Analysis of the Quality of Education Services on the Satisfaction of Parents of Students of the Aulady Model Elementary School

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Abstract

This study aims to determine the level of interest of students' parents and the level of company performance as well as the satisfaction of parents of students with educational services at SD Model Aulady Ciamis. Importance Performance Analysis (IPA) is used to determine the level of importance and performance given by SD Model Aulady. While calculating the satisfaction of parents of students using the customer satisfaction index (CSI). At the level of interest of students' parents, it was found that the teacher's attribute of teaching with discipline and on time was considered the most important with an average value of 4.96. As for the company's performance level, the attribute of teachers mastering learning materials is considered to have the highest performance with an average value of 3.83. Attributes when there is a problem, the teacher always solves it quickly and accurately, students are able to read the Koran using the tamyiz method according to their class level, students are able to carry out obligatory and circumcision prayers along with their readings, and the school has complete facilities to support learning and education, this is indicated by its position in quadrant A (top priority for improvement). The calculation results show that the parents of students/respondents are satisfied with the company's performance with a CSI value of 86.15%.
Keywords: IPA, CSI. Service Quality

INTRODUCTION

The development of educational institutions to this day is growing very rapidly. But the high level of crime in the world of education is also increasingly prevalent. Service providers must still be able to face tough competition from many service providers, both public and private. One of the things that can provide an advantage in order to survive in a situation of intense competition and high crime that is happening at this time, namely by having sharia-based human resource management. One of the most important instruments in human resource management is the service provided to service users, adhering to Islamic principles. Services that provide satisfaction to consumers that are carried out wholeheartedly, on the basis of expecting the blessing of their God, create a sense of peace and happiness for their consumers, and must even have implications for the formation and close ties of friendship between the parties concerned.

Customer satisfaction is also a concern for service providers as material for evaluation and improvement. Service users/consumers are entities and/or objects that are directly involved in business, so satisfaction from the use of goods/services by service users is considered a top priority for the development and progress of service provider institutions. This condition applies to every type of industry, every market segment as well as the goods and/or services offered. Therefore, every company always provides excellent service (service excellent) in order to meet the expectations of service users/consumers.

There are five dimensions in determining service quality (Wibisono, 2018), including: (1) Reliability, namely the company's efforts to serve customers/consumers optimally. (2) Responsiveness, namely the sensitivity or alertness of employees/officers serving

customers/consumers. (3) Assurance, including the quality of products/services sold, the capacity of employees to provide an understanding of the products/services sold. (4) Empathy, namely the concern of employees in serving customers/consumers which includes attitude, communication and behavior. (5) Tangible, namely the shape or appearance of physical facilities and infrastructure supporting services for consumers.

Quality is a familiar thing to hear, especially in the industrial world. In everyday life, it turns out that many people associate quality with a product or service, the reason being that quality is the key to customer loyalty so that the product that is owned can be recognized and trusted by the wider community. According to the Big Indonesian Dictionary, quality is a degree or level of good or bad something. According to ISO 8402 and from the Indonesian National Standard (SNI 19-8402-1991), quality is all the characteristics and characteristics of a product or service that can make consumers feel satisfied.

According to Gronroos, in Fandy's research (2011) that service is all intangible activities or activities, which usually occur between service providers. Service is an activity offered by service providers to consumers, can be in the form of objects and other objects. Service quality can be interpreted as an activity or activity carried out by a person, group or organization in fulfilling a need, whether carried out directly or indirectly. The quality of this service can be divided into two criteria, namely the type of good and bad service quality. Service quality cannot be said to be permanent, but can be said to be something that is flexible and can be changed. These changes are certainly changes in the form of improving the quality of service even better according to needs, thereby creating consumer satisfaction (Nadhifah, 2020).

Satisfaction will be felt if consumer needs have been fulfilled, this will be known if consumers have given an assessment of a product or service Nadhifah (2020). Consumer satisfaction is the response of consumers to the fulfillment of the needs that consumers want for a product or service itself Wardhana (2021). Meanwhile, according to Kotler, (2010) satisfaction is a condition of feeling that arises either feeling happy or disappointed after doing a comparison between the expectations that consumers want and the performance received. So, the level of consumer or customer satisfaction is important to know the results of the difference between what is felt and what is expected. If the result or performance is more than what is expected, then the performance can be said to be of high quality. If the result or performance is less than what is expected, then the performance can be said to be of low quality.

RESEARCH METHODS

This study took a sample of the Aulady Ciamis Model Elementary School students. The number of students in SD Model Aulady until mid-2022 is 200 students (population). The number of samples is 67 students. The number of samples is determined using the slovin formula with a precision level of 10% = 0.1 with the following calculations:

$$n = \frac{200}{1 + 200\,(0{,}1)^2}$$

n = 66,66 rounded to 67.

The method used to measure service quality is the Importance Performance Analysis (IPA) method. Importance Performance Analysis (IPA) is a technique for measuring the importance and performance attributes of a product. (Martilla et al., 2010). The method aims to assess the level of customer interest (consumer expectation) with what is done by the company (performance). Comparative score values between performance by companies and interests for

customers produce a level of conformity based on the attributes studied. (Suhendra & Prasetyanto, 2016).

$$TK = \frac{x}{y} \times 100\%$$

Where:
TK: Conformity level
X: Company performance appraisal score
Y: Consumer interest assessment score

This is shown in the form of a Cartesian diagram. This diagram is formed from the X and Y axes which include top priority, maintain, low priority, and overuse (Siyamto, 2017) with the following description:
1. Top priority: in this quadrant there are attributes that are considered important by customers but whose performance is considered not to be as expected
2. Maintain: the attributes in this diagram are considered important and in line with consumer expectations, so they must be maintained.
3. Low priority: in this diagram the attributes are considered mediocre by consumers, and the company's performance is relatively stagnant.
4. Excessive: in this diagram the attributes are considered less important by consumers, but the company's performance exceeds consumer/customer expectations.

The next method is to measure consumer satisfaction. In measuring consumer satisfaction, the Customer Satisfaction Index (CSI) is used. The Customer Satisfaction Index (CSI) is an index for determining the overall level of customer satisfaction with an approach that considers the level of importance of the measured product or service attributes (Widodo & Sutopo, 2018). Calculating the Satisfaction index, namely the total weighting average divided by the maximum scale used (in this study the maximum scale is 5) then multiplied by 100%. The calculation of CSI (Bhote, 1996) is as follows:

1. Calculating weighting factors (WF), namely changing the importance score (importance score) into a percentage figure, so that the total weighting factors is 100%.

$$WF = \frac{MIS_i}{\sum MIS} \times 100$$

2. Calculating the Weighting score (WS), which is the multiplication value between the satisfaction score and the weighting factor.

$$WS = MSS \times WF$$

3. Calculating the Weighting Average Total (WAT), which is adding up the weighting scores of all product quality and service quality attributes, attribute -1 (a1) to the 20th attribute (a20)

$$WAT = Ws_{a1} + WS_{a2} + \cdots . WS_{a20}$$

4. Calculate the Satisfaction index, namely the total weighting average (WAT) divided by the maximum scale used (in this study the maximum scale is 5) then multiplied by 100%

$$CSI = \frac{WAT}{5} \times 100\%$$

Table 1.

NO	CSI Values	Information
1	81% - 100%	Very satisfied
2	66% - 80.99%	Satisfied
3	51% - 65.99%	Quite satisfied
4	35% - 50.99%	Not satisfied
5	0% - 34.99%	Very dissatisfied

The following are the attributes that are considered important or expected by customers and the services or performance carried out by the company in this study:
1. The teacher teaches with discipline and on time
2. The teacher controls the class when teaching
3. The teacher provides useful material to students
4. Teachers educate creatively
5. Teachers are responsive in serving administration
6. Teachers are responsive in serving and handling complaints from students/parents
7. The teacher is responsive in providing information
8. When there is a problem, the teacher always solves it quickly and precisely.
9. The teacher masters the learning material
10. Learning and teaching methods are fun for students
11. The teacher guarantees the security and safety of students while at school
12. The teachers and staff of Model Aulady Elementary School wholeheartedly serve students
13. The teacher serves his students according to what is promised
14. Aulady Model Elementary School graduates can be accepted at favorite SMP/MTS
15. Students are able to read the Koran using the tamyiz method according to their class level
16. Students are able to carry out obligatory prayers and circumcision along with their reading
17. Students easily talk to the teacher when facing problems
18. Teachers serve students regardless of status
19. The teacher knows the wants and needs of students
20. The school environment always looks clean
21. Always comfortable study room
22. Schools have complete facilities to support learning and education
23. Conducive environmental conditions of buildings, school grounds, and others

RESEARCH RESULTS AND DISCUSSION
Important Performance Analysis

In the Important Performance analysis, it begins with calculating the average value of the interest level of the parents of the Aulady Model Elementary School students. The assessment of the level of importance shows the expectations of the parents of the Aulady Model Elementary students for the service provider. The total value of the average level of interest of parents of students is 4.51 overall.

Table 2.

Number	Attribute	Total	Average
	Reliability		
1	Teachers teach with discipline and on time.	332	**4,96**
2	The teacher controls the class when teaching.	306	4,57

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3	The teacher provides useful material to students.	306	4,57
4	Teachers educate creatively.	297	4,43
Responsiveness			
5	Teachers are responsive in serving administration.	303	4,52
6	Teachers are responsive in serving and handling complaints from students/parents.	304	4,54
7	Teachers are responsive in providing information.	307	4,55
8	When there is a problem, the teacher always solves it quickly and precisely.	304	4,54
Assurance			
9	The teacher masters the learning material.	314	4,69
10	The learning and teaching methods are fun for students.	305	4,52
11	The teacher guarantees the security and safety of students while at school.	307	4,58
12	The teachers and staff of Model Aulady Elementary School wholeheartedly serve students.	304	4,54
13	The teacher serves his students according to what is promised.	297	4,43
14	Model Aulady Elementary School graduates can be accepted at favorite SMP/MTS.	293	4,37
15	Students are able to read the Al-Quran using the tamyiz method according to their class level.	302	4,51
16	Students are able to carry out obligatory prayers and circumcision along with their reading.	309	4,61
Emphaty			
17	Students easily talk to the teacher when facing problems.	286	**4,27**
18	Teachers serve students regardless of status	302	4,51
19	Teachers know the wants and needs of students	285	4,25
Tangible			
20	The school environment always looks clean.	299	4,46
21	The study room is always comfortable.	304	4,54
22	The school has complete facilities to support learning and education.	304	4,54
23	Conducive environmental conditions of buildings, school grounds, and others.	293	4,37
Total			103,87
Average			4,51

From the table above it is known that the teacher teaches with discipline and on time is the attribute that is considered the most important by parents of students (4.27). These results indicate that a positive discipline culture is formed in each class of SD Model Aulady. In addition, the punctuality and discipline of the teacher will be of concern to the parents of students and their students. Because the teacher is the rule model of all students in behaving. Meanwhile, it is easy for students to talk to teachers when facing problems, being an attribute with the lowest level of importance for customers (4.27). Although this attribute is not the customer's top priority, its existence is a determining point for schools regarding whether or not the communication between students and teachers is good, so it greatly influences the progress of the school itself.

Table 3.

Number	Attribute	Total	Average
Reliability			
1	Teachers teach with discipline and on time.	305	4,55
2	The teacher controls the class when teaching.	305	4,43
3	The teacher provides useful material to students.	304	4,54
4	Teachers educate creatively.	300	4,48
Responsiveness			

5	Teachers are responsive in serving administration.	297	4,39
6	Teachers are responsive in serving and handling complaints from students/parents.	290	4,33
7	Teachers are responsive in providing information.	294	4,39
8	When there is a problem, the teacher always solves it quickly and precisely.	279	4,16
Assurance			
9	The teacher masters the learning material.	306	**4,57**
10	The learning and teaching methods are fun for students.	296	4,42
11	The teacher guarantees the security and safety of students while at school.	298	4,45
12	The teachers and staff of Model Aulady Elementary School wholeheartedly serve students.	300	4,48
13	The teacher serves his students according to what is promised.	291	4,34
14	Model Aulady Elementary School graduates can be accepted at favorite SMP/MTS.	262	3,91
15	Students are able to read the Al-Quran using the tamyiz method according to their class level.	273	4,07
16	Students are able to carry out obligatory prayers and circumcision along with their reading.	284	4,24
Emphaty			
17	Students easily talk to the teacher when facing problems.	265	3,96
18	Teachers serve students regardless of status	293	4,37
19	Teachers know the wants and needs of students	269	4,01
Tangible			
20	The school environment always looks clean.	288	4,30
21	The study room is always comfortable.	295	4,40
22	The school has complete facilities to support learning and education.	266	3,97
23	Conducive environmental conditions of buildings, school grounds, and others.	265	**4,22**
Total			98,99
Average			4,30

In the table of performance levels for SD Model Aulady educational institutions, it is known that teachers master learning material is the highest performance attribute (4.57). This can be seen from the performance of the teacher who can convey material that can be understood by students. Attributes of conducive environmental conditions of buildings, school grounds, and others. has the lowest level of performance with an average score of 4.22. Even though this attribute is not a top priority for parents and students, its existence is an extra attraction for parents of students to send their children to SD Model Aulady school.
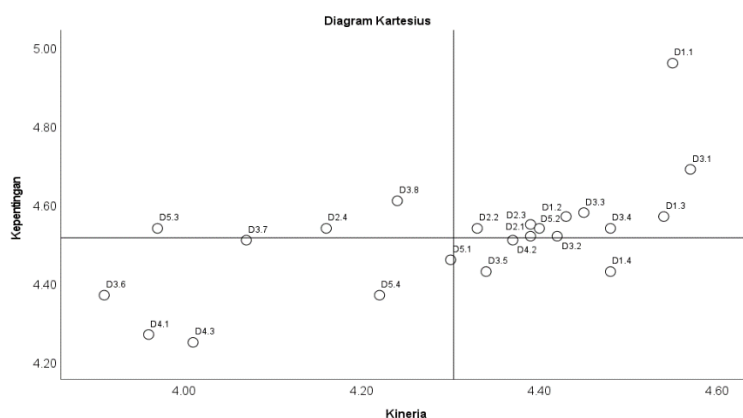
Figure 1.

The results of the calculations are contained in the diagram above, in quadrant A (top priority) for the Aulady Model Elementary School education institution, namely attribute number D2.4 (When there is a problem, the teacher always solves it quickly and accurately), attribute number D3.7 (Students are able read the Koran using the tamyiz method according to class level), attribute number D3.8 (Students are able to carry out obligatory prayers and circumcision along with their readings), and attribute number D5.3 (School has complete facilities to support learning and education).

Customer Satisfaction Index

Table 4.

Attribute	Mean Importance Score (MIS)	Weighting factors (WF)	Mean satisfaction score (MSS)	Weighting score (WS)
1	4,96	4,77	4,55	21,72
2	4,57	4,40	4,43	19,49
3	4,57	4,40	4,54	19,95
4	4,43	4,27	4,48	19,11
5	4,52	4,35	4,39	19,11
6	4,54	4,37	4,33	18,91
7	4,55	4,38	4,39	19,23
8	4,54	4,37	4,16	18,19
9	4,69	4,51	4,57	20,61
10	4,52	4,35	4,42	19,24
11	4,58	4,41	4,45	19,62
12	4,54	4,37	4,48	19,56
13	4,43	4,27	4,34	18,54
14	4,37	4,21	3,91	16,46
15	4,51	4,34	4,07	17,68
16	4,61	4,44	4,24	18,82
17	4,27	4,11	3,96	16,26
18	4,51	4,34	4,37	18,98
19	4,25	4,10	4,01	16,44
20	4,46	4,30	4,30	18,47
21	4,54	4,37	4,40	19,23
22	4,54	4,37	3,97	17,34
23	4,37	4,21	4,22	17,78
Total	103,86		98,99	
WAT				430,75
CSI				86,15%

From the results of the assessment conducted by the parents of SD Model Auldy students on the performance provided by SD Model Aulady, the customer satisfaction index (CSI) value was 86.15%. The CSI value is in the range of 81% -100%, which means that the respondents/parents of the Aulady Model Elementary students in this study stated that they were very satisfied with the performance carried out by the Aulady Model Elementary School for the services that had been provided. The CSI score obtained is a positive point for SD Model Aulady because institutionally the company is still relatively new, and able to grow in an era where many schools are competing and find it difficult to attract the interest of students and their parents.

CONCLUSION

Teachers always complete them quickly and accurately, students are able to read the Koran using the tamyiz method according to their class level, students are able to carry out

obligatory prayers and circumcision along with their readings, schools have complete facilities to support learning and education, are attributes that must improve their performance based on Important-Perfomance analysis (located in quadrant A). In accordance with the results of IPA (Importance Performance Analysis) and CSI (Customer Satisfaction Index). Based on the calculation results from IPA, it shows that the level of importance obtained the highest average score of 4.96 while the lowest average score of 4.27. For the level of satisfaction obtained the highest average score of 4.57 and the lowest average score of 3.91.

The results of the calculation of the CSI (Customer Satisfaction Index) also obtained the same conclusion, which obtained a value of 86.15%, which means that the total satisfaction level lies between 81% - 100%, indicating that consumers are very satisfied with the performance of SD Model Aulady. SD Model Aulady in Pamalayan Village, Cijeungjing District, Ciamis Regency has succeeded in providing quality services, however SD Model Aulady Ciamis must maintain and increase customer satisfaction at an even better level.

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