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## **Effect of the Education Quality, Administration Quality, Quality of Physical Campus on Innovation Campus and Student Satisfaction of Private Higher Education in the District Sidoarjo, Indonesia**

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### **Abstract:**

*Number of students in Sidoarjo relatif lower the amount that goes to the private university, is possible because they are less satisfied in the study. This study was to determine and analyze the influence of education, administrative quality, physical quality of college campuses to innovation. And to identify and analyze the influence of education, administrative quality, physical quality of the campus, the innovation campus on student satisfaction. The research instrument used questionnaires with respondent's students who study in Sidoarjo many as 263 people, to test the validity SPSS Ver. 20 and reliability tests with Cronbach Alpha techniques> value from the value table with alpha 5%. Data were analyzed by SEM (SmartPLS), which is based on general covariance test causality, were PLS predictive models. The results of this study the quality of education has a positive impact and no significant effect on innovation campus. Administrative quality, physical quality of the campus has a positive and significant impact on the innovation campus. The quality of education, quality of administration has a positive impact and no significant effect on student satisfaction. The physical quality of the campus has a negative impact and no significant effect on student satisfaction. Innovation campus has a positive and significant impact on student satisfaction.*

**Keywords:** *Student satisfaction, innovation campus, education quality, quality administrative, quality of physical campus*

### **1. Introduction**

A phenomenon that is perceived by the people of Indonesia the end of each school year of education, the parents of prospective students occupied a condition where the sons and daughters they continue their studies to universities to furnish a sense of satisfaction during the study period until graduation. Data graduated from high school in Sidoarjo regency school year 2014, as many as 10 460 students, who entered at several local private universities, as many as 3,626 or 34.67% of prospective students, while as many as 6834 students, or 65.33% of them enter public universities, study abroad or work.

These opportunities need to be considered and carried out the assessment, appropriate steps were taken to increase the number of students who study in Private Universities in Sidoarjo regency with innovative campus, improve the quality of education, quality of administration and the physical quality of the campus where the students were satisfied undergo studies.

Of the few studies that have been done by previous researchers there is still a gap to conduct further research the influence of education, administrative quality, physical quality of college campuses to innovation and student satisfaction. Results of research conducted by Mendez (2009) the quality of education had no effect on student satisfaction. Asqari and Borzoei (2013), Deque (2009), the quality of education influence on student satisfaction. Zaksa (2012) did not affect the quality of the administration of student satisfaction. While Arambewela (2013), Jukowitsch (2006), Abbasi (2010). Muhammad (2009), Brown and Robert (2006), Bahram et. al. (2012), Sumaedi (2011), the quality of administration influence on student satisfaction. Research Brown (2008) the physical quality of the campus had no effect on student satisfaction. Abbasi (2010), Rahim (2005), Asgari (2012), the quality of campus physical effect on innovation campus and student satisfaction. Deshpande et. al. (1993), the institution that berientasi profit business enterprise innovation affect the performance of the company. While Robbins (1996), innovation as the update is applied to improve products and services.

## 2. Literature Review

Gofrey (1957: 16-26) states that education is what we need, to get something that will strengthen all our senses such as food and drink, and the more we need to achieve a high civilization which is fine dining and spiritual sense. According Muqaffa (106-143 H) said that, it is education, helping the development of each of the body and mind with something that enables the achievement of perfection. While Notoatmodjo (2003:16) that the direction of education in Indonesia today is more emphasis on intellectual development and mastery of technology. In the era of globalization, one character is a very tight competition between human resources globally. Has become so much impact to the practical education in the schools of the importance of intellectual and technological mastery, so ignore the education that is based on the character of the nation's culture.

Education is changing attitudes and code of conduct of a person or group of people, in a mature business man through teaching and training efforts, the process works to educate (Alwi and Alwi, 1995: 232). With the quality of education that can compete in the printing of graduates required by the user through teaching, training and the process of how to educate. The learning process can be done well when supported by the quality of administration. The quality is very influenced by the Administration; The attitude of the concern and desire clerk to provide maximum service and satisfying student. The procedure, namely the ease and stage process using standard operating procedures mechanisms that run the clerk in serving students. The time required administrative officer in providing settlement services to students timely, concise, efficient and not bureaucratic.

Usmara (2003:124) states that, the service generally is a sense of fun that is given to others with easiness and meet all their needs. Yamit (2005: 23-37) states that, another view of the quality of this service, which is more emphasis on the word customer, the quality and the level or levels. Best service to customers and the level of service quality is the best way to bring together a consistent consumer expectations, namely external service standards to cost and system performance. How services include internal service standards, related to the costs and benefits.

Leisure learners in the following study is also based on adequate facilities and decent order. In general, the Foundation has not been able to finance educational institutions Colleges were established, giving the indicator still encountered many obstacles encountered on the facilities and infrastructure. Bafadal (2003: 65) states that education infrastructure is all basic accessory device that indirectly support the implementation of the educational process at school. So, we can conclude is an educational infrastructure are all the facilities that can directly support the educational process, especially the process of learning, whether moving or not moving to the achievement of educational goals most effectively and efficiently.

Ibrahim (1988:40), education innovation is an idea, goods method, perceived or observed as a novelty for a person or group of people or community. Either result the invention that is used to achieve educational goals or to solve education problems. Kotler in Nasution (2004:17) states that, customer satisfaction is the level of one's feelings after comparing the performance or results which he felt compared to expectations. Student satisfaction in the present study is meant is, a last condition, the satisfaction felt by students, from undergraduate graduation results obtained. Through the learning process carried out in accordance exceeded even hopes. When linked with educational institutions, student satisfaction cannot be separated with satisfaction acquire education at a university. So, the quality of student graduation acquired, complies or not with the labor market needs.

## 3. Hypothesis

The hypothesis is theoretically provisional estimates of the problems faced to be proved the accuracy of the truth based on the explanations that have been put forward previously, the research hypothesis as shown in figure 1 below.

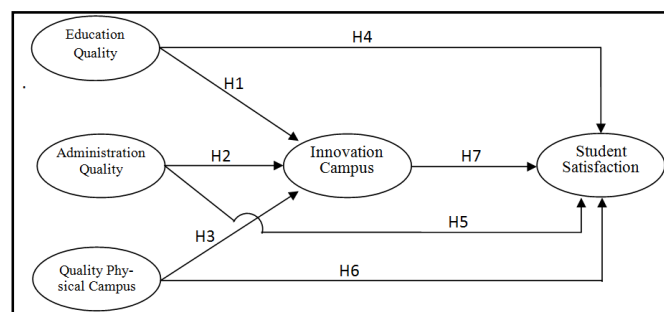


Figure 1: Research Model

### 3.1. The Quality Education on Innovation Campus

Quality education is shown by the quality of the learning process and the product quality is the quality of graduates in its role in the world of work. The process of teaching and learning that takes place will effectively benefit to student members who are supported by human resources, funds, and the availability of adequate infrastructure facilities.

According to Richey and Robert (1968: 79) the quality of education includes planning science teaching duties, McAshan (1981: 45) the quality of education is about the ability of faculty to educate. According Inlow (1996: 87) states that, the college curriculum to guide students acquire the learning outcomes. Inlow (1996: 89), states that the content and curriculum materials occupies an important position and determining the quality of education.

So, that students can be satisfied with the quality of education there is need for innovation in teaching. In general, the content of the curriculum is scientific knowledge consists of facts, concepts, principles, and skills need to be given to students. The scientific

knowledge are huge numbers and they could not all be used as the content of the curriculum. Therefore, there should be options, to determine where the knowledge that will be the content of the curriculum, various criteria. According Sekaran and Kobu (2002) that the effect of innovations will affect the loyalty and satisfaction of customers in this case are students.

- H1: The quality of education affect the Innovation Campus.

### 3.2. *The Quality Administration on Innovation Campus*

Competences of the faculty consists curriculum that is always tailored to the needs of users, introduction of science, the basic ability to educate the objective to guide students obtain quality learning outcomes, effect on innovation campus, to grow and develop new ideas about the quality of education.

Simon (1959: 113) states that the quality of the administration as a group activity to achieve a common goal. The results of the study Asgari (2013) proves that the quality of administration, affecting marketing strategy positively and affect the development of the college. Sumaedi et. al. (2011) proved that the quality of administration is a strong impact compared to the price factor. The quality of the administration in the form of service using a data-base, the service cost studies, complete administration for lecturers and students can accurately be used as a reference in finding the idea of renewing the waiter to all stock holder will affect the innovation campus.

- H2: The quality of administrative influence on Innovation Campus.

### 3.3. *The Quality of Physical Campus on Innovation Campus*

Means of supporting education is one component of the success of educational goals. Campus Physical Quality of all facilities that include educational facilities, campus building robust models, which can be used for the smooth implementation of the learning process. According Erkip (2001: 33), Bafadal and Ibrahim (2003: 65), Mulyasa (2004: 18) that the condition of the building cozy impact on social behavior between individuals, creating the satisfaction of the residents, affect the investment decision. The learning process can be good or bad depending on the readiness of the performance of the functions of the existing infrastructure of campus physical condition. Brown (2009) states the service more emphasis on the availability of physical facilities in the form of facilities and infrastructure.

Campus qualified with physical building a solid, strong, nice backed infrastructure road access, available water resources, electricity equipped for such equipment in the form of physical laboratories, libraries, mosques, and other forms of non-physical software to access the data via the Internet will affect innovation campus.

- H3: The quality of campus physical effect on innovation campus.

### 3.4. *The Education quality on Student Satisfaction*

Lecturers must have competence disciplines controlled teaching college curriculum, making the task of planning the science presented, so that students feel satisfied beyond expectations. According to Beauchamp (1968: 6) the curriculum is a written document that contains the contents of the subjects taught to students through a variety of subjects, choice of disciplines, formulation of the problem in everyday life.

Research results Arambewela and Hall (2013) stated that the quality of education, influence on student satisfaction. Ackerman (2008) the quality of education affect the loyalty of students. Excellent quality of education in private universities encourage students always ready to receive course material that may affect student satisfaction.

- H4: The quality of education affect the students' satisfaction

### 3.5. *The Quality Administration on Student Satisfaction*

Quality service system administration implemented procedures and good governance, based on the Standard Operating Procedure (SOP) Academic, all activity is recorded chronological sequence of time, can be justified, an administrative quality services to students and all parties concerned. According Zaksa (2012) that the quality of administration affect marketing strategies affect the development of the college.

Research results Arambewela (2013), Jukowitsch (2006), Abbasi (2010), Muhammad (2009), Brown and Robert (2006), Bahram et. al. (2012), Sumaedi (2011) showed results that affect the quality of the administration of student satisfaction. While the research results Zaksa (2012) states that, the administration does not affect the quality of student satisfaction. Mendez et. al. (2009) stated that the quality of administrative services and student satisfaction no significant effect on student loyalty.

- H5: The quality administration effect on student satisfaction.

### 3.6. *Quality of Physical Campus on Student Satisfaction*

According Kayas and Erkip (2001: 33) the condition of buildings in residential areas evoke comfort and impact on social behavior between individuals. Occupants can create satisfaction and impact on investment decisions. Quality of service in the physical shape of the building, carrying the image of the university. Research results Wahyudi (2003) states that, the quality of buildings in a classroom environment influence on the process of teaching and learning. Mansori et. al. (2013) states that, the physical quality of the campus which passed from mouth to mouth a significant effect on student satisfaction. While the results of Chen (2005) states that the physical quality of college students have a significant effect on loyalty but does not directly influence student satisfaction.

- H6: Quality of Physical Campus on Student Satisfaction

### 3.7. Innovation Campus on Student Satisfaction

According to Ibrahim (1988: 40) educational innovation is an idea, goods method, perceived or observed as a novelty for a person or group of people or community. Either result the invention that is used to achieve educational goals or to solve education problems. According to Robbins (1996) as the update applied innovation to improve products and services. Karim (2002: 58) states that in order to make creative and satisfied students learn is to change the role of the students to be innovative which was originally to be as passive consumers into active as manufacturers innovate.

The results of the study Asgari (2013) the student satisfaction is significantly influenced honesty, self-development, quality of education and intellect. Simon (1995) administration of prime quality in private universities affect the innovation campus can affect student satisfaction.

- H7: Innovation Campus influence on Student Satisfaction

## 4. Research Methods

The population in the study were students of 5 pieces of private universities in Sidoarjo regency totaling 263 students. Researcher using accidental sampling, meaning that researchers met directly with students who are exposed to the sample. To answer the research hypothesis each latent variable, hypothesis test based on the research data processing, using SmartPLS by comparing T-Statistics with the T-Table.

### 4.1. Hypothesis Test Results

To answer the research hypothesis each latent variable, hypothesis test based on the research data processing, using SmartPLS by way of comparing the T-Statistics-by T-Table. If the T-Statistics is greater than the T-Table (1.96 to 0.05 sig). The research hypothesis proposed is accepted and vice versa. In software testing SmartPLS statistically every relationship hypothesized done using simulation, in this analysis as one of the bootstrap analysis on the menu SmartPLS software. The test results SmartPLS with bootstrapping analysis menu can be presented in table 1.

	Original Sample Estimate	Mean of Subsamples	Standard Deviation	T-Statistic	Remark
Education Quality (X1) ->Innovation Campus (Y)	0.059	0.026	0.212	0.276	Not Significant
Administration Quality (X2) ->Innovation Campus (Y)	<b>0.328</b>	0.347	0.134	<b>2.449</b>	Significant
Quality of Physical Campus (X3) ->Innovation Campus (Y)	<b>0.333</b>	0.365	0.121	<b>2.762</b>	Significant
Education Quality (X1) ->Student Satisfaction (Z)	0.147	0.173	0.160	0.920	Not Significant
Administration Quality (X2) ->Student Satisfaction (Z)	0.081	0.128	0.145	0.557	Not Significant
Quality of Physical Campus (X3) ->Student Satisfaction (Z)	-0.008	0.029	0.149	0.054	Not Significant
Innovation Campus (Y) ->Student Satisfaction (Z)	<b>0.417</b>	0.406	0.163	<b>2.554</b>	Significant

Table 1: Results of hypothesis testing

## 5. Discussion

The research results are analyzed using SmartPLS. further discussions were held to determine how far the results are analyzed variables capable of supporting the results of previous research, the results of research that is passed.

### 5.1. Effect of the Education Quality on Innovation Campus

Based on the test results can be explained that the direct effect, positive effect on the quality of education, not significant to the innovation campus. The results of this study differ by Deshpande et. al. (1993), the institutions are profit oriented businesses stated that, the company's innovation affect the performance of the company. According Calantone (2003) is a repeatable process innovation and sustainable development of technology, was introduced to end users, through diffusion. Opportunities to quality education in the country of Indonesia, is the same for every citizen.

Students are the future generation through the quality of education is expected to have brilliant ideas, will be able to continue to develop innovation campus, in the field of education. The quality of education that should be emphasized is that the quality and capability of lecturers. Given the lecturer is supposed to be a professional educator, and scientist whose main task transform, develop and disseminate knowledge, technology, and the arts through education, research and community service.

### 5.2. *Effect of the Administration Quality on Innovation Campus*

Based on the direct effect of the test, it can be explained that the Quality Administration, individually positive and significant impact on the innovation campus. The results of the study support the Zaksa research study (2012) that, the quality administration positively affect marketing strategies have an impact on the development of Higher Education. While Mendez et. al. (2009) that the quality of administrative services, and satisfaction with the student individually not significant effect on student loyalty. Quality organized by the administration of private universities, is a testament to the outstanding service for students and lecturers. With the implementation of the main tasks of the administration of academic accurate and accountable. Covering the cost of service study, correspondence related to lectures, ratings Mid-Term Exam, Final Exam, payment of study costs through a virtual account on line through banks. Administrative services regarding the examination thesis, graduated, making of diplomas, order archiving data base, continuously updated through innovation campus developed as needed. Research Deque (2009), stating the factor analysis of education quality, administrative quality, effect on student satisfaction, research support now.

Based on descriptive analysis of the general characteristics of the respondents showed that showed that the respondents are satisfied with the quality of Administrative services, using equipment with electronic or non-electronic media, as a form of administrative quality service, innovation modern campus.

### 5.3. *Effect of the Quality of Physical Campus on Innovation Campus*

Based on test results directly influence the quality of campus physical positive and significant impact on the innovation campus. The results of the study support the results of research conducted by Abbasi (2010), Rahim (2005), Asgari (2012) states that, the physical quality of the campus affect the innovation campus and student satisfaction.

The physical quality of the campus is part of the campus infrastructure, need to obtain special attention, so that the campus life activities implemented according to expectations and create comfort for students. Campus physical facilities are equipped with complete facilities owned would support the results of the learning process, i.e. qualified graduates master of science and technology, will be able to fill the needs innovation campus. Respondents were satisfied with the quality of the physical campus, to the venue for a conducive teaching and learning process. Physical quality of campus solid, strong, graceful sparkling awesome, complete with infrastructure and facilities. The physical quality of the campus will be developed with the construction of new campus buildings as needed, making the pride of innovation campus.

### 5.4. *Effect of the Quality of Education on Student Satisfaction*

Based on test results directly influence the quality of education and no significant positive effect on student satisfaction. The results support the findings of Mendez (2009) which states that the quality of education had no effect on student satisfaction. And the results of this study different from the results of research and Borzooei Asqari (2013), deque (2009) which states that the quality of education influence on student satisfaction. The main objective of respondents focused on the completion of studies to obtain a bachelor's degree, as the provision of job search. For those who are already working as a provision to increase revenue through the filing of a promotion in which they work. Or will relocate to the other institutions that in the place of work, less favorable in terms of both income and future prospects.

Quality of Education for the purpose in this research is the human resources that includes the competence and capability of lecturers as educators as well as the performance of employees in serving the academic needs of students. The curriculum of higher education is a strategic instrument as the foundation for the development of human resources short, medium and long term. The curriculum has a coherence that is very close in an effort to achieve the goals of colleges and educational goals in the governance of private universities.

### 5.5. *Effect of Quality Administration on Student Satisfaction*

Based on test results directly influence the quality of administration and no significant positive effect on student satisfaction. The results of this study different from the results of research Arambewela (2013), Jukowitsch (2006), Abbasi (2010). Muhammad (2009)., Brown and Robert (2006), Bahram et. al. (2012), Sumaedi (2011) which states that the quality of administration influence on student satisfaction. Mohamad (2009) administration directly affects the quality of student satisfaction, yet did not have a significant effect on student loyalty. Supports the idea Zaksa (2012) which states that the administration does not affect the quality of student satisfaction.

### 5.6. *Effect of Physical Quality Campus on Student Satisfaction*

Based on test results directly influence the quality of the physical campus and no significant negative effect on student satisfaction. The results of this study different from the results of research Mansori (2013) which states that the physical quality of the campus have a significant effect on student satisfaction. In contrast with the results of Brown (2008) that, the physical quality of the campus had no effect on student satisfaction.

Respondents are energetic students who have a high emotional, physical quality campus wants a solid strong, beautiful stunning became the pride of its own. Thus, the private universities should work to improve good physical condition, adequate number of classes, and continuously improve the quality of campus to create student satisfaction exceeds Hopes. On the other hand, the educational institutions have not been able to pay fully for the institution of private colleges were established, this provides an indicator found many obstacles encountered on the facilities and infrastructure. With the minimal facilities, allocation of funds obstructed and inadequate, resulting in maintenance of the infrastructure performed inadequate.

### 5.7. Effect of Innovation Campus on Student Satisfaction

Based on the test results can be explained that the direct influence of Innovation Campus and highly significant positive effect on student satisfaction. The results of this study support the idea Mazzarol and Brown (2008), Image effect on satisfaction and loyalty, quality of administration waiter does not directly affect the satisfaction and loyalty. Deshpande (1993), the company's innovation affect the performance of the company.

Based on the descriptive analysis of the general characteristics of the respondents indicated that, of the number of all respondents have a very young age to college and the average has not worked. Provide reinforcement that, respondents were satisfied with the innovation campus. As a generation of hard willingness to go forward innovation in the field of education quality, administrative quality, physical quality of the campus, so that student satisfaction exceeded expectations.

Private college student satisfaction is an absolute goal that must be undertaken and achieved by each offender education business activities. Given the impact this would have on the survival of the business education amid competition existing education. Satisfaction or student satisfaction, is a response to a perceived discrepancy ratings between previous expectations of students and graduates perceived actual performance after college. Engel (1990: 70)., States that customer satisfaction is an after-purchase evaluation of the chosen alternative, at least give a result equal or exceed customer expectations. While dissatisfaction arises when results do not meet customer expectations.

Based on the analysis of research, that the innovation campus with student satisfaction has the highest value among the results of the correlation between the latent variables. Here gives a meaning that, Innovation campus comprising; Innovation education quality, administrative quality innovation, and innovation of the physical quality of the campus, need to get serious attention from institutions Colleges in Sidoarjo. Should be followed up and improved, in order to meet the desires and achieve student satisfaction. From these results, it can be said that, Innovation Campus has the highest ranking of his influence and positively correlated to the Student Satisfaction.

## 6. Conclusions and Recommendations

Based on the analysis, and discussion of the results of this study concluded that, 1. The Education Quality and no significant positive effect on the Innovation Campus, 2. Administration of Quality and Quality of Campus Physical positive and significant impact on the Innovation Campus, 3. Educational Quality, Quality Administration positive effect and are not significantly to the Student Satisfaction, 4. Quality Physical Campus and no significant negative effect on student satisfaction, 5. Innovation Campus a positive and significant impact on student satisfaction.

For consideration of all parties and stakeholders Researchers hope this research can help solve the problems faced in order to optimize the innovation campus private university student satisfaction with: 1. Form a team of innovation campus at any private college directly under the control of the rector, with expectations can improve the quality of education, quality of administration, and the physical quality and innovation campus, 2. physical Quality factors Campus needs to get special attention and serious, because they show correlation is not significant to student satisfaction, 3. for every private university should be able to working to improve the innovation of educational quality, administrative quality, and the quality of the physical campus synergistically.

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