

SEAAIR_2011

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Proceedings²⁷
11th Annual SEAIR Conference
University Social Responsibility : Pathways to Excellence
November 2-4, 2011, Chiang Mai, Thailand





Proceedings

11th Annual SEAIR Conference

University Social Responsibility: Pathways to Excellence
November 2 – 4, 2011

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Message From PRESIDENT OF SEAAIR



Dear delegates of SEAAIR 2011 Conference,

On behalf of SEAAIR, we would like to extend a very warm welcome to all participants of the 2011 SEAAIR Annual Conference in Chiangmai, (the Lanna Kingdom), Thailand.

For SEAAIR 2011, 221 Researchers from 9 countries submitted a total of 144 abstracts and 121 were accepted, with a key note speaker supported by ASEF. The 2011 Conference theme, *“University Social responsibility: Pathways to Excellence”* is timely and highly fitting given the continuous changes and challenges higher education institutions are faced with today. We need a review and understanding of what societal responsibility means to us as a higher education institution, the seat of higher learning. University or *“universitas magistrorum et scholarium”* means *“a community of teachers and scholars”* which designates a key university role as the hub of human development through teaching and learning. The end outcome of institutions is the students which are our ultimate responsibility to provide a more pertinent well rounded education that significantly develops the *“total graduate”* as a socially responsible, ethical and moral citizen of a networked global society of the future.

SEAAIR conferences have always aimed to bring together policy-makers, academics, researchers, practitioners and managers in higher education institutions from not only the Southeast Asian region but also from other sister chapters and regions. It continues to aim to expand academic and networking relationships, provide and share new academic, cultural and learning experiences through collaborative efforts via Institutional Research. SEAAIR has grown from strength to strength over the past 11 years to provide a balance of quality academic papers and the rich culture as offered and shared by each host institution in the different countries of Malaysia, Thailand, People’s Republic of China, Indonesia, and the Philippines. We fully believe that the conferences will continue to benefit and built on the academic and cultural learning and sharing as we moves towards ASEAN 2015.

It is hoped that everyone will enjoy the conference learning and sharing, the local favourite hot spots and cultural spots, the local cuisine and the hospitality of the rich traditions and cultures of the Lanna Kingdom. To add to your experience at SEAAIR 2011, the local organizing committee has worked hard to create not only an academic but also an enjoyable and memorable stay in Chiangmai which will highlight the magic of Loy Krathong, the festival of lights in the cool months of November.

We sincerely thank the LOC members and team for the 2011 SEAAIR Conference to take up the challenge of hosting SEAAIR in Chiangmai, Thailand and all participants who will make this conference a success. It is hoped that everyone has not only an enjoyable but a beneficial conference. We also invite everyone to share with us the Borneo heritage when the University Malaysia Sabah, Malaysia welcomes us in 2012. Happy sharing and learning.

Thank you and I remain,

Assoc. Prof. Teay Shawyun, Ph.D
President, SEAAIR



Welcoming ADDRESS

It is with great pleasure and pride that I, on behalf of Chiang Mai University, welcome you to Chiang Mai, Thailand for the South East Asian Association for Institutional Research's 11th Annual SEAIR Conference, *University Social Responsibility: Pathways to Excellence*, on 2-4 November 2011. We are truly honored to be this year's host, and to uphold this honor, have worked diligently here at Chiang Mai University to organize and deliver what I trust will be a satisfying and valuable conference for all participants. We have not done this alone, however – a special thanks to the SEAIR Executive Committee and to SEAIR itself for all of their hard work and support, without which this conference would not be possible.

Chiang Mai University is proud to be a member of SEAIR, whose work to benefit, assist, and advance research leading to improved understanding, planning, and operations for post-secondary institutions in the region has and continues to benefit us all. While a relatively new association, SEAIR has already made a substantial impact in institutional research, and I trust that this 11th SEAIR Conference here in Chiang Mai will add to this already growing legacy.

Chiang Mai University is particularly pleased to host you here in our home, Chiang Mai, a city that encompasses a lively mix of the modern and traditional, providing an exciting and beautiful backdrop to this year's conference that I trust you will all find time to explore.

Welcome fellow colleagues to Chiang Mai and SEAIR 2011.

Yours sincerely,



Prof. Pongsak Angkasith, Ed.D.
President
Chiang Mai University



Message from CONFERENCE'S CHAIRMAN

On behalf of SEAAIR, and the local organizing committee, I have the great honor of welcoming all participants to the South East Asian Association for Institutional Research's 11th Annual SEAAIR Conference, *University Social Responsibility: Pathways to Excellence*, here in Chiang Mai, Thailand, on November 2-4, 2011. We are looking forward to a highly informative conference, and working together with our colleagues from across the region to increase our understanding and knowledge of institutional research, and the role it can play in helping our regional universities pave a pathway to excellence in social responsibility.

Through sharing of cutting-edge research and practical experience in higher education, we will explore together the themes of: academic endeavors and excellence; institutional research responses and responsibilities; educational and technological advances and applications; institutional capacities and capabilities; quality tenacity and tenants; and new, creative, innovative, and esoteric initiatives.

It is our greatest hope that working together, we can learn and share in such a way as to allow us all to return to our home university, better equipped to develop and deliver *University Social Responsibility: Pathways to Excellence*.

May I extend my warmest welcome to all participants of SEAAIR 2011.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Nat Vorayos'.

Assistant Professor Nat Vorayos, Ph.D.
11th Annual SEAAIR Conference Chairman

SEAAIR EXECUTIVE COMMITTEE

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Teay Shawyun, Assoc. Prof., Ph. D., Assumption University, Thailand
2. **Vice President**
Tatik Suryani, Ph.D., STIE Perbanas Surabaya, Indonesia
3. **Hon. Secretary**
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6. **Members-at-large**
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Charita Pradipasen



BIOGRAPHY

19 Prof. Dr. Saran Kaur Gill

Deputy Vice-Chancellor
(Industry and Community Partnerships)
Universiti Kebangsaan Malaysia
(National University of Malaysia)

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Professor Dr Saran Kaur Gill is the first Malaysian Punjabi-Sikh appointed as Deputy Vice-Chancellor (Industry and Community Partnerships) 1 Universiti Kebangsaan Malaysia (The National University of Malaysia). With this specific portfolio, Saran is responsible for developing mutually beneficial partnerships between the university, industry and community as they support the domains of education, research and service. This is planned for and implemented through the Industry-Liaison Office, the Chancellor's Foundation and the University-Community Partnerships Office.

Attached to the university for more than 30 years, Saran has a diverse background encompassing scholarly pursuits, human resource development and management of large projects. As Head of Academic Training, she collaborated with UNESCO in Bangkok in 1999 to develop and organize workshops on "Asian Women Leaders in Higher Education". In 2004, Saran was appointed member of the UNESCO Scientific Committee for the Asia-Pacific Region for Higher Education, Research and Knowledge. In 1998, she led the intercultural training of 10,000 volunteers for the 16th Commonwealth Games. For her services, Saran in 1999, received the university's Excellence Award for Enhancing the Image of UKM at the National and International Levels, in the category of Human Resource Development.

Saran obtained her PhD from the University of London on an Academic Commonwealth Scholarship. In 2006, she successfully competed for a Fulbright Award to research on "Language Policy: Managing Ethnic, National and International Identities" at the University of Pennsylvania. In 2010, she received the inaugural award of "Education Personality of the Year" from the Australian High Commission in recognition of her efforts in developing Malaysian-Australian educational partnerships.

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Through her portfolio, Universiti Kebangsaan Malaysia (UKM) has gained the confidence and trust of many international organisations and is suitably positioned to lead in the area of community engagement. UKM is the secretariat of the Asia-Talioires Network of Industry and Community Engaged Universities (ATNEU). The Talloires Network is based in Tufts University, US and is a network of over 200 universities in 59 countries around the globe, that have a passion for university social responsibility and civic engagement. In addition, UKM has developed a strong relationship with the ASEAN University Network (AUN) and has recently been endorsed as the secretariat of the AUN thematic network on university social responsibility and sustainability.



BIOGRAPHY

Prof. Vicharn Panich, MD.

Vicharn Panich was born in 1942 in a village South of Thailand. After MD graduation from the Faculty of Medicine Siriraj Hospital, University of Medical Sciences (now Mahidol University) and one year rotating internship he went to the University of Michigan to study Human Genetics in 1967 – 1968 and received MS in Human Genetics.

He worked as a faculty at the Division of Hematology, Department of Medicine, Faculty of Medicine Siriraj Hospital from 1968 – 1974 where he taught Hematology and Genetics. His research areas was in enzyme G6PD deficiency and thalassemia. Then he moved to Prince of Songkla University in the South to work in a new medical school. His management career began there where he served as Chairman of the Department of Pathology, Vice President of the university and Dean of the Medical School.

In 1993 – 2001 he served as founding director of the Thailand Research Fund (TRF), an autonomous public organization, where he established a good research management systems for the country. From 2003 – 2008 he served as founding director of the Knowledge Management Institute (KMI) under TRF where he worked with partners in developing knowledge management approaches appropriate to various sectors in Thai context. KMI works in networking partners to move Thailand into “Learning Society”.

Dr. Vicharn Panich now serves as Chairman of the Higher Education Commission, Chairman of the University Council of Mahidol University, member of other three university councils, board member of Health Systems Research Institute, board member of Knowledge Network Institute of Thailand, member of Board of Directors of Siam Commercial Bank, and chairman or board member of 7 foundations.

He is married to Dr. Amara (Sawetawan) Panich with 3 daughters and one son.

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11th Annual SEAAIR Conference
University Social Responsibility: Pathways to Excellence
November 2 – 4, 2011
The Empress Hotel & Convention Centre

Nov. 1, 2011	15:00 – 16:00	Registration <i>Location: 2nd Floor of Empress Convention Centre</i>
Nov. 2, 2011	08:00 – 16:00	Registration <i>Location: 2nd Floor of Empress Convention Centre</i>
	09:00 – 09:30	Opening Ceremony <i>Location: Chiang Mai Room 3-4-5</i> Welcome Address Prof. Pongsak Angkasith <i>President, Chiang Mai University</i>
		Opening Report Asst. Prof. Nat Vorayos <i>Vice President for Research and Academic Affairs</i>
		Opening Address Assoc. Prof. Teay Shawyun <i>President, SEAAIR</i>
	09:30 – 11:00	Keynote speech I <i>Topic: "Institutionalizing Industry and Community Engagement in Higher Education: Challenges and Recommendations Across Asia and Europe"</i> <i>By Prof. Saran Kaur Gill</i> <i>Location: Chiang Mai Room 3-4-5</i> (Break will be served in the session room around 10:30)
	11:00 – 12:00	Keynote speech II <i>Topic: "Dual Track University Excellence as a Means towards USR"</i> <i>By Prof. Vicharn Panich, M.D.</i> <i>Location: Chiang Mai Room 3-4-5</i>
	12:00 – 12:15	Group photo <i>Location: Chiang Mai Room 3-4-5</i>
	12:15 – 13:00	Lunch Break
	13:00 – 15:00	Parallel sessions

Session	WPM1-1	WPM1-2	WPM1-3
Topic	<i>Institutional Capacities and Capabilities</i>	<i>Educational and Technological Advances and Applications</i>	<i>IR Responses and Responsibilities</i>
Chair	38 Shawyun Teay	Tatik Suryani	Krisda Tanchaisak
Location	<i>Chiang Mai Room 3-4-5</i>	<i>Chiang Mai Room 1</i>	<i>Chiang Mai Room 2</i>
13:00 – 13:20	WPM1-1-1	WPM1-2-1	WPM1-3-1
13:20 – 13:40	WPM1-1-2	WPM1-2-2	WPM1-3-2
13:40 – 14:00	WPM1-1-3	WPM1-2-3	WPM1-3-3
14:00 – 14:20	WPM1-1-4	WPM1-2-4	WPM1-3-4
14:20 – 14:40	WPM1-1-5	WPM1-2-5	WPM1-3-5
14:40 – 15:00	WPM1-1-6	WPM1-2-6	

15:00 – 15:40 Coffee Break
15:40 – 17:20 Parallel sessions

Session	WPM2-1	WPM2-2	WPM2-3
Topic	<i>Institutional Capacities and Capabilities</i>	<i>Educational and Technological Advances and Applications</i>	<i>IR Responses and Responsibilities</i>
Chair	<i>Shawyun Teay</i>	<i>Aporn Opatpatanakit</i>	<i>Raj Sharma</i>
Location	<i>Chiang Mai Room 3-4-5</i>	<i>Chiang Mai Room 1</i>	<i>Chiang Mai Room 2</i>
15:40 – 16:00	WPM2-1-1	WPM2-2-1	WPM2-3-1
16:00 – 16:20	WPM2-1-2	WPM2-2-2	WPM2-3-2
16:20 – 16:40	WPM2-1-3	WPM2-2-3	WPM2-3-3
16:40 – 17:00		WPM2-2-4	WPM2-3-4
17:00 – 17:20		WPM2-2-5	WPM2-3-5

18:00 – 20:00 Welcome Party
 Location: Imperial Ballroom

Nov. 3, 2011 8:00 – 16:00 **Registration**
 Location: 2nd Floor of Empress Convention Centre
 9:00 – 10:20 **Parallel sessions**

Session	TAM1-1	TAM1-2	TAM1-3
Topic	<i>Institutional Capacities and Capabilities</i>	<i>Educational and Technological Advances and Applications</i>	<i>Academic Endeavors and excellence</i>
Chair	<i>Olivia Legaspi</i>	<i>Jomjai Sampet</i>	<i>Krisda Tanchaisak</i>
Location	<i>Chiang Mai Room 3-4-5</i>	<i>Chiang Mai Room 1</i>	<i>Chiang Mai Room 2</i>
9:00 – 9:20	TAM1-1-1	TAM1-2-1	TAM1-3-1
9:20 – 9:40	TAM1-1-2	TAM1-2-2	TAM1-3-2
9:40 – 10:00	TAM1-1-3	TAM1-2-3	TAM1-3-3
10:00 – 10:20	TAM1-1-4	TAM1-2-4	

10:20 – 10:30 Coffee Break
 10:30 – 11:50 Parallel sessions

Session	TAM2-1	TAM2-2	TAM2-3
Topic	<i>Institutional Capacities and Capabilities</i>	<i>Quality Tenacity and Tenets</i>	<i>Academic Endeavors and excellence</i>
Chair	<i>Olivia Legaspi</i>	<i>Jomjai Sampet</i>	<i>Don S. Malabanan</i>
Location	<i>Chiang Mai Room 3-4-5</i>	<i>Chiang Mai Room 1</i>	<i>Chiang Mai Room 2</i>
10:30 – 10:50	TAM2-1-1	TAM2-2-1	TAM2-3-1
10:50 – 11:10	TAM2-1-2	TAM2-2-2	TAM2-3-2
11:10 – 11:30	TAM2-1-3	TAM2-2-3	TAM2-3-3
11:30 – 11:50	TAM2-1-4		TAM2-3-4

11:50 – 13:00 Lunch Break
 13:00 – 14:40 Parallel sessions

Session	TPM1-1	TPM1-2	TPM1-3
Topic	<i>Institutional Capacities and Capabilities</i>	<i>New, Creative, Innovative and Esteric Initiatives</i>	<i>Academic Endeavors and excellence</i>
Chair	<i>Don S. Malabanan</i>	<i>Tatik Suryani</i>	<i>Raj Sharma</i>
Location	<i>Chiang Mai Room 3-4-5</i>	<i>Chiang Mai Room 1</i>	<i>Chiang Mai Room 2</i>
13:00 – 13:20	TPM1-1-1	TPM1-2-1	TPM1-3-1
13:20 – 13:40	TPM1-1-2	TPM1-2-2	TPM1-3-2
13:40 – 14:00	TPM1-1-3	TPM1-2-3	TPM1-3-3
14:00 – 14:20		TPM1-2-4	TPM1-3-4
14:20 – 14:40		TPM1-2-5	TPM1-3-5

14:40 – 15:40 44 Coffee Break
 15:40 – 17:00 Parallel sessions

Session	TPM2-1	TPM2-2	TPM2-3
Topic		<i>New, Creative, Innovative and Esteric Initiatives</i>	<i>Academic Endeavors and excellence</i>
Chair		<i>Don S. Malabanan</i>	<i>Avorn Opatpatanakit</i>
Location	<i>Chiang Mai Room 3-4-5</i>	<i>Chiang Mai Room 1</i>	<i>Chiang Mai Room 2</i>
15:40 – 16:00		TPM2-2-1	TPM2-3-1
16:00 – 16:20		TPM2-2-2	TPM2-3-2
16:20 – 16:40		TPM2-2-3	TPM2-3-3
16:40 – 17:00		TPM2-2-4	TPM2-3-4
17:00 – 17:20			TPM2-3-5

17:45 Bus leaves the Empress Convention Centre
 19:00 – 21:00 Banquet
 Location: Khum Khantoke

Nov. 4, 2011 8:00 – 10:30 **Annual General Meeting**
 Location: Chiang Mai Room 3-4-5
 10:30 – 11:00 **Closing Ceremony**
 Location: Chiang Mai Room 3-4-5
 11:00 – 12:30 **Lunch Break**
 12:30 Bus leaves the Empress Convention Centre
 13:30 – 18:00 **Tours** (participants have to register for this tour with the conference registration)
 Location: Huai Hongkhrai Royal Development Study Center

- 10:00 – 10:20 TAM1-2-4 (P. 226) **18** A Comparison of the Achievement of First Year Students in English II (222102) Class via Student Teams-Achievement Division (STAD) Method and Lecture Method
Rinda Warawudhi

TAM1-3
Academic Endeavors and excellence

Chair(s): Krisda Tanchaisak
Location: Chiang Mai Room 2

- 9:00 – 9:20 TAM1-3-1 (P. 231) **7** What Fundamental Lawyering Skills do Law Students of Chiang Mai University Need to Improve Their Legal Practice Ability?
Pinarong Luengvilai, and Pitipong Yodmongkon
- 9:20 – 9:40 TAM1-3-2 (P. 237) **35** Interpersonal Skills Learning in Information System Department for Developing Soft Skills and Caring Attitude
Faza Faikar Cordova, and Erma Suryani
- 9:40 – 10:00 TAM1-3-3 (P. 243) Exploring Undergraduate Students' Learning Difficulties Through Multiple Intelligence Theory
Tajularipin Sulaiman, Roselan Baki, and Wan Marzuki Wan Jaafar

Thursday November 3, 2011
10:30 – 11:50 hr.

TAM2-1
Institutional Capacities and Capabilities

Chair(s): Olivia Legaspi
Location: Chiang Mai Room 3-4-5

- 10:30 – 10:50 TAM2-1-1 (P. 249) **26** Developing Hardskill and Softskill for Improving Students Performance in Accounting Department at Stie Perbanas Surabaya
Gunasti Hudwinarsih, and Supriyati
- 10:50 – 11:10 TAM2-1-2 (P. 254) Opportunities and Challenges in Solid Waste Management
Aceli C. Doromal
- 11:10 – 11:30 TAM2-1-3 (P. 260) **24** Analysis of Community Service Implementation in Supporting the Growth of Micro and Small Enterprise
Lasmanah, and Rafael G. Aida Wijaya
- 11:30 – 11:50 TAM2-1-4 (P. 265) The Development Concept of Service Quality at Student Affairs Department of Widyatama University Using Factor Analysis
Tezza Adriansyah Anwar, and Ayuningtyas Yuli Hapsari

TAM2-2
Quality Tenacity and Tenets

Chair(s): Jomjai Sampet
Location: Chiang Mai Room 1

- 10:30 – 10:50 TAM2-2-1 (P. 271) **20** Students' Perception On Attraction And Service Satisfaction In STIE Perbanas Surabaya
Hi Harsono
- 10:50 – 11:10 TAM2-2-2 (P. 276) **17** PACUCOA Level IV Accreditation of Marine Engineering Program: Response to Quality Education and Training in the Philippines
Rola A. Alimen, and Ralph. L. Pador
- 11:10 – 11:30 TAM2-2-3 (P. 280) **28** The Sertec Legacy: What Were the Quality Assurance Practices Perceived to be Most Effectiveness in Former Teknikons?
Jacob Selesho

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Students' Perception On Attraction And Service Satisfaction In STIE Perbanas Surabaya

Soni Harsono

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Abstract - The success of universities to get students attracted to register is due to their attracting power. When searching such factor, it will lead to the clues related to the universities' attracting power and service performance as has been provided for their students. This research attempts to explore the students' perception towards the factors of attracting power, services performance, and the priority of servicing. The population consists of STIE Perbanas students in which the sample taken was the students of graduate program of accounting and those of the graduate program of management of the year 2008-2010. The total sample is 200 students, taken by means of stratified random sampling. The data were gathered by questionnaires and the descriptive and multivariate statistics analysis is by factorial analysis. The students were requested to respond using their opinion on the attracting power of STIE Perbanas Surabaya College, including its service performance and services being prioritized. The parameter uses 17 indicators for the attracting power and 19 indicators for the service performance and services being prioritized. This research is expected to provide benefits for marketing improvement by the college in the future, as a study for service satisfaction aspect and especially evaluating the low-quality services. There are two basic factors of Perbanas College' attractiveness. They are the prospect of employment opportunities after graduation and Perbanas image in the community. The average values for each variable either importance or performance lies in quadrant II, which implies that these factors are very important and good service performance. There are some important things to ponder. The prospect of employment opportunities after graduation and image in the community college are considered an important consideration by the prospective students and parents to establish a university as a place of advanced study, supported by qualified lecturers, room facilities, curriculum offerings, programs of study according to specialization and building one's own.

Keywords: perception, attraction power, performance

I. INTRODUCTION

It is clear that the global era has an impact on business competition not to mention higher education (HE) recently. Therefore, many products and services that are considered in one category are trying to meet consumer needs. Such a condition makes the consumers become a very strong position because of the availability of many alternatives for meeting their needs. Beside, it also makes them confused because of having many choices. In addition, companies of both products and services are also continuously bombarding consumers with advertising and other forms of marketing communications, which are accompanied by claims and

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promises. In general, consumers are willing to pay more for an item or service that is above the type of product or service because it is perceived to have more value than others.

The condition above has even penetrated the education sector, especially higher education (HE) as service institutions to their customers: their students. Recently, in Indonesia there is a phenomenon that there is a very tight competition among public universities with private colleges. This is indicated by the various efforts to attract prospective students. The impact of such competition is, on many colleges, especially private universities are experiencing a decrease in students in take. Thus, as the overall effect on the operations of private colleges has changed drastically. In addition to marketing communication efforts undertaken by universities, public awareness about the importance of HE today makes society more intelligent in choosing the institution that exists because the decision to continue and choose the educational institution is considered a long-term investment on human resources. The decisions of which colleges will be selected by the prospective student, as a potential customer, tend to be very interesting and also problematic. The decision to purchase involves decision-making process that starts from the recognition of needs, an investigation prior to purchase, develop alternatives, and determine the best option.

The alternatives to purchase goods or services could have followed the path of thinking and stages of making a decision. Yet, it is unusual thing to many consumers who make buying decisions without a careful planning or making a purchase spontaneously, irrationally, and even emotionally affected by some factors. These factors are such as the company's marketing effort or environmental influences social culture, with which the priority is no longer considering the precedence. But, whether determining the choice of college is just as the process of purchasing goods or services generally. Certainly, such decision requires a rational process to achieve possible objective, as it will result in long-term and is related to the great sacrifices such as it is made by starting from the time, preparation, funding, and the mental attitude of the students.

Since education is constrained by long-term investment, it means that consumers will be more rational in choosing a college and considering which ones will be selected. Such considerations involve many factors for example, places, college tuition, the availability of facilities and infrastructure, the lecture, accreditation, reputation is generally known as a good private universities, graduates have no difficulty in finding a job or absorption of graduates in the labor market,

and many other factors. STIE Perbanas Surabaya (A College of Banking and Business) is one of the private educational institutions that have engaged in the service of education by focusing especially on banking science. The last few years, this college has shown an increase in students in take during the admissions. Thus, it indicates that the public perception of Perbanas is quite good. Such an achievement is followed by the recognition from the government that gives the award in 2010. In this occasion Perbanas received an award from Kopertis (Private University Regional Coordinator) VII as a leading college of five non-university group. This college, in 2011, received an award from Kopertis VII as a superior college of non-university groups in the field of institutional, governance, research and community services, student affairs services. In same year, this college also received an award from Kopertis VII as a leading group of five universities of non-university field of institutional, governance, research and community services, and student affairs activities.

From the evidence above, Perbanas has got achievements with good the result of an effort and therefore it requires a sustainable effort and commitment from the academic society and stakeholders in the management, so as to provide optimal service to all the needs of the stakeholders. Perbanas has always tried to serve well all the needs of students, as also proved by the expectations of students in which they feel satisfied. This has an impact on establishing a good image towards Perbanas. Based on the tract of the best practices and experience above, the researcher in this occasion tries to reveal and identify the reasons and factors making the students remain choosing Perbanas Surabaya for their knowledge investment.

II. LITERATURE REVIEWS

A. Consumer Behavior and Decision Making.

It is assumed that a thorough understanding of consumer behavior is dealt with several things: that consumer behavior is essentially a complex process that includes a variety of activities, roles, and involvement of people in various circumstances of the influence of environmental factors. According to Schiffman and Kanuk [1], consumer behavior is the behavior which is defined as the consumers' display in searching for, purchasing, using, evaluating, and disposing of products and services they think they will satisfy their expected needs. Consumer behavior focuses on how individuals' make-decisions to spend their available resources (time, money, effort) on consumption related item.

According Ristiyanti and Ihalauw [2], there are several things that can be expressed from the definition asserted by Schiffman and Kanuk. Consumer behavior is a process that consists of several stages (1) the acquisition phase (acquisition): find (searching) and buying (purchasing); (2) consumption phase (consumption): using (using) and evaluate (Evaluating), (3) post-purchase stage of the action (disposition): what is done by the consumer after the product is used or consumed. Decision-making process can be in view of the three distinct phases, but related to each other, ie the

input stage (input), stage of the process, and the output stage (output).

B. Understanding Perception

The term of perception is usually used to reveal perceptions about the experience of some objects or events by the customers. For that reason, perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment, Robbins [3]. In addition, perception is a mental process that produces an image on the individual self, so it can recognize an object by specific memory associations on something both senses of sight, the sense of touch, and so forth which ultimately it creates an image that can be realized. Thus, perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world, Kotler and Armstrong [4]. In this case, people can form different perceptions with the same stimulation as three perceptual processes (related to sensory stimulation: selective attention, selective distortion and selective retention). In general, perception includes the acceptance of a stimulus (inputs), the organization of the stimulus and the translation or interpretation of the stimulus that has been organized in a way that can influence behavior and shape attitudes, so that people tend to interpret the behavior of others according to their own circumstances. Gibson [3].

C. Attractiveness of Higher Education.

Higher Education (HE) seems interesting to be studied in connection with its attractiveness and customers perceptions. It is related to the ability to attract attention (the audience) target that is their students. According Ramlan Ruvendi and Ismulyana Djan [5], HE attractiveness concerns all factors which the person decide whether to buy a product (in this context, to choose HE for their study). According to Bob Julius Onggo (in Ramlan Ruvendi and Ismulyana Djan,[5], there are two factors that determine the buying decision, namely: the first is a factor like or dislike to the seller. Similarly, colleges, stately buildings and air-conditioning alone are not sufficient to guarantee the good teaching and learning process. Not only is it an educational facility but also the facilities such as laboratories (computer, accounting, language, etc.), workshops, studios and a library indispensable to the success of students.

The HEs are not only required to make their students master the scientific insights, but also apply such insights in the real field. From various references or literature, it is known that the most determining factor in selecting is on the students' fundamental reason of being interested or attracted by their HEs. It is known that a person's decision to determine the choice often happen very quickly, even sometimes less than half a minute and is influenced by the factors of being like and trust. A study reported that approximately 71% of the consumer's decision to buy a product based on the trust factor between the seller and prospective buyer. Pasaribu Baharuddin [6].

Suggest that development of a college most clearly is seen from the development of students. It's very important for

universities, because students are generally the primary source of university revenue sources, especially private colleges. From their college, the students intake can be said the factor that makes HEs sufficient to finance the operations of education, building, adding educational facilities, including paying the salaries of lecturers and employees. Hence, there is a tendency to explore college as much as possible of this potential; both in quality (increase building fees and tuition) and quantity (accept as many students).

D. Satisfaction Services

According to Kotler [7], "Satisfaction is a person's feeling of pleasure resulting from or disappointment comparing a product perceived in relations to his or her expectations." Customer satisfaction is the feeling of perceived performance of buyers of companies that meet their expectations. When viewed from the perspective of consumer behavior, customer satisfaction is considered something complex. The behavior after the purchase will lead to complacency or dissatisfaction by the consumer. Thus, the consumer satisfaction is a function of expectations of the buyer for the product or service with the perceived performance.

According to Tse and Wilton [8], it is stated that satisfaction or dissatisfaction of customers is the customer response to the evaluation of the perceived dissatisfaction between previous expectations and the actual performance of the product after its use and satisfaction. It is then a function of expectation and performance. For that reason, customer satisfaction is the result of evaluation of the sale and purchase of the selected alternative that delivers results, equal or exceeding the customer expectations.

III. RESEARCH METHODOLOGY

A. Draft of the Research

This research is considered descriptive research and also that of verifying. Therefore, the research method in this case is using survey, to get information from the majority of population or sample of respondents collected directly from the research setting empirically, with the aim to find the opinion of some populations of the studied object.

B. Research Subjects and Objects

The objects are composed of the pull-factor, and service satisfaction and aspects of interest. The subjects of this study were students of Perbanas College Surabaya with all the courses and the classes of 2008 to 2010 batch.

C. Variables and Operational Definition of Variables

The variables being studied are attractiveness and satisfaction service developed by Ruvendi and Ismulyana Djan [5] and Baharuddin Baharuddin [6] as well as several other factors that researchers adjust to the conditions. Also variables are gained from field observations and input from various parties. While the operational variables of the

attraction are a set of rational and emotional reasons, these are perceived differently by the attraction of other universities.

The attractiveness consists of factors to be considered as the basis for students to choose Perbanas with a number of indicators that is 17. The scale of measurement of these variables is by means of Likert scales used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena, Sugiyono [9]. Variable of service satisfaction is a set of services and resource factors that Perbanas College provides for the students and is rated as satisfaction with the number of indicators of 19. The response of each item indicating the factor of attractiveness (appeal), service satisfaction and importance is by means of Likert scale. This eventually has gradations from very positive to very negative and generally use five ratings for each answer ranges, i.e. 1-5. Figures 1 shows a not very good, and 5 showed very good.

The population in this study was students Perbanas college and samples in this study were students taking the courses in S1 (undergraduate) Accounting, Management S1, D3 (bachelor degree) and D3 (bachelor degree) of Accounting Banking of Batch 2008-2010 totaled 200 students. The sampling technique is by means of the method of Random Sampling Stratified. Data Collection Techniques and Procedures are as follows. Data collection is done by spreading the questionnaire, interview, and observation.

D. Analysis Method

Descriptive statistical analysis of the frequency distribution is done in order to obtain the number and percentage of the attractiveness presented. Multivariate statistical factor analysis is by using SPSS software version 17.0. Thus, it can be reduced to a few factors. After this the calculation of the average scores of each variable is also done. Important factors and performance such as describing an average score of important variables and performances is done in importance and performance matrix.

IV. RESULT AND ANALYZIS

A. The Attractiveness of Perbanas College

There are two variables/factors of Perbanas basic attractiveness which is proportionally above 50% and approaching 50%, namely: (1) prospects for employment opportunities after graduation with the statement is "strongly considered" by 56%, (2) image of Perbanas College in the community with the statement is "strongly considered" by 49%. Responses by respondents who explained there are 15 variables factors Perbanas college's basic attractiveness is that that the proportion is less than 49% (1) room facilities is "reasonably considered" by 38%, (2) faculty qualifications is "considered" by 39%, (3) building self-owned "is considered" by 39%, (4) curriculum which is offered "considered" by 44%, (5) courses of study in accordance with the request "considered" by 41%, (6) strategic campus locations "are considered" by 34% (7) cheap tuition "is considered" by 38% (8) the registration of service "consideration" by 38% (9)

scholarships offered" considered "by 36% (10) team presentation in schools "consider" is 36%; (11) recommendation of a friend or family "reasonably considered" by 41% (12) information from the banner "considered" by 36% (13) leaflets / brochures received "consideration" by 38%; (14) ad / news Perbanas on television "considered" by 27% (15) locations close to the residence "considered" by 28%.

B. Satisfaction of Services

It is known that there are 11 variables/factors of Perbanas college's basic service of satisfaction that is above 50% i.e. (1) atmosphere of the lecture with the statement is "good" by 56% (2) the comfort of the lecture hall with the statement "good" by 59% , (3) section of the library with the statement is "good" by 55%, (4) the course material / lab with the statement "good" by 64%, (5) the presence of a lecturer with the statement "good" by 59%, (6) teaching techniques lecturer with the statement "good" by 55%; (7) elements of leadership with the statement "good" by 62% (8) lecturer guardian with the statement "good" by 58% (9) school facility with the statement "good" by 55 % (10) counseling and services supervisor with the statement "good" by 54% (11) e-learning with the statement "good" by 51%.

C. Factor of Interest

It is known that there are 7 variables/factors of Perbanas college's basic interests which is accounted for being above 50% i.e. (1) section of the library with the statement that it is "important" by 52.5% (2) the elements of leadership with the statement that it is "important" by 53.5%, (3) school facilities with the statement "very important" by 54%, (4) building campus with the statement "very important" by 53.5%, (5) cheap tuition fees with the statement "very important" by 60% , (6) hotspots with the statement "very important" by 50.5%, and (7) ICT with the statement "important" by 50.5%.

D. Analysis of the Pull-Factor

In this case, all existing variables are seen to be clear (inter-dependent relationships between variables). Thus, it can produce exactly the grouping or abstraction of many variables to a few new variables or factors. Of the seventeen factors studied, it can be reduced to three factors, each of which has several sets of variables: Factor 1, i.e., there is a group of students who choose to enter Perbanas college because it is based on faculty qualifications, room facilities, curriculum offerings, Perbanas image in the community, the prospect of job opportunities after graduation, according to the study program and building one's own specialization. Therefore, the positive correlation of the value is, the greater the value of the variables the higher the interest is. Factor 2, which is a group of students who chose Perbanas College because of the team presentation to their schools, advertising or news on TV Perbanas, leaflets or brochures received for recommendations from friends or family and the registration service. Therefore, the positive correlation value is, the greater the value of the variables the greater the interest in Perbanas college is. Factor 3, which is a group of students

who chose Perbanas College because of the location, which is close to the residence, and the strategic location of the campus. Therefore, the positive correlation value is the greater the value of the variables the higher the interest in Perbanas college is. This can be demonstrated in Table 1.

TABLE 1.
VARIABLES IN EACH FACTOR

Factor 1	Factor 2	Factor 3
Lecturer qualification	Marketing presentation in their high schools by marketing team	Location is close to their home
Room facilities	Advertisement and news	Strategic location of the campus
Curriculum offered	Leaflet/brochures	
Image of STIE Perbanas in the society	Friends and relative recommendation	
Prospect for job opportunity	Admission services	
Study Program suitable for them		
The campus building		

E. Service Satisfaction Analysis

Of the 200 questionnaires returned and after the analysis the average score of students' perceptions of service satisfaction can be seen in Table 2.

TABLE 2.
AVERAGE SCORE OF STUDENTS' PERCEPTIONS OF SERVICE SATISFACTION

Factor	Average
Learning atmosphere	3,73
Class room convenience	3,925
Library availability	3,76
Library unit	3,67
Learning materials/ laboratory	3,78
Lecturer presence	3,755
Lecturer technical of teaching	3,765
Leaders Elements	3,785
Advisory lecturers	4,015
Student department	3,34
Academic administration	2,995
Finance department	3,075
Class Rooms	3,745
Campus building	3,52
Cheap school fee	2,91
Guidance and counselling	3,625
E-Learning	3,66
Hotspot	2,92
ICT	3,33
Total	67,305
Number of variables	19
Average score	3,54

F. Analysis of the factors of interest

Students' responses to the factors concerning the services concerned can be seen in Table 3.

TABLE 3.
FACTORS CONCERNING THE SERVICES CONCERNED

Factor	Average
Learning atmosphere	4,215
Class room convenience	4,34
Library availability	4,3
Library unit	4,025
Learning materials/ laboratory	4,27
Lecturer presence	4,225
Lecturer technical of teaching	4,305
Leaders	4,14
Advisory lecturers	4,2
Student unit	4,01
Academic administration	4,01
Class room	4,01
Lecture facilities	4,47
Campus building	4,39
Cheap fee	4,435
Guidance and counseling	4,245
E-Learning	4,28
Hotspot	4,32
ICT	4,14
Total	80,33
Number of variables	19
Average score	4,23

A. Important-Performance Analysis Matrix

If the performance of services by Perbanas college is associated with factors that necessitated by the student, it can use analytical Important-Performance Matrix as shown in the following image: The average score of Performance and Importance for all variables depicted by dotted lines on performance scores and scores Importance is 4.22 and 3.54 which falls in quadrant II, where students consider the factors analyzed which is "important" and performance in Perbanas college level of service is "good." So, this performance should be maintained and even enhanced to be close to the average importance. However, the average score of performance is still smaller than the respective scores importance by the students. Thus, Perbanas still can enhance its service with the advanced aspects of the value that is still low and they should maintain the existing high scores.

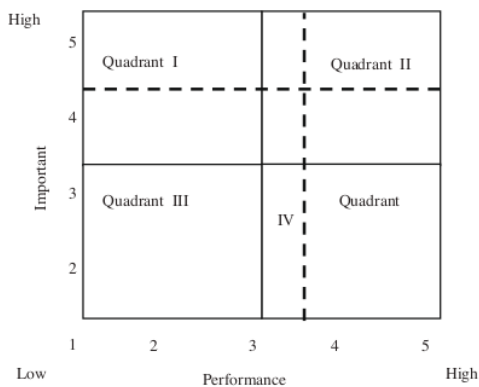


Fig. 1 Important-Performance Matrix

V. IMPLICATION

It is known clearly that students have positive perception. There are two main factors of Perbanas College' attractiveness. They are the prospect of employment opportunities after graduation and Perbanas image in the community. relationship between service satisfaction with level of interest reflected from the average values for each variable either importance or performance lies in quadrant II, which implies that these factors are very important and good service performance. In addition to factor analysis, there is a group of students who choose to enter Perbanas because it is based on the qualifications of faculty, room facilities, curriculum offerings, programs of study according to specialization and self-owned building. Therefore, it is important for universities in particular to have not developed a curriculum based on the needs of the workforce and continue to manage the link and match with the workforce and enhance the image in the community of the college.

VI. CONCLUSION

There are some important things to ponder. The prospect of employment opportunities after graduation and image in the community college are considered an important consideration by the prospective students and parents to establish a university as a place of advanced study, supported by qualified lecturers, room facilities, curriculum offerings, programs of study according to specialization and building one's own. In addition, it also provides added value to students by continuously improving service quality and can lead to pride in the learning process. For any institution, such as STIE Perbanas Surabaya, company's image and the prospect of job opportunities available for its graduate is the main selling point in designing the future marketing strategy. The relatively low quality of services, namely academic administration and hot spot, perceived by students need to improve continuously. The prospect of job opportunities available for graduate as well as good corporate image, academic administration, and hot spot will lead student, lectures, and staff to recommend the institution to prospective students and their parents.

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