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# THE INFLUENCE OF ACADEMIC CULTURE, ORGANIZATIONAL COMMUNICATION CLIMATE, QUALITY OF SERVICE AGAINST CUSTOMER SATISFACTION AT HIGH SCHOOL TRANSPORTATION MANAGEMENT

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## Abstract

*The purpose of this research is to determine the influence of academic culture, organizational communication climate, and service quality to customer satisfaction at Trisakti High School of Management Transportation Jakarta (STMT Trisakti Jakarta). This research tries to answer the problems that can give influence to customer satisfaction. The research was conducted at Trisakti High School of Management Transportation Jakarta with a population of 1,203 people, and a sample of 177 people all of whom are STMT Trisakti students in the sixth semester. This research uses quantitative approach with path analysis method. Hypotheses in this study show: (1) academic culture has a direct positive effect on customer satisfaction, (2) organizational communication climate has a direct positive effect on customer satisfaction, (3) service quality has positive direct effect on customer satisfaction, (4) academic culture has direct effect Positive to the quality of service, (5) organizational communication climate has a direct positive effect on service quality. Therefore, to improve customer satisfaction of customer satisfaction at STMT Trisakti Jakarta, must improve academic culture, organizational communication climate, and service quality.*

*Keywords : Academic culture, organizational communication climate, service quality, and customer satisfaction.*

Globalization has created an open competition system in all areas including in the education sector. In the education sector, especially with the advancement of information technology has brought the process of acceleration in the development and progress of education and research. Advancement of science and technology accompanied by the increasingly tight globalization of the world bring its own impact to the world of education. Therefore, the institution of higher education must be able to prepare itself in the face of competition. To achieve this, each university institution must be able to pay attention to the implementation of services within an integrated system to realize its own internal quality, including Trisakti Transportation High School Management (STMT).

Trisakti School of Transportation Management (STMT) is one of the universities in Indonesia which is undergoing rapid development process. Based on the vision of "Being a Global Reputable Higher Education", the basic idea of STMT Trisakti thinks far ahead to be able to compete and achieve progress towards a more advanced. With the increasingly sharp competition of the university, motivating STMT Trisakti to continuously improve its quality and quantity as well as services provided to the students as the main customers in creating more satisfaction so as to survive and even win the competition.

But creating satisfaction to students has not been achieved well. There are still many services provided by STMT Trisakti less satisfying students. Internal research conducted by STMT Trisakti found several problems, such as inadequate facilities problem (such as, less motorcycle parking area, lack of greening, toilets that are not clean / dirty, wifi connection is not maximal and inadequate class facilities ) as well as security issues in a still weak campus environment.

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Theoretically, Arief explained that customer satisfaction is customer expectation (expectation), with perception of service received (reality experienced). The definition concerns the component of expectation satisfaction (expectations and perceived performance / results). Generally a customer's expectation is an estimate or a customer's belief about what he or she will receive when he buys or consumes a product (goods or service).

Creating a sense of customer satisfaction is a goal that service providers always want to achieve. Therefore, customer expectation of satisfaction must be considered and realized. Customer satisfaction in universities is a dependent factor because there are several factors that influence it, such as academic culture factor, organizational communication climate and service quality.

*First, the academic culture. Associated with the notion of academic culture expressed by Shen and Tian that:*

*Academic culture on campus is actually the external manifest of the common values, spirits, behavior norms of people on campus who are pursuing and developing their study and research. This kind of culture can be embodied in the rules and regulations, behavior patterns and the material facilities. It mainly consists of academic outlooks, academic spirits, academic ethics and academic environments.*

The statement explains that the academic culture on campus is actually an external reflection of the shared values, spirit, norms of behavior of people on campus who teach and develop studies and research. Such a culture can be manifested in rules and regulations, behavior patterns and material facilities. Academic culture can be seen from academic view, academic spirit, academic ethics and academic environment. Academic culture can be measured using indicators: common identity, rules, teaching, study development, consistency and tradition (Heinle & Heinle, Xi Shen & Xianghong Tian, Kings College London).

*Second, the climate of organizational communication. Wayne and Don say that the climate of organizational communication is the perceptions of the organizational elements and the influence of these elements on communication. This influence is defined, agreed upon, developed and strengthened on an ongoing basis through interaction with other members of the organization. This influence produces guidelines for individual decisions and actions, and affects messages about the organization. The climate of organizational communication can be measured using indicators: atmosphere, interaction, information exchange, openness, passion and understanding (John O. Greene, Brant R. Burleson, R. Wayne Pace, Don F. Faules, Praser P. Seitel, Fadly Pangumpia, Peter Hartley).*

*Third, the quality of service. Wibowo said that the quality of service can be interpreted as an action to meet customer needs with attention to customer expectations, as well as conducted services that totality both the form of display and characteristics of products or services with all its ability to satisfy customers.*

Based on the above description, this research is generally aimed to test and analyze: (1) direct influence of academic culture on customer satisfaction, (2) direct influence of organizational communication climate to customer satisfaction, (3) direct influence of service quality to customer satisfaction, (4) direct influence of academic culture on service quality, (5) direct influence of organizational communication climate on service quality.

## METHOD

This research uses quantitative associative approach with hypothesis testing using path analysis method and data collection technique in the form of instrument to 177 semester VI student at Trisakti High School of Transportation Management (STMT) taken with simple random sampling technique. Instrument used to get data of academic culture variable, organizational communication climate, service quality and customer satisfaction. Before the instrument is used in research, first

tested to determine the validity and reliability. Valid and reliable instruments are used to collect research data in the field. Path analysis is used to determine the influence between variables according to model. Data analysis includes data descriptions and linearity tests. Path analysis includes model analysis, hypothesis testing and determination of level of influence.

## RESULT AND DISCUSSION

### Data Description

Initial stages in the results of this study is by data descriptions of each variable in the study of academic cultural variables, organizational communication climate, service quality and customer satisfaction. The condition of each variable is expressed by using descriptive statistics which include the centralizing and spreading of the data. Data centering sizes include mean (mean), mode (mode), and median values. Data distribution sizes include range, standard deviation and data variance. For description descriptions of data, each variable is presented in the frequency distribution and histogram graph.

### Summary of Descriptive Statistics

|                | $X_1$ | $X_2$ | $X_3$ | Y |
|----------------|-------|-------|-------|---|
| Valid          | 177   | 177   | 177   | 177 |
| Missing        | 0     | 0     | 0     | 0 |
| Mean           | 108.04 | 105.21 | 105.15 | 118.15 |
| Median         | 107.00 | 104.00 | 105.00 | 120.00 |
| Mode           | 107   | 98    | 98[a] | 108 |
| Std. Deviation | 17.340 | 18.400 | 12.177 | 13.555 |
| Variance       | 300.675 | 338.545 | 148.278 | 183.740 |
| Range          | 88    | 88    | 53    | 59 |
| Minimum        | 56    | 51    | 81    | 81 |
| Maximum        | 144   | 139   | 134   | 140 |
| Sum            | 19123 | 18623 | 18612 | 20912 |
| a. Multiple modes exist. The smallest value is shown | | | | |

### Testing Requirements Analysis

#### 1. Normality Test

The data used in compiling the regression model must satisfy the assumption that the data is from a normally distributed population. The assumption of normality basically states that in a regression model must be normally distributed.

If the value of Lhitung ≤ Ltable value, then the estimated error data of Y over X is normally distributed, otherwise if the value of Lcount> Ltable value, then the estimated error data Y over X is not normally distributed.

### Summary of Calculation Test Result of Est. Normal Error

| No | Estimated error | N | $L_{Count}$ | $L_{table}$ | Description |
|----|-----------------|---|-------------|-------------|-------------|
| 1 | Y On$X_1$ | 177 | 0,058 | 0,067 | **Normal** |
| 2 | YOn $X_2$ | 177 | 0,049 | 0,067 | **Normal** |
| 3 | Y On $X_3$ | 177 | 0,062 | 0,067 | **Normal** |
| 4 | X3 On X1 | 177 | 0,069 | 0,077 | **Normal** |
| 5 | X3 On X2 | 177 | 0,046 | 0,067 | **Normal** |

## 2. Test of Significance and Linearity of Regression
**Summary of Significance Test Results and Regression Linearity Test**

| No | Variable Tested | Significant | | Description | Linearitas | | Description |
|---|---|---|---|---|---|---|---|
| | | $F_{Count}$ | $F_{table}$ | | $F_{Count}$ | $F_{table}$ | |
| 1. | Y atas $X_1$ | 64,971 | 3,89 | **Significant** | 1,160 | 1,36 | **Linear** |
| 2. | Y atas $X_2$ | 76,075 | 3,89 | **Significant** | 1,317 | 2,17 | **Linear** |
| 3. | Y atas $X_3$ | 58,804 | 3,89 | **Significant** | 1,399 | 2,17 | **Linear** |
| 4. | $X_3$ atas $X_1$ | 60,269 | 3,89 | **Significant** | 1,076 | 1,36 | **Linear** |
| 5. | $X_3$ atas $X_2$ | 58,982 | 3,89 | **Significant** | 0,832 | 1,36 | **Linear** |

**Hypothesis Testing**
**Direct Effect Analysis In First Model Sub-StructureSPSS Model Results First**

**Coefficients**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 48.588 | 7.191 | | 6.757 | .000 |
| X1 | .165 | .062 | .212 | 2.681 | .008 |
| X2 | .217 | .058 | .295 | 3.741 | .000 |
| X3 | .274 | .079 | .247 | 3.458 | .001 |

a. Dependent Variable: Y

**First Structural Model**
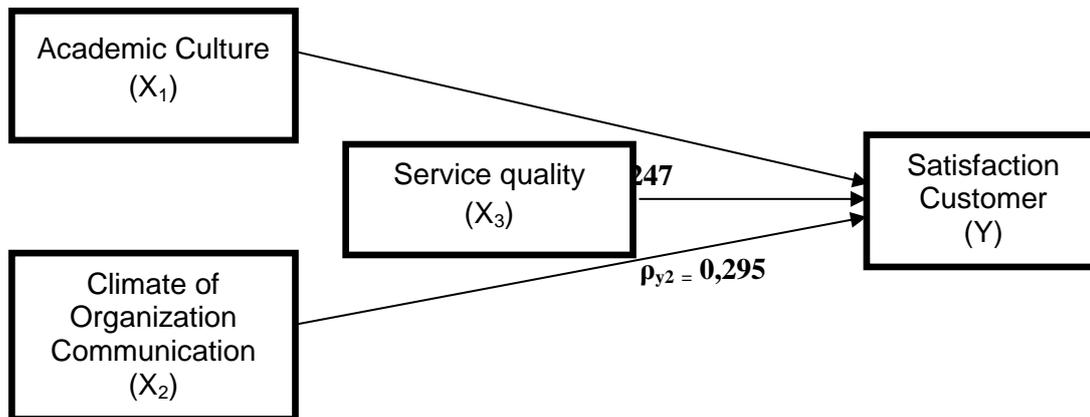


The structural equation 1 shows the result of the statistical calculation of direct influence of academic culture toward the customer satisfaction of 0.212 with the tcount of 2,681. Since the tcount is greater than the ttable value at dk = 175 for $\alpha$ = 0.05 of 1.96, then H0 is rejected and H1 is accepted. Thus, the academic culture has a direct positive effect on customer satisfaction. The direct influence of the climate of organizational communication to customer satisfaction of 0.295 with a tcount of 3.741. Since the tcount is greater than the ttable value at dk = 175 for $\alpha$ = 0.05 of 1.96, then H0 is rejected and H1 is accepted. Thus the climate of organizational communications have a direct positive effect on customer satisfaction. The direct influence of service quality on customer satisfaction of 0.247 with a tcount of 3.458. Since the tcount is greater than the ttable value at dk =

175 for $\alpha = 0.05$ of 1.96, then H0 is rejected and H1 is accepted. Thus the quality of service directly positive effect on customer satisfaction.
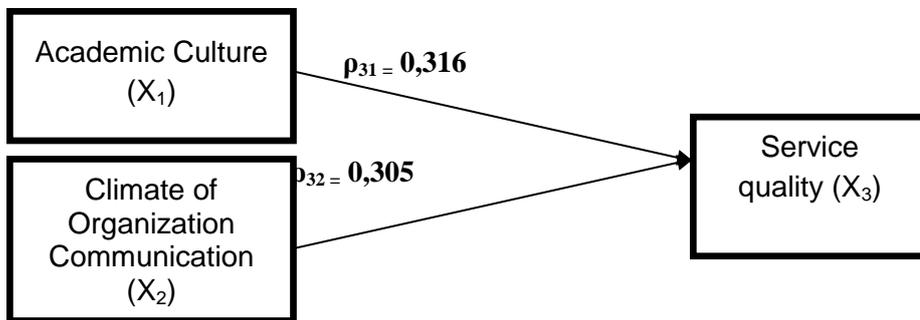
**Direct Influence Analysis On SubStructure of the Second ModelSecond SPSS Model Results**

    **Coefficients**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 59.968 | 5.150 | | 11.645 | .000 |
| X1 | .222 | .057 | .316 | 3.924 | .000 |
| X2 | .202 | .053 | .305 | 3.790 | .000 |

    a. Dependent Variable: X3

**Second Structural Model**



The structural equation 2 shows the result of the statistical calculation of direct influence of academic culture on the quality of service amounted to 0.316 with the tcount of 3,924. Since the tcount is greater than the ttable value at dk = 176 for $\alpha = 0.05$ of 1.96 then H0 is rejected and H1 is accepted. Thus, academic culture has a direct positive effect on service quality. The direct influence of organizational communication climate to the quality of service amounted to 0.305 with a tcount of 3.790. Since the tcount is greater than the ttable value at dk = 176 for $\alpha = 0.05$ of 1.96, then H0 is rejected and H1 is accepted. Thus the climate of organizational communication has a direct positive effect on service quality.

    Model of structural relationship between variables can be seen in the picture as follows:
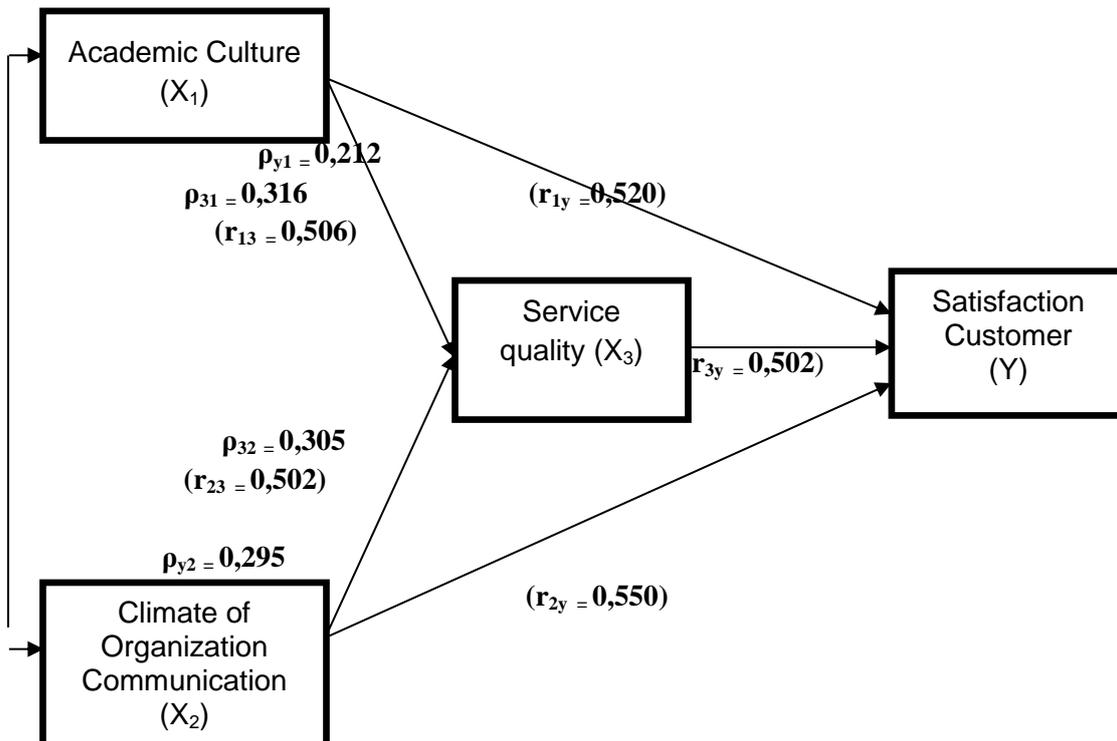
From the results of the analysis and calculation process performed on the part of direct influence, can be summarized as follows :

**Direct Variable Influence**

| Variable | Path Coefficient | $T_{Count}$ | $T_{Table}$ (0.05) | Decision Test |
|---|---|---|---|---|
| $X_1$ To Y | 0,212 | 2,681 | 1,96 | Ho is rejected, H1 is accepted, there is a positive direct effect of X1 to Y |
| $X_2$ tTo Y | 0,295 | 3,741 | 1,96 | Ho is rejected, H1 is accepted, there is a positive direct effect of X2 to Y |
| $X_3$ To Y | 0,247 | 3,458 | 1,96 | Ho is rejected, H1 is accepted, there is a positive direct influence of X3 on Y |
| $X_1$ To $X_3$ | 0,316 | 3,924 | 1,96 | Ho is rejected, H1 is accepted, there is a positive direct effect of X1 to X3 |
| $X_2$ To $X_3$ | 0,305 | 3,790 | 1,96 | Ho is rejected, H1 is accepted, there is a direct positive influence of X2 on X3 |

## DISCUSSION

The results of the first hypothesis analysis resulted in the finding that the academic culture had a direct positive effect on customer satisfaction. This finding supports the theory put forward by David D. Dill;

*The strength of academic culture is particularly important when academic institutions face declining resources. During these periods the social fabric of the community is under great strain. If the common academic culture has not been carefully nurtured during periods of prosperity, the result can be destructive conflicts between faculties, loss of professional morale, and personal alienation.*

The strength of academic culture is critical when academic institutions face a decline in resources. During this period, the social structure of society was under enormous pressure. If a general academic culture has not been carefully cultivated during a period of prosperity, the result can be a destructive conflict between faculty, the loss of professional morale, and personal alienation.

The results of the second hypothesis analysis resulted in the finding that the climate of organizational communication had a direct positive effect on customer satisfaction. This finding supports the theory put forward by Dorothea Revelation Ariani;

*Organizational communication climate is the atmosphere of communication and interaction among members within the organization. Organizational communication climate is a dynamic process and involves techniques, networking, and complex. Organizational communication climate is important for organizational members to be able to better engage in the organization, convey information, build trust and cooperation with each other, understand and coordinate the work, improve communication and learning climate, and to achieve individual satisfaction and all members of the organization.*

Climate communication organization is the atmosphere of communication and interaction between members within the organization. The climate of organizational communication is a dynamic process and involves techniques, relationships, and complex ones. The organization's communication climate

is important for members of the organization to be more involved in the organization, convey information, build trust and cooperation with each other, understand and coordinate work, improve communication and learning atmosphere, and to achieve individual satisfaction and all members of the Organization.

The result of the third hypothesis analysis resulted the finding that service quality had a positive direct effect on customer satisfaction. This finding supports the theories put forward by Rajani, Gautam and Sangeeta;

> *Provides a view of the relationships between service quality and customer satisfaction when the former is operationalized as a multidimensional, hierarchical construct. Results show that the relationship between customer satisfaction and service quality is significant at any level of abstraction of the latter indicating that each subdivision is appropriately conceived as an important aspect of service quality.*

A view of the relationship between service quality and customer satisfaction when the first is operationalized as a multidimensional hierarchy of construction. The results show that the relationship between customer satisfaction and service quality is significant at each level of the latter abstraction indicates that each subdivision is correctly understood as an important aspect of service quality.

The results of the fourth hypothesis analysis resulted in the finding that the academic culture had a direct positive effect on the quality of service. These findings support the theory put forward by Roland; "In the long run, educational experience can be enhanced through the academic culture that the improvement of the transformation process is a step in translating service quality into practical outcomes". In the long run, educational experience can be enhanced through academic culture so improving the transformation process is the first step in translating service quality more practically.

The results of the fifth hypothesis analysis resulted in the finding that the climate of organizational communication has a direct positive effect on service quality. These findings support the theory put forward by Beth Ann Heyart;

> *Climate for service refers to employee perceptions of the practices, procedures, and behaviors that get rewarded, supported, and expected with regard to customer service and customer service quality. For example, to the extent that employees perceive that they are rewarded for delivering quality service, their organization's service climate will be stronger. Additionally, perceptions that customer service is important to management will also contribute to a strong service climate.*

Climate for services refers to employee perceptions of practices, procedures, and behaviors that receive rewards, support, and expectations regarding customer service and customer service quality. For example, as long as employees feel rewarded for providing quality services, their organization's service climate will become stronger. In addition, the perception that customer service is important to management will also contribute to a strong service climate.

## CONCLUSION

Based on the results of the analysis and discussion described in Chapter IV, it can be concluded as follows:

Academic culture has a direct positive effect on customer satisfaction. That is, a good academic culture can increase customer satisfaction. Therefore, the Jakarta High School of Transportation Management should be able to build an academic culture oriented towards the creation of customer satisfaction in this case is the student. Climate communication organization directly positive effect on customer satisfaction. That is, a conducive organizational communication climate can increase customer satisfaction. Therefore, all relevant parties from the Jakarta Transportation Management School should further create an atmosphere of organizational communication that is enjoyable, especially internally, the organization. Quality of service directly

positive effect on customer satisfaction. That is, the quality of good service can improve customer satisfaction. Therefore, the Jakarta High School of Transportation Management should be able to provide excellent service to its students without exception. Academic culture has a direct positive effect on service quality. That is, the empirical improvement of academic culture in a positive way will have an impact on improving service quality. Therefore, all parties involved in the Jakarta Transportation Management School must build academic culture in the form of shared systems, symbols, beliefs, attitudes, academic values, expectations, and behavioral norms within the academic environment. Climate communication organization directly positive effect on service quality. That is, a good organizational communication climate can improve the quality of service. Therefore, all parties from Jakarta Transportation High School should be able to build a conducive organizational communication climate so that it can provide excellent service to the students.

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