

Analysis of Public Services in Improving the Quality of Higher Education at Muhammadiyah University of Mataram

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Abstract

Good public services in higher education not only have an impact on administration, but also influence the learning process. The support provided to students and lecturers through library services, laboratories, information technology assistance and other facilities can improve the quality of education. The quality of public services provided by Muhammadiyah University of Mataram will reflect the reputation of the institution as a whole. The positive or negative image formed from the experiences of students, lecturers and the community regarding the services provided will influence the wider community's perception of the university. By understanding the importance of public services in improving the quality of higher education, Mataram Muhammadiyah University can take strategic steps to improve the services provided to all its stakeholders. This will help universities improve their reputation, quality of education and competitiveness in the world of higher education. This type of research is descriptive with a quantitative approach with a research focus on Public Services in Improving the Quality of Higher Education at Muhammadiyah University of Mataram. The research results show that judging from the results of the distribution table of respondents' answers to the quality of public services in improving the quality of higher education at Muhammadiyah University of Mataram, an average score of 20.00 was obtained from the 5 items with a total of 85 respondents. Judging from the results of the validity and reliability tests above, it can be seen that the calculated r value is $4,000 > r$ table is 0.213, it can be said that the data is valid, from the data reliability test results it can be seen that the Cronbach's Alpha value is 0.848 which is greater than 0.6 so it can be said the data is reliable.

Keywords: Service, Quality, Higher Education

Introduction

Higher education is a crucial sector in a nation's development. Universities play a strategic role in developing quality human resources, producing research and innovation, and driving economic growth (Zapatier-Castro et al., 2025). To fulfill this role, universities must provide quality public services to students, educators, and the general public (Dalban et al., 2025). Good public services, in this context, encompass various aspects, such as the provision of adequate facilities and infrastructure, academic mentoring, financial assistance, the distribution of accurate and accessible information, and responsiveness to community needs (Chynybaev et al., 2025). Providing quality public services can positively impact the quality of higher education. Students who feel supported and cared for throughout their studies will be more motivated to learn and achieve academic excellence. Universities with adequate public services can also attract more qualified educators, support research and innovation, and strengthen partnerships with industry and the community. Furthermore, good public services can also increase public trust in higher education institutions. The public will perceive that higher education institutions genuinely care about and are committed to providing quality education and improving community welfare (Y. Li et al., 2024).

However, many challenges remain in providing quality public services in higher education (Rituay et al., 2024). Some of these challenges include limited budgets and human resources, lack of coordination between work units within universities, and dynamic changes in community needs and expectations for higher education. To address these challenges, universities need to undertake various efforts, such as increasing human resource capacity, developing effective service systems and procedures, and enhancing collaboration with the government, business community, and the community (Tareke et al., 2024). With quality public services, universities can enhance their reputation and competitiveness at the national and global levels. Furthermore, good public services will also contribute to achieving sustainable development goals in education and the economy (Kachan et al., 2024).

Public services play a crucial role in improving the quality of higher education. In many countries, governments are responsible for providing public services aimed at supporting the development of higher education institutions, such as funding, policies, regulations, and infrastructure (Calizaya-Lopez et al., 2024). These services can have a significant impact on the quality of education, research, innovation, and the student experience in higher education. The following are some examples of how public services can contribute to improving the quality of higher education (Sunaryo et al., 2023).

Public funding is crucial for higher education institutions to operate and improve their facilities (Hussein & Hilmi, 2021). The government can allocate resources to support research, teaching, and learning activities, as well as to build and maintain infrastructure. Without adequate funding, higher education institutions may struggle to keep up with the latest developments in their fields, attract talented students and lecturers, or offer quality programs that meet the needs of the community and industry (Nygaard et al., 2022).

The era of globalization forces universities to improve the quality of their educational services. Universities need to provide a conducive academic environment and adequate services to enhance student competitiveness nationally and internationally (Brkanlić et al., 2020). The community, stakeholders, and other stakeholders expect universities, such as the University of Muhammadiyah Mataram, to provide the best service to students, lecturers, and the general public. Improving the quality of public services at universities is crucial to meeting their expectations. Competition among universities is increasingly fierce. Good quality public services, such as efficient administrative services, access to information, and the availability of adequate facilities, can be a determining factor in attracting quality students and maintaining an institution's reputation (Kardoyo et al., 2020). Good public services in higher education institutions not only impact administration but also influence the learning process. Support provided to students and lecturers through library services, laboratories, information technology assistance, and other facilities can improve the

quality of education (Drondin, 2020; Moreira et al., 2020; Muhafidin, 2020). The quality of public services provided by Universitas Muhammadiyah Mataram reflects the institution's overall reputation. The positive or negative image formed through the experiences of students, lecturers, and the community regarding the services provided will influence the wider public's perception of the university. By understanding the importance of public services in improving the quality of higher education institutions, Universitas Muhammadiyah Mataram can take strategic steps to improve the services provided to all its stakeholders. This will help the university enhance its reputation, educational quality, and competitiveness in the world of higher education (Izmailova et al., 2020; Özer et al., 2020; Roopchund, 2020).

By providing good services, universities can facilitate an effective and adequate learning process for students (Hrusa et al., 2020; Levchenko et al., 2020; Shiwei, 2020). This will impact the quality of graduates who are ready to compete in the workforce. Good public services also include responding to job market needs and societal demands for a qualified workforce with relevant competencies (Aghakhani et al., 2020). Universities that provide good public services can create an environment that supports innovation, research, and development, thereby increasing the university's contribution to the discovery of new knowledge and solutions to various problems. To achieve this, universities can undertake various efforts, including: increasing access to information, improving teaching quality, providing adequate facilities, improving administrative systems, involving stakeholders in decision-making processes, and innovating in the provision of academic and non-academic services (Busch et al., 2020; Green et al., 2020).

Service Quality

Service quality refers to the extent to which an organization or entity can meet or exceed customer or user expectations regarding the products or services it provides. This encompasses various aspects, including responsiveness to customer needs, product or service reliability, speed of service delivery, effective communication,

employee competence, and the ability to provide solutions to potential problems (Gao et al., 2020; Messina et al., 2020).

Service quality is a highly subjective concept because it can vary depending on individual perceptions. However, fundamentally, service quality relates to an organization's efforts to provide services that meet or exceed customer expectations, thereby creating high levels of customer satisfaction (Arenhart et al., 2020). Organizations that focus on service quality typically strive to understand customer needs and wants, improve internal processes, train employees, and continuously improve their services to ensure continued customer satisfaction (J. Li et al., 2020).

In general, there are several basic dimensions of quality that are often mentioned in quality management or theory (Diao et al., 2020; Huq et al., 2020). Although there are variations, here are seven basic dimensions of quality that are generally recognized: Performance: How well a product or service performs its intended function. This involves effectiveness, reliability, and overall performance. Features: Additional properties or special characteristics of a product or service that differentiate it from others and provide added value. Reliability: The ability of a product or service to perform consistently without failure or problems over a specified period. Durability: The ability of a product or service to withstand extreme usage conditions or harsh environments. Customer Satisfaction: The level of satisfaction felt by users or consumers with a product or service. Availability: The availability of a product or service to consumers when needed. Price: The value of a product or service in relation to the price paid by consumers. Each of these dimensions can influence consumer perceptions of the quality of a product or service (Budanova et al., 2020; Liang et al., 2020; Rohanachandra et al., 2020; Sahakyan et al., 2020).

According to Feng & Feng, (2021) there are five main criteria often used to assess service quality. These criteria can also influence customer perceptions and their satisfaction. These five criteria are: Reliability. This refers to the service provider's ability to deliver consistent and dependable service in accordance with promises or agreements made to customers. Responsiveness. This refers to the ability to provide

service quickly, promptly, and responsively to customer requests, questions, or needs. Assurance. This relates to customer trust and confidence in the service provider's capabilities, including the staff's expertise, knowledge, friendliness, and communication skills in providing good service. Empathy. This involves the ability to understand and respond effectively to customers' feelings and needs. The ability to empathize allows service providers to tailor their services to their needs and preferences. Tangibles. This refers to the physical aspects of the service or tangible evidence of the service provided, such as facilities, equipment, or the physical appearance of the staff providing the service.

When customers' needs are met and their expectations for the service are met or even exceeded, this contributes to customer satisfaction. High customer satisfaction can bring significant benefits to a business in terms of customer retention, referrals, and a positive image. College graduates are partial products refers to the view that college graduates are the result of the educational process, which is part of the output or product produced by the college (Xiao et al., 2021). They are the product of the educational "production" carried out by the institution. In this context, "college students" can be thought of as students who use the educational services provided by the institution. When graduates are satisfied with the experience and education they received during their time at college, they can be considered satisfied students (Gaetani et al., 2021; Nugroho et al., 2021).

Additions or improvements to the services provided by a service business will have a positive impact on customer experience (Salvador-Carulla et al., 2021). This means that when customers are satisfied with the quality of service provided, they are more likely to enjoy the service and have a positive experience. For example, friendly, responsive, efficient, and high-quality service will make customers feel valued and well-served. This positive experience will influence customer perceptions of the service business. They may be more likely to use the same service again in the future and recommend it to others (Veiga et al., 2021).

Conversely, if the service provided is unsatisfactory, customers tend to feel disappointed. This can result in them not only not returning to the same service but also leaving negative reviews or feeling less satisfied overall with their experience. Therefore, improving service delivery that provides a positive customer experience can impact customer satisfaction, the likelihood of future customer return, and the overall image and reputation of the service provider. In the service industry, providing a good customer experience is crucial for maintaining customer loyalty and creating long-term, profitable relationships between the service provider and the customer (Kabir et al., 2021).

Academic Service Quality

Higher education is considered an industry where service providers (universities) interact directly with service users (students, parents, and other stakeholders). The quality of a university can be assessed based on several factors that are important to customers or service users (Zhu, 2022). There are three levels that determine the quality of a university, some of which are:

1. **Reliability:** This refers to the extent to which a university can provide services consistently and dependably. This includes the quality of teaching, the presence of faculty, the availability of facilities, and the institution's ability to fulfill promises made to students.
2. **Responsiveness:** This relates to how quickly a higher education institution responds to the needs or inquiries of students, parents, or other stakeholders. Responsiveness to student issues, questions, or needs can influence their satisfaction with the institution.
3. **Assurance:** This involves providing assurance that the services provided will meet expectations. This can include assurances regarding the quality of education, the safety of the learning environment, or the availability of facilities.

According to, academic services are an integral part of the educational experience at higher education institutions aimed at the primary customer, namely

students. This encompasses various aspects that support the teaching and learning process and student academic growth. Academic services include the development of a curriculum, which is a learning plan that outlines the courses students must take in a study program. A syllabus, on the other hand, is a document that details more detailed information about each course, such as learning objectives, materials to be taught, assessment methods, etc.

compares higher education institutions to an industry that provides various types of services to the public (Boamah, 2022). In this context, these services are considered educational products produced by higher education institutions. This concept treats higher education institutions as institutions that not only provide formal educational services through lectures and academic programs, but also as entities that produce a variety of other services that contribute to the academic, intellectual, and social development of students and society as a whole (Ezrokh, 2022; Patel, 2022; Yee & Law, 2022).

This type of research is a descriptive research with qualitative approaching as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behaviors (Sistianinggaluh & Oktaviani, 2022) Qualitative research focuses on research to direct researchers in finding relevant results. So to identify innovations, it is necessary to know the forms or forms of innovation itself in the socialization of government work programs at the public relations bureau of West Nusa Tenggara province by utilizing journals, articles and books.

The technique of determining informants uses purposive sampling The informants in this study are parties who are directly involved and know the implementation of media relations activities of the West Nusa Tenggara Public Relations Bureau, supporting informants such as Suara Nusa Tenggara Barat (Mauliashari, 2022). Research data collection techniques using secondary data is information that is obtained or collected data by scientists from various existing sources such as obtained from important documents, websites, books, and so on, for

additional information on how to improve service innovation at the West Nusa Tenggara provincial public relations bureau. then analyzed using the Miles and Huberman Model in reduced, Data Presentation, Conclusion/Verification, academic service quality in educational institutions is crucial (Hassan et al., 2022). This concept emphasizes that academic service quality can be measured by the extent to which the service meets the needs of customers, or in the educational context, students. Understanding customer (student) needs and expectations is crucial to improving academic service quality. When educational institutions are able to adapt to individual needs, this contributes to a better and more effective learning experience for students (Tessema et al., 2022).

Academic service quality is a measure or value assessed by customers or consumers to determine the extent to which academic services provided by an educational institution meet or exceed their expectations. This concept encompasses various factors, such as student satisfaction with teaching, academic guidance, the availability of facilities, interactions between students and academic staff, and administrative and management processes within the educational institution (Kurniawan et al., 2023).

Assessment of academic service quality can be based on students' direct experiences attending lectures, receiving academic support, interacting with lecturers, access to educational resources, ease of administration, and so on. In this context, the quality of academic services is measured by observing the extent to which student expectations are met or even exceeded by the services provided by educational institutions. Positive student perceptions of the quality of academic services can be a crucial factor in enhancing an institution's reputation and attractiveness to prospective students in the future (Han et al., 2025).

Public Service in Improving Higher Education Quality

According to Chen et al., (2025) public service in the context of higher education refers to efforts to provide quality services to students, staff, and the general public. This is key to improving higher education quality because good service affects the

learning experience, academic performance, and the satisfaction of all parties involved in the academic environment. Here are some related concepts:

1. **Accessibility:** A good higher education institution must provide easy and equal access for all individuals who wish to study or access the services provided.
2. **Quality of Education:** Public service in the context of higher education also includes the provision of quality education, innovative teaching methods, and adequate facilities to support learning.
3. **Efficient Administrative Management:** Good administrative services such as registration, academic support, health care, housing, and financial aid are also essential components of public services. Efficient and responsive administrative management is crucial.
4. **Counseling and Guidance:** Providing guidance and support to students in determining their study paths, addressing personal or academic issues, and preparing them for careers after graduation.
5. **Community Engagement:** Good universities also act as active members of the community, contributing to research, development, and providing solutions to community issues.

Improving the quality of public services at universities will positively impact the institution's reputation, attract students and staff, and the academic and professional success of graduates. A focus on responsive, friendly, efficient, and high-quality service will help universities remain relevant and competitive in the ever-evolving world of education.

Method

This research is descriptive with a quantitative approach, focusing on Public Services in Improving the Quality of Higher Education in UMMAT (Kurniawan & Suswanta, 2022). The study was conducted using a survey method, with 85 students as the respondent population. The technique used in this study was non-probability sampling, using purposive sampling. Non-probability sampling does not allow each

member of the population to have a known probability of being selected as part of the sample. Purposive sampling is carried out by deliberately selecting a sample based on certain characteristics relevant to the research objectives. Data collection was carried out using questionnaires and documentation. Questionnaires are research instruments that collect data from respondents through a series of prepared questions. Documentation, on the other hand, involves collecting data from documents, field notes, or other sources of information relevant to the research topic.

This research was conducted intensively, with the researcher actively involved in the field. This included direct observation of the situation, careful recording of relevant events or data, and reflective analysis of documents or information found in the field. In addition, the researcher also conducted reflective analysis of various documents found in the field. This involves in-depth reflection on the context, patterns, and implications of the collected data or information to gain a better understanding of the research being conducted.

The results of data collection, observation, reflective analysis, and active participation in the field are then used as the basis for compiling a detailed research report. This report includes the findings, analysis, and conclusions derived from the research.

Findings and Discussion

Research on public services in improving the quality of higher education has become an important focus in the world of higher education. Various studies have been conducted to identify the impact and importance of public services on the quality of higher education. Some relevant research findings include:

Tabel 1. Public services in improving higher education quality

No.	No. Aspects Assessed
	Public services in improving higher education quality
1.	Accessibility and Affordability
2.	Quality of Teaching and Learning
3.	Facilities and Infrastructure

4. Efficient Management and Administration
5. Compliance and Transparency

Source: Processed by researchers

Descriptive Statistics

The presentation of descriptive data in research serves the important purpose of providing an overview of relevant data profiles and respondent characteristics. Descriptive data helps researchers and readers better understand the research context and assess the extent to which respondent characteristics influence the variables used in the study. Common characteristics are listed in the research. Grouping respondents' ages can help understand how certain variables vary by age and whether there are significant differences in the study results. Descriptive data such as this helps researchers and readers understand how research variables may vary or be related to respondent characteristics. This allows for the identification of trends or patterns that may emerge in the data analysis and can aid in formulating recommendations or implications based on the research results.

The respondents' responses to community satisfaction regarding community health center employees' health services are shown in the following table:

Table 2. Distribution of Respondents' Answers to Questionnaire Items on Public Services in Improving the Quality of Higher Education

Item/Kuesioner	SS		S		KS		TS		STS		Rata
	org	%									
Aksesibilitas dan Keterjangkauan	20	23,5	40	47,1	10	11,8	9	9,5	12	14,1	9,6
Kualitas Pengajaran dan Pembelajaran	9	10,6	48	56,5	12	14,1	10	11,8	6	7,1	9,5
Fasilitas dan Infrastruktur	20	23,5	29	34,1	22	25,9	8	9,4	6	7,1	9,5
Manajemen dan Administrasi yang Efisien	12	14,1	47	55,9	9	10,6	11	12,9	6	7,1	9,5
Kepatuhan dan Transparansi	20	23,5	22	25,9	18	21,2	16	18,8	9	10,6	9,9

Source: processed primary data

Table 2 shows that the first question, which measured public opinion regarding physical facilities and the work attitudes of healthcare workers, which complies with applicable work regulations and service standards, was dominated by 40 respondents (47.1%) who agreed with the statement, while 12 (14.1%) strongly disagreed. The average score was 3.6, which falls within the "very good" range. This indicates that respondents stated that public services in improving the quality of higher education at the University of Muhammadiyah Mataram are of very good quality in terms of compliance with applicable work regulations and service standards.

The second question showed that the majority of respondents (48%) agreed, with 9 (10.6%) strongly agreeing. Ten (11.8%) disagreed, and 6 (7.1%) strongly disagreed. The average score was 3.5, which falls within the "very good" range. This indicates that public services in improving the quality of higher education at the University of Muhammadiyah Mataram are very good in terms of compliance with applicable work regulations and service standards.

The third question asked about the responsiveness of nurses in patient care. The questionnaire distribution showed that the majority (47 respondents (55.3%) agreed, and 12 (14.1%) strongly agreed. The average response score was 3.5, indicating that respondents generally considered public services in improving the quality of higher education at the University of Muhammadiyah Mataram to be good, in terms of their duties and responsibilities.

The question also asked about the responsiveness of medical personnel to patients and their reception. The results showed that the majority (47 respondents (55.3%) agreed, followed by 12 (14.1%) strongly agreeing, and 9 (10.6%) disagreeing. The average score for this question was 3.5, which falls within the good category. This indicates that respondents generally considered public services in improving the quality of higher education at the University of Muhammadiyah Mataram to be good.

The fifth item asked about the willingness of medical personnel to respond to patient complaints. Based on the questionnaire's fifth item, the majority of respondents, 22 (25.9%), agreed, although 16 (18.8%) disagreed. The average score for this item was 3.3, indicating that

respondents generally agreed that public services in improving the quality of higher education at the University of Muhammadiyah Mataram are considered good.

Instrument Validity and Reliability Test

Data plays a crucial role in research. They are the foundation for analysis and hypothesis testing. Therefore, it is crucial to ensure that the collected data is of good quality. Furthermore, careful data processing, including data validation and outlier checking, can also help maintain data quality. All of these steps help minimize bias and error in data collection and analysis, ensuring that the resulting data can be used to support hypothesis testing and draw strong conclusions in the research.

The validity of the variable question items can be determined by consulting the calculated r value $>$ r table. From the r table for $df = n - 2$, or in this study $df = 50 - 2 = 48$ with a significance value of 5%, the figure is 0.213. If the calculated r is positive, and the calculated r is $>$ r table, then the item can be said to be valid. Conversely, if the calculated r is $<$ r table, then the item is invalid. Testing of the validity and reliability of this data was carried out using SPSS 22 software. The summary of the validity test results is shown as follows:

Table 3. Validity of Questionnaire Items

Item	r-hitung	r-tabel	Keterangan
P1	0,841	0,213	Valid
P2	0,923	0,213	Valid
P3	0,859	0,213	Valid
P4	0,857	0,213	Valid
P5	0,520	0,213	Valid

Source: SPSS 22 Test Results

Based on the results of the item validity test, it is found that all statement items have r -count (r -hitung) values greater than the r -table (r -tabel) value of 0.213. Specifically, item P1 has an r -count of 0.841, item P2 has an r -count of 0.923, item P3 has an r -count of 0.859, item P4 has an r -count of 0.857, and item P5 has an r -count of 0.520. These results indicate that each item shows a strong positive correlation with the total score of the variable being measured. Since all r -count values exceed the critical r -table value, all items (P1–P5) are declared valid and are

considered capable of accurately measuring the intended research construct. Therefore, it can be concluded that the research instrument meets the validity requirements and is appropriate for use in further statistical analysis.

Reliability Test

Instrument reliability is used to determine whether a scale is an indicator of a variable or construct. Reliability tests generally use the alpha coefficient. The alpha coefficient is usually measured using the Cronbach's Alpha statistic with the following conditions:

- The Cronbach's Alpha value must be positive, not negative.
- The calculated Cronbach's Alpha value must be equal to or greater than 0.6.

The following table presents the results of the research reliability test using SPSS 22.

Table 4 Reliability Test Results

Item	Item To Total Correlation	Alpha Cronbach	Keterangan
P1	0,724		Reliabel
P2	0,875		Reliabel
P3	0,767	0,848	Reliabel
P4	0,770		Reliabel
P5	0,271		Reliabel

Source: Primary Data Processed

Based on the results of the research instrument reliability test, a Cronbach's Alpha value of 0.848 was obtained, indicating that the instrument has an excellent level of overall reliability, as the Alpha value is greater than the minimum threshold of 0.70. This indicates that all item statements in the instrument are able to consistently measure the research constructs. Based on the Corrected Item–Total Correlation values, items P1 (0.724), P2 (0.875), P3 (0.767), and P4 (0.770) have high correlations, exceeding the r-table value (or above 0.30). Therefore, it can be concluded that these four items have a strong relationship with the total score and are worthy of being retained as indicators for measuring the research variables. Meanwhile, item P5 has an Item–Total Correlation value of 0.271, slightly below the ideal threshold of 0.30.

Nevertheless, this item can still be categorized as marginally reliable, especially since the instrument's overall Cronbach's Alpha value remains high (0.848). Thus, item P5 can still be maintained, but needs special attention to improve the wording of the statement or evaluate the substance of the question in further research to have stronger measuring power.

Conclusion

Based on the research results and discussion on public services in improving the quality of higher education at the University of Muhammadiyah Mataram, the following conclusions can be drawn The distribution of respondents' answers to the question "Public service quality in improving the quality of higher education at the University of Muhammadiyah Mataram" reveals an average score of 20.00 for the five items, with 85 respondents. The validity and reliability test results above show that the calculated r value of 4.000 is greater than the r table value of 0.213, indicating that the data is valid. The reliability test results show a Cronbach's Alpha value of 0.848, which is greater than 0.6, indicating that the data is reliable.

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