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The influence of lecturer's work abilities and motivation on the quality of services to students at Pamulang university

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Abstract

This research discusses the quality of lecturer services as demonstrated by the ability and work motivation of lecturers in designing their teaching methods, enabling students to absorb the transfer of knowledge provided and apply it in the field according to their abilities. Furthermore, Davis et al. [1] said skills and abilities are two interconnected aspects where a person's abilities can be observed through the skills demonstrated in their actions. Abilities rooted in creativity and skills are mental processes aimed at achieving specific goals. Lecturers' objectives in performing their duties and providing educational services should be based on an awareness of responsibilities, duties, and high work motivation, ensuring that their tasks are carried out effectively and appropriately. Therefore, every higher education leader should consider the needs of lecturers as outlined in motivation theory. The primary needs of lecturers include, among others, physical needs and job security. Addressing these physical needs reasonably can enable lecturers to perform their educational duties diligently. Based on previous research and theoretical studies, this research will utilize the Service Quality Survey Scale and the lecturers' ability scale in delivering material. Additionally, a work motivation scale will be administered electronically to gather specific information on lecturers' performance and motivation through quantitative descriptive analysis. The data analysis employed will be multiple regression, and the findings of this research will be published in a nationally accredited journal.

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1. Introduction

Education is believed by many nations in the world to be the only way to get out of backwardness, poverty, and ignorance. Education has also been proven to contribute to efforts to advance science and technology in almost all countries. Nations that have advanced in science and technology are those that have taken great pains to build a solid foundation for the continuity of their education, such as Singapore, Japan, Iran, Germany, England, the United States, and Australia. Education is also considered the only way to break the chain of poverty. The term vicious circle in poverty describes a condition where people find it difficult to escape from the poverty that traps them. Experts believe that, with education, people are provided with knowledge, skills, and even expertise, enabling them to help themselves out of the vicious circle of poverty. Furthermore, people who are free from poverty can assist others, such as family and close associates. One of the causes of poverty is ignorance. Someone who is uninformed lacks the ability and bargaining position to market their abilities in the workforce. They often lose in the competition of life, thus unable to access economic resources and becoming poor. Education is believed to provide knowledge, skills, expertise, and access to information for everyone to compete and collaborate effectively. Educated individuals can compete in the job market to earn income for their needs. Those with education can also participate in various business fields and efforts to improve their teaching abilities. In short, the education you have will help your life. Efforts to advance the world of education have been made by the government since the founding of this republic, and our education system has been developed for more than half a century. However, when compared with other nations, we should introspect and improve the quality of our education, especially higher education. Based on various surveys conducted by international survey institutions, none of our universities are in the top ten worldwide, not even in the top one hundred. This is certainly inferior to China, Japan, Korea, and Singapore, whose universities are in the top one hundred globally. Japan, for example, has six universities in the world's top 100, followed by Hong Kong with three universities, and South Korea and China with two universities each in the top hundred.

Even though it is in Southeast Asia, it turns out that Singapore is also ranked in the top hundred, while Indonesian universities have to settle for being ranked 201st in the world, namely the University of Indonesia. Based on several survey results, the ranking of Indonesian universities is still in the two hundreds; in fact, most are in the top thousand, even pioneer universities are still above three thousand. Compare this with several universities in Singapore, Hong Kong, Japan, and Korea. This is a reality that challenges actors or managers of educational institutions to improve the quality and services of higher education. Because only by improving the quality of research, education, and science development service activities, higher education can be improved in accordance with the mandate of the Tri Dharma of Higher Education. An important factor that can improve the quality of our higher education is the service of lecturers and university administrators to students. Students are believed to be an important variable that must be improved in order to enhance the quality of higher education. Therefore, the student factor is one of the key factors. To improve services to students, lecturers' teaching abilities and motivation are needed. Lecturer's abilities are not only academic abilities but also other supporting abilities needed to improve campus service management for students. Lecturers who have good abilities are expected to increase student motivation to learn. Because various study results show that the ability to teach, the ability to guide, and the ability to become a trainer and mentor of lecturers have a very positive influence on the learning success of students, especially universities that want to improve their status to become world-class universities. The survey of world-class universities is based on six indicators: the publication of research results, international student enthusiasm, the ratio of lecturers to students, research results in each field of science, international education programs, and the number of international students (The QS World University Rankings) [2]. Based on the performance indicators of the world's top universities above, it can be seen that every university aiming to become a world-class institution must develop these indicators. To achieve these indicators, quality human resources are essential. The quality of human resources can increase if capabilities also improve. Ability will increase if motivation increases; therefore, the ability and motivation to teach the entire academic community are very important for universities to improve themselves. Teaching motivation is also believed to have the potential to positively influence lecturers in serving students. A strong motivation to serve students will not only impact the relationship between lecturers and students in the academic field but also psychologically influence students' interests, attention, perceptions, and even their character after leaving college. Students who are well served by their lecturers tend to have good attention and motivation when they later serve others in connection with their duties. It is also hoped that the abilities and motivation of lecturers will motivate universities to improve their performance in implementing the mandate of the tridharma of higher education, namely education and teaching, research, and community service. If lecturers possess certain abilities and motivation, it is expected that they will contribute to enhancing higher education performance, including educational services to students. Through this research, it is hoped that it will be possible to determine the extent of the influence of lecturers' abilities and teaching motivation on educational services to students.

1.1. Library Review

1.1.1. Understanding Service Quality

According to Kasmir [3] service is the action or deed of a person or an organization to provide satisfaction to customers, fellow employees, and also leaders. According to Kotler [4] service is any action or activity that can be offered by one party to another, which is essentially intangible and does not result in ownership. Meanwhile, Tjiptono [5] states that service is a process consisting of a series of intangible activities that usually (but do not always) occur in interactions between customers and employees, services and resources, physical or goods, and service provider systems, which are provided as solutions for customer problems.

Meanwhile, Tjiptono [5] put forward a service perspective as a system, where every service business is viewed as a system consisting of two main components: service operations and service delivery. Services can be categorized into three forms, namely:

1.2. Service by Word of Mouth

Oral services are provided by officers in the fields of public relations, information services, and other related areas whose role is to offer explanations or information to anyone in need.

1.3. Service by Writing

Written service is the most prominent form of service in carrying out tasks. Not only in terms of numbers but also in terms of role. Basically, service via writing is quite efficient, especially long-distance service, because of the cost factor. So that service in written form can satisfy the party being served, one thing that can be considered is the speed factor, both in processing problems and in the process. How to compare customer perceptions of the service they actually receive with the actual service they expect.

The following is an explanation of the meaning of quality from the opinions of several experts:

1. According to Deming in Nasution [6] quality is continuous improvement, a predictable level of uniformity and dependability at low costs and in accordance with the market.
2. According to Juran in Nasution [6] quality is defined as suitability or fitness for use (*fitness for use*), which implies that a good or service must be able to meet the expectations of its users.
3. According to Heizer and Render translated by Heizer and Render [7] quality (*quality*) is the totality of features and characteristics of a product or service that are capable of satisfying visible or hidden needs.

Quality dimensions according to Berry and Parasuraman in Nasution [6] dimensions of service quality are as follows:

1.3.1. Tangibles (Physical Evidence)

It is defined as the real physical appearance, namely, existing facilities that can be felt directly by customers;

1.3.2. Reliability (Reliability)

Namely, it contains statement items related to the company's ability to provide services to customers;

1.3.3. Responsiveness (Responsiveness)

It is the desire and willingness of employees and companies to provide assistance and respond quickly and accurately in serving their customers.

1.3.4. Assurance (Guarantee)

Is knowledge from employees or companies instilling a sense of trust in the products and services of the company concerned?

1.3.5. Empathy (Empathy)

It is the attention given by the company to personal customers, where every element of the company provides attention and service in terms of information, service, and understanding customer needs.

Marwansyah [8] stated that efforts to empower Indonesia's human resources can be carried out using three processes, namely;

- a. Creating an atmosphere or climate that allows a community's potential to develop (enabling). The starting point is the recognition that every human being has potential that can be developed, meaning that no human resource is without power. If that were the case, humans would be extinct. Empowerment involves building that power by encouraging and raising awareness of one's potential and efforts to develop it.
- b. Strengthening human potential (empowering) requires positive steps and a conducive working atmosphere. This effort includes providing various inputs and opening access to diverse opportunities that enable people to become empowered. To achieve this, the primary focus should be on improving education, health status, and access to sources of economic progress, such as capital, technology, information, jobs, and markets.
- c. Empowering also means protecting. In the empowerment process, the weak must be prevented from becoming weaker because of their lack of power in facing the strong.

1.4. Ability

Factors that influence employee or employee performance are ability factors (*ability*) and motivation factors (motivation). This was mentioned by Mangkunegara [9], who continued that:

- a. $Human\ Performance = Ability + Motivation$
- b. $Motivation = Attitude + Situation$
- c. $Ability = Knowledge + Skill$

Psychologically, the potential ability of employees with adequate education to carry out their daily work will facilitate their achievement of expected performance. Therefore, it can be stated that ability and motivation are elements that influence an individual's performance in executing their tasks. For the approach in this research, the theory will be applied using various reference sources, which have been modified according to the focus of the problem to be studied. The

definition of ability in the Big Indonesian Dictionary [10] means ability and capability, while ability refers to someone who has the skills and competence to do something, which is realized through actions to increase work productivity. According to several management experts, ability is synonymous with creativity, as stated by Agung [11], who defines creativity as the ability to create new combinations between elements of data or things that already exist. Thus, operationally, creativity can be formulated as an ability that reflects fluency, flexibility, originality, as well as the ability to elaborate (develop, enrich, and detail an idea). According to Suwatno [12], factors that influence ability are age, gender, and business. Meanwhile, according to Marwansyah [8] there are seven factors that hinder ability, including fear of failure, being too busy with rules and traditions, failing to see existing strengths, being too certain, being reluctant to influence, being reluctant to "play around," and expecting too much reward. Indicators of an employee's abilities can be described as follows:

- a. Skills in carrying out tasks, in the process of work in the field, will involve extensive and complex experiences, so employees must be equipped with good knowledge and skills.
- b. Skills provide reinforcement (*reinforcement skill*) is any form of response, verbal (usually expressed in direct words such as good work, success in carrying out the task, correct, and so on) or non-verbal (usually done with movements, gestures, approaches, and so on).
- c. Varied skills (*variation skill*) involve providing employee stimulation (motivation), specifically through leadership activities within the context of employee interaction processes in the field. These activities aim to overcome employee boredom, ensuring that employees consistently demonstrate discipline, honesty, responsibility, enthusiasm, and full participation during work.

Ability, based on creativity and skill, is a motivational process directed towards achieving certain goals. This fact was revealed and supported by Tzeng [13], that:

"Abilities and skills refer to organized modes of operation and generalized techniques for dealing with materials and problems. The abilities and skill objectives emphasize the mental processes of organizing and reorganizing material to achieve a particular purpose."

Thus, specifically, ability in the sense of the employee's skills or abilities will shape the employee's professionalism, which shows a work action that is beneficial to the employee's work process and personal development.

1.5. Work Motivation

The definition of motivation, according to Siagian [14], is the drive or desire for someone to make the greatest possible contribution to the success of the organization in achieving its goals. With the understanding that achieving organizational goals means also achieving the goals of the members of the organization concerned.

"Motivation is anything done or efforts made to encourage the behavior of employees towards better performance in the course of accomplishing the goals of the organization. Motivation is the incentives, inducements and rewards that are given to workers on a regular basis so as to boost their morale for enhanced productivity [15]."

Motivation is an urge to fulfill desires, while these desires, according to Hasibuan [16], are as follows:

- a. The will to live, the desire to live
- b. Is everyone's main desire. Humans work to be able to eat so they can continue their lives. b. The desire for a position the desire for a position by having something, is the second human desire. This is a reason why humans want to work.
- c. The desire for power is a desire one step above the desire to own, which drives people to want to work.

The desire for recognition, respect, and social status is the last type of need for people to work. Motivation is a driving force that is closely related to work productivity, culture, and work values within an organization. Efforts to enhance work motivation are not solely achieved through providing high salaries or wages but can also be accomplished through awards, both written and unwritten. A motive is a stimulus for desire and the driving force behind a person's willingness to work toward a specific goal. It represents a driving need within an employee that must be fulfilled to enable adaptation to the environment. Motivation encompasses the entire process of providing work motives to employees in such a way that they are willing to work sincerely to achieve organizational goals effectively and efficiently. Motivation is a driving source that is closely related to work productivity, culture and work values in the organization. Efforts to raise a person's work motivation are not only done through providing high salaries or wages but can also be done through written and unwritten awards. It is impossible for leaders to understand employee behavior requires comprehending their needs, as motivation is a key factor in this process.

Meanwhile, Abraham Maslow stated that the hierarchy of human needs is as follows:

- A) Physiological needs, namely for basic human needs such as eating, drinking, physical protection, breathing, sexual (biological)
- b) Safety and security needs, namely the need for protection from threats, danger, conflict and the environment.
- c) The need to feel a sense of belonging (belonging needs) is the need to be accepted by a group, to affiliate, to interact, and the need to love and be loved.
- d) The need for self-esteem (esteem needs) is the need to be respected and appreciated by others.

The need for self-actualization (self-actualization needs) is the need to utilize abilities, skills, and potential. The need to express opinions by presenting ideas to provide assessment and criticism of something.

2. Method

2.1. Types of Research

This research is quantitative research, namely research that places greater emphasis on collecting numerical data to obtain an overview of the contribution of variables X and Y.

2.2. Data and Data Sources

In an effort to obtain data for this research, the author made various efforts to collect the data.

In this case, the data is broadly divided into two categories, namely:

1. Primary data, namely data obtained directly from search results, data collection carried out through distributing questionnaires on the three research variables studied, which were filled out by 69 respondents.
2. Secondary data is data obtained or collected by the author from various existing sources. This secondary data was obtained from various sources, including books about service quality, journals, and references related to service quality, motivation, and abilities.

2.2. Data Collection Techniques

Data collection techniques are the methods used by authors to obtain and gather input data in research. The data collection method for this research is as follows:

2.2.1. Literature review

Data collection techniques using scientific literature such as journals, research books

2.2.2. Observation

Observation techniques are data collection methods used by researchers to make direct observations in the field. This approach aims to obtain more accurate data. Observations were conducted to monitor activities at Pamulang University Industrial Engineering.

2.2.3. Questionnaire

A questionnaire is an information collection technique that allows analysis to study the attitudes, beliefs, behaviors, and characteristics of several main people.

2.3. Data Analysis Methods

The data analysis method is a crucial step in research because it functions to draw conclusions from the research results. Data analysis can be performed through multiple regression analysis. Researchers use variables (X) to predict service quality (Y). First, they calculate the constants (a, b1, b2, ..., bk) from the regression coefficient equation.

$$\text{And (or)} = a + b_1X_1 + b_2X_2 + \dots + d$$

Measurements were carried out using SEM-PLS (Structural Equation Modeling), which has a variance-based nature and tests statistical models in the form of cause and effect, considering subject groups and dimensions. The following research model was used:

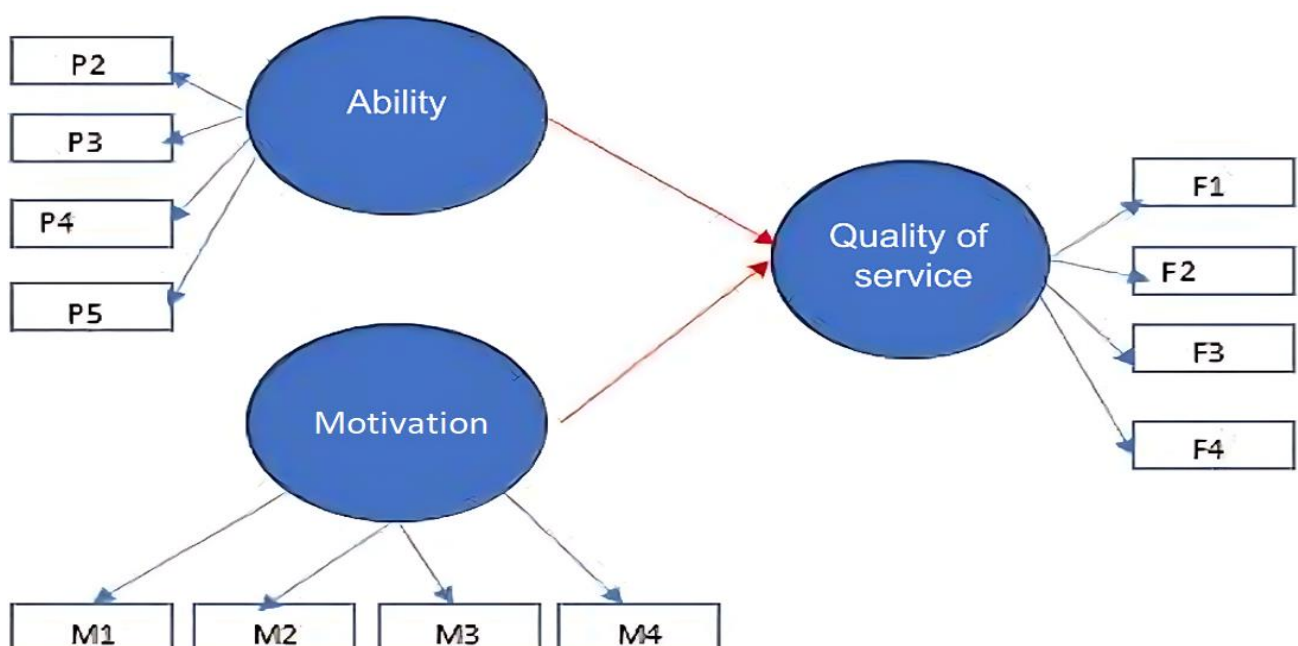


Figure 1.
Research Model.

3. Result and Discussion

In this fourth chapter, the results of the research conducted will be discussed. The discussion includes two parts: descriptive analysis and the proportion of variance explained by the independent variables.

3.1. Descriptive Analysis

In this subchapter, the author discusses a general description of the research sample. The samples used in this research were all Unpam Industrial Engineering students.

The sample description that will be discussed includes the gender of the research sample.

After distributing the questionnaire, the following results were obtained:

Table 1.

Distribution of research samples based on gender.

Gender	Amount	Percent
Man	32 people	46.38%
Woman	37 people	53.62%
Amount	69	100.00%

3.2. Variant Proportions

The contribution of each IV to DV can be explained in the following table:

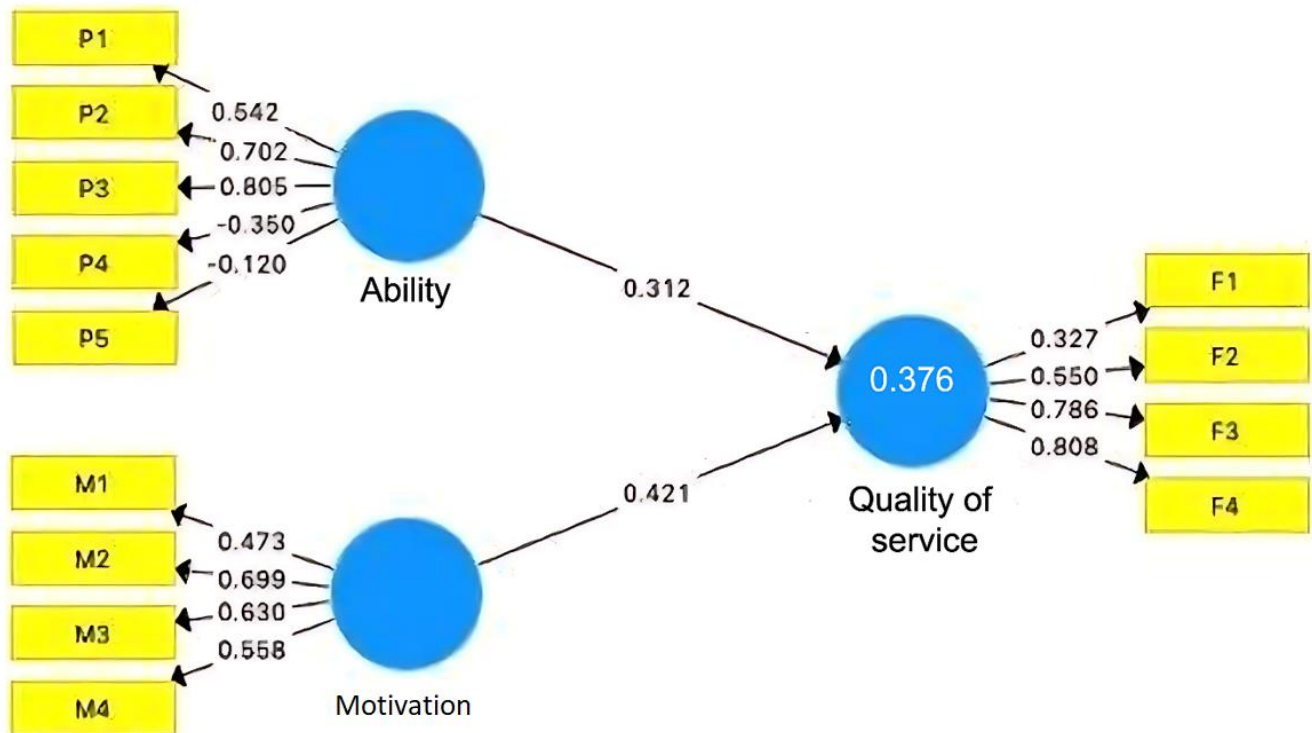


Figure 2.

Proportion of Variance Based on Figure 4.1, it explains that.

1. The variance proportion of 0.312 from ability to quality of teaching services is weak, which indicates that when ability is low, service quality is also low.
2. The proportion of motivation variants with service quality is classified as weak, namely 0.421, indicating that low motivation influences low service quality as well.
3. The dimension that is more influential than the lecturer's ability variable on the dimensions of the lecturer's teaching service variable is 0.80 (insight skills), and the service quality variable is influenced by the dimensions of service orientation and fair attitude.
4. The simultaneous influence between ability and motivation on service quality appears weak at 0.376 but positive, where ability and motivation are still directly proportional.

4. Conclusion

1. The influence of ability on the quality of lecturer teaching services to students is 0.312 or 31.2%
2. The influence of lecturers' teaching motivation on the quality of service to students is 0.421 or 42.1%
3. The high positive influence of the ability variable (insight skills) at 80% and the service quality variable (service orientation and fair attitude) at 80% indicates that these dimensions have a significant influence on the variables. Therefore, it is necessary to study these dimensions to ensure their realization in real behavior, such as strengthening

services for lecturers as perceived by students.

4. Due to the limited influence of these two variables, it is necessary to include other independent variables that can support the quality of lecturer services to students by providing regular training to lecturers.

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