CHAPTER 1

INTRODUCTION

1.1 Background

Science and technology are very rapid in today's modern era, resulting in changes in various fields, especially in the field of education. Educational institutions are believed to have a very important task, namely to prepare human resources to be able to act as carriers of change and enlightenment for a better life. While education itself is a conscious and planned effort to create a learning atmosphere and learning process so that students can develop their potential.

Improving the learning process can't be separated from various problems in achieving learning objectives. This is influenced by the problems that exist within the university and outside the university. Many factors can affect the quality of the learning process, this is not only related to learning methods but all instruments in the implementation of the learning process.

Universitas Muhammadiyah Kalimantan Timur, as an educational institution, the university in this case should apply the concept of prioritizing the satisfaction of students as customers by providing the best possible service. Service areas that need to be developed sustainably include a curriculum of study programs, learning processes, faculty, staff, technicians, students, facilities and infrastructure, academic atmosphere, research and publications, community services, institutional administration, information systems, and Domestic/Foreign Cooperation.

Measurement of service quality in the learning process is an important element in providing better, more efficient, and more effective services. Therefore, the quality of service must start with the consumer's need for service and end with the consumer's perception of the quality of the service provided. The measurement of service quality in the field of education at Universitas Muhammadiyah Kalimantan Timur is not only seen in academic services but also in non-academic services, including the facilities provided during lectures. Service

here can be seen as an action that can be provided by all levels of the faculty to students as internal customers.

Based on previous research, the researcher's interest in conducting an analysis of student satisfaction in the Pharmacy Study Program on the performance of face-to-face learning, which as usual is done at the end of each semester, is filled out with questionnaires. The questionnaire data that has been filled out by students can be used again to determine the dimensions of student satisfaction that affect offline learning performance with 5 dimensions of service satisfaction, namely tangible, reliability, responsiveness, assurance, and empathy.

Researchers conducted online interviews with several Pharmacy Study Program students who stated that some were satisfied and some were dissatisfied. Due to the lack of maximum facilities in the learning performance students do not get satisfaction in learning. With the difference in student income, the researcher is interested in analyzing the level of satisfaction of the Pharmacy Study Program students at the Universitas Muhammadiyah Kalimantan Timur on the performance of offline learning by using the C4.5 Algorithm.

1.2 Research Formulation

Based on the above background are:

1. How to use the C4.5 Algorithm on offline learning satisfaction in the Pharmacy Study Program, Faculty of Pharmacy, Universitas Muhammadiyah Kalimantan Timur?

2. How is the ability of the Pharmacy Study Program lecturer in learning?

1.3 Research Purposes

The objectives to be achieved in this research are as follows:

a. To find out the level of student satisfaction regarding the face-to-face learning process at the Pharmacy Study Program, Universitas Muhammadiyah Kalimantan Timur, Class of 2019.

b. This study aims to determine student perceptions of the institution's service process on student satisfaction at the Pharmacy Study Program, Universitas Muhammadiyah Kalimantan Timur.

c. To find out the perception of student satisfaction about the facilities at the Universitas Muhammadiyah Kalimantan Timur.

1.4   Research Problem

Limitations of the problem in this study are:

1. Testing the research sample data did not use the Linear Regression Analysis Formula in the Excel Application.

2. The research sample did not take the classes in 2018, 2020, and 2021.

3. The distribution of questionnaires was not distributed to students of the 2018, 2020, and 2021 batches.

4. The method that is not used in RapidMiner is the clustering method.