The Effect Of Service Quality On Satisfaction And Loyalty Of Paud Student Parents

by Aguswan Khotibul U

The Effect Of Service Quality On Satisfaction And Loyalty Of Paud Student Parents

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ABSTRACT

This research aims to elucidate the influence of service quality against the satisfaction and loyalty of students parents in PAUD. The respondents in this study are 110 of PAUD students parents. The analysis used is the path analysis with the help of SPSS 20. The research and discussion results showed that the service quality in PAUD it was influence of the service quality agains the satisfaction and loyalty of students"parents in PAUD. There is a significant direct effect between service quality on student parent satisfaction. There is a significant direct influence between service quality on student parent loyalty. There is a significant direct influence between the satisfaction of student parents on the loyalty of student parents.

INTRODUCTION

According to Ardi (2020); Mulyadi (2020) The quality of education services is an inevitable thing in the era of globalization. A superior organization is an organization that maintains relationships with its customers and has an obsession with quality. The growth of an institution comes from the conformity of institutional services with customer needs. Madrasas are considered to be Islamic educational institutions of lower quality than other educational institutions, especially public schools, although some madrasas are more advanced than general schools Customer satisfaction and loyalty are needed by educational institutions to retain and get new customers. According to Basri (2020); Farhan(2020); Kadiyono, (2020) student satisfaction is influenced by institutional image and Islamic values, while student loyalty is only influenced by student satisfaction.

According to Khoiri (2020); Nugroho (2020) Parents of students as secondary external customers certainly play an important role in determining the choice of school institutions for their children. Each student's parents have their own criteria in determining the school for their child. Generally, the consideration for choosing a school is the curriculum and activity programs to be implemented, infrastructure, foundation policies regarding education costs, teaching staff, leadershipthe principal,school's achievements, community's image about the school, school location, and school environment. But one important thing that needs special attention is the satisfaction of student parents with services provided by the school. By creating the satisfaction of student parents, it is hoped that the

loyalty of the parents as customers will be formed to the place of their children's school, so that they will feel proud that their children can attend the school and they will even promote the school to their peers or other Respondents. Customer loyalty is more effective than promotion through any media in increasing the number of school students.This study aims to determine the effect of service quality on satisfaction and loyalty of student parents at *PAUD*.

LITERATURE REVIEW
Quality of Service

According to Quddus (2020); Sartika (2020) Quality is also described as the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs (Kotler, 2004). Meanwhile, service quality is the fulfillment of customer needs and desires and the accuracy of its delivery to match customer expectations Service quality is the fulfillment of service users' expectations. Serqual (service quality) is built on the comparison of two main factors, namely the customer's perception of the actual service they receive (perceived service) with the actual service that is expected or desired (expected service). If the reality is more than expected, then the service can be said to be of quality, whereas if the reality is less than expected, then the service is said to be of poor quality, and if the reality is the same as expectations, then the service is satisfactory. Thus, service quality can be defined as how far the difference is between the reality and expectations of customers for the services they receive or obtain. The dominant factors or determinants of service quality are: 1) Reliability, namely the ability to provide services as promised to be reliable and accurate, consistent and suitability of service. service delivery can be said to be reliable if it meets the following criteria: a) Providing services according to the service. b) Dependency in dealing with customer service problems c) Providing service at the first time. d) Provide services at the promised time. e) Maintain a record

of being free Responsiveness, namely the willingness of employees and employers to help customers and provide services quickly as well as hearing and overcoming complaints or complaints submitted by consumers Responsiveness in which there is a willingness to help and provide fast and appropriate services to students by delivering clear information . 3) Assurance, namely the ability of employees to generate confidence and trust in promises that have been made to consumers. Guarantee that includes knowledge, competence, politeness, respect for students, trustworthy staff, free from harm, and basically the quality of service from the point of customer assessment is divided into the following three dimensions: a) Technical or outcome dimension, which relates to what is received consumer. This dimension is the same as what is called competence. B) Function or process related dimension, which is related to the way services are delivered or presented. c) Corporate image, which relates to the company's image in the eyes of consumers.

In the world of education, customers include the management of educational institutions, for example managers, teachers, staff and institutional administrators. Meanwhile, outside customers are the public, government and the industrial world. So, an educational institution is called quality if there has been a satisfaction between internal and external customers with the services provided. The quality of education in primary schools will increase if there are necessary prerequisites such as competent leadership, trained employees, adequate building and teaching materials.

Satisfaction

According to Sartika (2020); Roojil Fadillaha (2020); Basri (2020) Customer satisfaction is the feeling of pleasure or disappointment of someone who arises after comparing their perceptions / impressionsthe performance (or results) of a product and their expectations. Customer Satisfaction Education is a consumer response whose wishes have been fulfilled. There are

estimates of the features of goods and services, which have given a certain level of pleasure and consumers are completely satisfied. Satisfaction is the response of consumer fulfillment. It is an assessment that a product or service feature, or the product or service itself, provides a pleasant level of consumption fulfillment. Satisfaction is the level of a person's feelings after comparing product performance) that he feels with his expectations. Satisfaction level is a function of the difference between perceived performance and expectations. Customers may experience one of three general levels of satisfaction. If the performance is below expectations, the customer will be dissatisfied. If performance is as expected, customers will be satisfied. When performance exceeds expectations, customers will be very satisfied, happy, or happy. satisfaction is the level of pleasure of consumers after seeing the performance of a service provider, according to customer needs and even desires. Customer service and satisfaction are the main goals in the company because without customers, the company would not exist. Company assets are of very little value without a customer. Therefore the main task of the company is to attract and retain customers. Customers are attracted to more competitive bids and maintained by providing satisfaction. Everyone is a customer. Customers are every person, unit, or party with whom we transact, either directly or indirectly in providing products. Customer satisfaction is the result of the customer that the organization has met or exceeded its expectations regarding overall behavior and key performance criteria (which have been identified as important. In evaluating customer satisfaction with a company's services, the determinants used can be a combination of determinants. satisfaction with products and services Generally what companies often use to determine customer satisfaction are aspects of service and quality of goods or services purchased To achieve and maintain customer satisfaction, service organizations must do four things. First, identify who the customer is. Second, understand the level customer expectations of quality Third, understand the quality strategy of customer service and fourth, understand the measurement cycle and feedback of customer satisfaction

Loyalty

According to Khoiri (2020); Nugroho (2020), Quddus (2020); Sartika (2020) Loyalty is a customer commitment to a store, brand or supplier based on a positive attitude reflected in the form of consistent repurchases.

Customer loyalty in general can be defined as someone's loyalty to a product, either certain goods or services. Customer loyalty is a continuation of customer satisfaction in using the facilities and services provided by the company, as well as to remain a customer of the company. Loyalty is evidence of consumers who are always customers, who have the strength and positive attitude towards the company. Asari (2020) explains the definition of customer loyalty consists of four things, namely as follows: Consumers who make regular repeat purchases, Consumers who buy products from the product line others, for example, in addition to buying notebooks, also buying ice cream at the same place, Customers who refer to other people, Consumers who cannot be influenced by competitors to move.A person who grows to become a loyal customer must go through several stages. Each stage requires special attention that marketers must pay attention to.

According to Asbari (2019) the steps required are as follows:

1. Suspect

Anyone who might buy the product or service being offered. For that marketers must be able to observe the needs, wants and expectations of potential customers.

2. Prospect

A prospect is someone who needs the goods or services offered and has the ability to buy. They

may already know the company that sold the product, the location of the company and the kinds of products being sold, but they still don't want to buy.

3. Disqualifield Prospect

Someone who already knows the company that sells the product, but currently does not need or does not have the ability to buy the product.

4. First Time Customer

Someone who bought it for the first time and is still buying from your competitors. An unsatisfactory first experience will endanger subsequent relationships. Therefore, marketers must pay attention to the service and reliability of the products being sold.

5. Repeat Customer

Consumers who have shopped twice or more, either for the same product or for another product line. For this reason, the form of advertising aimed at consumers can no longer be mass advertisement, but must have the character of a personal dialogue.

6. Client

Consumers who regularly shop for all products marketed by the company. At this stage, it is difficult for competitors to influence consumers, because the relationship between the two is very close. Selling tips must change from a 'salesperson' approach to a 'consultant' approach. This means that marketers must be proactive by providing solutions to all problems faced by consumers.

7. Advocate

Consumers who make regular purchases of all products marketed by the company while promoting them to others. Therefore, companies get benefits, such as fostering consumer loyalty

and reducing promotional budgets.

METHOD

This research is a quantitative research. It is called a quantitative method because the research data is in the form of numbers and the analysis uses statistics (Sugiyono, 2010). The population and sample of the study were the student parents of *PAUD* in the academic year 2019/2020 as many as 110 respondents. Data processing using SPSS 20, data analysis using Path Analysis. Path analysis is used to calculate the strength of the relationship by using only one correlation or covariance matrix as input (Supranto, 2004).
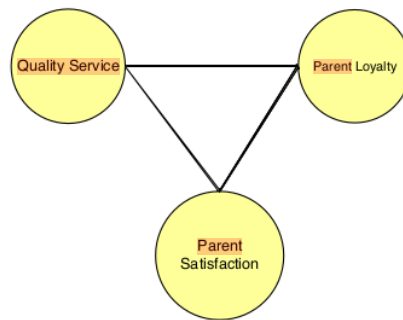
Fig 1. Research Model Framework

Research Hypothesis:

Hypothesis 1 : There is a significant direct effect between service quality on student parent satisfaction.

Hypothesis 2 : There is a significant direct influence between service quality on student parent loyalty.

Hypothesis 3: There is a significant direct influence between the satisfaction of student parents on the loyalty of student parents

RESULT AND DISCUSSION

Based on the results of research with as many as 100 parents of students at *PAUD*, the results of this study obtained a description characteristic of the respondents as follows.

Table 1. Respondents by Gender

Gender	Frequency	Percentage
Male	51	50,58%
Female	49	49,42%
Total	100	100%

Based on Table 1, it can be seen that the respondents came from male 44 respondents or 50.58% and women as many as 49 respondents or as much as 49.42%.

Table 2. Respondents by Age

Age	Frequency	Percentage
<29 years	8	5,76%
30-39 years	56	60,91%
40-49 years	27	27,57%
>50 years	9	5,76%
Total	100	100%

Based on Table 2, it can be seen that 8 Respondents are from the age of less than 29 years, or as many as 5.76%, aged 30-39 years as many as 56 Respondents or 60.91%, 27 Respondents aged 40-49 years or 27.57% and 9 Respondents> 50 years old or 5.76%.

Table 3. Respondents by Last Education

Last Education	Frequency	Percentage
SD/Equivalent	70	75,87%
SMP/ Equivalent	22	20,67%
SMA/ Equivalent	8	3,46%
Akademi/Diploma	0	0
S1/S2/S3	0	0
Total	100	100%

Based on Table 3, it can be seen that the respondents came from the latest education, including those with elementary / equivalent education as many as 70 Respondents or as many as 75.87%, SMP / equivalent as many as 22 Respondents or as many as 20.67%, SMA / equivalent as many as 3 Respondents or as many as 3, 46%, meanwhile there are no Academic / Diploma and S1 / S2 / S3 degrees.

Table 4. Respondents by Occupation

Occupation	Frequency	Percentage
PNS	4	1,16%
General Employees	37	37,92%
Entrepreneur	18	17,25%
TNI/POLRI	0	0
Etc	41	46,67%
Total	100	100%

Based on Table 4, it can be seen that the respondents came from jobs including civil servants as many as 4 person or as much as 1.16%, general employees as many as 37 Respondents or as many as 37.92%, entrepreneurs as many as 18 Respondents or as many as 17.24%, TNI / POLRI not there, others as many as 41 Respondents or 46.67%.

Table 5. Respondents by Income Per Month

Last Education	Frequency	Percentage
< Rp 1.000.000	47	49,44%
Rp 1.000.000 – Rp 2.500.000	36	36,77%
Rp > 2.500.000	17	13,79%
Total	100	100%

Based on Table 5, it can be seen that the respondents came from income per month including <IDR 1,000,000 as many as 47 Respondents or as much as 49.44%, IDR 1,000,000 – IDR2,500,000 as many as 36 Respondents or as much as 36.77%, Rp2,500,000 as many as 17 Respondents or as much as 13.79%.

Table 6. Respondents by Number of Family Members

Number of Family Members	Frequency	Percentage
1-3 Respondents	41	42,54%
4-7 Respondents	53	56,31%
> 7 Respondents	6	1,15%
Total	100	100%

Based on Table 6. it can be seen that the respondents came from the number of family members including 1-3 Respondents as many as 41 Respondents or as many as 42.54%, 4-7 Respondents as many as 53 Respondents or as much as 56.31%, > 7 Respondents as many as 6Respondents as much as 1.15%.

Hypothesis Testing

To test the hypothesis with multiple regression analysis, a tolerance of 5% used with the criteria is Ho accepted if the significance value (Sig.) For the path coefficient tested using the t test is more than 0.05, conversely if the significance value (Sig.) Is less than 0.05, Ho is rejected.

Table 7. Test the Structural Equation of X against Y$_1$

Testing	tcount	Sig. Value	ρxy1	Information
X against Y1	9,180	0,001	0,707	There is an immediate effect

Based on the results of data processing in table 1 above, the path coefficient value ρ (xy1) = 0.707 with the value of Sig. 0,001. Because the Sig. 0.001 is smaller than the probability value of 0.05 or the value of 0.05> 0.000, then H1 is accepted and Ho is rejected, which means that the path analysis coefficient is significant. This means that there is a significant direct effect between service

quality (X) on student parent satisfaction (Y1).

Table 8. Test for Structural Equation X againstY2

Testing	tcount	Sig. Value	Pxy2	Information
X against Y2	2,245	0,017	0,271	There is an immediate effect

Based on the results of data processing in table 8 above, the path coefficient value ρ (xy2) = 0.271 with the value of Sig. 0.017. Because the Sig. 0.017 is smaller than the probability value of 0.05 or the value of 0.05> 0.017, then H2 is accepted and Ho is rejected, meaning that the path analysis coefficient is significant. This means that there is a significant direct influence between service quality (X) on student parent loyalty (Y2).

Table 9 Test for Structural Equation Y1 againstY2

Testing		tcount	Sig. Value	Py1y2	Information
Y1 against Y2		2,668	0,008	0,317	There is an immediate effect

Based on the results of data processing in table 9 above, the path coefficient value ρ (y1y2) = 0.317 with the value of Sig. 0.008. Because the Sig. 0.008 is smaller than the probability value of 0.05 or the value of 0.05> 0.008, then H3 is accepted and Ho is rejected, meaning that the path analysis coefficient is significant.This means that there is a significant direct influence between the satisfaction of student parents (Y1) on the loyalty of student parents (Y2).

PathAnalysis Result (PathAnalysis)
Based on the results of path analysis calculation, information in the summary of path analysis coefficient results can be provided as follows.

Table 9. Summary of Path Analysis Coefficient Results

Variable Relationships	Coefficient Path (Beta)	T Value	Sig. Value	Information
Quality of Service->Parents Satisfaction	0,707	9,180	0,000	Significant
Quality of Service ->Parents Loyalty	0,271	2,245	0,029	Significant
Satisfaction ->Parents Loyalty	0,317	2,680	0,008	Significant

The Effect of Service Quality on Parents' Satisfaction

Based on the results of data analysis, it shows that service quality has a direct and significant effect on student parent satisfaction. This can be seen from the coefficient value of service quality variable on the satisfaction of the lever of 0.707. This result is consistent with the results of research from Roojil Fadillaha (2020); Basri (2020); Farhan(2020); Kadiyono, (2020) , in his research it was found that the service quality of educational institutions has a positive effect on customer satisfaction. Service quality must start with customer needs and end with customer satisfaction and positive perceptions of service quality.

According to Basri (2020); Farhan(2020); Kadiyono, (2020) Quality of service is an effort to meet the needs and desires of customers and the accuracy of delivery to match customer expectations. Meanwhile, customer satisfaction is response to the behavior shown by the customer comparing the performance or perceived results with expectations. If the perceived results are below expectations, the customer will be disappointed, less satisfied or even dissatisfied, but on the contrary, if it is in line with expectations, the customer will be satisfied and if the performance exceeds expectations, the customer will be very satisfied. In general, the quality of services provided by the parents of students assessed that the quality of services formed by the five dimensions was considered good enough. With a fairly good quality of service, of course it also affects the satisfaction of student parents which is formed by three dimensions which are stated to be quite satisfied. This shows that the quality of services provided by *PAUD* has not been able to meet the expectations of student parents so that the student parents are not satisfied with the services provided.

The Effect of Service Quality on Parents' Loyalty

Based on the results of data analysis, it shows that service quality has a direct effect on the loyalty of students' parents..Service quality has a positive effect on school customer loyalty .According Basri (2020); Farhan(2020); Kadiyono, (2020) argues that customer satisfaction is basically a function of expectations and perceptions of the performance of a product after the customer gets or uses the service. Loyal customers tend to buy more so that the company's profits will increase and the company will have loyal customersThe ability to retain customers directly affects the profitability level. This condition is what makes service providers a prerequisite for maintaining their existence in an industry, or even being able to build a sustainable competitive advantage According to Farhan(2020); Kadiyono, (2020) argues that quality has a close relationship with customer satisfaction. Quality provides an incentive for customers to forge strong relationships with service providers. In the long term, this kind of engagement allows service providers to understand carefully customer expectations and their needs. Thus, service providers can increase customer satisfaction whereby the service provider maximizes the pleasant customer experience and minimizes or eliminates unpleasant customer experiences. In turn, customer satisfaction can create customer loyalty or loyalty to service providers who provide satisfactory quality.

When parents feel that they are getting quality services in various things such as Tangible (direct evidence), Reability, Responsiveness,Assurance,and Emphaty , the parents will be positive about the institution. education that provides services. Loyalty of parents to educational services is certainly different from loyalty to other non-educational services. This is because formal educational institutions are vulnerable for many years so that the results are not immediately felt when the service is purchased. The introduction of the stages in forming loyal customers is of course

very necessary to know, starting from suspects, prospects, disqualified prospects, first time customers, repeat customers, clients, advocates and partners. This increase in loyalty can be obtained through providing excellent service quality so as to be able to make parents of students become loyal customers to educational institutions.

The Effect of Satisfaction on Loyalty of Students' Parents

Based on the results of the data analysis, it shows that satisfaction has a direct effect on the loyalty of students' parents. This can be seen from the coefficient value of satisfaction variable on parental loyalty of 0.317. Student satisfaction has a significant effect on student loyalty (High satisfactionor high enjoyment creates emotional attachment to a particular brand, not just rational liking / preference. The result is high customer loyalty. The higher customer satisfaction, the higher loyalty, which in turn will result in better company performance. True loyalty lies in customer satisfaction, where service quality is the main input. Customers who are very satisfied or even who enjoy the service tend to be loyal supporters of the company.

According to Basri (2020); Farhan(2020); Kadiyono, (2020) Satisfaction is measured by the dimensions of being satisfied with the facilities provided by the school safely and comfortably, satisfied with information about student development completely and clearly and is satisfied with the service attitude provided by teachers and staff employees, the highest satisfaction is tidiness and cleanliness of teachers and how teacher communication which is considered good by the parents of students. Satisfaction is the first step in forming loyalty among parents. The level of satisfaction expressed at the level of satisfaction was able to have a positive effect on the loyalty of student parents which indicated a good level of loyalty.

CONCLUSION

Based on the description above, the conclusions of this study are 1) the quality of service at PAUD for the 2019/2020 academic year according to researchers is considered quite good. This is based on the lack of facilities and infrastructure of education and the lack of harmonious cooperation between educational institutions and parents of students; 2) the satisfaction and loyalty of student parents at *Islamic Elementary school*, according to researchers, is considered quite good. According to the researcher, the satisfaction of student parents is considered quite, this is based on the lack of satisfaction by student parents in incomplete educational facilities, there is a communication gap between parents and educational institutions so that there is often confusion. information and less satisfied parents with the service attitude provided by educational institutions related to complaints submitted by parents of students. Meanwhile, the student's parents' loyalty according to the researchers was considered good. This is based on the attitude of parents who give a positive impression of educational institutions, are willing to recommend to others, and are willing to encourage others to send their children to the educational institution;3) the effect of service quality on the satisfaction and loyalty of student parents at *Islamic Elementary school* according to researchers has a direct effect. This means that the quality of service can increase the satisfaction and loyalty of parents to educational institutions. Satisfaction has a direct effect on the loyalty of students' parents. This can be interpreted that if parents' satisfaction increases, they will be more loyal to PAUD

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