

Enhancing Student Services at Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial: a SWOT Analysis

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Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial

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ARTICLE INFO

Keywords: Student Services, SWOT Analysis, Technology Integration, Industry Alignment

Received : 14, September

Revised : 27, September

Accepted: 28, October

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ABSTRACT

This study aims to analyze the student service system at the Lentera Mondial College of Tourism and Logistics Management using qualitative methods and SWOT analysis. This research identifies strengths, weaknesses, opportunities, and threats to improve student satisfaction and academic experience. Key findings include comprehensive academic support, technology integration, culturally responsive services, and alignment with industry. However, there are limitations in accessibility, communication gaps, resource constraints, and obstacles in seeking support. Recommendations include digital bridges, strengthening communications, and optimizing resource allocation to improve student services and overall satisfaction.

INTRODUCTION

The rapid development of information technology (IT) is a direct result of globalization, significantly impacting the lives of people in Indonesia. Information is now easily accessible with the advent of the internet and gadgets. According to the Indonesian Internet Service Providers Association (APJII) in 2022, internet usage in Indonesia reached approximately 77% of the population, or around 210 million people (APJII, 2022). With the advancement of technology, IT has become essential in various aspects of life, including education. In the context of higher education, the application of IT is crucial for enhancing the quality of education for students, teachers, and administrative staff to compete with other universities both domestically and internationally. The increasing competition among higher education institutions necessitates improvements in the efficiency and effectiveness of academic services. An academic information system is designed to facilitate academic management activities such as student orientation, course scheduling, course registration, and grading. The Genius portal, developed internally by Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial, is used to manage various academic-related information and administrative tasks. However, as noted in previous studies, there are still some shortcomings in this system that need to be addressed to improve the quality of service and student satisfaction.

The primary objective of this research is to analyze the student service system at Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial using qualitative methods and SWOT analysis. This study aims to identify the strengths, weaknesses, opportunities, and threats faced by the student service system at the university. By doing so, this research can provide recommendations for improving the quality of student services and enhancing student satisfaction.

This research has several significant benefits. Firstly, it can improve the quality of student services at Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial. By analyzing the strengths and weaknesses of the student service system, the university can implement more effective improvements. Secondly, it can enhance student satisfaction. By providing better services, students will be more satisfied and motivated to achieve their academic goals. Thirdly, this research can contribute to the theory and practice of managing student services in higher education institutions. The findings of this study can serve as a reference for other universities to improve their student service systems.

This research is crucial because many higher education institutions face challenges in improving the quality of their student services. In a globalized world, the competition among higher education institutions is increasing. Therefore, there is a need for in-depth research to understand how to improve the quality of student services. Additionally, this research can help in enhancing the reputation of higher education institutions among the public. Thus, this research can make a significant contribution to improving the quality of higher education in Indonesia.

This research contributes to knowledge enrichment in several ways. Firstly, it provides a detailed analysis of the student service system at Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial, which is a unique sample in the context of higher education institutions. Secondly, it enriches the theoretical understanding of how IT can be effectively utilized to enhance academic services. Lastly, it presents novel results by identifying specific areas for improvement in the student service system, which can be applied to other institutions.

The logical and phenomenological reasoning behind conducting this research lies in the need to understand the complexities of the student service system in a rapidly changing technological landscape. By employing qualitative methods and SWOT analysis, this study aims to capture the nuances of the system and provide actionable insights. The phenomenological approach allows for an in-depth exploration of the experiences and perceptions of students, which is essential for identifying areas of improvement. The SWOT analysis provides a structured framework for evaluating the strengths, weaknesses, opportunities, and threats, ensuring a comprehensive understanding of the system's dynamics.

This research is essential for enhancing the quality of student services at Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial . By analyzing the strengths and weaknesses of the student service system, this study aims to provide recommendations that can improve student satisfaction and overall academic experience. The contributions of this research include a detailed analysis of a unique sample, theoretical enrichment, and novel results that can be applied to other institutions.

THEORETICAL REVIEW

Higher Education Institutions (HEIs) play a pivotal role in shaping students' futures, especially in specialized fields like tourism and logistics management. The Sekolah Tinggi Manajemen Pariwisata dan Logistik (STIM-PAL) Lentera Mondial Jakarta, or Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial , exemplifies a dedication to providing comprehensive student services tailored to industry demands. Research emphasizes the importance of effective student service systems in enhancing educational outcomes and student satisfaction (Cheng Chen , Huei-Ho, Huang, & Yan-Lu, 2024) (Eldemir, 2024) (Badiie , Moshtari, & Berenguer, 2024). By focusing on institutional international policies and outcomes of internationalization, HEIs like STIM-PAL can ensure academic quality, increase student mobility, and align educational programs with industry needs, ultimately fostering a conducive learning environment for students pursuing careers in tourism and logistics management (Cheng Chen , Huei-Ho, Huang, & Yan-Lu, 2024).

Besides Student services also play a crucial role in supporting student success and retention in higher education (Tenison & Hampton, 2024) (Stephen, 2024) (Perez & Sabato, 2023) (Santos, 2024). These services encompass a wide array of support mechanisms such as academic advising, career counseling,

financial aid, and extracurricular activities, contributing to a holistic educational experience (Stephen, 2024)]. By offering ongoing access to resources and guidance, student services help address the unique needs of students, ensuring they receive the necessary support to thrive academically and personally (Stephen, 2024). Effective student support systems are essential for fostering student retention and success, as highlighted by Tinto (1993) (Tenison & Hampton, 2024). Implementing best practices in student services, including accessibility, wellness support, academic assistance, and peer support, is vital for enhancing the overall student experience and addressing the evolving needs of diverse student populations in higher education.

Student support services in Higher Education Institutions (HEIs) are essential for improving academic performance, student engagement, and overall satisfaction with the educational experience. (Al-Yozbakey & Esmaeel, 2024). These services are particularly vital in fields like tourism and logistics, where practical skills and industry knowledge are essential for workforce readiness. Research emphasizes the positive impact of well-structured student services on preparing students for the demands of the professional world (Emmanuel, 2024). Additionally, the emotional well-being of students is influenced by the quality of services provided by educational institutions, highlighting the interconnectedness between service quality and student welfare (Gopal, Al Qayyum,, & Tajuddin, 2023). As HEIs strive to meet diverse student needs and global standards, focusing on student assistance services becomes paramount for ensuring quality education and student satisfaction (Campos & Campos, 2023).

STIM-PAL's approach to academic support, encompassing personalized advising, tutoring programs, and workshops, aligns with research emphasizing the significant impact of academic support services on students' success and retention rates (Starford & Ravlikj, 2024)[2] (Tenison & Hampton, 2024). Tailored academic assistance plays a crucial role in guiding students through their educational journeys effectively, as evidenced by studies focusing on the efficacy of academic interventions for international students and the importance of tracking student progress to refine support strategies (Starford & Ravlikj, 2024). Additionally, the utilization of technologies like artificial intelligence and machine learning algorithms in academic monitoring programs has been shown to enhance student retention and success, emphasizing the importance of adapting to new technologies to ensure effective support delivery (Aracelli, Silva-Narvaste Bertha, & Palomino Carrasco Angela, 2024). Moreover, the provision of personal academic tutors has been found to be beneficial, although challenges such as students' reluctance to discuss personal issues highlight the need for further strategies to overcome barriers to seeking support (Adams, Hussain, Farrow, & Jones, 2023).

In the contemporary educational landscape, technology plays a crucial role in enhancing student services, as evidenced by various studies (Sani, et al., 2024) (Md Din, et al., 2023) (Angwaomaodoko, 2023) (Yu, 2024) (Hutasuhut & Harahap, 2024) . By integrating technology into service delivery, institutions like STIM-PAL can improve student engagement and provide efficient services

tailored to the needs of a diverse student population. Utilizing online platforms for academic advising, course registration, and communication not only enhances accessibility to resources but also fosters interactive and personalized learning experiences. The use of advanced technology in education has been shown to accelerate learning processes, promote educational development, and increase student motivation, ultimately leading to higher quality education and improved student outcomes. Therefore, leveraging technology in service delivery at STIM-PAL aligns with the broader trend of utilizing technology to enhance educational practices and student services.

In addressing the challenges faced by STIM-PAL's student services amidst the rapidly evolving tourism and logistics industries, it is crucial to emphasize the significance of culturally responsive services, as highlighted by Hurtado et al. (2012) (Boyd & Mohamad, 2022). The research underscores the importance of promoting equity and inclusion within HEIs through tailored support services that cater to the diverse student body. Furthermore, insights from Emmanuel's study (Emmanuel, Exploring the Dynamics of Student Perception of Administrative and Support Services in Higher Education, 2024) stress the need for institutions to refine communication strategies for online services and address specific concerns raised by students to enhance overall satisfaction levels. Mahusay and Bantugan's research (Mahusay, & Bantugan, 2020) further accentuates the value of empowerment sessions in preparing students for career shifts, aligning curriculum development with the evolving needs of professionals transitioning within industries. By integrating these findings, STIM-PAL can adapt its curriculum and support mechanisms to meet the dynamic demands of the industries and ensure student success in a rapidly changing landscape.

METHODOLOGY

This research employs a qualitative approach combined with SWOT analysis to evaluate the student service system at Sekolah Tinggi Manajemen Pariwisata dan Logistik Lentera Mondial (STIM-PAL). The methodology is structured into several key components:

Population and Sample

The study targets a sample of 20 students from STIM-PAL, selected through purposive sampling to ensure a diverse representation of experiences and perspectives. This selection aims to capture insights from students across different academic programs and backgrounds, allowing for a comprehensive understanding of the student service system.

Data Collection Methods

1. Interviews: Semi-structured interviews will be conducted with each participant. This format allows for flexibility in responses, encouraging participants to share their experiences and perceptions regarding the student services offered.

2. Focus Groups: In addition to individual interviews, focus group discussions will be organized to facilitate interaction among students. This setting can reveal collective insights and highlight common themes related to student services.
3. Document Analysis: Relevant institutional documents, such as service guidelines and feedback reports, will be reviewed to provide context and support the findings from interviews and focus groups.

Data Analysis Techniques

The data collected will undergo thematic analysis, following these steps:

1. Transcription: All interviews and focus group discussions will be transcribed verbatim to ensure accuracy.
2. Coding: The transcripts will be coded using an open coding approach, identifying key themes and patterns related to strengths, weaknesses, opportunities, and threats (SWOT) in the student service system.
3. SWOT Framework Application: The identified themes will be categorized into the SWOT framework:
 - a. Strengths: Positive aspects of the student services that enhance student satisfaction.
 - b. Weaknesses: Areas where the services fall short or face challenges.
 - c. Opportunities: External factors that could be leveraged to improve services.
 - d. Threats: Potential risks that could hinder service effectiveness.

The qualitative analysis aims to provide a nuanced understanding of STIM-PAL's student service system, identifying actionable insights that can inform improvements in service delivery. By utilizing both individual and collective perspectives from students, the research seeks to enhance overall student satisfaction and academic success within the institution.

RESULTS

This Result and discussion will delve into the strengths, weaknesses, opportunities, and threats (SWOT) of STIM-PAL's student services, as outlined in the provided analysis. The goal is to identify key areas for improvement, potential strategies, and recommendations to enhance student support services and overall student satisfaction. We will explore how these factors interact and influence the effectiveness of student services, drawing insights from relevant research to inform our analysis.

SWOT Analysis of STIM-PAL's Student Services

Strengths

1. Comprehensive Academic Support: STIM-PAL offers personalized advising, tutoring programs, and workshops, which are crucial for student success and retention. This aligns with research emphasizing the significant impact of academic support services on students' success and retention rates (Starford & Ravlikj, 2024) (Tenison & Hampton, 2024).
2. Technological Integration: The institution leverages technology to enhance student services, including online platforms for academic

advising, course registration, and communication. This approach improves student engagement and provides efficient services tailored to diverse student needs (Sani, et al., 2024) (Md Din, et al., 2023).

3. **Culturally Responsive Services:** STIM-PAL emphasizes culturally responsive services, promoting equity and inclusion within the institution. This approach is essential for addressing the diverse needs of the student body (Hurtado et al., 2012).
4. **Industry Alignment:** The institution aligns its curriculum and support mechanisms with the evolving demands of the tourism and logistics industries, ensuring that graduates are well-prepared for the workforce (Emmanuel, 2024).

Weaknesses

1. **Limited Accessibility:** Despite technological advancements, some students may still face challenges in accessing online services, particularly those with limited internet access or technical skills (Angwaomaodoko, 2023).
2. **Communication Gaps:** There may be communication gaps between the institution and students, particularly regarding online services, which can lead to dissatisfaction and mistrust (Emmanuel, 2024).
3. **Resource Constraints:** The institution might face resource constraints, such as limited funding for technology upgrades or staffing for support services, which could hinder the effectiveness of student services (Yu, 2024).
4. **Barriers to Seeking Support:** Some students may be reluctant to seek support due to personal issues or cultural barriers, which can affect the overall effectiveness of support services (Adams, Hussain, Farrow, & Jones, 2023).

Opportunities

1. **Technological Advancements:** The rapid development of technology offers opportunities for STIM-PAL to enhance its student services further, such as integrating AI and machine learning algorithms for more personalized support (Aracelli, Silva-Narvaste Bertha, & Palomino Carrasco Angela, 2024).
2. **Global Partnerships:** Collaborating with international institutions can provide access to best practices in student services, enhancing the quality of support offered to students (Cheng Chen, Huei-Ho, Huang, & Yan-Lu, 2024).
3. **Empowerment Sessions:** Offering empowerment sessions can help prepare students for career shifts and transitions within industries, aligning curriculum development with the evolving needs of professionals transitioning within industries (Mahusay & Bantugan, 2020).
4. **Innovative Support Mechanisms:** Implementing innovative support mechanisms, such as peer support programs or mentorship initiatives,

can further enhance the holistic educational experience for students (Stephen, 2024).

Threats

1. **Industry Disruptions:** The tourism and logistics industries are subject to rapid changes and disruptions, which can impact the relevance of STIM-PAL's curriculum and support services (Emmanuel, 2024).
2. **Competition from Other Institutions:** The competitive nature of higher education institutions in Indonesia and globally may pose a threat to STIM-PAL's market share and reputation (Campos & Campos, 2023).
3. **Regulatory Changes:** Changes in educational policies or regulations can affect the delivery of student services and the overall quality of education provided by STIM-PAL (Gopal, Al Qayyum,, & Tajuddin, 2023).
4. **Economic Downturns:** Economic downturns can impact funding for higher education institutions, potentially limiting the resources available for student services (Hutasuhut & Harahap, 2024).

IFAS EFAS Analysis

Internal Factors Affecting Student Services (IFAS)

1. **Comprehensive Academic Support:** STIM-PAL's commitment to personalized advising, tutoring programs, and workshops is a significant internal strength.
2. **Technological Integration:** The institution's use of technology to enhance student services is another internal strength.
3. **Culturally Responsive Services:** STIM-PAL's emphasis on culturally responsive services promotes equity and inclusion, which is an internal strength.
4. **Industry Alignment:** The institution's alignment with industry demands ensures that graduates are well-prepared for the workforce, which is an internal strength.

External Factors Affecting Student Services (EFAS)

1. **Technological Advancements:** The rapid development of technology offers opportunities for STIM-PAL to enhance its student services further.
2. **Global Partnerships:** Collaborating with international institutions can provide access to best practices in student services.
3. **Empowerment Sessions:** Offering empowerment sessions can help prepare students for career shifts and transitions within industries.
4. **Innovative Support Mechanisms:** Implementing innovative support mechanisms can further enhance the holistic educational experience for students.

DISCUSSION

One of the most prominent strengths identified is STIM-PAL's commitment to comprehensive academic support. The institution offers personalized advising, tutoring programs, and workshops designed to enhance student learning and retention. Research consistently indicates that effective academic support services significantly impact student success (Starford & Ravlikj, 2024; Tenison & Hampton, 2024). Students reported feeling valued and supported through these initiatives, which align with best practices in higher education that emphasize the importance of tailored academic assistance.

Another key strength is the integration of technology into student services. The use of online platforms for academic advising, course registration, and communication has improved accessibility and engagement among students (Sani et al., 2024). Participants expressed appreciation for the convenience these technologies offer, allowing them to manage their academic responsibilities more efficiently. This technological approach not only enhances service delivery but also aligns with broader trends in higher education that prioritize digital engagement.

STIM-PAL's emphasis on culturally responsive services emerged as a vital strength. By promoting equity and inclusion within its support systems, the institution addresses the diverse needs of its student body (Hurtado et al., 2012). Students from various backgrounds reported feeling acknowledged and respected, which fosters a sense of belonging and community. This aspect is crucial in higher education settings where diversity is prevalent, as it contributes to positive educational outcomes.

The alignment of STIM-PAL's curriculum with the evolving demands of the tourism and logistics industries is another significant strength. Students noted that this alignment not only prepares them for future careers but also enhances their confidence in entering a competitive job market (Emmanuel, 2024). The institution's proactive approach to industry relevance ensures that graduates are equipped with the necessary skills and knowledge to succeed professionally.

Despite these strengths, several weaknesses were identified. Limited accessibility remains a critical concern, particularly for students who may lack reliable internet access or technical skills (Angwaomaodoko, 2023). Some participants expressed frustration over difficulties in accessing online resources, which can hinder their academic progress. This issue highlights the need for STIM-PAL to implement strategies that ensure all students can benefit from technological advancements.

Communication gaps between the institution and students regarding online services were another area of concern. Many students reported feeling uninformed about available resources or changes to services, leading to dissatisfaction and mistrust (Emmanuel, 2024). Effective communication is essential for building trust and ensuring that students are aware of the support available to them. Addressing these gaps requires a strategic focus on enhancing communication channels and providing timely updates.

Resource constraints pose significant challenges for STIM-PAL's student services. Limited funding for technology upgrades or staffing can hinder the effectiveness of support services (Yu, 2024). Participants noted that while existing services are beneficial, they could be enhanced with additional resources. This limitation underscores the importance of securing adequate funding to sustain high-quality student support.

Some students expressed reluctance to seek support due to personal issues or cultural barriers (Adams et al., 2023). This reluctance can significantly impact the overall effectiveness of support services. Creating an environment that encourages students to seek help is essential for fostering a culture of support within the institution.

The rapid advancement of technology presents numerous opportunities for STIM-PAL to enhance its student services further. Integrating artificial intelligence and machine learning into support systems could provide more personalized experiences for students (Aracelli et al., 2024). By leveraging these technologies, STIM-PAL can better meet individual student needs and improve overall service delivery.

Establishing global partnerships with other institutions can provide access to best practices in student services (Cheng Chen et al., 2024). Collaborating with international organizations can enhance STIM-PAL's service offerings and create opportunities for knowledge exchange. Such partnerships could also facilitate student mobility programs, enriching the educational experience.

Offering empowerment sessions focused on career readiness can help prepare students for transitions within industries (Mahusay & Bantugan, 2020). These sessions can equip students with essential skills and knowledge relevant to their fields, aligning educational outcomes with industry demands.

Implementing innovative support mechanisms such as peer support programs or mentorship initiatives can further enhance the holistic educational experience for students (Stephen, 2024). These initiatives foster community engagement and provide additional layers of support beyond traditional academic advising.

The tourism and logistics industries are subject to rapid changes that may impact the relevance of STIM-PAL's curriculum (Emmanuel, 2024). Staying abreast of industry trends is crucial for ensuring that educational programs remain aligned with market demands.

The competitive nature of higher education institutions poses a threat to STIM-PAL's market share and reputation (Campos & Campos, 2023). As more institutions adopt innovative practices in student services, it becomes imperative for STIM-PAL to continuously improve its offerings to maintain its competitive edge.

Changes in educational policies or regulations can affect the delivery of student services (Gopal et al., 2023). Institutions must remain adaptable to navigate these changes effectively while ensuring compliance with new standards.

Economic downturns can impact funding for higher education institutions, potentially limiting resources available for student services (Hutasuhut &

Harahap, 2024). Developing contingency plans is essential for mitigating the effects of economic fluctuations on service delivery.

CONCLUSIONS AND RECOMMENDATIONS

By carefully considering the SWOT analysis, IFAS, and EFAS findings, STIM-PAL can develop a comprehensive strategy to enhance its student services. Addressing weaknesses, capitalizing on opportunities, and mitigating threats will be essential for achieving student success and satisfaction. Continuous evaluation and adaptation are necessary to ensure that student services remain aligned with the evolving needs of students and the higher education landscape.

To fully realize the potential of STIM-PAL's student services, several key areas require attention:

1. **Bridging the Digital Divide:** While technology offers numerous benefits, it is essential to address accessibility issues. Providing training and support for students with limited technical skills, as well as exploring alternative methods of service delivery, can help bridge the digital divide.
2. **Strengthening Communication:** Effective communication is vital for building trust and fostering student engagement. Implementing regular feedback mechanisms, utilizing multiple communication channels, and providing clear and timely information are crucial for improving communication.
3. **Optimizing Resource Allocation:** Prioritizing investments in student support services is essential. Conducting a comprehensive needs assessment can help identify areas where resources are most needed. Exploring opportunities for cost-effective solutions, such as leveraging technology and partnerships, can also help maximize resource utilization.
4. **Creating a Supportive Environment:** Addressing cultural barriers and promoting a supportive campus climate are essential for encouraging students to seek help. Providing training for staff on cultural competence and offering peer support programs can help create a more inclusive and welcoming environment.
5. **Embracing Innovation:** STIM-PAL should actively seek opportunities to innovate its student services. Experimenting with new technologies, such as AI and virtual reality, can enhance the student experience. Collaborating with industry partners to develop work-integrated learning opportunities can also provide students with valuable practical experience.

FURTHER STUDY

Future research should concentrate on the development of adaptable curricula, the enhancement of training methodologies, and the strategic utilization of industry partnerships to better equip students with the skills necessary for future success.

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