Service Evidence in Preferred Public Universities and Its Student Learning Motivations

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Abstract. Facilities and infrastructure, are the service evidence of a higher education institution. Through survey method from 375 students at the faculty of natural sciences at 3 preferred public universities in a province, a distribution of instruments in the form of a Likert scale questionnaire was conducted and the results were processed using SEM. The results showed that almost 90% college student tend to give the best mark towards service evidence performance in their college. It means that the perspective of service evidence is aligned with the performance felt by the student. In terms of learning motivation descriptive analysis shows student learning motivation tends to be positive, meaning the learning motivation of students from public universities is in high category.

Keywords: Service Evidence, Learning Motivation, Service Performance

1 Introduction
The greatest challenge Indonesia is facing at the time is the competency of human resources, mainly because technological advancement had caused many types of job gradually being replaced by machines, so that the demands of human resources in 4.0. Era are superior generations of learners. Based on United Nations Development Programme 2019 Report, Indonesia’s Human Development Index (HDI) was at the rank of 116th, far below other ASEAN countries, such as: Singapore, Brunei, Malaysia, and the Philippines [1].

Excellence will be achieved through education and the learnings. A learner is someone who continues to learn in their lifetime, meanwhile learning organizations are organizations that provide a conducive working atmosphere where members of the organization are treated as human capital and positioned as central in the work system [2]. Research related to learning activities has been conducted several times before [3], [4]. Learning activities indicate a person's level of learning motivation, while universities as educational services organizations are bound to the values of society that are constantly changing, so they are required to be able to read and predict situations, analyze, adapt, act and relate to their environment [5], [6].

Some public universities in Indonesia, are the best tertiary institutions in their respective fields. With the support from the government, facilities, education and learning infrastructure that are available adequately make the reputation of public universities relatively better among users. To be accepted as a college student Indonesia is carried out through admission selection with a high level of competition. Therefore the majority of students accepted at public universities in Indonesia can be said to be individual figures with good learning motivation.

The purpose of this study is to identify how the performance of education and learning facilities and infrastructure in preferred public universities is responded by its students and whether it affects students' motivation to support the provision of educational services.

2 Literature Review
2.1 Costumer’s Behavior
In educational service, the process of buying depends on the decision of prospective students to choose and register at the desired educational institution. The decision making process is a very complex process that is influenced by various internal and external factors of the individual [7], [8], [9], [10]. The decision of buying will define the following behaviour and attitude of the costumer, therefore in order to understand costumer and develop effective marketing strategy, it needs institutions interacting what customers think (cognition), feel (affection), do (behavior) and what is there and where is the environment. Then, it will be implemented to influence the affection, cognition