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The effect of service quality and school image on loyalty through satisfaction of parents of students at elementary school semut-semut the natural school

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Abstract

This study aims to: 1) analyze the effect of service quality and on parental satisfaction 2) analyze the effect of school image on parental satisfaction 3) analyze the effect of service quality and school image on parental satisfaction 4) analyze the effect of service quality on customer loyalty, 5) analyze the effect of school image on parental loyalty, 6) analyze the effect of service quality and school image on parental loyalty, 7) analyze the effect of parental satisfaction on parental loyalty, 8) analyze the effect of service quality on parental loyalty through parental satisfaction, 9) analyzed the effect of school image on parental loyalty through parental satisfaction. The research was conducted at the Elementary School Semut-semut The Natural School with a research sample of 85 parents of the Elementary School Semut-semut The Natural School. The sampling technique used is simple random sampling technique. The data analysis method used descriptive analysis and path analysis. The results showed that: 1) there is an effect of service quality and on parental satisfaction 2) there is an influence of school image on parental satisfaction 3) there is an influence of service quality and school image on parental satisfaction 4) there is an influence of service quality on customer loyalty, 5) there is an effect of school image on parental loyalty, 6) there is an influence of service quality and school image on parental loyalty, 7) there is an influence of parental satisfaction on parental loyalty, 8) service quality affects parental loyalty through parental satisfaction, 9) school image has no effect on parental loyalty through parental satisfaction.

Keywords: service quality, school image, parental satisfaction and parental loyalty

Introduction

Education is a very important sector and determines the quality of a nation. The implementation of an education has functions, including: initiation, innovation, and conservation. Initiation is the function of education to initiate a change. Innovation is a vehicle for achieving change. With the development of the world of education, students are required to always be up to date in terms of finding learning materials.

According to Law no. 20 of 2003, education is a conscious and planned effort to create a learning atmosphere and learning process so that students effectively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and skills needed by themselves, society, nation, and country.

As a school with a natural school branding based on Islamic values, the Semut-Semut Elementary School the Natural School is increasingly experiencing significant developments every year. SD Semut-Semut the Natural School, which was founded in 1999, has become one of the favorite elementary schools in the city of Depok, West Java. Along with the high level of public concern for the world of education, currently the education business is mushrooming with a variety of different learning methods with various accompanying facilities.

Based on these facts, of course, the level of competition in educational institutions is becoming increasingly competitive. Each educational institution must rethink its business mission and innovative marketing strategy in accordance with the times that have entered the industrial revolution 4.0.

Nugroho (2005)^[1] states that loyalty is defined as a measure of customer loyalty in using a product brand or service brand at a certain time in a situation where there are many choices of products or services that can meet their needs and customers have the ability to get them.

Kotler (2005)^[14] says that to win the increasingly fierce competition, companies must meet and satisfy consumer needs better. Satisfaction is a person's feeling of pleasure or disappointment after the person concerned consumes the product by comparing the product's performance with his expectations (Kotler, 2005)^[14]. To retain customers for life, companies must strive to provide higher satisfaction to their customers.

Regarding loyalty, the development of the number of students at SD Semut-Semut the Natural School in the last 5 years shows a stable number. This can be seen directly from the number of parents who enroll their students in grade 1. Apart from those from TK Semut-Semut the Natural School, TK from other schools are quite enthusiastic about enrolling their children to SD Semut-Semut the Natural School.

Excellent schools are those who are agile in dealing with business changes and can take advantage of existing opportunities with something effective and efficient, one of which is by creating a positive brand impression or image of the products or services produced by the company.

A brand is a name, term, symbol, design or combination thereof to distinguish the company's products from those of competitors (American Marketing Association, 2004). Image is the customer's perception of the company or its products (Kotler, 2005:338)^[14].

Based on the above understanding, brand image can be interpreted as the customer's perception of the name, symbol or special characteristics of the company. To be able to win the competition, the company must be able to popularize the brand image to customers, by communicating to customers through appropriate and effective communication media (Kotler, 2005)^[14].

The best quality of service provided by a school to parents will make parents feel happy, satisfied and finally make them feel comfortable. The school business is a service business based on the principle of trust so that the problem of service quality becomes a very important factor in determining the success of this business. Service quality is a form of consumer assessment of the level of service perceived with the level of service expected (Kotler, 2000)^[13]. The quality of service is generated by the operations carried out by the company, and the success of the company's operating processes is determined by many factors, including employee factors, technology systems and parental involvement.

SD Semut-Semut the Natural School has several times received rewards from the Depok city government as a Child Friendly School. This shows the level of trust that the government has in the school that was founded in 1999. Another achievement obtained by SD Semut-Semut the Natural School is to become a reference for Inclusive Schools in Depok City. This is something to be proud of for SD Semut-Semut the Natural School considering that one of the values owned by the school is equity for each student.

In the context of the school service business, to increase the number of students enrolling in an educational institution, one of the efforts that educational institutions can do is to prepare various services that accommodate the needs of children and their parents, some of the facilities owned by the Semut-Semut the Natural Elementary School. School proved to be quite effective in increasing the satisfaction of parents of students.

Literature Review

Quality of Service

Quality according to ISO 9000:2000 is the degree to which an inherent characteristic meets specified requirements. In this case, requirements are stated needs or expectations and are usually implied or required. So, quality as stated according to ISO 9000 is a combination of properties and characteristics that determine the extent to which the output is able to meet the requirements of customer needs (Wijaya, 2006)^[30]. In education as a non-profit organization, the quality of service is determined by the satisfaction of customer stakeholders (community, parents of students and students) to the process and results of education.

According to Parasuraman, *et al* (1998)^[18] service quality and customer satisfaction can be influenced by several factors, including (1) reliability; (2) responsiveness; (3) the factor of confidence; (4) empathy (5) tangible. The reliability factor is the ability of school staff to provide educational services as promised accurately/reliably. The responsiveness factor is the willingness of school staff to help parents through their children's education, providing services quickly. The confidence/assurance factor is the professionalism of the school staff, work commitment, empowerment, respect, and courtesy of the staff as well as the support from school leaders about the importance of quality services that can foster trust in parents. Attention factor (emphaty) is a factor of attention of school staff, proactive attitude, attitude of empathy to parents. Tangible factors are factors of completeness and quality of physical facilities, school equipment, and convincing staff appearances.

School Image

Linggar (2008)^[2] image is a view of a company or agency. Image is generated through an objective assessment of the community on the actions, behavior, and ethics of institutions in the midst of society. Image is an impression, feeling, public self-image of an institution, an impression that is intentionally created from an object, person, or organization. In management theory, image building is an integral part of marketing strategy. Imaging strategy is an effort that does not come suddenly and cannot be engineered, images cannot be bought, but obtained.

Ardhianto (2009) image is the main goal of public relations as well as the final result to be achieved for public relations. The meaning itself is abstract (intangible) and cannot be measured mathematically, but its form can be felt from the results of good or bad assessments, such as positive and negative acceptance and responses, especially coming from the public (target audience) and the wider community in general. A good image of an institution will have a beneficial impact. On the other hand, if the image that is built is negative, it will harm the institution. A good image of an institution or organization is an asset because image has an impact on public perception. According to R. Abratt in Shugiana (2007)^[22], the image in the minds of the audience

is the accumulation of messages recorded in their minds. The ideal image reflects the face and culture of the institution in line with the institutional strategy, is clear and consistent. Based on the above understanding, the analysis that the author can take about the image, is a point of view about a company or organization that is objective by the assessment of the community or consumers with the parameters of the actions, behavior, and ethics of the company or organization whose form can be felt in the present or in the future come. A good assessment result will certainly produce a positive image and will have a beneficial impact on the contrary if a bad assessment result will produce a negative image and will have a detrimental impact.

Parental Satisfaction

Meeting the needs, desires and expectations of stakeholders or customers of educational services is an important part of the marketing strategy of educational services. Wijaya (2012)^[21]. One way to survive in its business activities the company must create customer satisfaction through quality improvement.

Parasuraman, Zeithmal and Berry (1998)^[18] The quality of services provided to customers, achieving high market share, and increasing profits is largely determined by the approach used. Service quality is formed through a comparison between the customer's perception of the service received and the service expected. If the service received by the customer exceeds what is expected, it can be said that the service is of high quality. Parental satisfaction is an indicator that can be used for schools as a parameter of the success of education. In theory, one indicator of the quality of a product or service is customer satisfaction. Customer satisfaction and dissatisfaction is the customer's response to the evaluation of perceived discrepancies or disconfirmations. Sumarwan explains the process of forming satisfaction through the expectancy disconfirmation model, namely satisfaction that is formed after comparing expectations about how the product or service should function (performance expectation) with the actual performance of the product or service (actual performance). So, it can be concluded that the notion of parental satisfaction is the positive attitude and feeling of pleasure of parents towards the services provided by the school in meeting parents' expectations. Indicators of parental satisfaction according five elements concerning consumer satisfaction are expectations, performance, comparison, experience, confirmation and disconfirmation.

Parental Loyalty

Loyalty is a manifestation of the fundamental human need to have, support, gain a sense of security and build attachment and create emotional attachments. According to Sutisna (2003)^[26], loyalty is a favorable attitude towards a brand that is presented in a consistent purchase of that brand over time. Meanwhile, states that customer loyalty is a customer's commitment to a brand, store, supplier based on a very positive attitude and is reflected in consistent repeat purchases.

Customer loyalty is a behavioral impulse to make repeated purchases and to build customer loyalty to a product/service produced by the business entity takes a long time through a process of repeated purchases (Gibson, 2005)^[10].

A customer is said to be loyal or loyal if the customer shows buying behavior on a regular basis or there is a condition that requires the customer to buy at least twice in a certain time

interval. Efforts to provide satisfaction are carried out to influence customer attitudes, while the concept of customer loyalty is more related to behavior than customer attitudes (Griffin, 2005:46)^[11].

Customer loyalty is a reliable measure to predict sales growth and consistent buying behavior (Griffin, 2005)^[11]. Following are the characteristics of consumer loyalty:

1. Make regular purchases or repeat purchases. customers who have purchased a product or service twice or more.
2. Buying outside of product or service lines (buying between product lines). Buy all the goods or services offered and they need. They buy regularly, relationships with these types of customers are strong and long-lasting and leave them unaffected by competitors' products.
3. Recommend products or services to others. Buy goods or services offered and they need, and make purchases on a regular basis. In addition, they encourage others to buy the company's goods or services. Indirectly, they have done marketing for the company and brought consumers to the company.
4. Demonstrate immunity from the attraction of similar products or services, or in other words not easily influenced by the attraction of competitors

Research Method

Research Time and Location

This research is planned to be carried out around March - April 2020 at the Natural School Ant-Semut Elementary School, Deep Ship Industry Road No. 25 A, RTM, Depok City.

Research Design

Research design is defined as a scientific way to obtain data with a specific purpose and use. This study uses quantitative research methods, correlational research, namely empirical research to find out the relationship between two or more variables systematically without treating or manipulating research variables based on measurements of the respondents' symptoms. The correlation research chosen by the researcher was to obtain the significance of the positive influence between service quality and school image on loyalty through parental satisfaction at the Semut-Semut the Natural School Elementary School.

Method of Collecting Data

Types and Sources of Data

Primary data is data that directly provides data to data collectors (Sugiyono, 2011)^[24]. Primary data is data related to the object of research and this data is obtained through the presentation of questionnaires given to respondents. This primary data will be analyzed both statistically and management. In this study, primary data will be obtained when the questionnaire has been returned by the respondent.

Population and Sample

Population is a combination of all elements that have a similar set of characteristics that cover the universe for the benefit of research problems (Malhotra, 2009)^[15]. According to Sugiyono (2011)^[24], the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were the parents of SD Semut-Semut the Natural School. Respondents or selected by chance who at that time were at

the research site and were willing to fill out the parent questionnaire form at SD Semut-Semut the Natural School, with a total population of 504 parents.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2011) ^[24]. Determination of the number of samples taken using the slovin formula so that the results obtained are 85 parents of SD Semut-Semut the Natural School which will be used as research sample sizes.

Research Results and Discussion

1. Analysis of the effect of service quality on parental satisfaction

Based on the results of the t-test for the service quality variable, the t-count = 10,475 and the t-table of 1,663. This means that t-count > t-table (10,475 > 1.663), which means H0 is rejected and H1 is accepted. This gives the conclusion that service quality has an effect on parental satisfaction. Based on regression analysis, it shows that service quality contributes to increasing parent satisfaction at SD Semut-Semut the Natural School. This is in line with the research conducted by Rahman (2008) ^[20], Suwarno (2015) ^[23].

2. Analysis of the effect of school image on parental satisfaction

Based on the results of the t-test for the school image variable, the t-count = 11,359 and the t-table of 1.663. This means that t-count > t-table (11,359 > 1.663), which means H0 is rejected and H1 is accepted. This gives the conclusion that the image of the school affects the satisfaction of parents. Based on the regression analysis, it shows that the school's image has an impact on increasing parent satisfaction at Semut-Semut the Natural School Elementary School. This is in line with the research conducted by Rahman (2008), ^[20] Suwarno (2015) ^[23].

3. Analysis of the effect of service quality and school image on people satisfaction

To test the effect of service quality and school image on parental satisfaction, the F test was carried out. Based on the results of the F test for the parental satisfaction variable, the calculated F value = 93,323 and the t-table was 3.95. This means that F-count > F-table (93.323 > 3.95), which means H0 is rejected and H1 is accepted. This gives the conclusion that the effect of service quality and school image on parental satisfaction. Thus the third hypothesis is tested and proven.

4. Analysis of the effect of parental satisfaction on parental loyalty

Based on the results of the t-test for the parental satisfaction variable, the t-count = 14,118 and the t-table of 1.663. This means that t-count > t-table (14.118 > 1.663), which means H0 is rejected and H1 is accepted. This gives the conclusion that parental satisfaction has an effect on parental loyalty. Based on regression analysis, it shows that service quality and school image have an impact on increasing parent satisfaction at SD Semut-Semut the Natural School. This is in line with the research conducted by Rahman (2008) ^[20], Suwarno (2015) ^[23].

5. Analysis of the effect of service quality on parental loyalty

Based on the results of the t-test for the service quality variable, the value of t-count = 7.963 and t-table of 1.663.

This means that t-count > t-table (7.963 > 1.663), which means H0 is rejected and H1 is accepted. This gives the conclusion that the quality of service affects the loyalty of parents. Based on regression analysis, it shows that service quality has an impact on increasing parental loyalty at the Semut-Semut the Natural School Elementary School. This is in line with the research conducted by Kuswanto, Maemunah, Putra (2018) ^[5], Khusaeni (2016) ^[12].

6. Analysis of the effect of school image on parental loyalty

Based on the results of the t-test for the school image variable, the t-count = 11,359 and the t-table of 1.663. This means that t-count > t-table (11,359 > 1.663), which means H0 is rejected and H1 is accepted. This gives the conclusion that the image of the school affects the loyalty of parents. Based on the regression analysis, it shows that the school's image has an impact on increasing parent satisfaction at Semut-Semut the Natural School Elementary School. This is in line with the research conducted by Kuswanto, Maemunah, Putra (2018) ^[5], Khusaeni (2016) ^[12].

7. Analysis of the effect of service quality and school image on people's loyalty

To test the effect of service quality and school image on parental loyalty, the F test was carried out. The results of the F test for the variable parental loyalty obtained the calculated F value = 55.522 and the t-table was 3.95. This means that F-count > F-table (55.522 > 3.95), which means H0 is rejected and H1 is accepted. This gives the conclusion that the effect of service quality and school image on parental loyalty. Based on regression analysis, it shows that service quality and school image have an impact on increasing parental loyalty at Semut-Semut the Natural School Elementary School. This is in line with the research conducted by Kuswanto, Maemunah, Putra (2018) ^[5], Khusaeni (2016) ^[12].

8. Analysis of the effect of service quality on parental loyalty through parental satisfaction

The value of the influence of service quality on parental loyalty through parental satisfaction is as follows:

$$X_1 \rightarrow Y \rightarrow X_3 = (py_{x_1}) \times (py_{x_3}) = 0,381 \times 0,706 = 0,269$$

In the service quality variable, the indirect influence value is obtained from the path coefficient value $x_3 \times 1$ multiplied by the path coefficient value yx_3 . The multiplication result shows that the value of the coefficient of indirect influence is greater than the value of the coefficient of direct influence. This shows that parental satisfaction can mediate the quality of service on parental loyalty. Based on regression analysis, it shows that parental satisfaction contributes to increasing parental loyalty at SD Semut-Semut the Natural School. This is in line with the research conducted by Skallerud (2011) ^[17].

9. Analysis of the effect of service quality on parental loyalty through parental satisfaction

The value of the influence of school image on parental loyalty through parental satisfaction is as follows:

$$X_2 \rightarrow Y \rightarrow X_3 = (py_{x_2}) \times (py_{x_3}) = 0,611 \times 0,706 = 0,431$$

In the school image variable, the indirect influence value is obtained from the path coefficient value $x_2 \times 1$ multiplied by the path coefficient value yx_2 . The multiplication result shows that the value of the coefficient of indirect influence is smaller than the value of the coefficient of direct influence. This shows that parental satisfaction cannot mediate, namely

the image of the school on parental loyalty. Based on path analysis, it shows that service quality has an impact on increasing parental loyalty at the Semut-Semut the Natural School Elementary School through parental satisfaction. This shows that parental satisfaction can mediate the quality of service on parental loyalty. This is in line with the research conducted by Wong, Woo, Tong (2016) ^[31] and Ching, Arison (2004).

Conclusions and recommendations

Conclusion

Based on the results of the description analysis, as well as path analysis, it is obtained that:

a. Service Quality

Based on the analysis of the description of the service quality variable, it shows that the empathy indicator provides the greatest support for the formation of the service quality variable, namely the Semut-Semut Elementary School teacher the Natural School provides teaching seriously to each student and all students are orderly in the teaching and learning process at the Semut-Semut Elementary School. Natural School. Based on the results of the regression analysis, it shows that the quality of service provides support for increasing parental satisfaction and parental loyalty at Semut-Semut the Natural School Elementary School.

b. Brand Image

Based on the description analysis of the brand image variable, it shows that the personality indicator gives the largest contribution to the formation of the school image variable, namely SD Semut-Semut the Natural School is well known to the general public and is very strategic. and parental loyalty of SD Semut-Semut the Natural School.

c. Parental Satisfaction

Based on the description analysis of the parental satisfaction variable, it shows that the indicator that provides the greatest support for the formation of the parental satisfaction variable is the comparison of SD Semut-Semut the Natural School consistently innovating learning and education and consistently ensuring service comfort. Based on the results of the regression analysis showed that parental satisfaction contributed to increasing parental loyalty at SD Semut-Semut the Natural School.

d. Parental Loyalty

Based on the descriptive analysis on the parental loyalty variable, it shows that the indicator of parental loyalty is repeat orders, namely SD Semut-Semut the Natural School is the right school to send their children to school in the Industrial Revolution Era 4.0 and parents who have sent their children to SD Semut-Semut the Natural School returned to send their children to school for their younger siblings. Based on the results of path analysis, it shows that parental satisfaction can mediate, namely service quality on parental loyalty, but parental satisfaction cannot mediate school image on parental loyalty.

Suggestion

Based on the results of the research on the effect of service quality and school image on parental loyalty with parental satisfaction as a mediating variable at SD Semut-Semut the Natural School, some suggestions can be made as follows:

1. The results of this study are expected to contribute to the science of marketing management, especially with regard to service quality, school image, parental satisfaction, and parental loyalty. And for further research, especially for the development of marketing management science and as a comparison material for other researchers who conduct similar research
2. The results of this study are expected to provide additional information and can be used as consideration for foundations and school management in making school policies, especially with regard to service quality, school image, parent satisfaction, and parental loyalty, taking into account the following:

a. Service Quality

In order to be a concern for the leadership and management of SD Semut-Semut the Natural School, to pay attention to tangible indicators that give the lowest value to the formation of service quality variables, namely the front liners of SD Semut-Semut the Natural School Bank must SD Semut-Semut the Natural School have physical facilities Complete teaching and learning facilities and library facilities, prayer rooms, parking lots and toilets must be kept clean and comfortable.

b. School Image

In order to be a concern for the leadership and management of SD Semut-Semut the Natural School, to pay attention to the indicator value that gives the lowest value to the formation of the school image variable, namely the strategic placement of the Logo SD Semut-Semut the Natural School so that it is easy to see and can attract visitors and the atmosphere of the room waiting and services that provide comfort for parents at SD Semut-Semut the Natural School.

c. Parental Satisfaction

In order to be a concern for the leadership and management of the Semut-Semut the Natural School Elementary School, to pay attention to the expectation indicator that gives the lowest value to the formation of the parent satisfaction variable, namely by the way the school must provide a sense of service satisfaction with the education offered by the Semut-Semut the Natural Elementary School. School according to the needs and desires of parents and students.

d. Parental Loyalty

In order to be a concern for the leadership and management of SD Semut-Semut the Natural School, to pay attention to the loyal indicator that gives the lowest value to the formation of the variable of parental loyalty, namely by continuing to promote through intensive social media so that SD Semut-Semut the Natural School is always the choice. The main role in sending their first and subsequent children to school is to keep their children at SD Semut-Semut the Natural School, even though there are offers from other schools.

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