

The Effect of Service Quality and Satisfaction on the Loyalty of Parents of Nava Dhammasekha Cinta Kasih Students

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Abstract: The sustainability and success of educational institutions are influenced by various factors including the quality of service. The research objective was to analyze the effect of service quality on the tangible, responsiveness, reliability, assurance, empathy and parents' satisfaction on the loyalty of students' parents to Nava Dhammasekha Cinta Kasih in Sorong City. The study used a quantitative approach with proportional sampling of 84 people. Data collection techniques with questionnaires and analyzed using multiple linear regression. The results showed that service quality had a positive and significant effect on the loyalty of students' parents by the value of t count 3.197 > t table 1.99045, sig value 0.002 < 0.05. Satisfaction of parents of students has a positive and significant effect on the loyalty of parents of students by the value of t count 5.216 > t table 1.99045, sig value 0.001 < 0.05. Simultaneously the quality of service and the satisfaction of parents of students affect the loyalty of parents of students with a value of f count 179.733 > t table 3.11226, sig value 0.001 < 0.05. The higher the quality of service and the satisfaction of parents of students at the Nava Dhammasekha Cinta Kasih school, the greater the loyalty of parents of students with a coefficient of determination of 0.82.

Abstrak: Keberlangsungan dan kesuksesan lembaga pendidikan dipengaruhi oleh berbagai faktor diantaranya kualitas pelayanan. Tujuan penelitian untuk menganalisis pengaruh kualitas pelayanan pada aspek tangible, responsiveness, reliability, assurance, empathy dan kepuasan orang tua siswa terhadap loyalitas orang tua siswa pada Nava Dhammasekha Cinta Kasih di Kota Sorong. Penelitian menggunakan pendekatan kuantitatif berdasarkan pengambilan sampel secara proporsional sebanyak 84 orang. Teknik pengambilan data dengan kuesioner dan diolah dengan regresi linear berganda. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas orang tua siswa sebesar nilai t hitung 3.197 > t-tabel 1.99045, nilai sig 0,002 < 0,05. Kepuasan orang tua siswa berpengaruh positif dan signifikan terhadap loyalitas orang tua siswa sebesar nilai t hitung 5.216 > t-tabel 1.99045, nilai sig 0,001 < 0,05. Secara simultan kualitas pelayanan dan kepuasan orang tua siswa berpengaruh terhadap loyalitas orang tua siswa dengan nilai f-hitung 179.733 > t tabel 3.11226, nilai sig 0,001 < 0,05. Semakin meningkat kualitas pelayanan dan kepuasan orang tua siswa pada sekolah Nava Dhammasekha Cinta



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Kasih maka semakin meningkat loyalitas orang tua siswa dengan nilai koefisien determinasi sebesar 0,82.

INTRODUCTION

Early Childhood Education Institutions (PAUD) according to the mandate of the National Education System Law number 20 (2003) have a strategic role in educating the physical and mental spiritual development of children aged 0-6 years. Children's education plays a role in the development of intelligence, the development of nerve fibers and the brain in preparation for the future (Raihana, 2018:22), and facilitate growth and development in aspects of the overall personality (Muslih, 2016:23). Childhood is a time in the process of maturing the senses (M.I.266).

Nava Dhammasekha is a type of Buddhist Education in the category of formal ECCE. The legality of Nava Dhammasekha refers to the Regulation of the Minister of Religious Affairs number 39 of 2014 and the Decree of the Director General of Buddhist Bimas of the Ministry of Religious Affairs number 24 of (2017) concerning technical guidelines for operational permits. Based on data from the Directorate General of Buddhist Community Guidance, in October 2022, the number of Nava Dhammasekha throughout Indonesia amounted to 34 institutions.

Nava Dhammasekha as a pioneer of Buddhist Education in fact has not gained high trust among the community (C. K. Dewi & Santamoko, 2021:49). *Nava Dhammasekha* needs to improve service quality, integration and good communication between the Foundation, the community, and related stakeholders in order to build quality and community trust (M. P. Dewi, 2020:114).

Public trust and loyalty to educational institutions are influenced by the quality of service and the level of satisfaction (Fatra Sari et al., 2016:250). Service quality and satisfaction levels both significantly affect loyalty (L. Dewi, 2020:131). Internal school indicators influence parents in choosing a school for their children (Bokings et al., 2013:116). Quality of service and satisfaction have an impact on the loyalty of

parents in determining schools for their children (Marisa et al., 2022:45) Parents have perceptions and expectations of the quality of service of an educational institution (Afdal et al., 2020:39). Parents expect the best education for growth and development at a very important period in the cognitive and emotional processes of their children (Chandrawaty, 2020:2).

The highest quality of service is for the purification of beings, overcoming sorrow, lamentation, eliminating pain, sorrow, for the attainment of methods, and the realization of *nibbāna* (A.III.329). Lord *Sakka* and the thirty-three gods praised the way Buddha performed the qualities of acts of service for the welfare and happiness of many beings, the good and welfare of the gods and man at the mercy of the world (D.II.222). *Nava Dhammasekha Cinta Kasih* is a formal ECCE school category based on an operational permit from the Director General of Buddhist Community Guidance with statistical number 081292710001 and an extended operational permit number 0006/Izin-Ops.Pend.Keag./*Buddha*/2022.

Nava Dhammasekha Cinta Kasih is located at Jl. RA Kartini no. 5f Sorong - West Papua under the Sorong Buddhist Education Foundation. *Nava Dhammasekha Cinta Kasih* was established on January 26, 2016 and began operating in 2017 with 4 students. Currently in the 2022/2023 school year the number of students reaches 104 students, although the composition of the majority of students is non-Buddhist.

Nava Dhammasekha Cinta Kasih has challenges to maintain and improve the quality of service, satisfaction and loyalty of parents in maintaining sustainability and competitiveness because there are many similar educational institutions around it. Based on the results of the field survey, it is known that there are 3 (three) favorite schools around *Nava Dhammasekha Cinta Kasih* namely Don Bosco School, Kalam Kudus School and Saint Paul School which have many students as an indicator that they have quality and are trusted by the

community. The Sorong Buddhist Education Institute which houses Nava Dhammasekha Cinta Kasih in 2018 built the Cinta Kasih Elementary School (SD) level, as a continuation of *PAUD output* at Nava Dhammasekha. This research is an effort to see and analyze the quality of service, the level of satisfaction and loyalty of parents of students to Nava Dhammasekha Cinta Kasih.

METHODS

The object of this study is the parents of 104 students at the Nava Dhammasekha Cinta Kasih School which is addressed at Jl. RA Kartini number 5f Boswesen, Sorong City, West Papua Province, and the research implementation time is planned for one month, April 2023.

The study used a quantitative descriptive approach, namely to describe the situation when research was carried out on the quality of service and satisfaction of parents of students at Nava Dhammasekha Cinta Kasih school in Sorong City. Analysis of research data using the help of SPSS application version 29.

RESULTS AND DISCUSSION

Analysis Of The Effect Of Service Quality On Loyalty

Research on the effect of service quality on the loyalty of parents of students to Nava Dhammasekha Cinta Kasih shows that the result of the calculated t value of 3.197 is greater than the table t value for df 79 is 1.99045, and the significance value of 0.002 is smaller than 0.05 so that it means that H₀ is rejected and H_a is accepted, namely there is a positive and significant influence between the quality of service and the loyalty of parents of students to Nava Dhammasekha Cinta Kasih. The regression coefficient value of 0.228 is positive, meaning that the more the quality of service to Nava Dhammasekha Cinta Kasih, the more loyalty of parents of students increases.

This study showed the same results as the research conducted by Priyanti & Sumitro, (2020:20), Hartanti et al. (2019:428), and Budiyanto et al., (2021:2301) that the quality of service has a

positive and significant influence on the loyalty of parents of students.

The quality of service in this study is based on aspects; 1) Tangibles include school and classroom conditions, facilities, faculty and staff, 2) reliability includes environmental safety and comfort, teacher professionalism, and talent development interests and skills, 3) responsiveness includes quality of school services, good communication and proactive attitude of educators and staff, 4) assurance Includes the friendly attitude of educators and staff, courtesy in serving and loving, and 5) *empathy* includes an attitude of attention in serving, willing to listen, and communication of student development. Parents of students who get quality service from various things such as *tangible, reliability, responsiveness, assurance* and *emphaty* at an educational institution will have loyalty, become repeat *customers* even as *partners* (Budiyanto et al., 2021:2301). Quality of service is a dominant factor in influencing parental loyalty (Hartanti et al., 2019:427).

Analysis Of The Effect Of Satisfaction On Loyalty

Research on the effect of student parent satisfaction on student parent loyalty on Nava Dhammasekha Cinta Kasih shows that the result of the calculated t value of 5.216 is greater than the table t value for df 79 is 1.99045, and the significance value of 0.001 is smaller than 0.05 so that it means H₀ is rejected and H_a is accepted, namely there is a significant and positive influence between student parent satisfaction and student parent loyalty to Nava Dhammasekha Cinta Kasih. The satisfaction regression coefficient value of 0.655 is positive, meaning that the more the satisfaction of the parents of the students, the more the loyalty of the parents to the Nava Dhammasekha Cinta Kasih school.

The satisfaction of parents in this study is based on an assessment of *happy, pleasant and joyful aspects, namely satisfaction with school facilities and infrastructure, the way teachers teach, student learning outcomes, the comfort of the school atmosphere and environment, the way teachers and staff serve*. Parents' satisfaction with the quality of educational

services can encourage emotional and commitment. Satisfaction arises from various aspects, such as teaching quality, attention to child development, open communication between schools and parents, and a safe and positive learning environment. This study showed the same results as the research conducted by (Diah Puspita, 2019:203), Budiyanto et al., (2021:2302), dan Sabathelia et al. (2022:108).

The quality of service has a significant influence on the satisfaction and loyalty of parents of students. Educational institutions with quality services create positive experiences and build strong relationships between schools and parents. Quality service includes being responsive to parents' needs and input, both in academic and non-academic terms. Schools that are able to provide solutions to problems quickly and effectively increase a sense of trust and loyalty. Parent satisfaction at school is measured by satisfaction with facilities, attitudes of teachers and staff, and good communication between the school and parents (Budiyanto et al., 2021:2302).

Educational institutions that focus on quality of service to parents of students not only increase satisfaction but also build close and sustainable relationships, which ultimately contribute to continued loyalty and support (Hartanti et al., 2019:427).

Service satisfaction in schools provides higher motivation for parents to stay in touch with the school, get involved in school activities, and support educational programs. Satisfaction impacts the willingness to provide constructive feedback for improvement and participate in various school initiatives. Parents' satisfaction with the educational institution is an important factor in maintaining a positive relationship between the school and parents and affects the overall success of the school. Parent satisfaction has an important role in maintaining loyalty in an educational institution (Sabathelia et al., 2022:108).

Analysis Of The Effect Of Service Quality And Satisfaction On Loyalty

Research on the effect of service quality and student parent satisfaction on student parent loyalty in Nava Dhammasekha Cinta Kasih shows the result of the calculated f value of 179.733, which is greater than the table t value for df 79 is 3.11226. The significance value of 0.001 is smaller than 0.05 so that it means that H_0 is rejected and H_a is accepted, namely there is a positive and significant influence between the quality of service and student parent satisfaction on the loyalty of parents to Nava Dhammasekha Cinta Kasih.

The constant of -0.710 is negative and t counts the variables of service quality and student parent satisfaction are all positive 0.228 and 0.655 meaning that if the quality of service and student parent satisfaction is absent or equal to zero then loyalty will also decrease, but if the quality of service and student parent satisfaction increases, the loyalty of parents to Nava Dhammasekha Cinta kasih will also increase. The effect of the coefficient of determination of 0.820 means that the quality of service and the satisfaction of parents of students have an effect of 82% on the loyalty of parents of students to Nava Dhammasekka Cinta Kasih school.

This study showed the same results as the research conducted by, Hartanti et al. (2019:426), Diah Puspita, 2019:205), Budiyanto et al., (2021:2302), and Sabathelia et al. (2022:108) that service quality and satisfaction have a positive and significant influence on the loyalty of parents of students.

The loyalty of parents in this study is based on the aspects of *repeat purchases*, namely sending children to school, sending other children to school, *retention* includes defending and maintaining the name of the school, not being tempted by other school offers, and *referrals*, namely the attitude of recommending and promoting schools. The

loyalty of parents has an impact on consistent support for their children, improving the quality of education, building a good emotional connection with the school, and maintaining stability and continuity.

The loyalty of parents to educational institutions has a far-reaching and important impact on various aspects of school success. The loyalty of parents includes a positive impression on the educational institution, willingness to recommend and encourage others to study in the same place (Budiyanto et al., 2021:2302).

Loyalty creates an effective channel of communication between the school and parents resulting in a constructive exchange of information about students' development and needs. Parental loyalty can provide financial, voluntary, or through participation in school projects and programs that can encourage school development, improve available facilities and resources, and help create a more positive and quality learning environment. Loyalty has the potential to contribute to the overall improvement of the quality of education provided by educational institutions so that it has a long-term impact in maintaining the success of educational institutions (Diah Puspita, 2019:188).

CONCLUSION

The quality of service in the aspects of tangibles, reliability, responsiveness, assurance, and empathy on Nava Dhammasekha Cinta Kasih has a positive and significant effect on the loyalty of parents of students with a significance value of 0.002 and a regression coefficient of 0.228.

Parental satisfaction in happy, pleasant and joyful aspects at Nava Dhammasekha Cinta Kasih school has a positive and significant effect on parental loyalty with a significance value of 0.001 and a regression coefficient of 0.655.

The quality of service and the satisfaction of parents simultaneously affect the loyalty of parents with a significance value of 0.001 and a coefficient of determination of 0.82%.

Loyalty has a good long-term impact on maintaining school progress and success. The higher the quality of service and the satisfaction of parents, the more loyalty parents have to the school.

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