Bispro Students' Perceptions of the Satisfaction of the Teaching and Learning Process toward Strawberry Generation at the Bengkalis State Polytechnic

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ABSTRACT

The strawberry generation is the generation that was born after 2002. In that year, generally the generation is fragile, like a soft and easily crushed strawberry, which requires special specialization and treatment in the teaching and learning process in the English for business and professional communication (bispro) study program. The urgency of this research is to find out student feedback about perceptions and satisfaction with learning that has been carried out in the bispro study program at bengkalis state polytechnic towards educators to improve the quality provided. The methodology of this research is quantitative with 50 respondents who are categorized as a strawberry generation. The results of this study found that perception affected student satisfaction of 0.445. This can be interpreted as still low, so there needs to be an increase in the quality of lecturers and other support.

Keywords: *perceptions; satisfaction; teaching and learning; strawberry generation.*

INTRODUCTION

The strawberry generation represents a beautiful fruit but is easily fragile and crumbles when stepped on (Atencio, m., tan, y. S. M., ho, s., & ching, c. T., 2015). The birth of the strawberry generation. They are influenced by several factors, including parenting patterns in educating and raising their children. The tendency of parents to raise their children with a more prosperous life makes it easy for them to spoil their children (Jheng, 2018). Parents also have excessive worries and prohibitions that make their children grow up as timid children (Murphy, 2018). Inappropriate parenting patterns can potentially develop children as individuals with mentally and physically weak personalities (Kasali, R, 2018). Strawberry generation. Based on the data and facts presented earlier, the researcher is interested in studying more about the skills of parents in educating today's children. It is interesting to study, in order to obtain reliable information from this research in the form of the characteristics or habits of parents in educating today's children, which makes these children grow up to be part of the strawberry generation. However, it cannot be denied that those belonging to the strawberry generation have great potential compared to the generation before them (Jheng, 2018). Thus, by finding a solution to minimize the occurrence of childhood explosions, now (generation z), which belongs to the strawberry generation,

is expected to be able to answer the confusion about the skills of parents in educating today's children (Claretta, d., rachmawati, f., & sukaesih, a, 2022).

Based on the explanation above, this has become an attraction for research and the object of research as the urgency of research carried out by connecting the perceptions and satisfaction of students of the strawberry generation in the learning process and for the improvement and advancement of the English language teaching at the state polytechnic of bengkalis.

Perception is a process that is preceded by sense, namely the process of receiving a stimulus by the individual through the senses or can be called a sensory process (Arigata, 2022). However, the process does not just stop; the stimulus is continued, and the next process is called the perception process. The process includes sensing after the senses receive the information, the information is processed and interpreted into a perfect perception (Dhanabhakyam, 2022).

According to Manikandan, M. P., & Milton, (2022). As quoted, "perception can be defined as the meaning we attribute based on past experiences and stimuli received through the five senses (Rosa., et al., 2022). Perception is how an individual selects, organizes and interprets information inputs to create a meaningful picture. Meanwhile, in the process of obtaining or receiving information, it also comes from environmental objects (Salihagic, 2022). A stimulus is seen as events that exist in the individual's external environment that are captured using nerve cell devices which will then process sensations. When several sensations enter the nervous system's deeper structures, these sensations are called perceptions.

Furthermore, according to Ubeja, S. K. (2022), it is stated that planners need perception in determining what is needed by the community, both personally and as a user group. Most architecture is shaped by human perception. Van et al. (2022) said that, in creating architectural works, the perception factor as a form of response that comes out personally after capturing, feeling and experiencing these works is a fairly important Consideration (Van Dam, et at, 2022; Warfvinge, 2022).

Satisfaction is a person's pleasure that comes from comparing the pleasure of an activity and a product with his expectations (Sookdee, J, 2022). Suhandiah, et al. (2022) mention that satisfaction is a person's feelings of pleasure or disappointment arising after comparing perceptions (Toklucu, 2022). Impression of the performance or outcome of a product and its expectations. Villa-castaño (2022) argues that customer satisfaction is an emotional response to experiences related to certain purchased products or services, retail outlets, or even behavioural patterns (such as shopping behaviour and buyer behaviour), as well as the market as a whole. According to Sookdee, J. (2022), satisfaction is the result (outcome) of products and services that meet or exceed the desired expectations.

Meanwhile, Dhanabhakyam (2022) states that patient satisfaction is the level of patient feelings that arise from the performance of the teaching process services they get after students compare it with what they expect. Another opinion from Sookdee, J. (2022) is that the satisfaction of the soberi generation students is an evaluation or assessment after using a service that the selected service meets or exceeds expectations.

Based on the descriptions of several experts above, it can be concluded that student satisfaction of the soberi generation is the result of an assessment in the form of an emotional response to feelings of pleasure and satisfaction in the teaching process carried out in the bispro study program

METHOD

This study uses a qualitative approach. The qualitative analysis could be humanistic and might make a case for the realistic perspective and, therefore the informative perspective of human expertise. The origin of this analysis of qualitative exploitation strategies is that qualitative is simpler once coping with multiple realities; second, this methodology directly presents the character of the connection between the research worker and, therefore the respondent; and third, this technique is a lot of sense and a lot of adaptable to the numerous sharpening of shared influences and to the patterns of values encountered. Questionnaires were collected through google type so that respondents weren't restricted by region or space as long as respondents relating to this product may be respondents. This analysis was conducted from 1st -30 august 2022. The situation of this analysis was distributed in Politeknik Negeri Bengkalis especially at the bistro study program as consistent with the initial analysis that found that they were born when 2002 on top of

Respondent criteria:

1. Student of bispro, which is still active
2. Aged seventeen years and over
3. Fifty range of respondents.

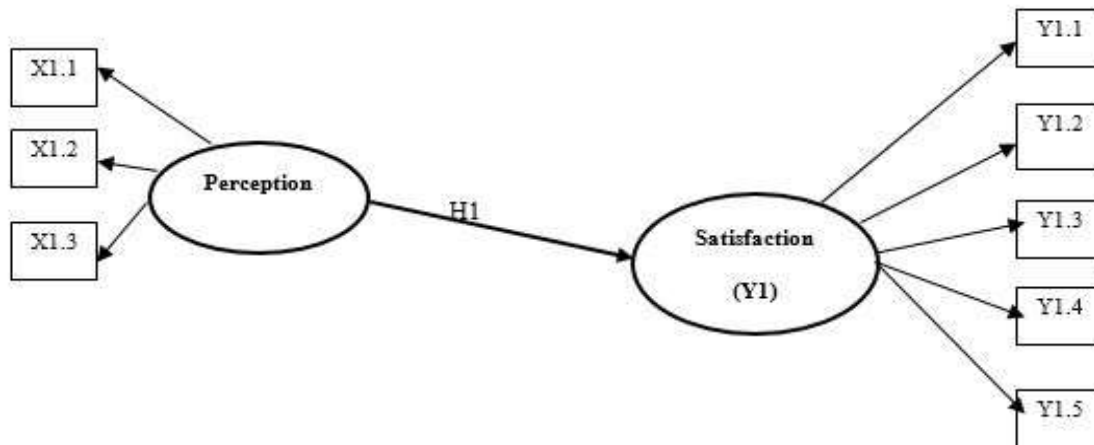The following is the research model in Figure 1.

Figure 1 model hypotheses research

This research examines the perceptions of the satisfaction of the teaching and learning process toward the strawberry generation at the Bengkalis State Polytechnic. This will be done by exploring the attitudes of the students from the strawberry generation toward the teaching and learning process, as well as the opinions of the teaching staff about the students' performance and satisfaction with the teaching and learning process. The main objective of this research is to explore the perceptions of the satisfaction of the teaching and learning process toward the strawberry generation at the Bengkalis State Polytechnic. The specific objectives are to:

1. Analyse the attitudes of the strawberry generation students toward the teaching and learning process at the Bengkalis State Polytechnic.
2. Investigate the opinions of the teaching staff about the students' performance and satisfaction with the teaching and learning process.

This research uses a qualitative research method. Semi-structured interviews and focus group discussions will be conducted with both the teaching staff and the students from the strawberry generation to gather data.

FINDINGS AND DISCUSSION

A perception indicator is a tool used to measure the level of satisfaction of a person or group of people with a product, service or action. This indicator is usually a series of questions that respondents must answer to measure their perceptions. These questions can be in the form of a scale that offers a variety of answer options, or they can be questions that can be answered correctly or incorrectly. The answers will reflect how people perceive things and be a reference for taking the necessary action.

Questionnaire for perception with a linked scale:
1. You agree that the generations of strawberries are easy to follow learning.
2. You agree that bispro fulfils what the strawberry generation wants in learning.
3. You agree that bispro is in accordance with the wishes of the generations of strawberries in following the learning.

A satisfaction indicator is a tool used to measure customer satisfaction with the product or service provided. Satisfaction indicators might include questionnaires, surveys, interviews, or assessments of attitudes towards the company. Its main objective is to help companies identify barriers and problems that customers may encounter, thereby improving service and increasing customer satisfaction.
Questionnaire for linked scale satisfaction:
1. You agree that you are satisfied with using Bispro's products/services.
2. You agree that you are satisfied with existing learning.
3. You agree that Bispro maintains quality.
4. You agree to recommend Bispro to your friends.
5. You agree that you like the existing services.

The chi-square test results revealed that respondents with perceptions of learning quality in the strawberry generation who stated that they were satisfied were 12 people (24%) and 35 (26%) were not satisfied. The results of the chi-square test obtained a p-value of 0.445 (> 0.05), with a significant degree of (5%). This study found no significant relationship between perceptions of learning quality in the strawberry generation given by educators or lecturers who were still lacking. The important variable in this study focuses on the teaching and learning process given to the

strawberry generation in the teaching and learning process, including the use of lecturers' teaching media, supporting facilities and the readiness of lecturers to teach. From the respondent's data, the perception is categorized as good but the level of satisfaction is still below or not good. Sookdee, J (2022) stated that satisfaction is the end of the current competitive era. Satisfied customers will make them loyal to continue using the services provided. Loyal customers will make service providers able to survive.
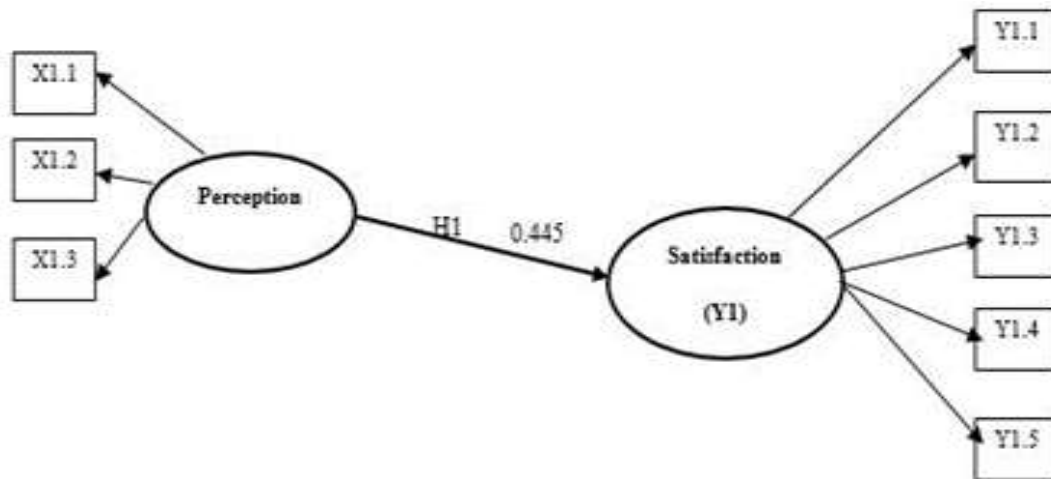

Figure 2 result of the research

This shows that good technical competence, related to the skills, abilities, or performance of service providers, including lecturers' readiness in the teaching process, also indirectly increases promotions. This happens because the strawberry generation is a generation that has big dreams that are not matched by the existing learning logic. The results of this study are in line with Ubeja, S. K. (2022), which states that there is a relationship between perception and satisfaction. And if the competency dimensions are not fulfilled, it will result in various things, ranging from small deviations from standards, to fatal errors that can reduce service quality. Some of them want to be able to speak English instantly without going through a process. They want to be able to do certain skills without any process that must be passed. The following is the result of the data processing image.

CONCLUSION

The results of the analysis state that aspects of the perception variable in the strawberry generation on the quality of learning have an influence belonging to the category less on the satisfaction variable, where this generation has high expectations without measuring their abilities and has high attitudes and beliefs. This, of course, will affect the behaviour related to the stimuli it receives. In other words, there is a stimulus in the individual that encourages him to behave in accordance with the stimulus object he receives, which means he wants something instant. Based on the results of descriptive research, it can be said that the perception of respondents in the strawberry

generation on the quality of learning at the Bengkalis State Polytechnic can be said to be less or less. Perceptions of the quality of services provided indicate an assessment of the quality of services offered from the perspective of the strawberry generation. Basically this perception is part of their satisfaction because the perception and satisfaction assessment of service quality is subjectively influenced by what is expected.

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