



ANALYSING INFORMATION SYSTEM OF ACADEMIC SERVICES IN THE UNIVERSITY

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ABSTRACT: The purpose of this study was to analyze the information system of academic services at the university. This type of research is the study of literature whose results serve as starting points for developing the information system of academic services at the university. Based on a review of literature, the data indicate that the lack of access to information, waste of time, huge cost, storage, management, decision-making, and tracking still share manually, the lack of information for stakeholders to make decisions, and the lack of information about the University for prospective students, as well as working with the mismatch of competency. Based on these results, the need to develop information systems academic service quality through customer satisfaction, which university students are the main customers. Thus, further research will be developed for academic-based service information systems Customer Relationship Management (CRM).

Keywords: Information System of Academic

1. INTRODUCTION

The information system of academic quality of service is determined by the quality of service. Quality services could be identified through customer satisfaction [1]. In college students are the main customers [2]. Higher Education academic success of the future depends on the ability of institutions to communicate with students in meeting their needs [3]. Thus universities must apply the concept of the student as customer satisfaction by providing services.

Customer Relationship Management (CRM) is a combination of people, processes, and technology that seeks to understand customer[4]. Some research says that the implementation of CRM can improve customer loyalty[5]–[10], simplify the data collection process customers [4] as well as to maintain the benefit of the organization [11]. From these results, it appears that the application of CRM trying to optimize profit company or organization in a way to establish a closer relationship with customers.

The aim of the study aims to look at the extent of the use of information systems CRM-based academic services at the University.

2. METHODS

Application of the method in the research literature review aimed identifies gaps in academic services at the university. Therefore, the focus of this literature review is specialized in the information system of academic services at the University.

The design of the present scoping review was guided by the York method developed by Arksey and O'Malley[12]. The design consists of five steps:

Identification of sources of literature review, the source selection literature review, noting the key from the desk reviews, conclusions, and reporting.

3. RESULT

The results of the literature review are done, there are two broad themes identified from the literature were selected: the obstacles that occur in academic services at the university and look at methods that are suitable for academic services at the University.

3.1 Academic service problems

Some of the results obtained by some problems in academic services such as: lack of access to academic information, causing the students lazy asking [13], frequent occurrence of fatal errors, waste of time, and requires a lot of costs due to: the use of paper, the collection of information by means of face-to-face, storage, processing, retrieval, transmission, tracking, sharing manually [14], the lack of information for *stakeholders* in the decision-making marketing and promotion [15], the lack of information about higher education for college student [16], and many college graduates who could not find a job according to their competence [17]. From some of the above results, it can be concluded that the information system needs of academic services at the university that is able to meet the needs of a college student and prospective college student.

3.2 Types of Academic Service Methods

3.2.1 Total Quality Management

Total Quality Management (TQM) appeared in 1980 when it was suggested to replace the word “Control” to “Management” it is believed that the quality was not something that should be controlled but to is managed [18]. TQM was developed by W. Edward Deming to the processing industry and the educational process with the proviso conceived specifically for education. Deming developed the theory of TQM approach humanist philosophical that of the belief that all people are educated and they want to do something good and deserve to be respected [19]. TQM has three main elements, namely: customers, processes, and people. The basic elements of TQM are to focus on customers, a basic understanding of human, full participation, continuous improvement, teamwork, and leadership of top management [20]. It can be concluded that TQM is a quality management system that focuses on the customer by involving all elements organized.

The quality of higher education is a task that heavy Sagat this is caused by a couple of things: first education, the lack of standardization in the definition and measurement of service quality; two considered as a function of customer satisfaction and quality perspective or the perceived quality is a function of customer satisfaction [21], [22]. TQM in higher education has some perspective and orientation that can be connected with the conceptual, measurement, and control. Quality management in higher education can be oriented customer quality. Good quality higher education can be assessed using a systems approach. Assessment is done at this stage of input, process, and output. It can be seen a few things, namely: objectives, inputs, outputs to be achieved, feedback from the environment [23].

Characteristics of higher education using the principles of TQM [19], namely: a) Optimization of the Faculty, each faculty should work in accordance with the quality standards well. It starts with the dean, vice-dean, department head, and the all faculty in the environment; b) Keselaratan Vertical, Everyone who is in the university environment must understand the policies that have been made in the domain of quality university college; c) Horizontal Alignment; Not allowed any competition between faculty at the same university, and there must be a mechanism or certain functional procedures to solve the problem efficiently, especially if quality management is applied.

3.2.2 Customer Relationship Management

Customer Relationship Management (CRM) is a service that is well organized in order to build relationships with customers in order to obtain,

persevering, and increase customer benefit the organization organisasi[24]–[30]

Generally CRM has three stages in its cycle and every stage intertwined with each other [29], including a) Acquire, By promoting the benefits of the product or service in terms of innovation and ease because the value of a service for the customer is the product better and supported by satisfactory service; b) Enhance, By encouraging the creation of competent services and sales of services better than services that are owned by customers .; c) Retain, offers what is required by a specific customer is not required by the customer market, as the value of services for the customer is the most proactive value according to his needs. The company's focus now is how to maintain existing customers, would benefit from the company on how to get new customers who are not necessarily profitable. The third stage can be seen in Figure 1.

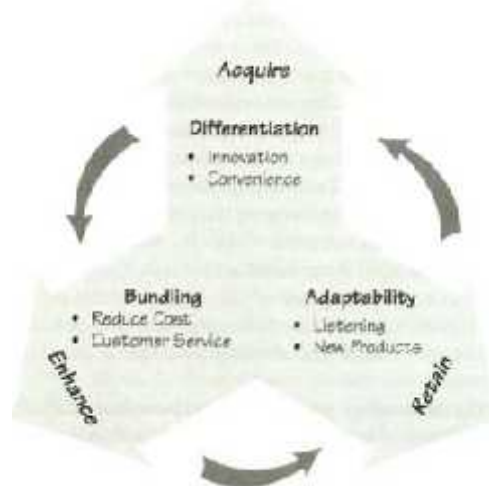


Figure 1. CRM Stage

The purpose companies implementing CRM is to establish a balance between customer by customer business advantage. It is the same as well as providers of education (University), through the ministry of education products according to the needs of learners (college student) as students can access the knowledge and capacity and better quality of service [31]. Therefore, the college also needs to consider the interests of the organizers and the interests of students, and identify factors that affect each individual college student to make each student creates more satisfaction, as well as universities to maximize their profits.

Some concepts of CRM experts say can be seen in Table 1

Table 1. The concept of Customer Relationship Management

Expert	Concept
Stanley. A. Brown	A process of obtaining, maintaining and increasing profitable customers. Requiring a clear attribute in the service attribute that will generate value to the customer will create loyalty [32]
Paul Temporal dan Martin Trott	The collaboration of every consumer who is able to create a situation that does not harm either party [33]
ArmitTiwana	Combination of business processes and technology by trying to understand the company's customers from different perspectives in order to produce products and services different from competitors [34]
Paul Greenberg	A system that can serve as an intermediary in maintaining individual loyalty [35]
Bryan Bergeron	Dynamic processes in managing customer and company relationships where customers choose to continue to make profitable and avoidable exchanges from the adverse exchange for the enterprise [36].
Bern H Schmitt	Customer relationship in which one customer with another subscribes is treated differently according to their needs [37].
William G. Zikmund dkk	The process of gathering information that will improve understanding of how to manage a company's relationships and its customers [27].

4. DISCUSSION

Quality college education system by the public is influenced by several factors [3], namely: a) Universities should have a function to create a sustainable future by integrating the activities of the college; c) Universities have an education system which produces harmonious action between the scientific community, faculty, students, and employees are creating a logical and systematic transformation way in developing new innovations. Based on these two types of academic service that

has been described is seen that CRM is considered more effective methods to improve the quality of academic services, because CRM is a service concept that seeks to understand the students as customers, thus increasing the confidence of college student to college. This is also reinforced by several studies that say that: Method CRM is a combination of people, processes, and technology that seeks to understand the customer [4], CRM can increase customer loyalty [5]–[7], simplify the data collection process customers [4] and can maintain profit organization [11]. From these results, it appears that the application of CRM trying to optimize profit company or organization in a way to establish a closer relationship with customers.

5. CONCLUSION

Based on the concept of CRM from some experts that shown in Table 1, it can be concluded that this concept is closely related to human relationships. In this case, how to treat people well, building a relationship between ourselves and help each other, so as to create a satisfaction that can increase loyalty. This concept is very suitable to be applied in the system of academic services at universities, so Dapa improve the quality of academic services. With this concept, it will develop academic information system services in accordance with customer needs as a student at the College

6. REFERENCES

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