

Impact of Service Quality on Customer Satisfaction: A Case Study in Educational Institutions

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ABSTRACT

This study aims to determine the effect of service quality on student satisfaction. The sample in this study was 81 people. In analyzing the data obtained from this study, the authors used descriptive analysis and quantitative analysis methods. From the results of research with descriptive analysis, it is stated that the respondents' responses to the service quality variable are agree and the student satisfaction variable is agree. Based on the results of research with quantitative analysis, it is known that the quality of service has a positive and significant effect on student satisfaction. Result by test of determination showed that (R^2) is 0.849. Which means that the service quality variable has an influence of 84.9% on student satisfaction. the remaining 15.1% is influenced by variables not examined.

Keywords: Service Quality, Satisfaction

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INTRODUCTION

The quality of service provides an impetus to increase the community's need for formal education, making schools a strategic sector and can be expected to produce quality human resources. The increasingly competitive state of competition between schools requires educational institutions to pay attention to the quality of education and institutions so that they are able to continue to compete and excel in the competition (Iskamto, 2015).

In providing subject matter, Educational Institutions must hold test tests that aim to find out how much student learning ability or achievement is. With a curriculum that is quite dense but not balanced with the quality of teachers and complete learning facilities, it will reduce students' interest in learning, and with the unavailability of a Companion Teacher in any given material, this will make it difficult for the teacher to control or supervise students in understand the subject matter that has been delivered, this is what needs to be considered by every educational institution so that the quality of services provided to students can be well absorbed and understood so that it can be remembered by students and practiced so that they are not easily forgotten and in vain. (Afthanorhan et al., 2019; Ansori, 2021; Harwina, 2021; Iskanto, 2022).

The quality of education in a country can support the quality of improving human resources as a source of development for our country. Improving the quality of human resources is an absolute prerequisite for achieving development goals. One of the vehicles to improve the quality of human resources is education, so the quality of education must always be improved (Efdison, 2021; Harwina, 2021; Iskanto, 2022; Iskanto et al., 2021).

As a determining factor for the success of development, the quality of human resources can be improved through several educational programs that are carried out systematically and directed, based on interests that

refer to the progress of science and technology (science and technology) based on faith and piety (imtak). Education makes a very large contribution to the progress of the nation, and is a vehicle for translating constitutional messages as well as a means of building the character of the nation. An intelligent society will provide the nuances of an intelligent life, and will progressively form independence (Ahmad et al., 2018; Cho & Lee, 2018; Febrina & Fitriana, 2022; Srimulatsih, 2022).

SMA Negeri 3 Teluk Lecah is one of the schools in Teluk Lecah which has implemented the concept of school management in its management. In the implementation of the educational process at SMA Negeri 3 Teluk Lecah, the school always strives to improve the quality of services in the school in order to improve the quality of the school. In SMA NEGERI 3 Teluk Lecah is very necessary. With the concept of school management, the school will be more focused on providing quality educational services to students in order to improve their skills. Seeing the large coconut production and high demand, the Indragiri Hilir Regency

Government must be able to develop it because the community's economy is based on coconut. For this purpose, it is necessary to formulate a strategy by making policies that encourage the development of the coconut business and its decline either through Regional Apparatus Organizations (OPD), Regional Owned Enterprises (BUMD), Village Owned Enterprises (BUMDes), in collaboration with various parties. **Table 1: Number of Students of SMA Negeri 3 Teluk Lecah, Rupert District, Bengkalis Regency in 2016-2020**

No	Year	Amount	Percentage
1	2016	454	0%
2	2017	461	1.54%
3	2018	441	4.33%
4	2019	456	3.401%
5	2020	438	-3.947%

Source: SMA Negeri 03 Teluk Lecah, Rupert District, Bengkalis Regency, 2021

Based on the table above, we can see that there are fluctuations in the number of students at SMA Negeri 3 Teluk Lecah, Rupert District, Bengkalis Regency. In 2016-2020 there was an increase in students, where students in 2016 amounted to 454 students, in 2017 there were 461 students, 2018 there was a decrease of 441 students, 2019 increased again to 456 students, 2020 there was a decrease in students, namely 438 students. Based on the acquisition data above, the authors are interested in conducting further research with the title "The Effect of Service Quality on Student Satisfaction."

LITERATURE REVIEW

Understanding Service Quality

According to Parasuraman, Zeithalm, and Berry in Adam (2015:13) stated research has shown that knowledge about product quality in the form of goods is not sufficient to understand service quality, which is indeed less literature, little material discusses service quality due to:

- Service quality is very difficult to evaluate compared to the quality of goods
- Service quality is a comparison of the results of the consumer's view between expectations and reality
- Quality evaluation is not made solely to make a service, but also includes the process of evaluating services.

According to Assauri in Adam (2015: 13) quality is the essence of the survival of an institution. The quality revolution movement through an integrated quality management approach becomes a bad guide that should be ignored if an institution wants to live and develop, increasingly fierce competition lately demands an institution. service/service provider to always pamper consumers/customers by providing the best service. Customers will look for products from companies that can provide the best service.

Service Quality Indicator

According to Tjiptono (2012: 75) identified five elements of service quality used by customers in evaluating service quality. The five elements of service quality are:

a. Physical Evidence (Tangible)

According to Tjiptono, physical evidence (tangible) includes physical facilities, equipment, employees, and means of communication. This means the appearance of physical facilities, such as front office buildings and rooms, the availability of parking spaces, the success, neatness and comfort of the room, the completeness of communication equipment, and the appearance of employees.

b. Reliability (Reliability)

According to Tjiptono, reliability is the ability to provide the promised service immediately, accurately and satisfactorily. This means that the company provides its services right from the first time (right the first time).

c. Responsiveness

According to Tjiptono, responsiveness is the staff's desire to help customers and provide responsive services. Responsiveness can mean the level of response, initiative, and alertness of employees in helping customers and providing fast service, which includes the speed of employees in handling transactions and alertness and patience in handling the service consumption process.

d. Guarantee (Assurance)

According to Tjiptono, assurance is the knowledge, ability, courtesy, and trustworthiness of the staff, free from danger, risk or doubts. When competition is very competitive, company members must appear more competent, meaning they have knowledge and expertise in their respective fields.

e. Empathy

According to Tjiptono, empathy is the ease of making relationships, good communication, personal attention, and understanding the needs of customers.

Understanding Customer Satisfaction

There are several methods that each company can use to measure and monitor the satisfaction of its customers and competitors' customers, Kotler et al (2011) cited in Tjiptono & Chandra (2011) identify four methods to measure customer satisfaction.

a. Complaint and suggestion system

Every customer-oriented organization needs to provide opportunities and easy and convenient access for its customers to submit their suggestions, criticisms, opinions, and complaints. The media used can be in the form of suggestion boxes placed in strategic locations, comment cards, special toll-free telephone lines, and others.

b. Ghost Shopping

Employing several ghost shoppers to act or pretend to be potential customers of the company's products and competitors. They are asked to interact with service provider staff and use the company's products/services. Based on this experience, they are then asked to report their findings regarding the strengths and weaknesses of the company's and competitors' products, usually ghost shoppers are asked to carefully observe and assess the way the company's competitors serve specific customer requests, answer customer questions, and handle any complaints.

c. Lost Customer Analysis

As far as possible, the company contacts customers who have stopped buying or have moved suppliers in order to understand why this has happened and so that they can take further improvement policies, however, the difficulty of implementing this method is in identifying and contacting former customers who are willing to provide input and evaluate performance. company.

d. Customer satisfaction survey

Most customer satisfaction research is conducted using survey methods, either by post, telephone, e-mail, website, or face-to-face interviews. Through surveys the company will get responses and feedback directly from customers and also give a positive impression that the company pays attention to its customers.

Customer/Student Satisfaction Indicator

According to Hawkins and Lonney quoted in Imansyah and Haris Irawan (2017:330) indicators or attributes of satisfaction formation consist of:

a. Conformity of expectations

Conformity of expectations is the level of conformity between product performance expected by customers and those perceived by customers, including:

1. The product obtained is in accordance with or as expected
 2. The services provided by employees match or exceed what is expected, both from student health services, administration and other services that support the process of teaching and learning activities.
 3. The supporting facilities obtained are in accordance with or exceeding what is expected
- b. Interested to visit again
- Revisit interest is the customer's willingness to revisit or re-purchase related products, including:
1. Interested to visit again because the service provided by employees is satisfactory
 2. Interested in visiting again because of the value and benefits obtained after consuming the product
 3. Interested in visiting again because the supporting facilities provided are adequate
4. Willingness to recommend
- Willingness to recommend is the willingness of customers to recommend products that have been felt to friends or family, including:
1. Advise friends or relatives to buy the products offered because of the satisfactory service
 2. Advise friends or relatives to buy the products offered because the supporting facilities provided are adequate
 3. Advise friends or relatives to buy the products offered because of the value or benefits obtained after consuming a product or service.

The Influence of Customer Service Quality on Satisfaction

According to Lovelock quoted in Tjiptono (2012:127). These products generally vary greatly from one type of business to another, but the equipment services have something in common. Complementary services can be classified into 7 groups, namely:

- a. Information, such as roads/directions to the producer's location, product/service delivery schedules, prices, instructions on how to use the core product or complementary services, warnings, and sales conditions.
- b. Consulting, such as providing advice, auditing, personal counseling, and technical management consulting.
- c. Order Taking, Includes application or registration, Qualification-based services, Order entry, and reservations.
- d. Hospitality, including welcome, food and beverages, toilets, bathroom amenities, waiting facilities, transportation and security
- e. Caretaking, consisting of attention and protection of the customer's belongings that they bring (vehicle parking), as well as attention and protection of the goods purchased by the customer
- f. Exceptions, including special requests prior to product delivery, handling complaints/praises/suggestions, problem solving and restitution (refunds, compensation)
- g. Payment, in the form of self-service by the customer, the customer interacts with the company personnel who receive the payment. In principle, there are three keys to providing superior customer service, namely:
 1. Ability to understand customer needs and wants
 2. More accurate database development than competitors
 3. Utilization of information obtained from market research in a strategic framework.

RESEARCH METHODOLOGY

This research was conducted at SMA Negeri 3 Teluk Lecah, Rupert District, Bengkalis Regency. The sample is a subset of the population unit. Sampling was done by using accidental sampling technique. Accidental sampling is a sampling technique based on respondents who happened to be met by researchers at the time of data collection. This study used a sample of 81 students.

RESEARCH RESULT

Simple Linear Regression Test

Simple linear regression analysis was used to determine the direction of the linear relationship between the independent variables on the following variables:

Table 2: Simple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.940	2.039		2.423	.018
Service quality	1.084	.051	.922	21.110	.000

a. Dependent Variable: Student Satisfaction

Based on table 2, the simple linear regression equation is obtained as follows: $Y = 4.940 + 1.084X$. The equation can be interpreted as follows: The constant value (a) is 4.940, meaning that if the service quality is 0 (zero) then student satisfaction remains at 1.084. The regression coefficient value of the service quality variable (b) is 1.084 positive, meaning that for every one unit increase in the service quality variable, student satisfaction increases by 1.084. Based on the results of simple linear regression above, it can be concluded that the direction of the relationship that the Service Quality variable has on the Student Satisfaction variable has a positive relationship direction which is indicated by a positive b value, positive means that there is a positive relationship between Service Quality and Student Satisfaction.

Partial Test (t)

Based on the results of the regression test in table 2, the calculation results obtained $t \text{ count} > t \text{ table}$ ($21.110 > 1.990$) then H_a is accepted. This means that there is an effect of Service Quality (X) on Student Satisfaction (Y).

Coefficient of Determination (R^2)

The coefficient of determination test is used to measure the accuracy of the analytical model made. The value of the coefficient of determination is a tool to measure the contribution of the independent variables studied to the variation of the dependent variable. The results of the coefficient of determination of each variable are as follows:

Table 3.: Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922a	.849	.848	1.80991

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Student Satisfaction

Source: Processed Data, 2021

Based on table 3 above, it can be obtained the value of R Square or the coefficient of determination of 0.849 or 84.9%. R Square is used to determine the percentage of the influence of the independent variable (Quality of Service) on changes in the dependent variable (Student Satisfaction). The conclusion that can be drawn is that the magnitude of the influence of the independent variable (Quality of Service) on the dependent variable (Student Satisfaction) is 84.9% while the remaining 15.1% is influenced by other variables.

Conclusion

The conclusions from writing this thesis are as follows:

Simple Linear Regression $Y = 4.940 + 1.084X$. Based on the results of simple linear regression above, it can be concluded that the direction of the relationship that the Service Quality variable has on the Student Satisfaction variable has a positive relationship direction which is indicated by a positive b value, positive means that there is a positive relationship between Service Quality and Student Satisfaction. The higher the quality of service, the student satisfaction will also increase. Based on the results of hypothesis testing, Service Quality has an effect on Student Satisfaction as evidenced by the calculation results obtained $t \text{ count} >$

t table ($21,110 > 1,990$) then H_a is accepted. This means that there is an effect of Service Quality (X) on Student Satisfaction (Y). The magnitude of the effect of the independent variable (Service Quality) on the dependent variable (Student Satisfaction) is 84,

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