APPLYING EXIT SURVEY ANALYSIS IN ENSURING THE IMPROVING QUALITY OF ACADEMIC QUALITY

A. Introduction

The higher education or universities around the world are having concerns about their academic programs due to the increasing competition. Therefore, the efforts of every university to improve the quality of its program become very important so that it is relevant to the changing of the more challenging times. This process is also believed to be cost-effective, more customer-oriented (students) that ultimately improve efficiency. It is also expected to build a...
more transparent and accountable system (Düren, 2010). Universities are required to be able to meet the needs of students and lecturers so that universities need to improve the quality through evaluation within the college. Evaluation is the implementation of a measurement and assessment that will get the result of a decision as an effort to improve the quality of universities in Indonesia. This improvement is done thoroughly against the elements involved in it. To achieve success in a business field of education today, the leaders, lecturers, and employees should consider student satisfaction as a service user in college. Student satisfaction should be the basis of management decisions, so that universities should make students' satisfaction as a fundamental target.

In order to provide quality services from an educational institution to continue it must hold institutional coaching. This step is very important to improve the service from time to time. The coaching step is required by an institution / institution because the level of satisfaction received by users of consumer service services will certainly continue to change along with the good level of education. Thus, in an effort to improve the service required a serious and continuous effort so that what is expected can be achieved. Efforts to improve services provided by an institution which is one factor that also can not be ignored is the quality of adequate human resources in this case are lecturers and employees who exist at the institution or institution. To improve the service required the integration between the improvement of functions and the role of an institution and also the improvement of the quality of human resources although the achievement of the level of satisfaction is a job that is not easy but with the continuous effort it will create a conducive atmosphere for the creation of shared desire.

Quality of Service at Universities from previous constants can punctuate the subject to the quality of service at universities as providers of education services. Along with the development of organizations or companies engaged in the service industry, theories about the quality of service were generated.

One of the efforts made through exit survey activities. This activity is intended to monitor the activities of lecturers through students. The results are used to improve the campus environment and supportive programs for students. In addition, it is also used in monitoring the achievement of strategic plans that have been proclaimed by UIN Syarif Hidayatullah in achieving the process of Transformation Research University.

Exit survey that has been done in UIN Syarif Hidayatullah Jakarta is a survey of thesis supervisor and academic supervisor. Thesis supervisor survey activity with the respondents of this student becomes very important considering the lecturer has the responsibility to ensure that the student is able to prepare the thesis so that the tested thesis has high quality (Haryati, 2012). In addition to thesis supervisor, the role of academic supervisor is also very important in the process of education in Higher Education (PT). According Slameto (2010) teachers and lecturers or teachers is one of the factors that affect the academic process. In this case, it is academic supervisor who has a role that motivates students to implement and achieve the learning objectives during their education. Therefore, UIN Syarif Hidayatullah Jakarta through the Quality Assurance Institution needs to analyze the performance of thesis and academic supervisors. This analysis is conducted through exit survey so that it can be used as a reference of governance policy and continuous development of academic activities. In this research, the research problem proposed are: 1) How is the exit survey instrument used to provide an overview of academic quality, especially the guidance of thesis and academic guidance, 2) How to analyze the exit survey data gives a clear description about the quality of academic activities and the motivation to Research University.

Based on the elements mentioned above, Goetsch and Davis (1994; in Tjiptono, 2003) formulate a broader definition of quality, namely: quality is a dynamic condition that is associated with products, services, people, processes, and the environment meet or exceed expectations. Quality has always been an important issue especially in higher education institutions. It is expected that higher quality, educational programs can have a positive impact on the development of graduate human resources in terms of generic knowledge and skills (Fink, 2003; Walker, 2006).

One of the efforts made to monitor this quality is to conduct a survey. Survey can be done with various techniques including (a). Questionnaires and face-to-face interviews; (b) Questionnaires by self-filling, including those sent by mail; (c) Electronic Questionnaire (internet / e-survey); (d) Focus group discussions; or (e) Unstructured interviews through in-depth interviews (UM-Surabaya, 2015).

Meanwhile, Engel, et al. (in Tjiptono, 2007) states that customer satisfaction is a full-time evaluation in which the selected alternatives are at least equal or exceed customer expectations,
whereas dissatisfaction arises when results do not meet expectations. In general, Students' satisfaction is defined as the service user’s response to the suitability between the level of prior importance and the actual performance perceived after usage.

B. Literature Review
In line with the above explanation, with some research results about the exit survey among the previous research studies (Sinaga and Hasan, 2006) who conducted research on the application decision support determination supervisor lecturer for S1 of informatics techniques study program using software decision support system determination for lecturer of thesis supervisor. The research (Gunawati et al., 2006) conducted research on the correlation between the effectiveness of thesis supervisors' major lecturers' communication with stress in preparing the thesis on psychology faculty students of Diponegoro University Medical Faculty. The results showed that there is a negative relationship between the effectiveness of communication supervisors major thesis with stress in preparing the thesis. (Hariyati, 2012) conducted research Survey on the performance of thesis supervisor and thesis quality of Accounting Students of STIE Malangkucecwara from the results of research obtained on aspects of appraisal performance of lecturers' guidance to students, self awareness of supervisor, students' satisfaction on lecturer performance, and guided thesis quality. In addition (Afriandi, 2014) conducted research on the relationship of academic supervisor role with learning motivation of STIKES Aisyiyah Yogyakarta midwife who showed that there is a very close relationship between the role of academic coach with learning motivation with rho value parameter and correlation coefficient.

C. Methodology
This research was conducted at UIN Syarif Hidayatullah Jakarta. The research was conducted in March to August 2016 at UIN Syarif Hidayatullah Jakarta with the respondent population from the Graduates from all study programs in the university while the sample taken based on the purposive sampling with the respondents from the graduates from the science education, this study uses a descriptive quantitative research approach. The method used in this research is descriptive method by investigating the condition, condition, situation or event which result presented in the form of research report (Suharsimi Arikunto, 2010). Descriptive research does not provide treatment, but describes the condition as it is (Nana Syaodih, 2011). Data collection techniques using questionnaires / questionnaires to the student respondents through the online system and fill it at the time of registration graduation by filling the instrument Supervisors, Academic Advisors and quality services at the university. Analysis of data obtained by using descriptive statistical analysis. Questionnaire data processing is done by giving a score on each item, calculating the percentage of score and determining the interpretation of responses. Data analysis will be done with RASCH Model using conceptual framework made by Mark Wilson (2005), Georg Rasch developed an analytical model of the response theory of item (or Item Response Theory, IRT) in the 1960s commonly called 1PL (one logistic parameter ) (Olsen, 2003). This mathematical model was later popularized by Ben Wright (Linacre, 2011). With raw data in the form of dichotomous data (in the form of true and fals) that indicate students' abilities, Rasch formulates this into a model that connects students and items (Sumintono & Widhiarso, 2013).
D. Finding and Discussion

This research has produced an exit survey used by graduation students as part of the process of monitoring and evaluation of services, thesis supervision, and academic guidance during a student at UIN Syarif Hidayatullah Jakarta.

Exit surveys are common activities performed by companies when employees leave the company for various reasons. Exit survey is considered important because it is able to provide evaluation information both employee performance and service company in general. Exit survey data has helped many companies in improving the quality of services to employees that impact on improving the quality of corporate work and service companies to consumers.

Exit surveys in the field of education began to feel important in the range of the last decade. College institutions that have emphasized college services as part of public services like a company regard the role of exit survey as an evaluation tool. Exit surveys at universities are conducted in order to dig up the experience information of graduate students during his study in college. This information is important to see in full the services that require repair and perhaps even services that are no longer needed. In order to generate meaningful data, the exit survey should consider four aspects (Reisert, 2008), namely: 1) Content, 2) Administration, 3) Analysis, 4) Integration Strategy

Survey supervisors and academic supervisor is a survey that is used in each semester to see student perceptions of thesis supervisors activities and academic guidance activities. Both of these surveys are considered important in the exit survey because it is part academic services that are directly related to the lecturers, both as the supervisor of the thesis and academic supervisor, and the students. Both of these surveys were included in the exit survey with some revisions, among others, the number of items, the revision of the statement, and the addition of the contents for the thesis supervisor more than one. Previously, these two survey were done offline and given to the students at the rehearsal graduation ceremony. Survey has several corrections including there are more than one items that have a double meaning and no shortage of surveys that can not measure each supervisor thesis in cases where supervisor thesis more than one.
1. Survey draft
After experiencing a survey of the previous survey, then drafting the survey to be included in the system. Draft survey can be seen in the appendix.

2. Installation of survey system
Respondents from the survey exit is the student population that will be graduated. In order to ensure all graduates fill out the exit survey it is necessary to create an integrated online system. Based on these considerations, the exit survey system is installed on the Academic Information System (AIS). The survey is integrated into the graduates’ online registration which is a prerequisite for a graduation graduate. The image below shows the incoming view of the survey menu from the online graduation registration page.

3. Try out survey
In order to ensure the suitability of the survey, the ease of filling the survey, and the length of time received in the filling of the survey, try out the filling of the survey. Until October 17, 2016, respondents who fill the exit survey reached 409 people. The results of try out become consideration of the revision of the exit survey.

Analysis of Exit Survey
Exit Survey analysis is seen from several aspects based on the quality of exit survey data according to Reisert (2008), that is, Content, Administration, Analysis, and Integration Strategy.

a. Content
By content, analysis exit survey is done using Rasch Model by looking at item reliability calculation. Description of the results of running data using Rasch Model as follows.

Figure 2. The survey menu from the online graduation registration page

Figure 3. Analysis of items (content) and person survey for thesis supervisor

The figure above shows the analysis of item and person reliability on thesis supervising survey. Based on the figure above, it can be seen that the reliability of items in the supervising survey of the thesis of 0.51. According to Arikunto (2010) the reliable quantity indicates that the item is in the questionable group. This means the content in the thesis supervision survey needs to get a deeper review. The item review may include the structure of the sentence in the item, the activity described by the item itself, as well as the expected indicator. However, reliability depends greatly on the number of respondents being measured. The reliability generated above is measured on a small number of respondents (N = 30) seen based on respondents who only come to the science education majors. This number provides great potential for increased reliability of items in thesis supervising survey. However, a review of the item needs to be done.
Survey on Academic Supervisor

Figure 4. Reliability of items and person on Academic advisory survey

As with the reliability of items in the thesis supervisory survey, the reliability of the items on the academic advisor is also relatively small (0.53). In the example of running survey data academic advisory using only 31 samples) viewed based on respondents who only come in the science education majors. The use of these few respondents is likely to cause the reliability of small items.

b. Administration

In connection with administration, exit surveys given to graduate students at the same time as online registration are considered practical. Online administration is considered capable of reducing the needs of human resources (surveyors), time, and budget. In addition, online administration is also effective considering the inputting raw data is done automatically. Although some of the benefits of online administration can be felt, the shortcomings of online administration also need to be considered, including, system stability, network availability, and the ability of respondents to complete online surveys.

c. Analysis

The form of interval data becomes deficient in the view of the exit survey data. This is because in the interval data can not be done directly mathematical calculations (Arikunto, 2010). To produce a meaningful analysis, interval data would be better analyzed using Rasch Model.

d. Integration strategy

Integration strategy is the key to the implementation of the survey itself. The integration strategy is concerned with the relationship between the survey results and the desired improvement process. In relation to this research, the integration strategy can not be analyzed. However, based on the item content and the analytical model performed, the results of the survey can provide more real consideration of corrective action. This can only be done when handling of interval data is done correctly.

E. Conclusion

This study aims to analyze the exit survey developed at UIN Syarif Hidayatullah Jakarta as part of the monitoring and evaluation efforts obtained from graduation students. Monitoring and evaluation conducted in this survey exit include supervising thesis, and academic advisor. Analysis is done by considering four aspects of content, administration, analysis, and integration strategy.

a. Content

Based on the content it can be seen that items in thesis coaching and academic advisors have moderate reliability. This provides an opportunity for institutions to conduct a review of items that have not been done thoroughly and comprehensively.

b. Administration

Exit surveys are administered simultaneously with online graduation registration services in the hope of getting a graduate student population to fill out the survey exit. Technologically, this online administration has several advantages such as the effectiveness of time, human resources, and budget. Nevertheless the potential weaknesses of the online system also need to be considered include the stability of the network and the system itself.

c. Analysis

Exit survey data which is the interval data requires a detailed and careful analysis. This is because this type of data can not be done directly mathematical calculations. To provide a
reading of data analysis results that are useful for service improvement, the exit survey data is analyzed using Rasch Model. Rasch model provides a detailed description of item analysis as well as respondents and mentors / advisors in detail.

d. Integration strategy
When the exit survey data provide detailed analysis results, then the integration strategy has great potential to provide a significant impact on quality development efforts. Nevertheless, in this study the integration strategy cannot be done considering the need for further steps such as the publication of results to the leadership, the leadership commitment to the recommendations, as well as monitoring and evaluation of leadership commitments within the agreed timeframe.
Based on the results of this study, it can be recommended as follows;
1. Need to do further research in the framework of in-depth evaluation of items on the exit survey
2. Need to do further research to see the existence of an integration strategy that has a positive impact on quality improvement.

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