Influence Service Prime to Satisfaction Student in Universitas Terbuka (UT) Ternate

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Abstract: Many educators believe that correspondence learning or distance learning is merely a business venture. As a result, institutions offering correspondence or distance learning are often viewed negatively and their quality is questioned. However, the need to provide equal access to educational opportunities has always been a part of democratic ideals. Distance learning has brought about innovations such as the use of audio teleconferencing and computers, which have influenced the delivery of education in public schools, higher education, the military, business, and industry, and have encouraged the use of the internet, particularly in higher distance education. Universitas Terbuka is one of the higher education providers based on distance learning. As an educational service provider, delivering excellent service impacts student satisfaction. Excellent service must be measured regularly to assess student satisfaction, especially at Ternate Universitas Terbuka , where there is a high urgency due to the growing need to strengthen educational capacity as student enrollment increases. This study uses a quantitative approach with data analysis conducted through multiple regression. The population of this study consists of undergraduate students at Ternate Universitas Terbuka during the 2024.1 registration period, totaling 1,975 students. Using Slovin's formula, a sample of 100 undergraduate students from Ternate Universitas Terbuka was selected. The results of the study indicate that physical evidence, reliability, assurance, and responsiveness do not have a positive and significant effect on student satisfaction at Universitas Terbuka when considered individually. However, technology and empathy do have an influence on excellent service at Ternate Universitas Terbuka , thereby affecting student satisfaction.

Keywords: Universitas Terbuka , Student Satisfaction, Excellent Service, Distance Learning

I. Introduction

Setijadi (2005) stated that "distance education is a type of education in which participants educate at a distance Far from educator, so that education No can done with method face to face. Because That delivery message educator to participant educate must done through media". Bytes (2005) argues that "the education system long distance is a a situation where every individual can learn without any limitations". Soekartawi (2002) is of the opinion that "distance education (PJJ) can be carried out because of the progress of science and technology (IPTEK) which is so fast, specifically technology information And communication (ICT)". In Lots matter, ICT It turns out to affect various aspects of our daily lives, including education. The progress of science and technology, especially ICT, is in line with the progress of economic development in a country. That is why users Information technology, especially the internet, is mostly found in developed countries.

Model Distance Learning which is use now named e -learning , Study is learning and e = electronic which is known as online-learning. Soekartawi, Haryono and Librero, (2002) argue that "e-learning is a generic term for all technologically supported learning using an array of teaching and learning tools such as phone bridging, audio and videotapes, teleconferencing,

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satellite transmissions, and the more recognized web-based training or computer aided instructions also commonly referred to US on line courses ". With thus so Study -e or learning through on line is learning Which its implementation supported by service technologies such as telephone, audio, videotape, satellite transmission (internet) or computers.

Ashandy (2004) to argue that "technology learning with use internet often called on line learning have a number of characteristic that is : (1) Utilization technology electronic: where lecturers and students, students with other fellow students can communicate or learn and discuss very easily without any limits. (2) Utilization of computer media devices (digital media and computer networks). (3) Utilization of electronic teaching materials that can be stored on a computer so that they can be accessed by lecturers and students anytime and anywhere if they need them. (4) Utilization of learning schedules (academic calendars), curriculum (catalogs), learning progress results including the Exam Score List (DNU) and Academic Progress Sheets (LKAM) and other things related to lecture administration can be accessed on a computer or cellphone.

So distance learning is a learning method that is carried out via the internet, allowing students and lecturers to access learning materials with distance guidance, PJJ is currently very popular, especially in the development of technology and the increasing ease of internet access. 4 Another challenge faced by society today is to prepare themselves to transform from the industrial era 4.0 to Society 5.0.

Saputra and Andre (2021) argue that "service quality is one of the main factors in determining 6 customer satisfaction and providing an impulse to customer in to weave connection long-term which is closely related to the company". Service quality is a form of assessment of the service that will be used, consumers certainly will not use services that cannot meet their expectations. The better the quality of service provided, the higher the level of consumer satisfaction to service which used. Besides quality service, hope consumer is one of the factors that influences satisfaction.

Oliver (in Sujito, 2011) argues that "expectation is anticipation of future consequences based on primary experiences, current circumstances, or other sources of information." Hope from every student on quality service academic which has received will very different from one another even though they receive the same type of academic service . Reviewed from several theories quality of service as follows Wyckof (in Suzanto, 2011) identifies service quality as the level of expected excellence and control over that level of excellence to meet customer desires. Service is said to be of quality and satisfactory if the expected service quality is the same as or exceeds the perceived service quality.

Initial observation data (Agung, 2023) shows that the total number of UT Ternate students who are active and registered for courses in the 2023.2 period is 1,833 people and it can be seen that that amount student most is at on region City Ternate with amount total 757 or 41.30% followed by the Islands Regency Sula with total amount 318 students or 17.34% and South Halmahera Regency with a total of 255 people or 13.91%.

Maryam (2024) argues that "in the current era of globalization, customer satisfaction is a competitive indicator for seeing competitors, so that for business sustainability and maintaining image company, satisfaction customer must become priority main". Siti Maryam (2024) argues that "providing excellent service is not only important to increase customer satisfaction. student, but Also can build connection Which Good between college tall and its

students". The public service standards include service procedures, completion times, cost service, product service, means And infrastructure, as well as competence officer service provider itself. UT Ternate must continue to develop itself to provide excellent service to its students. Therefore , this step is very important to improve service from time to time Because along with improvement quality higher education, then student satisfaction will continue to increase. To implement this, UT Ternate need help Working Group. Amount Working Group Which There is in UT Ternate as much as ten, in accordance with the amount Regency And City Which There is in Maluku North, whereas salute Not yet There is in working area UT Ternate. Based on introduction in on so writer interested take title Research on the Influence of Excellent Service on Student Satisfaction at Ternate Universitas Terbuka (UT).

II. Review of Literatures

Service is an activity or sequence of activities that occur in direct interaction between a person and another person or machine physically, and provides customer satisfaction (Barata, 2020). Bekkar (2024) argues that "Service is something that is given to customer with method Which outside normal with method voluntary, and treat customers with friendly and fast response to customer questions, or unique solutions to customer problems, so that they will be happy to talk about their experiences with friends, family, and colleagues". Chandra (2020) said that "Service is an activity or series of activities that are invisible (cannot be touched) which happen as consequence existence interaction between consumer with employee or things other provided by the company as a service provider to solve consumer/customer problems". In the Big Indonesian Dictionary, service is explained as an effort to serve people's needs. others. While serving is helping to prepare (take care of) what someone needs.

2.1 Excellent Service
Service First is ability maximum somebody in relate with others in terms of service. Excellent service is the best service given to customers, both internal and external customers based on service standards and procedures. Excellent service is the best service in meeting customer expectations and needs. In other words, excellent service is a service that meets quality standards. Maddy (2020) said that "Service that meets quality standards is a service that is in accordance with customer/community expectations and satisfaction". Service excellent on basically is flavor concern organization which oriented to obtain profit (profit oriented) or organization that oriented social (non-profit) towards customers which is demonstrated by attitudes, attention and real actions, so that customers feel comfortable with the excellent service provided.

2.2 Service in UT Ternate
Type service which has given by UT Ternate to student in all over Maluku North can be divided into nine types, namely:
1. Service General Service general is service service Which given by UT Ternate so that Prospective students and students obtain information about what they want to know, including information about UT, method register as student new, cost lectures, contact registration officers, and New Student Study Orientation (OSMB).
2. Registration Services Registration services are services provided by UT Ternate to prospective students. student And student Which covers explanation about order method filling personal data student new Which done independent by student That Alone in a way online, provide registration forms to prospective new students, check the completeness of registration files, select or register subjects lectures for students and resolve registration cases experienced by students.

3. Service Tutorial Look at me Advance (TTM) And Tutorial Based on Web (Tuweb) Tutorial is help desk Study which provided by University Open (UT) which aiming for trigger and spur process Study independent student. Activity tutorial done with various ways between other implemented in a way direct in class in a way look at advance between tutor with students, or called Face-to-Face Tutorial (TTM). While Web-Based Tutorial (Tuweb) is mode tutorial which nature on line synchronous (on moment simultaneously) and non-contiguous (not side by side), where the interaction between tutors and students is carried out at the same time (real time), but in different spaces/places.
4. Organizing Services Student learning outcomes in one semester are measured through exams. End Semester (UAS). There is three scheme service UAS that is Exam Look at me Advance, Exam Online, and Take Home Exam.
5. Practical services and practicums Practices are activities that require students to apply concepts, principles, procedures and skills in real or artificial situations. programmed And guided or in a way independent. Whereas practical work is observation activities, test, or testing a draft or 20 principle material eye studying conducted inside or outside the laboratory. The practical and practicum services provided by UT Ternate are by conducting briefings to students through MS.Teams to align perceptions about the implementation of practical or practicum and monitoring the areas where the practicals are carried out.
6. Service teaching materials (modules) Teaching materials are materials or lesson materials that are arranged in a systematic manner systematic, which used Teacher And student in process learning (Magdalene et al., 2020) Teaching materials are divided into two large groups, namely printed teaching materials and interactive teaching materials. teach non print. Type material teach print Which meant is module, handouts, And worksheets. While included in the category of non-printed teaching materials. UT Ternate provides services related to teaching materials or modules for lectures to students such as ordering teaching materials if students need help to order teaching materials through the online bookstore application and distribution of teaching materials (BA) for semester package program students (Sipas).
7. Service Print the Electronic Student ID Card (KTME) The Electronic Student ID Card (KTME) is a card identity for UT students who must owned/obtained by students, and is one of the requirements for students to take the final semester exam or the process of managing graduation. This card can be obtained after officially registered as a UT student and have paid the registration. Therefore, UT Ternate provides services for 21 KTME printing to new and old students when the students come to the UT Ternate office.
8. Service Information and Implementation of Regional Graduation Regional UT Graduation is a ceremony for handing over Graduation Documents (Diploma, Academic Transcript, and SKPI) which is held by UT Area for graduate of Which No follow graduation in UT Center. The schedule for the implementation of the Regional UT Graduation is determined by the local Regional UT.
9. Service Clinic Exam And Workshop Task (a) Clinic Exam (MY) is service academic guidance for students who have difficulty in facing and completing exams so that own mark eye studying not enough Good so that capable do exam and get mark Which satisfying (b) Workshop Task (WT) is service Academic guidance provided by UT Ternate for students who experience difficulties in completing various academic assignments such as tutorial assignments, TMK, practical/practical work, TAP.

2.3 Customer Satisfaction

Kotler & Keller (2021) argue that "satisfaction customers are happy or disappointed which appears after comparing performance (result) product that is thought about expected performance (or results)" (Maulidiah, Survival, and Budiantono, 2023) According to Kusnanto

(2019) (in Belladona, Istichomah, and Monika, 2023) identified four aspects that influence satisfaction that is: (1) Aspect comfort, comfort from various facility Which There are things like easily accessible locations, comfortable rooms, and clean environments. (2) Relationship aspects include providing services, effective communication techniques and clarity of information. (3) Cost aspects include affordable administration costs.

Pasuraman (in Idham. (2013) argues that "The quality of service Which good can raise a level satisfaction from customer, customer Which feel satisfied will see quality of service Which has given, whether quality his service in accordance with hope or No". Quality from service Which will given to customer should Far more Good from desired by customers, so that customers do not feel disappointed. Measuring service quality in general can be done using the servqual method, which is a term for service quality that has been developed by Pasuraman, Zethaml, and Berry (Sinollah and Masruro (2019). Pasuraman, Zethaml, and Berry (in Sinollah and Masruro, 2019) identified five methods developed For measure from quality service to consumer that is: 1) Tangible (proof physique), 2) Reliability, 3) Responsiveness, 4) Assurance, 5) Empathy.

2.4 Distance Education
Form education traditional still become model learning Which dominant until currently as it is in Indonesia (Far and Facing, 2024). However, an effort was made by educators such as William Rainey Harper in 1890 to establish an alternative educational concept but was laughed at. He designed a correspondence or distance learning, which was made to provide educational opportunities for those who were not included in the elite and could not afford to live in boarding schools, looked down on and looked down on as inferior or bad education.

Universitas Terbuka (UT) is a government-owned university and is the first university to implement the PTJJ model. PTJJ services target all levels of society from various social, economic, and cultural backgrounds, both in urban and rural areas, group disabilities, up to worker group. UT now more and more in demand Because has proven to be a solution for people who want to improve their competence through lectures without leaving their jobs. As a pioneer of distance education in Indonesia, UT continues to be committed For increase access service education distance Far, No only for the society that It is in Indonesia, but also that located in outside country. Education long distance (PJJ) based on Law Number 12 of 2012 article (31) is a teaching and learning process carried out remotely by utilizing communication media, for example the internet, computers.

2.5 Research Framework
Public service as a public servant must give service the best in meeting the needs and expectations of the community in accordance with the intent and purpose of its issuance Regulation Government Republic Indonesia Number 96 year 2012. Implementation excellent service especially in the field of education that has been carried out by UT Ternate It is hoped that it can be realized so that student satisfaction as service recipients can be achieved. To find out the influence of service excellent to satisfaction student in UT Ternate, study This focused on excellent service quality based on the opinion of Pasuraman, Zethaml, and Berry (in Sinollah and Masruro 2019) identified five variables developed to measure service quality to student that is: 1) Tangible (proof physique), 2) Reliability (favorite), 3) Responsiveness (responsiveness) responsive), 4) Assurance (belief), 5) Empathy (empathy) Tangible (proof physique), ability from UT Ternate in show its existence to party outside, Which meant appearance or physical evidence here is ability means And infrastructure from UT Ternate

And condition environment the surrounding area is a real proof of the services provided. Reliability is the ability from UT Ternate For give service to student in accordance Which promised in a accurate And trusted. Power responsive (responsiveness), a ability from UT Ternate to help and provide services to students quickly and accurately, with information provided clearly. Assurance (confidence) is the ability and courtesy from UT Ternate employees to foster students' trust in UT Ternate, which consists of several components including: communication, security, credibility, courtesy and competence. Referring to the theory above, the use of excellent service variables has been widely used to research customer satisfaction.

2.6 Formulation Hypothesis

H1: Tangible (proof physique) influential significant to satisfaction student UT Ternate.

H2: Reliability of services provided to students has a significant effect on UT Ternate student satisfaction.

H3: Responsiveness has a significant effect on UT Ternate student satisfaction. H4: Assurance has a significant effect on UT Ternate student satisfaction.

H5: Empathy influential significant to satisfaction student UT Ternate.

H6: Technology influential significant to satisfaction student UT Ternate.

H7: Tangible (physical evidence), reliability, responsiveness (responsiveness), assurance, empathy and technology have a simultaneous influence on UT Ternate student satisfaction.

III. Research Methods

The quantitative research method used in this study is a survey research conducted on large and small populations but the data studied is data from samples taken from the population to find relative events, distributions and relationships between sociological and psychological variables. Population is a whole of research subjects in which there is a certain quality and characteristics that have been determined by the researcher to be able to draw a conclusion. The population in this study were UT Ternate undergraduate students during the 2024.1 registration period totaling 1,975 students. The sampling technique uses the Taro Yamane or Slovin formula as follows:

$$ni = \frac{Ni}{N} \times n$$

Information:

n = Number of samples N = Amount Population

d = Precision/level deviation which wanted as big as 0.1

After calculating by entering the population of 1,975 in the formula above, the number of samples needed in this study was 95 respondents (UT Ternate undergraduate students). After calculating using the formula above, the number of samples needed per district/city in North Maluku to be used in this study was obtained as follows:

Table 1. Amount Magnitude Sample Study Per Regency/City in Maluku North

No.	Name Regency/City	Number of Students	Distribution
1	City Ternate	780	37.6
2	City Tidore Archipelago	116	5.6
3	Regency Halmahera West	59	2.8
4	Regency Central Halmahera	127	6.1
5	Regency Halmahera North	115	5.5
6	Regency Halmahera South	273	13.2
7	Regency Halmahera East	92	4.4
8	Regency Sula Islands	318	15.3
9	Regency Island Morotai	25	1.2
10	Regency Island Taliabu	70	3.4
	Total	**1975**	**95**

Source: Data SRSG UT Ternate (processed) Alone)

Thus, the sample size to be used is 95 students, but because it is close to 100, then by using the rounding number approach method, the sample will be increased to 100 students. In this study, primary data was obtained through questionnaires filled out directly by students. S1 UT Ternate Which become Respondent selected. Besides data primary, study This also uses secondary data, namely data that has been processed by UT Ternate, such as student lists, library materials, literature and previous research to support primary information.

Furthermore, to determine the accuracy and reliability of the questionnaire used in this study, a validity test is required. reliability. Sheatsley 1983; Sudman 1983 said that " *The rule of thumb is to test the survey on at least 12 to 50 people prior to pilot testing or full-scale administration"* . The researcher involved 20% of the total sample of 100 undergraduate students registered at UT Ternate or 20 students as respondents to answer 105 initial questions in the questionnaire trial. Based on the validity test, five items statement that is X1.9 And X2.2 on variable proof physique, X4.4 on variable career development as well as Y19 and Y20, should be statistically removed from the research questionnaire.

The reliability of each question category is calculated using the Cronbach's Alpha method with a significance level of 5%. Questions are said to be reliable if the correlation value is greater than 0.7. The Cronbach's alpha formula is as follows:

$$r_{11} = \left(\frac{n}{n-1}\right)\left(1 - \frac{\sum \sigma_t^2}{\sigma_t^2}\right)$$

Information:
r 11 = reliability which searching for;
n = amount Items question which tested;
$\sum \sigma$ 2 = amount covariance score each item;
σ 2 = covariance.

Table 2. Test Reliability

Variables Study	Cronbach Alpha	Decision
Proof Physical (X 1)	0.961	Reliable
Reliability (X 2)	0.974	Reliable

Power Responsive (X 3)	0.965	Reliable
Belief (X 5)	0.970	Reliable
Empathy (X 6)	0.966	Reliable
Technology (X 7)	0.991	Reliable
Satisfaction Student(Y)	0.970	Reliable

Data which used in this study obtained through method questionnaire that is collection techniques data which done with method give questionnaire or a set question or written statements to selected respondents. In this questionnaire there is a draft of questions that in a way logical relate with problem study and each question is answers that have meaning in testing the hypothesis.

Analysis inference on this study use analysis regression linear multiple. This technique is used to analyze the influence of independent variables on several dependent variables. The regression equation formula is as follows:

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + \beta_6 X_{6i} + \varepsilon_i$$

Information :
Y_i : Satisfaction Student
X_{1i}: Tangible (proof physique)
X_{2i} : Reliability (fact)
X_{3i} : Responsiveness (Power Responsive)
X_{4i} : Assurance (belief)
X_{5i} : Empathy
X_{6i} : Technology

IV. Results and Discussion

Universitas Terbuka (UT) has a vision of "Becoming a World-Class Distance Education University". Based on the vision set, UT has a mission to organize world-class quality education that can reach all levels of society; conduct research and development of science and technology as well as sustainable distance education. And quality world; And to organize devotion to public through implementation knowledge knowledge And technology. Wrong One step Which taken in realize To carry out this mission, UT formed and inaugurated 39 Distance Learning Program Unit (UPBJJ) offices spread across 34 Provinces throughout Indonesia and 1 Overseas Service office serving 39 countries.

Regression analysis is designed to see the relationship that is built between research variables, whether... connection Which woke up positive or connection negative. Based on processed data research that has been conducted, the relationship model of multiple linear regression analysis can be seen in the following table:

Table 3. Results Output Test Regression Linear Multiple

Coefficients [a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	4.201	2,706		1,553	.124		
	x1tot	.061	.067	.060	.905	.368	.190	5.260

x2tot	.189	.111	.148	1,702	.092	.109	9.153
x3tot	.381	.220	.117	1,729	.087	.181	5,531
x4tot	.375	.325	.102	1.155	.251	.106	9,462
x5tot	.938	.294	.271	3.185	.002	.114	8,759
x6tot	.391	.107	.317	3.645	.000	.109	9.161
a. Dependent Variables: ytot							

Based on on table in on so can arranged equality the regression is:

$$Y = 4{,}201 + 0.061 X_1 + 0.189 X_2 + 0.381 X_3 + 0.375 X_4 + 0.938 X_5 + 0.391 X_6 + e$$

Information:
Y: Satisfaction Student
X_1: Physical Evidence
X_2: Reliability
X_3: Power Responsive
X_4: Belief
X_5: Empathy
X_6: Technology

Test statistics t done For test whether variable free (X) in a way individual has a significant influence or not on the dependent variable (Y).

Table 4.

	Coefficients [a]							
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.201	2,706		1,553	.124		
	x1tot	.061	.067	.060	.905	.368	.190	5.260
	x2tot	.189	.111	.148	1,702	.092	.109	9.153
	x3tot	.381	.220	.117	1,729	.087	.181	5,531
	x4tot	.375	.325	.102	1.155	.251	.106	9,462
	x5tot	.938	.294	.271	3.185	.002	.114	8,759
	x6tot	.391	.107	.317	3.645	.000	.109	9.161
	a. Dependent Variables: ytot							

Based on the results of the statistical t-test on the tangible/physical evidence variables, the calculated t-value was obtained = 0.905 < t table ($\alpha/2$; nk-1) = 1,985, with mark significance as big as 0.368, more big from α = 0.05. So it can be concluded that H0 is accepted and Ha is rejected, so that tangible/physical evidence does not affect student satisfaction. Based on results statistical testing test t on the reliability variable, the calculated t value is obtained = 1.7002 < t table (α / 2; nk-1) = 1.985, with a significance value of 0.092 or greater than α = 0.05. So it can be concluded that H0 is accepted and Ha is rejected, so that reliability does not affect student satisfaction. The second hypothesis in this study which states that Reliability has a significant effect on UT Ternate student satisfaction, is rejected by the results of empirical research.

Based on the results of the statistical test of the t-test on the responsiveness variable,

the calculated t value was obtained = 1.729 < t table (α/2; nk-1) = 1.985, with a significance value of 0.087 or more big from α = 0.05. So that can concluded that H0 accepted And Ha rejected, so that responsiveness does not affect student satisfaction. The third hypothesis in this study which states that Responsiveness has a significant effect on UT Ternate student satisfaction, is rejected by the results of empirical research. Based on the results of statistical testing of the t test on the assurance variable, the calculated t value is obtained = 1.155 < t table (α / 2; nk-1) = 1.985, with a significance value of 0.251 or greater than α = 0.05. So it can be concluded that H0 is accepted and Ha is rejected, so that assurance / confidence has no effect to student satisfaction. The fourth hypothesis in study This states that Assurance (confidence) has a significant influence on UT Ternate student satisfaction, which is rejected by the results of empirical research.

The fifth hypothesis in this study is to statistically prove that empathy/(X5) has a significant effect on UT Ternate student satisfaction. Based on the test results statistics test t on variable empathy, obtained mark significance as big as 0.002, which are more small from 0.05, as well as mark t count as big as 3.185, Which more big from t table as big as 1,985. This means that the fifth hypothesis in this study, which states that Empathy has a significant influence on UT Ternate student satisfaction, is accepted by the results of empirical research. Hypothesis sixth in this study prove in a way statistics that technology has a significant influence on UT Ternate student satisfaction. Based on the test results test statistics t on the technology variable, obtained mark significance of 0.001, which more small from 0.05, as well as mark t count as big as 3,645, Which more big from t table as big as 1.985. This means that the hypothesis sixth in this study which states that Technology has a significant influence on UT Ternate student satisfaction, as accepted by the results of empirical research.

Based on the results of the hypothesis test that has been conducted, this study produces significant findings that are worthy of further discussion. The findings show that of the six independent variables in study This, two among them that is variable empathy (X5) And technology (X6) influence on student satisfaction (Y). Meanwhile, the variables of physical evidence (X1), reliability (X2), comprehension (X3) and belief (X4) do not show any influence on student satisfaction (Y).

The results of the hypothesis test in this study show that tangible (physical evidence) has no effect significant to satisfaction student UT Ternate or No in accordance with hypothesis that is tangible (proof physique) influential significant to satisfaction student UT Ternate. Results from this research also supported by previous research conducted by Setyaningrum and Yani (2017), that physical evidence (tangible) does not influence customer satisfaction.
The results of this study do not match the research conducted by Siswantini and The Soekiyono (2012) use analysis SEM. Study the show that proof physical as part from quality service have a relationship significant to satisfaction student, which further contributes to their loyalty. Good facilities, cleanliness and professional appearance from the staff become the main determinant in increase this satisfaction.

The findings in this study indicate that responsiveness has no effect significant to satisfaction student UT Ternate or No in accordance with hypothesis, namely responsiveness has a significant effect on UT Ternate student satisfaction. The results of this study are in accordance with previous research by Mochammad Yusa et al. (2021) which titled Analysis Level Satisfaction Student To Service Academic in Faculty Engineering University of Bengkulu where it was found that the responsiveness variable did not affect the satisfaction

index. student the. No existence influence Which significant from responsiveness (Power responsive) possibility occurs because method communication or way delivery information from UT Ternate employees is not effective or does not meet student expectations even though their complaints have been responded to quickly. If students feel that the response given is inadequate or not relevant to their needs, this can reduce the influence of responsiveness on satisfaction. Based on a review of the description of respondents' answers, it was found that the assessment of responsiveness was relatively low while the assessment of satisfaction was relatively high, so it is possible that there are other variables besides responsiveness that affect customer satisfaction.

Kotler (2005) defines assurance/confidence as knowledge of a product in general. appropriate, politeness employee in give service, skills in providing information, the ability to provide security and the ability to instill trust And belief customer. Belief in context satisfaction student refer to on the positive beliefs or feelings that students have about UT Ternate's ability to provide adequate, relevant, and quality educational experiences. This belief is often times developed based on direct experience, perceptions of service quality, and students' sense of trust in facing educational challenges at UT.

The findings in this study indicate that assurance (belief) No influential significant to satisfaction student UT Ternate or not in accordance with the hypothesis that assurance has a significant effect on UT Ternate student satisfaction. The results of this study are in accordance with previous research by Muhammada Kurniawan (2012) entitled The Influence of Academic and Administrative Service Quality on Student Satisfaction (Study on Semester IV Students of Raja Ali Haji Maritime University Tanjungpinang), it was found that assurance is not a factor that influences quality service to student semester IV University Maritime King Ali Hajj Cape Town.

Empathy is attention individually Which given by provider services so that customers feel important, appreciated, and understood (Tjiptono, 2006). According to Lupiyoadi and Hamdani (2006), empathy is attention by providing a sincere and individual or personal attitude given by service providers to customers such as the ability of employees to communicate with customers. Empathy in the context of UT Ternate student satisfaction is very important because UT has a distance education model that involves a lot of virtual interaction and independent learning. Empathy is one of the main factors in creating experience Study Which positive and pleasant for student.

The findings in this study indicate that empathy has a significant effect on UT Ternate student satisfaction or in accordance with the hypothesis that empathy has a significant effect on UT Ternate student satisfaction. These results are in accordance with previous research conducted by Lukman et al. (2024) entitled The Role of Empathy to Increase Student Satisfaction at Andalas University, Payakumbuh Campus, it was found that there was a positive relationship between high levels of empathy from service providers and customer satisfaction at Andalas University, Payakumbuh Campus.

V. Conclusion

By understanding the needs of UT Ternate students, which were previously obtained through routine surveys, the challenges they face, such as access... Internet, time study, or administrative constraints can be identified and solutions can be provided that are in accordance with the problems faced. In addition, UT Ternate can provide friendly officers

who are willing to listen and are able to provide solutions according to student needs. UT Ternate can improve communication with students by providing open information, where students can easily get information about schedules, tutorials, or academic policies through communication channels such as WhatsApp group, e-mail, And media social official UT Ternate. It is expected with existence fast feedback from UT Ternate in responding to student questions or complaints and providing solution Which appropriate will increase satisfaction student to service Which has been given. Furthermore, UT Ternate will strengthen platform digital through training literacy digital routinely for students to use UT platforms such as Learning Management System (LMS), tutorial applications, and establish partnerships with internet service providers. UT Ternate together with the pokjar managers will establish partnerships with local internet providers to offer package Internet cheap or stability network for student UT Which is at in various areas in North Maluku.

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