farani[4]

[1-4)] Politeknik Negeri Madiun, Indonesia
Corresponding author: triana@pnm.ac.id*
Email : triana@pnm.ac.id , mia@pnm.ac.id , rino@pnm.ac.id, dinesh@pnm.ac.id

Submitted:	Revised:	Accepted:
27 July 2026	19 August 2026	14 October 2026

Abstract

This study aims to examine the effect of administrative staff service quality on user satisfaction at Madiun State Polytechnic. The population of this study consisted of users of administrative services at Madiun State Polytechnic. A total of 100 respondents were selected using an accidental sampling technique. Data were collected through a structured questionnaire. The data were analyzed using SPSS version 27, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results showed that administrative staff service quality had a significant effect on user satisfaction. Simultaneously, the dimensions of reliability, responsiveness, assurance, empathy, and tangibles significantly influenced user satisfaction, while partially only reliability, responsiveness, and tangibles had significant effects. The coefficient of determination indicated that administrative staff service quality explained 71.6% of the variance in user satisfaction.

Keywords: *Service Quality, User Satisfaction, Administrative Staff, Administrative Services*

1. INTRODUCTION

Higher education institutions are expected to provide high-quality administrative services to support academic activities and meet the needs of service users. As competition among higher education institutions continues to increase, service quality has become a key factor in enhancing user satisfaction and institutional competitiveness (Mustafa et al., 2022). Efficient, accurate, responsive, and professional administrative services contribute to positive service experiences, thereby strengthening users' trust and satisfaction (Assyahri & Mardaus, 2023). Administrative staff play a strategic role in delivering academic and non-academic services, making their performance essential to the overall quality of higher education services (Rahmawati, 2023).

Service quality is commonly explained using the SERVQUAL model developed by Parasuraman et al. (1988), which consists of five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions have been widely adopted to evaluate

service quality in higher education because they reflect an institution's ability to meet users' expectations (Mustafa et al., 2022). Previous studies have consistently reported that higher service quality leads to greater user satisfaction, although the influence of each SERVQUAL dimension varies across educational institutions (Assyahri & Mardaus, 2023; Saif, 2014). Therefore, evaluating these dimensions remains important to identify aspects of administrative services that require improvement.

Madiun State Polytechnic continuously strives to improve the quality of its administrative services as part of its commitment to providing excellent educational services. However, studies examining the influence of each SERVQUAL dimension on user satisfaction in the context of Madiun State Polytechnic remain limited. Therefore, this study aims to examine the effect of administrative staff service quality on user satisfaction at Madiun State Polytechnic. The findings are expected to provide empirical evidence that can support institutional efforts to improve administrative service quality and enhance user satisfaction.

2. RESEARCH METHOD

This study employed a quantitative approach with a correlational research design to examine the effect of administrative staff service quality on user satisfaction at Madiun State Polytechnic. The population consisted of users of administrative services at Madiun State Polytechnic. A total of 100 respondents were selected using an accidental sampling technique, in which respondents were chosen based on their availability and willingness to participate in the study. Primary data were collected through a structured questionnaire using a four-point Likert scale, while secondary data were obtained from institutional documents and relevant literature.

The research instrument measured the independent variable, administrative staff service quality, using the five SERVQUAL dimensions: reliability (X1), responsiveness (X2), assurance (X3), empathy (X4), and tangibles (X5). The dependent variable was user satisfaction (Y). Instrument validity was tested using the Pearson Product Moment correlation, while reliability was assessed using Cronbach's Alpha. The collected data were analyzed using SPSS version 27, including descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2).

3. RESULTS AND DISCUSSION

This study distributed 100 questionnaires, with 100 questionnaires eligible for analysis. The majority of respondents were female (87%), while male respondents accounted for 13%. Based on respondent status, most respondents were students (76%), whereas lecturers accounted for 24%. Furthermore, the majority of respondents were from the Business Administration Department (52%), followed by the Engineering Department

(25%) and the Accounting Department (23%). These characteristics indicate that the respondents were predominantly students from the Business Administration Department, representing the primary users of administrative services at Madiun State Polytechnic.

Table 1. Demography Respondent Characteristics

Category	Amount	Percentage
Gender		
Male	13	13%
Female	87	87%
Status		
Student	24	24%
Lecturer	76	76%
Department		
Engineering	25	25%
Accounting	23	23%
Business Administration	52	52%

Source: *Proceed Data, 2026*

The results of the descriptive analysis showed that Administrative Staff Service Quality (X) obtained an average score ranging from 9.60 to 9.84, equivalent to 3.20–3.28 per item (4-point scale). This indicates that the quality of administrative staff services is in the high category. User Satisfaction (Y) obtained an average score of 16.10, or 3.22 per item (4-point scale), also in the high category. This means that respondents were generally satisfied with the administrative services provided at Madiun State Polytechnic.

Table 2. Validity Test Results

Item	Sig (2-tailed)	Correlation	Keterangan
Reliability (X1)			
1	0,001	0,912	Valid
2	0,001	0,917	Valid
3	0,001	0,912	Valid
Responsiveness (X2)			
1	0,001	0,870	Valid
2	0,001	0,899	Valid
3	0,001	0,882	Valid
Assurance (X3)			
1	0,001	0,789	
2	0,001	0,884	
3	0,001	0,868	
Emphaty (X4)			
1	0,001	0,809	Valid
2	0,001	0,872	Valid
3	0,001	0,820	Valid
Tangibles (X5)			
1	0,001	0,873	Valid
2	0,001	0,854	Valid
3	0,001	0,877	Valid
User Satisfaction (Y)			
1	0,001	0,857	Valid
2	0,001	0,879	Valid

3	0,001	0,821	Valid
4	0,001	0,794	Valid
5	0,001	0,812	Valid

Source: *Proceed Data, 2026*

The research instrument has been tested and meets the following requirements: the validity test showed that all items in variables X1 (3 statements), X2 (3 statements), X3 (3 statements), X4 (3 statements), X5 (3 statements) and Y (5 statements) were valid (Sig. < 0.05; r > r table).

Table 2. Reliability Test Results

Variables	Cronbach's Alpha
Reliability (X1)	0,919
Responsiveness (X2)	0,859
Assurance (X3)	0,801
Emphaty (X4)	0,775
Tangibles (X5)	0,836
User Satisfaction (Y)	0,893

Source: *Proceed Data, 2026*

The reliability test showed a Cronbach's Alpha value of 0.919 for variable X1, 0.859 for variable X2, 0.801 for variable X3, 0.775 for variable X4, 0.836 for variable X5 and 0.893 for variable Y, both above 0.6, indicating that the instrument was reliable.

Table 3. Normality Test Results

Testing Method	Significance	Conclusion
One-Sample Kolmogorov–Smirnov Test	0,079	Normal

The Kolmogorov-Smirnov normality test yielded a Sig. > 0.05, indicating that the data were normally distributed.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Reliability (X1)	0,409	2,444
Responsive (X2)	0,400	2,499
Assurance (X3)	0,307	3,258
Empathy (X4)	0,382	2,620
Tangibles (X5)	0,501	1,997

Source: *Proceed Data, 2026*

The multicollinearity test results indicate that all tolerance values are greater than 0.10 and all VIF values are less than 10, indicating that the regression model is free from multicollinearity.

Table 5. Heteroscedasticity Test Results

Variable	Significance	Conclusion
Reliability (X1)	0,927	No Heteroscedasticity
Responsive (X2)	0,962	No Heteroscedasticity
Assurance (X3)	0,230	No Heteroscedasticity
Empathy (X4)	0,899	No Heteroscedasticity
Tangibles (X5)	0,764	No Heteroscedasticity

Source: *Proceed Data, 2026*

The heteroscedasticity test results show that all independent variables have significance values exceeding 0.05. Therefore, it can be concluded that the regression model is free from heteroscedasticity, indicating that the assumption of constant error variance has been fulfilled and the model is suitable for further regression analysis.

Table 6. Multiple Linear Regression Test Results

Variable	Regression Coefficient
X1	0,364
X2	0,150
X3	0,068
X4	0,231
X5	0,127
Constant	1,939

Source: *Proceed Data, 2026*

The multiple regression analysis yielded the following equation:

$$Y = 1{,}939 + 0{,}364X_1 + 0{,}150X_2 + 0{,}068X_3 + 0{,}231X_4 + 0{,}127X_5$$

The constant value of 1.939 indicates the expected level of user satisfaction when all independent variables are held constant. Furthermore, all regression coefficients are positive, suggesting that improvements in reliability, responsiveness, assurance, empathy, and tangibles tend to increase user satisfaction.

Table 7. Partial Test (t-test)

Variable	t-value	Sig.	Decision
X1	0,364	0,032	Significant
X2	0,150	0,019	Significant
X3	0,068	0,052	Not Significant
X4	0,231	0,436	Not Significant
X5	0,127	0,042	Significant

Source: *Proceed Data, 2026*

The partial significance test (t-test) was conducted to evaluate the individual effect of each service quality dimension on user satisfaction. The results indicate that reliability, responsiveness, and tangibles have significant positive effects on user satisfaction, as their significance values are below 0.05. In contrast, assurance and empathy do not significantly influence user satisfaction because their significance values exceed the 0.05 threshold. These

findings suggest that not all dimensions of service quality contribute equally to enhancing user satisfaction at Madiun State Polytechnic.

Table 8. Simultaneity Test (F-test)

F-value	Sig.	Conclusion
47,454	0,000	Significant

Source: *Proceed Data, 2026*

The partial significance test (t-test) was conducted to evaluate the individual effect of each service quality dimension on user satisfaction. The results indicate that reliability, responsiveness, and tangibles have significant positive effects on user satisfaction, as their significance values are below 0.05. In contrast, assurance and empathy do not significantly influence user satisfaction because their significance values exceed the 0.05 threshold. These findings suggest that not all dimensions of service quality contribute equally to enhancing user satisfaction at Madiun State Polytechnic.

Table 9. Simultaneity Test (F-test)

R Square	Adjusted R Square
0,716	0,701

Source: *Proceed Data, 2026*

The partial significance test (t-test) was conducted to evaluate the individual effect of each service quality dimension on user satisfaction. The results indicate that reliability, responsiveness, and tangibles have significant positive effects on user satisfaction, as their significance values are below 0.05. In contrast, assurance and empathy do not significantly influence user satisfaction because their significance values exceed the 0.05 threshold. These findings suggest that not all dimensions of service quality contribute equally to enhancing user satisfaction at Madiun State Polytechnic.

4. CONCLUSION

This study aimed to examine the effect of administrative staff service quality on user satisfaction at Madiun State Polytechnic. The findings indicate that the dimensions of administrative staff service quality simultaneously have a significant effect on user satisfaction. Partially, reliability, responsiveness, and tangibles were found to have significant positive effects on user satisfaction, whereas assurance and empathy did not show significant effects. Furthermore, the coefficient of determination ($R^2 = 0.716$) indicates that 71.6% of the variation in user satisfaction can be explained by the service quality dimensions included in this study.

These findings suggest that improving the reliability, responsiveness, and tangible aspects of administrative services is essential to enhancing user satisfaction at Madiun State Polytechnic. Therefore, the institution is encouraged to continuously improve administrative service quality by strengthening staff competence, ensuring prompt and reliable service delivery, and maintaining adequate service facilities. Future studies are recommended to examine additional factors that may influence user satisfaction, such as service efficiency, digital service quality, or institutional image, to provide a more comprehensive understanding of user satisfaction in higher education.

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