Analysis of User Satisfaction on Master Alumni of Islamic Education Management (MPI) at IAIN Kudus

Adri Efferi
Institut Agama Islam Negeri Kudus, Kudus, Indonesia
adri.efferi@iainkudus.ac.id

Abstract

This research is based on field conditions; there is a gap between the knowledge gained from lectures and the working conditions faced, so users feel dissatisfied. Even though alumni work in the community or the world of work, it indirectly becomes a free promotion for the study program. It will certainly be an attraction for prospective students. This study aims to determine the user satisfaction level of IAIN Kudus Postgraduate alumni, especially from the Islamic Education Management (MPI) Study Program. This research uses a qualitative approach and surveys as tools for data collection. Analysis techniques use the flow of exposure, reduction and conclusion. The research results are that the competencies obtained by alums are quite relevant to enter the world of work; the high level of user satisfaction with alumni evidenced this.

Keywords: Islamic Education Management; Graduates; User Satisfaction.

Abstrak

Analisis Kepuasan Pengguna Alumni Magister Manajemen Pendidikan Islam di IAIN Kudus. Penelitian ini berdasarkan kondisi lapangan, terdapat kesenjangan antara ilmu yang diperoleh dari perkuliahan dengan kondisi kerja yang dihadapi, sehingga pengguna merasa tidak puas. Padahal kiprah alumni di masyarakat atau dunia kerja, secara tidak langsung menjadi promosi gratis bagi program studi, dan

tentunya akan menjadi daya tarik bagi calon mahasiswa. Tujuan penelitian ini mengetahui tingkat kepuasan pengguna alumni Pascasarjana IAIN Kudus khususnya dari Program Studi Manajemen Pendidikan Islam. Penelitian ini menggunakan pendekatan kualitatif, dan survei sebagai alat untuk pengumpulan data. Teknik analisis menggunakan alur pemaparan, reduksi dan penarikan kesimpulan. Hasil dari penelitian, kompetensi yang diperoleh alumni cukup relevan untuk memasuki dunia kerja, hal ini dibuktikan dengan tingkat kepuasan pengguna yang tinggi terhadap para alumni.

Kata kunci: Alumni; Kepuasan Pengguna; Manajemen Pendidikan Islam.

A. Introduction

Change is inevitable in human life. The same thing also applies to educational orientation. Initially, relying on the assumption of science for knowledge has changed to science to benefit many people's lives. Questions often arise after someone has completed higher education are what work, where and for whom. This question indicates a change in awareness and hopes that the knowledge and skills acquired in college can benefit others through the scholar's real work. In other words, society tends to be more pragmatic after becoming alumni, where their children can work, not just what abilities their children have.

As a form of responsibility towards society, how much absorption of alumni in the world of work, or more specifically, how the level of user satisfaction, tracking or tracing is needed. Universities need to track or trace graduates to find out the performance and alignment of graduates' abilities with the needs of the world of work. The success of Higher Education graduates in entering the world of work is an indicator of learning outcomes and the relevance of Education Institutions to society.

Tertiary Education Institutions are responsible for equipping graduates with certain learning competencies (outputs) and facilitating and bridging graduates into the world of work. Similarly, institutionally, educational institutions are billed by users (stakeholders) regarding real progress, educating the nation's generation by producing academically qualified graduates with good personalities.

Educational institutions must continue reorganising themselves and improving the quality of education services to the public. One is through the study program performance assessment by the National Accreditation Board for Higher Education (BAN-PT) and the preparation of the Self-Evaluation report as a basis for organisational consolidation and development of academic activity programs. Among the self-

evaluation items and the contents of the accreditation form is the presence of graduates (tracer study) after leaving college.

Tracer Study is based on the idea that the quality of educational institutions and the effectiveness of learning can be seen from alumni achievements several years after they left college. Satisfaction with work, income, job or career achievements and even concern for social problems, political issues, and the ability to accept other people can be added (Sailah, 2008).

Graduates or alumni are the end product of a process that exists in a university. One of the assessments made by the community on the quality of higher education institutions is by looking at the reputation of alumni in the community or the world of work. In the context of this paper, the various achievements of alumni in their careers will positively impact increasing the study program's reputation in the eyes of the community. Put, alumni are part of a study program that must be managed properly and can even be used as partners, such as when accepting new students.

The Islamic Education Management (MPI) Study Program consistently conducts tracer study activities. This tracer study activity will provide useful information for evaluating the process and results of the Islamic Education Management (MPI) Study Program activities. This information will be used for improvement and quality assurance of the Islamic Education Management (MPI) Study Program in the future so that it is always relevant to the needs of society.

This tracer study activity is new for the Islamic Education Management (MPI) Study Program. Besides being based on the need to fulfil forms for accreditation, this activity is also a collection of information in the context of formulating policies in the Islamic Education Management Study Program, especially dealing with competition dynamics and recruiting new students. In line with the statement above, what benefits will be obtained by carrying out tracer studies, in more detail, can be seen in the image below:
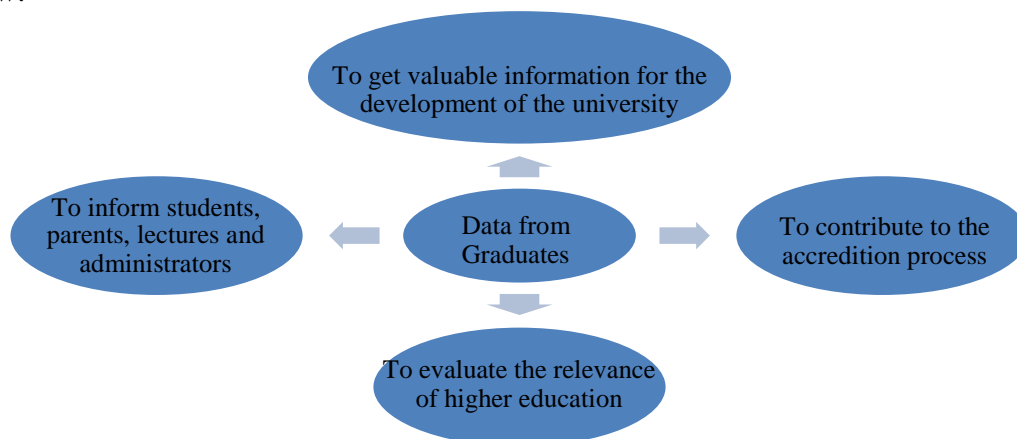
Figure 1.1 Background of tracer study

(Schomburg in (Sailah, 2008))

This paper results from research that answers questions related to user satisfaction with alumni of the Postgraduate of Islamic Education Management (MPI) Study Program at State of Islamic Institute (IAIN) of Kudus. The research approach used is qualitative. Qualitative research was conducted to explain and test the relationship between phenomena and determine the causality of the variables (Danim, 2002). The technical data collection was a survey of all alumni of the Islamic Education Management (MPI) Study Program at the IAIN Kudus Postgraduate Program.

The data analysis techniques needed in this study are as follows: a). Data reduction is carried out by sorting data from written records in the field. b). display of data that has been reduced is presented in a systematic report, easy to read and understand, both as a whole and in parts. c). Concluding (verification), the data that has been processed is then drawn conclusions using the inductive method, namely the process of inferring from things that are specific to general matters to obtain objective conclusions.

B. Discussion

1. The Need for Tracer Study and User Surveys on Master Alumni at IAIN Kudus

Tracking alumni of the IAIN Kudus Postgraduate Program is a vital tool in measuring the main needs of tertiary institutions. The main vital needs include reviewing the curriculum that the Postgraduate IAIN Kudus have held. Tracking IAIN Kudus Postgraduate alumni can be used as a basis for self-evaluation efforts and designing future work programs.

The design of a work program based on self-evaluation may still be something new, or more needs to be done. This is based on facts on the ground, and often work programs are produced solely to follow a developing trend or only to meet short-term needs. That is why there is a saying in society that changing leaders will also change programs or policies. It is as if there is an impression that if the new leadership does not issue any new programs or policies, he or she has not done anything.

Efforts to self-evaluate and design work programs in the future include designing work plans in the academic and non-academic fields. The academic field in

question is a field that is directly related to the Tri Dharma of Higher Education, namely Education, Research and Community Service. Instruments related to the Tri Dharma of Higher Education are in the curriculum. Curriculum relevant to the needs of society, stakeholders, and partner/non-partner institutions related to the world of work can be measured from tracer study data. At the same time, the non-academic fields in question are not directly related to the Tri Dharma of Higher Education, such as bureaucratic governance, infrastructure and student activities.

In addition, tracking alumni of the IAIN Kudus Postgraduate and user satisfaction surveys is important to do because para-alumni is a person or group of people who have experienced learning experiences for at least two years at the IAIN Kudus Postgraduate campus and are currently exploring the ability of their learning outcomes in the field. New. The experiences that these alumni have obtained are valuable and are expected to be used as a mirror to see the capacity of the IAIN Kudus Postgraduate campus towards the vision it aspires to. In general, the results of a tracer study of graduates and graduate users are used by a Study Program for several purposes, namely; 1) Curriculum Development, 2) Development of Potential Graduates Ready for Work, 3) Analysis of Needs of Stakeholders or Graduate Users, 4) Expansion of Cooperation Networks. Thus, the results of a tracer study can be used to evaluate the quality of the delivery of education and study program services.

Knowing the quality of education delivery and satisfaction with study program services is very important, especially for service institutions or institutions; in other words, study programs are service industries, namely education services. Like an industry or service provider, life and death will depend on the trust and satisfaction of users or customers. So do not ever get complaints or disappoint customers because this is tantamount to us preparing a grave for the institution or industry we are managing. There is an adage in the business or service world that the consumer is the king (the customer is the king). It will remain timeless because no ad is more effective (in a positive sense) or harmful (in a negative sense) except for user phrases or testimonials. It is like a word, just one person expressing dissatisfaction with the service they received or found, then the others will automatically get the effect, and of course, the opposite is true.

2. Existence and Tracer Study

By definition, alumni are people who have completed an education or have graduated from a school or college. Alumni have an important role in their home university or alma mater (Kirana & Wahdaniyah, 2018). Alumni are also an important asset for tertiary institutions that must be embraced and developed (Meidelfi, 2018).

The National Education System, as stipulated in the Law of the Republic of Indonesia Number 20 of 2003, regarding the higher education accreditation system, explains that accreditation is carried out to determine the feasibility of educational programs and units on formal and non-formal education pathways for each level and type of education. One of the important points in determining the value and level of accreditation of a study program is the alumni or graduates of the study program. In this regard, study programs must be able to manage graduates as products and partners to improve study programs continuously. Study programs must actively participate in empowering and empowering alumni.

The experience gained by alumni, both in the community and in the world of work, is a valuable capital to provide input and new ideas for their alma mater higher education institution. (Kirana and Wahdaniyah, 2018) Alumni are also expected to be able to develop networks outside of agencies and improve the good image of the alma mater in the community (Meidelfi, 2018). Therefore the availability of information related to alumni data is important as a consideration for making decisions or policies (Wijaya, 2017). Practically, alumni data and users are also needed for accreditation purposes (Andrika et al., 2019). The Ministry of Culture and Education also provides an evaluation of alumni data every two years so that it can be updated ((Dirjen Dikti, n.d.); (Suhatril, 2019); (Syafiq, 2017)).

The way to track the whereabouts and progress of graduates after leaving PT, especially related to gathering information related to the transition from college to work, is to carry out a tracer study. Tracer study is a study of tracing graduates of higher education institutions (Schomburg in (Sailah, 2008)). A tracer study traces the traces of graduates or alumni, which is generally carried out for 1-3 years (Sailah, 2008).

Tracer Study or alumni survey at several European and North American Universities has developed since the late 1970s. In Indonesia, the Tracer Study only started around the early 2000s at the same time as the requirements for National Accreditation of Study Programs by the National Accreditation Board for Higher Education (BAN-PT) which was formed by the Directorate General of Higher Education, Ministry of Education and Culture. The important focus of this Tracer Study is to measure the quality of learning outcomes or competence of graduates by recording job satisfaction, the relationship between the field of knowledge studied and the type of work obtained or occupied. In several regions in the world, Tracer Study is also intended to measure alumni competencies related to critical thinking skills, ability to solve problems related to their knowledge, communication skills both orally and in writing, leadership abilities, social sensitivity and others.

The main principle is that tracer study is a medium to obtain information about graduates who have or have not worked. In addition, a tracer study can also know the results of educational activity in the form of graduate competencies that can be applied in the world of work or industry. Of course, what is no less important is that through a tracer study, education providers can find out how the implementation and quality of services are through the evaluation of alumni and also users, with the hope that there will be feedback for education providers to improve and improve the quality of their services. This is in line with what was conveyed by Hidayati that the results of a tracer study can be a picture of the existence of a higher education institution (Hidayati, 2020).

It can be concluded that three benefits can be obtained from implementing a tracer study, namely:

1. Knowing stakeholder satisfaction, in this case, graduates, related to the learning experiences they experience, to be used as a tool for evaluating institutional performance;

2. Obtain relevant input as a basis for institutional development related to competitiveness, quality, and working experiences of graduates, which can be used to seize opportunities and overcome future threats; And

3. Improving the relationship between graduates and their alma mater, because when viewed from the experience of well-known educational institutions, strong ties between graduates and alma mater will bring many benefits to the alma mater as graduates' progress is recognized in society (Soemantri, 2010).

The facts on the ground also prove that if we look at large campuses, especially in Indonesia, they must have a strong and well-organized Alumni Association (IKA). They are good working partners for the institution's sustainability, especially the alma mater. This is certainly a positive force, especially in the era of accreditation, which is the soul of a tertiary institution, especially study programs. Even if we look at the accreditation form, the points related to the existence and progress of alumni have a very decisive value, then whether a study program deserves accredited status with superior scores, very good or just good enough.

Luck for study programs that have realized this from the start, but not so for study programs that have continued to be ignored or even underestimated. More efforts are needed to re-inventory data related to the whereabouts and progress of these alumni. Not infrequently, for the sake of this, a tertiary institution has to develop special programs or activities. Although in reality, the results obtained could be more satisfactory.

3. Quality of Alumni

Higher education is an educational institution that aims to produce better quality human resources (Kotler, 1997). Defining quality as the overall characteristics and characteristics of goods and services that affect the ability to meet stated and implied needs. Meanwhile, Lovelock, quoted by Fajar, defines quality as the level of quality expected and control of diversity in achieving that quality to meet consumer needs (Fajar, 2008). From the two expert definitions, it can be concluded that the benchmark for graduate quality is the performance quality of graduates/alumni of a tertiary institution, who have the ability and level of quality expected to meet consumer needs, in this case, society or the world of work.

Based on the NACE (National Association of Colleges and Employers) survey in 2002, the world expects university graduates of work to have competencies including 1) Organizational skills, 2) Honesty, 3) Teamwork skills, 4) Interpersonal skills, 5) Good work ethic good, 6) Having motivation/initiative, 7) Being able to adapt, 8) Analytical ability, 9) Computer ability, 10) Organizational ability, 11) Detail oriented, 12) Leadership ability, 13) Confident, 14) Friendly personality, 15) Polite, 16) Wise, 17) GPA $\geq$ 3.0, 18) Creative, 19) Humorous, and 20) Entrepreneurial ability.

The GPA was in 17th place out of the 20 points expected of a "prospective employee". Some things that students need to have include:

a. Communication Skills, consisting of oral communication and written communication;

b. Organizational Skills, including time management, increasing motivation, and maintaining health and appearance;

c. Leadership, with effective Leadership;

d. Logic, to solve problems and think creatively;

e. Effort, including resistance to pressure, assertiveness, and the ability and willingness to learn;

f. Group skills, including teamwork and improving interpersonal skills; And

g. Ethics.

4. User Satisfaction

Educational Satisfaction is a process of development and training that includes aspects of knowledge, skills and personality, mainly carried out through activities such as education, which produces and transfers knowledge.

The educational activity is a system which includes input, process and output. About quality, quality input includes students, support staff and infrastructure. The quality of the process includes the learning process, and the output quality is competent alumni with bright futures (Sahney, 2004).

In industrial relations, graduate users are external parties who become consumers for the output of an educational institution. Graduate users include government, private, and non-government organizations and individuals. Graduate users (employers), both individuals and institutions, will assess the performance of college graduates as employees (employees). Maier argues that employee performance is a person's success in carrying out a job.

Furthermore, related to the research approach used is qualitative. Qualitative research was conducted to explain and test the relationship between phenomena and determine the causality of the variables (Danim, 2002). The technical data collection was a survey of all alumni of the Postgraduate Islamic Education Management (MPI) Study Program at IAIN Kudus, with a graduation range from 2015 to 2020.

The data analysis technique used is (a). data reduction is carried out by sorting data from written records in the field. (b). display of data, data that has been reduced, is presented in a systematic report, easy to read and understand, both as a whole and in parts. (c). concluding (verification), the data that has been processed is then drawn conclusions using the inductive method, namely the process of inferring from things that are specific to general matters to obtain objective conclusions. This analysis activity is carried out by researchers continuously from the beginning of data collection until the end of the study.

The research was carried out for approximately 3 (three) months; a questionnaire in the form of a Google form was given via WA messages to alumni from the 18th to 28th graduates (2015-2020). Assuming that one year there are two graduation periods, in April and October, the alumni are tracked from 11 graduation periods. This data collection was carried out in 2015 or after the implementation of the first graduation for Postgraduate, considering that this tracer study has never been carried out systematically and programmed. Even though incidental activities (accreditation) have been carried out several times, the instruments are still simple.

Overall, messages were sent to 403 people; in other words, the number was based on the collection of alumni cellphone numbers owned by the manager. Based on the message that has been sent, it can then be mapped as follows:

1. Messages sent to alumni were 280 people.

2. Messages unsent to alumni were 123 people.

Message Status
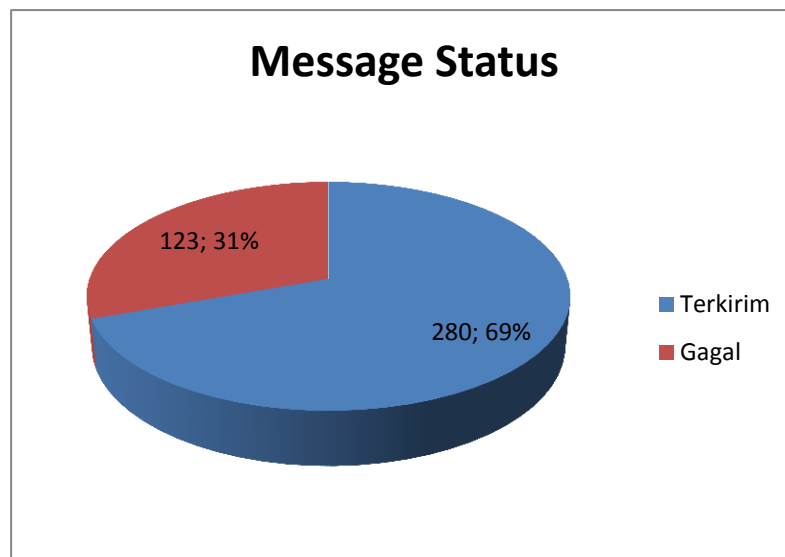
Of course, the question is why the difference between the number sent and failed is small. This could be due to signal problems at the time of sending the message, or it could also be because the number sent by the message is no longer active. The first and second are both likely to be true. Especially for the second case, the information obtained from the manager is that there has yet to be an activity to update alumni data, especially regarding contact numbers regularly. In addition, a system-integrated renewal process has yet to be found; for example, when students need to legalize their diplomas or transcripts, they should update their data first and then receive service.

When giving out questionnaires/questionnaires, alumni are also requested or entrusted with questionnaires/questionnaires to be given to users where they work. Of course, this is not good because it is feared that bias will occur when charging. Users tend to give value or content that is always positive because there is a feeling of discomfort or fear of the relationship being disrupted. Indeed, the questionnaire/questionnaire must be given directly without the knowledge of the alumni. However, due to limited databases and time for searching, this method has to be taken with course notes for such activities in the future.

Regarding the responses received, both from alumni and users in quantity, the following data can be found:

1. 113 Alumni responded by filling out the questionnaire sent.

2. 52 users responded by filling out the questionnaire sent.

Questionnaire Response
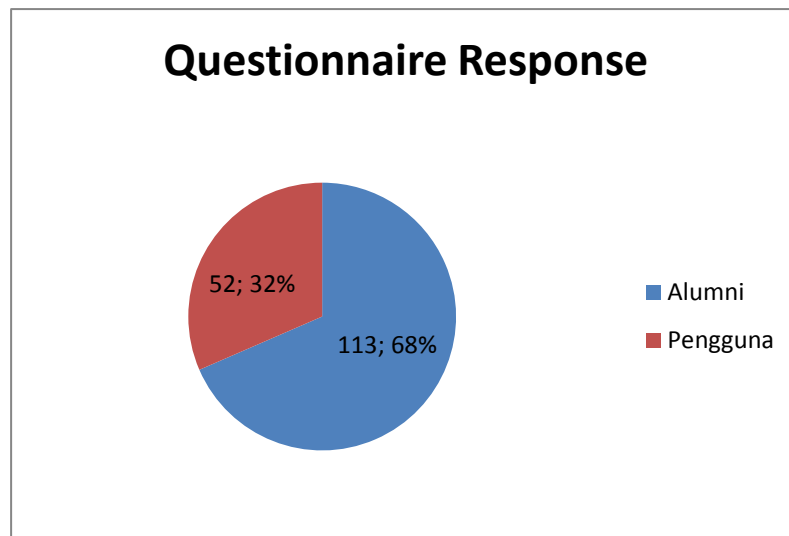
Based on the year of graduation, the alumni who gave the response can also submit data as follows: (1) 2015 graduation year of 2 people, (2) 2016 graduation year of 14, (3) 2017 graduation year of 20 people, (4) graduation year In 2018 there were 39 people, (5) in 2019 there were 24 people, and (6) in 2020 there were 14 people.

From the data above, alumni participation for each generation in filling out the questionnaire varies; generally, it is still relatively low. It has yet to be discovered exactly what causes the low participation. Nevertheless, from the perspective of the researcher, who is also the manager, there are at least 2 (two) reasons for the low participation rate in responding to the questionnaire that was sent. First, there needs to be a better relationship between administrators and alumni. So there are thoughts from some alumni that their existence is needed when the postgraduate parties also need them, one of which is filling out this questionnaire.

Second, alumni's understanding of tracer studies still needs to improve. It is as if this activity wants to know the whereabouts of the alumni. Once the information is received, it will be used by the institution/agency only for their benefit. If you consider it longer, tracer study activities will benefit both parties. For alumni, opportunities will open by providing the required data, especially in the world of work. For institutions, of course, as feedback for improvements in various fields, especially in the process of academic services.
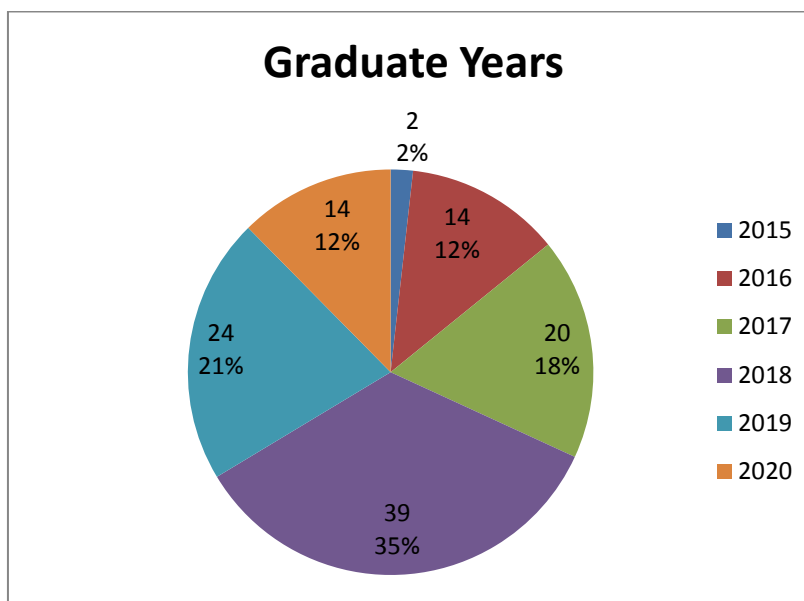
Furthermore, regarding the level of user satisfaction with alumni of the Islamic Education Management Study Program, several aspects were asked, including:

1. Ethics, with answers from the responses stating good at 19.37% and very good at 33.63%;

2. Expertise in the Field of Science (Main Competence, with answers from the responses stating good at 21.40% and very good at 31.60%;

3. Ability to speak foreign languages (Arabic/English), with answers from the responses stating sufficient at 17.33%, good at 29.56% and very good at 6.11%;

4. Ability to use information technology, with answers from the responses stating sufficient at 4.8%, good at 23.44% and very good at 25.48%;

5. Communication Skills, with answers from the responses stating sufficient at 2.4%, good at 24.46% and very good at 26.50%;

6. Cooperation, with answers from the responses stating good at 21.40% and very good at 31.60%;

7. Self-development, with answers from the responses stating sufficient at 2.40%, good at 26.50% and very good at 24.46%; And

8. Religiosity, with answers from the responses stating good at 19.37% and very good at 33.63%;

Looking at the answers from the questionnaire above, the average answer is good, so IAIN Kudus Islamic Education Management alumni users are satisfied with

the alumni's performance. However, several aspects need serious attention, such as mastery of foreign languages, both Arabic and English.

5. Tracer Study Evaluation and Recommendations

As a form of evaluation of the implementation of the postgraduate tracer study at IAIN Kudus, the tracer study carried out is in the low response rate category, so several steps are needed to optimize the alumni tracking results. Some of these steps are:

1. It is necessary to optimize the socialization of alumni tracking and tracer study results to stakeholders at IAIN Kudus. Thus, the feedback obtained can be used to make continuous improvements.

2. It needs development in the IT field so that data processing can be carried out better.

3. It requires active participation from all campus units, such as study programs, faculties, and student units, to mobilize to complete the questionnaire.

4. A special budget is needed for alumni tracking activities. The budget can be used flexibly according to tracer study needs, such as giving rewards to alumni who are actively involved in filling out questionnaires.

C. Conclussion

Based on data findings and analysis of user satisfaction with postgraduate alumni of Islamic Education Management at IAIN Kudus, it is known that users are satisfied. This is evidenced by 25.48% of users saying that alumni performance is good and 27.52 is very good. However, several things need to get serious attention, including the problem of mastering a foreign language. Besides that, the competencies possessed by the Islamic Education Management (MPI) alumni are quite relevant, both for finding jobs that match their competencies and for career development after they become alumni. Again, the measurement of user satisfaction is an easy indicator to measure how relevant the competencies obtained during lectures are to the performance displayed by alumni.

References

Andrika dkk. 2019. "Rancangan Sistem Informasi Penelusuran Pengguna Alumni Berbasis Web." SISFOTENIKA.

Danim, Sudarwan. 2002. Menjadi Peneliti Kualitatif. 1st ed. Bandung: Rineka Cipta.

Dirjen Dikti. Panduan Sistem Tracer Study Online. Jakarta: Dikti.

Fajar, Laksan. 2008. Manajemen Pemasaran. Yogyakarta: Graha Ilmu.

Hidayati, et.al. 2020. Pedoman Tracer Study. Surabaya: Unesa.

Kirana dan Wahdaniyah. 2018. "Implementasi Aplikasi Alumni Berbasis Mobile Application." Jurnal Edukasi dan Penelitian Informatika 4.

Kotler, Philip J. 1997. Marketing Management. New York: Prentice Hall.

Meidelfi, dkk. 2018. "Prosiding Sisfotek." In Perancangan Aplikasi Alumni Untuk Mendukung Akreditasi (Studi Kasus; Jurusan TI PNP),.

Sahney, et.al. 2004. "A Serqual and QFD Approach to Total Quality Education; a Student Perspective." International Journal of Productivity and Performance management 53(2).

Sailah, Illah dan Aribowo. 2008. Pengembangan Soft Skills Di Perguruan Tinggi. Jakarta: Direktorat Jenderal Pendidikan Tinggi.

Soemantri, dkk. 2010. Kajian Relevansi Lulusan Jurusan Pendidikan Geografi UNY Tahun 2005-2009. Yogyakarta.

Suhatril, R.J. 2019. Tracer Study Online. Jakarta.

Syafiq, A. 2017. Konsep Dan Implementasi Tracer Study.

Tim Penyusun. "Laporan Tracer Study, Survey Kepuasan Pengguna Lulusan Tahun 2021." Lembaga Penjaminan Mutu IAIN Kudus. 2021

Wijaya, ADH dkk. 2017. "Sistem Informasi Eksekutif Data Alumni Perguruan Tinggi Menggunakan Data Warehouse IGKG." Jurnal Sistem dan Informatika 11(1).