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The Influence of Service Quality (Severqual) on Consumer Satisfication of Islamic Education Service Business (Pondok Pesantren)

(Study Case in the Esa Lama Dormitory Cipasung Islamic Boarding school)

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ABSTRACT

The purpose of this study was to determine the effect of service quality on consumer satisfaction in the Islamic Education Service Business (Pondok Pesantren). The approach in this study is a quantitative approach, the data source used is primary data, namely data obtained directly from respondents via google form, secondary data, namely information from related agencies and literature studies as well as various journals and research reports related to the research topic. The results of this study are Service Quality has a positive effect on Consumer Satisfaction in the Islamic Education Service Business (Pondok Pesantren) at the Esalama Female Dormitory of Cipasung Islamic Boarding School.

ARTICLE INFO

1. INTRODUCTION

Nowadays, the paradigm in looking at education has begun to shift, which initially was only seen and studied from a social aspect. However, nowadays people see education more as a corporate. That is, educational institutions are understood as production organizations that produce educational services purchased by consumers (Mundir, 2016). Consumer satisfaction is defined as the consumer's reaction to the discrepancy between the level of consumer interest in the perceived performance after use sinolla (Gulla et al., 2015). With the emergence

of satisfaction from within the consumer, it tends to make consumers or customers want to again choose the services of a company, and even consumers can tell others about the advantages of the company's services or educational institutions. One of the important factors that must be considered by companies or educational institutions in increasing customer satisfaction is the quality of their services (Sinollah, 2019).

The output of this study was to determine the effect of service quality on consumer satisfaction in the Islamic education service business (Islamic boarding school) in the Esa Lama female dormitory, Cipasung Islamic Boarding School.

2. METHOD

The method used in this research is descriptive quantitative verification method. Quantitative descriptive method aims to determine the value of independent variables, either one or more variables (independent) without making comparisons, or connecting with other variables, in this study descriptive method aims to determine the general description of service quality and satisfaction of students in

the Esalama Dormitory of Cipasung Islamic Boarding School (Mariana, 2017). While the verification method aims to explain the relationship between the variables studied by collecting data, processing, analyzing and interpreting it, in this study the verification method aims to determine the effect of the service quality of the Esalama Dormitory of Cipasung Islamic Boarding School on consumer satisfaction (santri). Sources of data used are primary data, namely data obtained directly from respondents via google form, secondary data, namely information from relevant agencies and literature studies as well as various journals and research reports related to the research topic. The location of this research is the Esa Lama Dormitory, Cipasung Islamic Boarding School, Tasikmalaya, West java.

2.1 Consumer Satisfaction

Satisfaction is a feeling of pleasure or disappointment felt after comparing his expectations with the services he received (Ambarwati, 2009). A similar definition is also put forward by Kotler which defines that consumer satisfaction is the level of satisfaction of a customer or consumer after the

consumer compares the results of what he feels and compared with his expectations. Modern marketing is consumer oriented. Starting with the customer and ending with the customer (Indrasari, 2019). Consumer satisfaction is also defined as the consumer's reaction to the discrepancy between the level of consumer interest in the perceived performance after use (Bodroastuti, 2012). Here are some techniques to measure customer satisfaction according to Kotler in :

1) Complaints and suggestions system

   Every educational institution and even companies are obliged to provide the widest opportunity to submit criticisms, suggestions and also complaints about the products or services that have been obtained.

2) *Ghost shopping*

   Companies hire someone to be a customer to buy their product. The customer pretends to raise a problem with employees at the company and see how they solve it.

3) *Last customer analysis*

   Contacting consumers who have stopped buying or have switched to competitors, the aim is to find out

and understand why this can happen and so that it can be used as an improvement or improvement of services or products.

4) Customer satisfaction survey

   Using survey methods via telephone, email, as well as direct and indirect interviews such as questionnaires. The survey method is the most widely used method in measuring customer satisfaction.

2.2 Quality Service

The collaboration of three service quality experts, namely A. Parasuraman, Valarie A. Zeithml, and LeonardiL. Berry in 1983. The reputation and contributions of these experts began with their conceptual paper entitled "A Conceptual Model of Service Quality and Its Implications for Future Research" published by the Journal of Marketing. In the paper they explain in detail the service quality gap which is the source of service quality problems. The model called Servqual was developed with the aim of helping managers analyze the source of service quality problems and understand ways to improve them (Septiani & Diansyah,

2020). Service quality is a multidimensional satisfaction controller. The level of service quality cannot be assessed from the point of view of a company or an institution, but must be viewed from the point of view of consumer assessment. Satisfaction from the consumer side is considered good if the service meets what consumers expect, on the contrary the service will be perceived badly by consumers if it does not meet what they expect (Rilana & Natajaya, 2013).

The quality of services used in carrying out research on services provided by Islamic Educational Institutions (Pesantren) can determine quality and service. Indicators of service quality in the world of education include reliability, responsiveness, assurance, empathy and tangible or physical evidence (Parasuraman & Berry, 1988). Therefore, education providers should pay close attention to service quality. because, educational activities are not only oriented to the educational process and also the final result of the process, but also oriented to good

3. RESULTS AND DISCUSSION

3.1 General Description

evidence including quality assurance, quality control and also improvements that must be made by education providers (Indrawati, 2011). In realizing the model used to measure consumer satisfaction perceptions by using the concept of measuring service quality proposed by Zeithmal, et al, this measuring tool is called SERVQUAL or Service Quality based on a Likert scale which includes five SERVQUAL dimensions, namely reliability, responsiveness, assurance, empathy, and tangible.

So the services provided to students will affect whether or not students are satisfied with the services provided. Thus, good service quality is the first step in student satisfaction because good service quality will lead to high satisfaction. From this description, the research paradigm can be described as follows:

Image 1.1 Paradigm Study
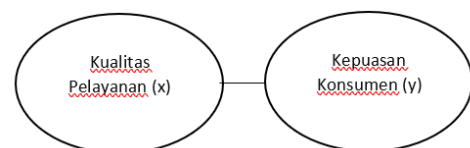
This research includes data on Service Quality and Consumer Satisfaction. The description of the data presented includes the Mean (M),

Median (Me), Mode (Mode), Standard Deviation (SD), Range, Minimum Value and Maximum Value. The results of the

data description in this study are as follows:

Table 1. Description of Statistical Data

No	N		Quality Service	Satisfaction Consumer
	N	Valid	100	100
		missing	0	0
1.		mean	60.73	81.10
2.		median	60.00	80.00
3.		Mode	50	99
4.		Std. Deviation	15,266	16,263
5.		Range	65	64
6.		Minimum	20	51
7.		Maximum	85	115

Source : Processed data , 2022

Based on the table above, each variable has an N value of 100 and Missing 0. Then the Mean value of the Service Quality variable is 60.73 and the Consumer Satisfaction variable is 81.10. The median value of the Service Quality variable is 60.00 and the Consumer Satisfaction variable is 80.00. Then the value of Mode or mode on the Service Quality variable is 50 and the Consumer Satisfaction variable is 99. The Standard Deviation value for the Service Quality variable is 15.266 and Consumer Satisfaction is 16.263. Then the range value on the Service Quality variable is

65 and Consumer Satisfaction 64. The minimum value for the Service Quality variable is 20 and the Consumer Satisfaction variable is 51. Finally, the Maximum value for the Service Quality variable is 85 and the Consumer Satisfaction variable is 115.

3.2 Influence Quality Service To Satisfaction Consumer

Based on the results of data analysis shows that there is a positive influence between Service Quality (Service Quality) on Customer Satisfaction. The theory used in this study shows the existence of a

relationship and interrelationship. The theory used is the theory of Parasuraman, Zeithml and Berry (1988) which was later developed by Indrawati (2011). The quality of services provided by educational institutions or business managers must be improved because it greatly impacts on increasing the level of consumer satisfaction. Improvements can be made on the five dimensions of service quality provided such as reliability, direct evidence, responsiveness, assurance and empathy. According to Sunyoto (2012), the satisfaction of students in the Esalama Girls Dormitory of Cipasung Islamic Boarding School will be fulfilled if the institution pays attention to the quality of services provided to students. This is in line with previous research related to consumer satisfaction in the education service business where education service business managers need to pay attention and increase the comfort of the study room so that students feel comfortable during the teaching and learning process.

In the next variable, the theory was used which was developed by Indrasari (2019). Consumer satisfaction is defined as the consumer's response to the discrepancy between the level of consumer interest and perceived performance after use or acceptance. Modern marketing is consumer-oriented, starting and ending with the customer (Indrasari, 2019).

4. CONCLUSION

Based on the results of research and discussion, some conclusions can be drawn as follows:

1) The quality of service provided by the Esa Lama dormitory from the aspect of tangible, assurance, empathy, responsiveness, and reliability has an effect on consumer satisfaction or student satisfaction. Empathy is the aspect that has the highest value among aspects with detailed indicators, the hostel understands the interests and talents of students and strives to develop them, the hostel monitors the progress of students through administrators and asatidz, administrators and asatidz are willing to help students who have difficulties in academics (school/recitation) and concern for dormitories and administrators in understanding the interests and difficulties of students. Responsiveness or responsiveness

of the dormitory and management staff is an aspect that has low value including, the hostel provides administrators to guide counseling for students, provides scholarships for students who cannot afford it, administrators help students in dealing with academic problems, the dormitory and administrators provide time for parents students consulted, the dormitory and

administrators ensured that they provided assistance for students who had a disaster or accident.

2) There is a positive influence between Service Quality on Consumer Satisfaction in the Islamic Education Service Business (Pondok Pesantren) Case Study in the Putri Esa Lama Dormitory, Cipasung Islamic Boarding School.

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