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## THE GROWTH START UPS IN EDUCATION MARKET: MEASURING SERVICE QUALITY OF INSAN GEMILANG INDONESIA TO DEVELOP PRODUCTS

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**Abstract.** *The world nowadays has a prominent idea to transform, while education is one of the crucial aspects that should put give attention to everyone. Education as a right and education as an obligation may reflect the status quo. Provision of gaining quality of education can't be reduced as the role of Government only. Here, startups from private sector could provide the best education in so many ways. Insan Gemilang Indonesia as one of the biggest education service in Science Olympiad market has created more accessible and inclusive service to school who really want to achieve and increase quality of Science Olympiad training. Researcher used an exploratory research design by qualitative method with in-depth interview with 11 stakeholders to examine an underlying factor to meet an expectations of customer satisfaction and basis data improvement. The research question focused on the rate of customer satisfaction and their preference to IGI service. The research finding from customer's perspectives used as an evaluation and data for IGI's continuous improvement.*

**Keywords:** *Customer satisfaction, Insan Gemilang Indonesia, Education service, Product development.*

### INTRODUCTION

Almost every country in the world leader committed to making education as a key fundamental success of development. Education is seen not only as an economic and educational activity of the accelerator community, but also an attempt to keep the cultural values in favor of efforts to advance civilization. However, various studies at the international level, national, or regional shows that still education becomes a privilege rather than a right. To this day, access to education is still not able to be enjoyed by all walks of life and is still far from inclusive word. Based on the report of the global education for all movement (Education for All) by the year 2015, the number of children was not nor school dropouts ranged over thirty million worldwide. Whereas, since the year 2000 the country incorporated in UNICEF is targeting all children across the world can at least enjoy access to primary education in a span of fifteen years into the future. Still target away EFA then stimulate education stakeholders to seek alternatives in the realization of the granting of education more accessible, inclusive and efficient in cost. When the Government realized the limitations of resources and capacity, the visible of private role appears as a strategy to resolve the problems or challenges in the sector education.

The design of our current education system is stemmed from Frederick Winslow Taylor's idea on Scientific Management in which the concept of workplace standardization was firstly introduced (Metzgar, 2004). This idea of standardization eventually became influential to the development of our social systems in the dawn of 20th century. It was Edward Thorndike who was the first to lay the scientific foundation of our today's education system by extending the scope of Scientific Management conception towards the management of school (Rose, 2016). That *Tayloristic* way of thinking significantly stimulates the practice of standardization in the education field, taking form in the invention of standardized curriculum, GPAs, and standardized assessment.

As a matter of fact, the *Taylorization* of school system was not entirely a failure or a disaster. It did indeed help to solve various problems occurred in the Industrial Age. Nevertheless, we no longer live in the Industrial Age and the idea of standardization did cost us something. In our current education system, students are forced to take the paths that are provided by the schools, assuming that the paths are best for them. Our education curriculum is not designed to accommodate different abilities and backgrounds of the students. Meanwhile, students have different learning needs and learning pace. Our current education system does not primarily concern on individuality. Up to this point, we have lost the excellence and the dignity of individuality. As our educational institutions continue to hold on to this kind of ordeal, our students are greatly suffering.

The 4<sup>th</sup> Industrial Revolution has brought unprecedented and exponential changes to the way we live today. Significant changes in the pattern of human life have taken place as a result of the rapidly growing technology. According to a report conducted by the World Economic Forum (2016), there would be around five million jobs that could disappear by 2020. Meanwhile, it is estimated that 65% of the current primary school students would have to work in completely new job markets that do not even exist today. Along with technological developments that open up the opportunity for many jobs in the future, the demand for new skills and competencies also increase. Thus, this clearly shows the need for our education system to equip students with the right skills and competencies to meet future demands.

Through the advent of education service, we can have access to a more customized and personalized education in which there is a possibility to meet specific needs of each student based on their own learning ability and capacity. This would enhance their learning experience and further contribute to their level of mastery (Elsevier Education, 2014). Education service with its enormous potential such as flexibility is essential to prepare the students for the upcoming job market. To this day, there are many education service providers available in Indonesia. However, as long as knowledge and skills acquired through formal educational institutions are valued more than that of outside school, the benefits that education service could provide would remain a mere potential. On that account, a wide range of social change is certainly necessary.

### **CREATING IGI: FROM MOVEMENT TO BUSINESS (EXPLAINING SERVICE AND DEVELOPING NEW PRODUCT)**

Apart from the status quo of our education, the growth market in education certainly brought the opportunities and challenges. Various other thought about this market is indeed provoking to make knowledge more accessible to everyone which also results into learning gains. IGI has faced several roles in education market for over 4 years. Began from 2014, Insan Gemilang Indonesia initiated by 6 people in providing best, affordable, more inclusive education service for Science Olympiad. Although it fits the demand of school partner, but still at first it was a niche market. Expanding market phase also meaning a crucial step to scale up business. Insan Gemilang Indonesia now as market leader in Science Olympiad education service.

The practical interview to respondents were conducted by several points, there are: (1) service quality, (2) customer satisfaction, (3) customer loyalty, and (4) new product development. All these points have substance of breakdown to dimensions. In service quality, there are tangible, reliability, responsiveness, assurance, empathy to measure its service indicators. Side note about gaining data improvement and product development are general feedback from customer to overall service or as user experience. This research shown us that Insan Gemilang Indonesia has quite acknowledgement from the previous or ongoing project between school partners. According to 11 respondents, researcher already captured pattern of service quality that IGI is until now providing.

Right after the research conducted, the researcher analyzed the information from the past year customer interview using 22 SERVQUAL question to acknowledge service quality, respondent then put forward

directly on level of satisfaction, and give option line on related condition about their level of loyalty preference, lastly collect all of the feedback from respondents (related customer) and individual school preference on how IGI could maximize for upcoming projects, the do(s) and don't(s), also give personal advice and suggest to increasing quality.

**Table 1.**  
**Service Quality Pattern Analysis**

DIMENSION	INDICATOR	RESPONDEND DATA										
		1	2	3	4	5	6	7	8	9	10	11
TANGIBLE	Up to date course equipment	√	√	√	√	√	√	X	X	√	√	√
	Visually appealing materials	-	√	-	√	√	√	-	√	√	-	√
	Well-dressed teacher	√	√	√	-	√	-	√	√	√	-	√
	Facilities support toward industry	X	√	X	X	√	√	√	X	√	√	-
RELIABILITY	Respond within time frame	√	X	-	√	-	√	√	-	√	√	√
	Reassuring arise problem	-	√	√	√	X	-	√	√	√	√	√
	Dependable	√	X	√	X	X	-	√	X	√	X	-
	Deliver service at time promise	X	√	√	-	√	√	X	√	√	√	√
	Accurate service record	-	√	√	X	√	√	√	√	√	√	√
RESPONSIVENE SS	Inform the service time occur	-	X	-	X	√	√	√	√	√	√	-
	Prompt service from teacher	√	√	√	√	√	√	√	√	√	√	√
	Teacher willing to help	√	√	√	√	√	√	√	-	√	-	√
ASSURANCE	Respond to specific request	√	√	-	-	-	√	√	-	X	X	-
	Trustworthy teacher	√	√	√	√	√	√	√	-	√	√	√
	Feel safe in dealing	√	√	√	√	√	X	√	√	√	√	√
	Polite service	√	√	√	√	-	√	√	√	√	√	√
	Teacher have support to do well	-	√	√	√	-	X	X	√	√	√	X
EMPATHY	Firm provide individual attention	-	√	√	√	X	√	√	√	-	√	X
	Teacher provide individual attention	√	√	√	√	√	√	√	√	X	X	√
	Teacher understand student need	√	√	X	√	X	-	-	X	√	-	√
	Employee have the best interest in customer mind	-	√	X	√	-	√	X	-	√	√	-
	Operate in convenience hour	X	√	√	X	√	√	-	X	X	√	-

*Symbol glossaries: (√) means satisfied, (X) means unsatisfied, (-) means no opinion.*

In the current market, there are a lot of rising competitor and lot of new people, but all of us provide same kind of services and business model, so the table above shown us the base information about service performance and quality directly from the last year customers. Expectation that mentioned above is viewed in service quality literature as desires or wants of customer, what they feel a service provider should offer rather than would offer (Parasuraman et al., 1988).

The 5 (five) dimensions could simplify segment of data. In tangible dimension, 4 (four) indicators to determine the specific area of service, there are: up to date course equipment, visually appealing materials, well-dressed teacher, and facilities. Likewise, in reliability dimension, crucial point has been given to timeframe, reassuring problem arise, dependable, deliver service at time promise, and accurate service record. It requires proper management in deliver training. Next dimension is responsiveness that determined

as willingness to help customers and provide prompt service (Zeithaml et al., 2000). It contains in to 4 (four) indicator, there are inform the service time occur, prompt service from teacher, teacher willing to help, and respond to specific request.

While began to define assurance as the one of dimension in understanding service quality, there must be trustworthy teacher, legal dealing, polite service, and teacher have to support students to do well. Last dimension is empathy that associated to be more feelings and attentions during the partnership between IGI and school partner. In order to gain proper feeling when conduct training. It makes IGI give the individual attention, teacher provide individual attention, teacher understand student need, employee have the best interest in mind, and operate in convenience hours. Negative responses itself could merge as feedback or constructive criticism to make IGI's service better.

## **COMPETITOR ANALYSIS AND MARKET PROJECTION**

The competitors among the education service firm in Science Olympiad surely gave the opportunities to Insan Gemilang Indonesia to escalate the development in various aspects such as quality of teachers (prior to national and international medalist). To meet the further needs of customer, in next year IGI want to retain past customer to gain an aspirations and suggestion what kind of service or product they really want. On the other hand, Insan Gemilang Indonesia has enabled the creation of a Science Olympiad learning environment that places students in the center of the learning process, surrounded by various learning resources and digital learning services. Teachers, who used to be the central part of learning process, are no longer the only source of information and knowledge. Furthermore, textbooks, that were initially the one and only media to deliver learning materials, are no longer the only learning resource that could be accessed by the students in order to support their learning process.

According to IGI managerial team assessment on 2018. There are four enormous competitors in market such as Pelatihanosn.com, Alcindonesia, Ciberfy, Centrion Institute, and Yohannes Surya team. Furthermore, classified as the training orientation as Quality based quantity based. Quality based training means the firms focus on small group of partner that retain the service and agree on long terms benefits between them, while Quantity based means firm more favorable to make Training with large number of students and partner in every program using cost decreasing as maximizing the quantity. IGI Itself consider as Quality based firm that focus on few school partner and using cost leadership strategy to acquire biggest market share.

Innovation on technology is biggest catalyst on education system to adapt and optimize. In long terms, Online class, vocational content, and self-development will be new favorite outside mathematic, biology, or physic. So, the direction of market education will align with this trends and try to accommodate as much as possible. But does not mean regular school will be forgotten. There is more than knowledge to share in class, but wisdom and ethic that need to be transferred from generation to generation.

## **CONCLUSION**

The data gathered in this paper is showing the importance of measuring customer satisfaction as basis data improvement. Insan Gemilang Indonesia (IGI) already achieved its movement and established its service on education market by targeting school partner to conduct training. After proceed the data, researcher will create an action plan for the execution of new product feedbacks that needs to develop. The improvement list focused more on which feedbacks should be prioritized based on customer's perception and demands. From customers, IGI can learn new and interesting information that can help them to improve their service more successful and productive. On that account, this paper already explains about how education service transforms and meet the extension of our current education system and how it could offer solutions to seize the opportunities of the future.

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