

MANAJEMEN STRATEGIK KUALITAS LAYANAN AKADEMIK
PADA FAKULTAS ILMU KESEHATAN
UNIVERSITAS MUHAMMADIYAH TANGERANG

DISERTASI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Doktor Pendidikan Konsentrasi Administrasi Pendidikan



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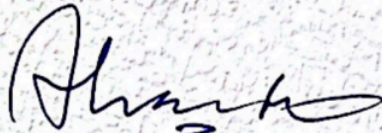
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UNIVERSITAS MUHAMMADIYAH TANGERANG**

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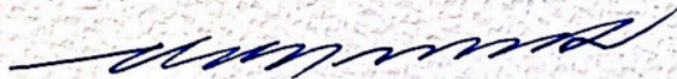
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ABSTRAK

MANAJEMEN STRATEGIK KUALITAS LAYANAN AKADEMIK PADA FAKULTAS ILMU KESEHATAN UNIVERSITAS MUHAMMADIYAH TANGERANG

Peningkatan kualitas layanan akademik di perguruan tinggi pada hakikatnya berinti pada perbaikan yang dilakukan terus menerus. Sebagai upaya memperkuat dan mengembangkan kualitas layanan akademiknya, Fakultas Ilmu Kesehatan Universitas Muhammadiyah Tangerang juga menghadapi berbagai kendala. Berdasarkan temuan penelitian awal, hasil evaluasi kualitas layanan akademik belum dapat memenuhi apa yang menjadi harapan mahasiswa, tidak lengkapnya dokumen dan prosedur layanan akademik, pendokumentasian hasil kegiatan tidak terkelola dengan baik, evaluasi dilakukan hanya pada saat akreditasi saja dan tidak ada rencana tindak lanjut dari hasil evaluasi. Penelitian ini bertujuan mengkaji secara komprehensif manajemen strategik kualitas layanan akademik, berdasarkan lima dimensi kualitas layanan *servqual* (*tangibles, reliability, responsiveness, assurance, empathy*) serta dianalisis melalui langkah-langkah manajemen strategik (analisis lingkungan, formulasi, implementasi, evaluasi pengukuran kinerja), menggunakan metode *explanatory sequential mixed methods design*. Hasil temuan penelitian menunjukkan; urutan prioritas komponen *servqual* untuk menciptakan kualitas layanan akademik adalah *responsiveness* (daya tanggap dalam membantu mahasiswa), *empathy* (keinginan memberikan kepuasan pribadi kepada mahasiswa, jaminan layanan) dan *assurance* (keyakinan dan kemampuan petugas membangun rasa percaya mahasiswa terhadap layanan yang diberikan), *tangible* (fasilitas, perlengkapan, penampilan personil secara fisik) dan *reliability* (kehandalan layanan), serta komitmen ber-Muhammadiyah sebagai sentral dalam setiap langkah manajemen strategik. Kesimpulan penelitian menghasilkan model hipotetik manajemen strategik kualitas layanan akademik KAFIE-Mu yakni (komitmen ber-Muhammadiyah, analisis lingkungan, formulasi, implementasi, evaluasi pengukuran kinerja). Implementasinya diharapkan menjadi cara penyelesaian terhadap permasalahan mendasar kualitas layanan akademik, sehingga dapat berdampak meningkatnya kualitas layanan akademik secara berkelanjutan serta terwujudnya efisiensi dan efektivitas layanan akademik pada Fakultas Ilmu Kesehatan Universitas Muhammadiyah Tangerang.

Kata Kunci: Manajemen Strategik, Kualitas Layanan Akademik

ABSTRACT

STRATEGIC MANAGEMENT OF ACADEMIC SERVICE QUALITY AT THE FACULTY OF HEALTH SCIENCES MUHAMMADIYAH UNIVERSITY TANGERANG

Improving the quality of academic services in tertiary institutions is essentially core to continuous improvement. In an effort to strengthen and develop the quality of its academic services, the Faculty of Health Sciences, University of Muhammadiyah Tangerang, also faces various obstacles. Based on the initial research findings, the results of the evaluation of the quality of academic services have not been able to meet the expectations of students, the documents and procedures for academic services are incomplete, the documentation of the results of activities is not managed properly, the evaluation is carried out only at the time of accreditation and there is no follow-up plan for the results. evaluation. This study aims to comprehensively examine the strategic management of academic service quality, based on the five dimensions of servqual service quality (tangibles, reliability, responsiveness, assurance, empathy) and analyzed through strategic management steps (environmental analysis, formulation, implementation, evaluation of performance measurement), using the explanatory sequential mixed methods design method. The research findings show; the order of priority of the servqual components to create academic service quality is responsiveness (responsiveness in helping students), empathy (the desire to provide personal satisfaction to students, service guarantees) and assurance (belief and ability of officers to build student trust in the services provided), tangible (facilities, equipment, physical appearance of personnel) and reliability (service reliability), as well as commitment to Muhammadiyah as central in every step of strategic management. The conclusion of the research resulted in a hypothetical model of strategic management of KAFIE-Mu's academic service quality namely (Muhammadiyah commitment, environmental analysis, formulation, implementation, performance measurement evaluation). Its implementation is expected to be a way of solving the fundamental problems of academic service quality, so that it can have an impact on increasing the quality of academic services on an ongoing basis and realizing the efficiency and effectiveness of academic services at the Faculty of Health Sciences, University of Muhammadiyah Tangerang

Keywords: Strategic Management, Academic Service Quality.

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