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Analysis of The Influence of Tangibles, Empathy, Responsiveness of Service Quality on Student Parents Satisfaction

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Abstract

Service quality is very important for service companies to face competition in the field of service companies, service quality by prioritizing satisfaction is a reliable strategy in developing service companies, in this study service quality includes the dimensions of tangibles, empathy, reliability, responsiveness, assurance, satisfaction in this study the satisfaction of parents of students who purchase services at the Nabila's House tutoring institution, this research method uses the correlation coefficient test, the determination coefficient, regression analysis with path analysis, the sample used in this study is a population of 142 parents of students. The results of this study prove that partially tangibles, reliability, and responsiveness have a significant effect on the satisfaction of parents of students as well as simultaneously, the quality of service in this study contributed 80.60% in explaining the satisfaction of parents of students.

Keywords: Service quality, tangibles, reliability, responsiveness, satisfaction

1. Introduction

The world of education is one way to change world civilization. The world of education itself is divided into formal and informal education, formal educational institutions are educational institutions managed by the government or private based on a curriculum set by the government through government regulations on national education, while tutoring is an educational institution established by groups and individuals in support of formal education [1], [2].

Tutoring institutions, or better known as tutoring, are thriving and mushrooming everywhere, both in big cities and in rural areas, starting from the private sector to learning in air-conditioned shophouses and some even provide additional facilities in the form of lunch [3], [4].

Based on data from the Directorate for Development of Indonesian Courses and Training in 2013-2015, there were 13,446 tutoring institutions recorded, but 11,207 tutoring institutions had licenses, or around 83.35% had operating permits. And participants who took part in tutoring at tutoring institutions that had operating permits were 1,300,421 people consisting of elementary school to university students [5].

Based on this phenomenon, every tutoring institution, whether it has an operating license or not, will compete to improve the quality of its services to attract participants to take part in tutoring, both those formed

individually and those formed in groups [6], [7]. This will lead to competition among tutoring institutions in seizing the market, one of which is to improve service quality [8].

Along with developments from time to time, business in the service sector has a tendency to increase, especially in the field of education services which provide tutoring services both in terms of quantity and quality of service [9], [10]. Service quality is a comparison between the service that consumers expect and the service they receive [11], [12].

With a good level of service quality, it is expected that the level of customer satisfaction as a service user will increase. Satisfied customers also tend to provide good references for products to others [13]–[15].

Service providers (educational institutions) will get several advantages if they really care about customer satisfaction which in turn can create customer loyalty [16], [17].

2. Research Methods

Designing and managing services in service marketing, service providers already know the advantages and disadvantages of service services, so service providers set service standards and service marketing standards [18], [19].

Before studying service marketing, researchers see that it is necessary to know the meaning of services in advance, so that they are more specific about marketing studies [20]–[22].

Services or services are all actions or performance offered by one party to another which are essentially intangible and do not result in any ownership [23]–[25].

Researchers see based on this concept explaining that in service marketing service products have intangible properties and in the transaction process it does not cause a transfer of ownership to the buyer.

Service marketing does not only require external marketing but also requires internal and interactive marketing, which is internal and interactive marketing [26], [27].

1. External marketing, namely the work done by the company to prepare, set prices, distribute and promote services to consumers. If this can be done well, the customer will be bound by the company, so that long-term profits can be guaranteed. then we need the concept of service marketing (service marketing concept) to find out what consumers want, and know the benefits of the products offered [28].
2. Internal marketing, namely the work done by the company to train and motivate its employees to serve consumers well. This aspect provides motivation, work morale, a sense of pride, loyalty and a sense of belonging to everyone in the organization, which in turn can make a major contribution to the company and also to the customers it serves [29], [30].

Interactive marketing namely the expertise of employees in serving customers. Customers value services not only for technical quality but also for functional quality. Professionals and other service providers must provide high touch as well as high technique [31].

Service quality is important. With good service quality, customers will feel satisfied and be able to get or attract new customers so that the company is able to cover its operational costs in running its business, as experts say [32], [33].

Service quality is an economic activity that produces time, place, psychological usefulness and customer perceptions of the superiority of a service. So that it can be interpreted that service quality is an important policy in improving quality in business competition in the service sector [34], [35].

Service quality is the level of service provided by management to meet consumer expectations. There are five dimensions of service quality that are tangible, reliable, responsive, assurance, and empathy [36]–[38].

Service quality is the spearhead of companies engaged in services, one of which is Nabila'House which provides tutoring services to meet the needs of students outside of school hours.

So it is expected that every participant who takes part in the tutoring program has a quality above the average of other students. Service quality can be used as one of the keys to success in various fields of service activities and will have a significant role in bringing service companies to excel among competing companies, Nabila'House as one of the companies engaged in services is required to provide quality services.

Customer satisfaction is very important for service companies, especially companies engaged in tutoring institutions. Satisfied customers also tend to provide good product references to others [39]–[41].

Customer satisfaction is a feeling of satisfaction that is obtained by customers because they get value from suppliers, manufacturers or service providers. This value can come from products, services, systems, or something that is emotional [34].

The satisfaction of tutoring participants includes what is expected and what is obtained by the participants when they are experiencing and after using the services they have purchased.

Many factors affect customer satisfaction, including product quality, quality of service or services, emotions, price, and fees.

Satisfied customers, of course, customers who will share satisfaction with manufacturers or service providers, and customers will share their experiences with other customers, in comparing and assessing the perceived service quality.

Assessment of customer satisfaction, of course, cannot be separated from the indicators of the quality improvement process in a tutoring institution. Because satisfaction with service quality is the target of expectations for customers, and becomes a business investment.

Therefore, in improving service quality, good service planning is needed to provide services to customers, so that there will be no problems, conflicts, complaints. At least it is able to minimize problems and can be handled effectively, so as to be able to meet customer expectations and needs.

Research Hypothesis

1. Tangibles

Ho: $\beta_1 < 0$, there is no significant effect of tangibles on the satisfaction of parents of students.

Ha: $\beta_1 > 0$, there is a significant influence of tangibles on the satisfaction of parents of students

2. Empathy

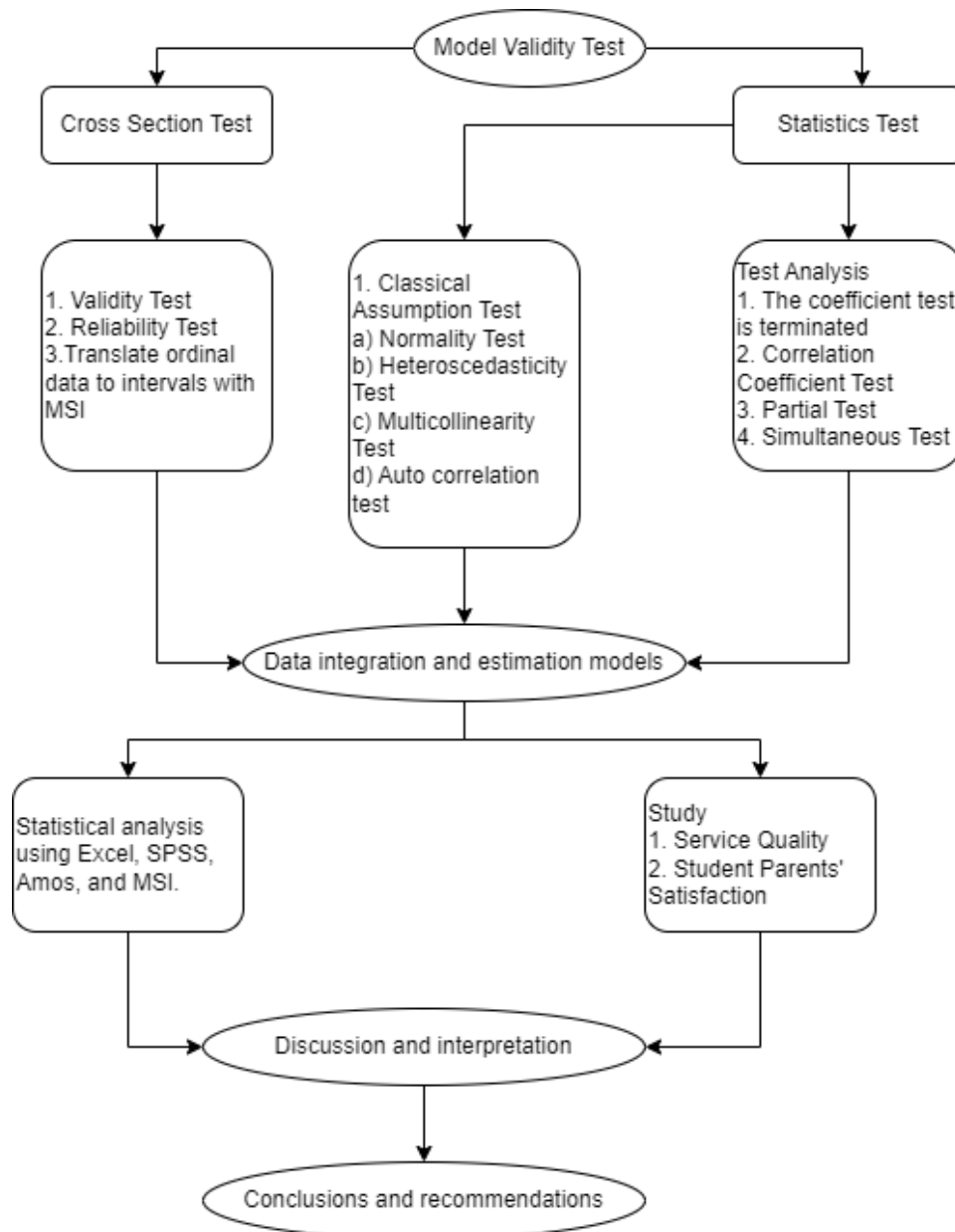


Figure 1 Research Framework

Ho: $\beta_2 < 0$, there is no significant effect of empathy on the satisfaction of parents of students.

Ha: $\beta_2 > 0$, there is a significant effect of empathy on the satisfaction of parents of students.

3. Responsive.

Ho: $\beta_3 < 0$, there is no significant responsive effect on the satisfaction of parents of students.

Ha: $\beta_3 > 0$, there is a significant responsive effect on the satisfaction of parents of students.

The method used in this research is descriptive and verification method. This research method measures research variables, by measuring the dimensions of research variables through parameters and statistical

measurement techniques through path analysis using a qualitative approach, because the data obtained from the source is directly through research instruments in the form of closed questionnaires.

Collecting data in calculating research data uses scoring with a Likert scale from questionnaire questions with a scale value of 1 = Strongly disagree (STS); 2 = Disagree (TS); 3 = Agree (S); 4 = Agree (S); 5 = Strongly Agree (SSS).

Using frequency calculations and using central tendency statistical tools, namely Min, Max, Standard deviation, average.

While in data processing, this study uses ordinal data types which are converted to intervals for statistical data processing. The data is obtained by adding up the score of each indicator, which is then processed using statistical software programs, namely SPSS and Microsoft Excel, and the successive interval method program.

Table 1 Variable Operationalization

Research variables and concepts	Dimensions	Indicator
Independent Variable Service Quality (X) In principle, service quality focuses on efforts to fulfill customer needs and desires and the accuracy of their delivery to match customer expectations. Service quality must start from customer needs and end with customer satisfaction.	<i>Tangibles (X1)</i>	1. Physical Facilities 2. Equipment & Equipment (Technology) 3. Appearance of Employees
	<i>Empathy (X2)</i>	4. Attention Officer 5. Needs of parents of students 6. Convenient operating time according to parents of students
	<i>Responsiveness (X3)</i>	7. Complaint handling 8. Speed and accuracy of service
Dependent Variable Satisfaction of parents of students (Y) Customer satisfaction is one indicator of the success of a business	Product quality	1. Programs 2. Conformity with expectations
	Price	3. Affordable 4. Too expensive 5. No problem
	Service quality	6. System 7. Technology 8. Human resources
	Emotional	9. Pride 10. Confident 11. Trust
	Cost and convenience	12. Relatively Inexpensive 13. Convenient 14. Efficient

The research framework in this study is explained by the researcher to make it easier to test research data and is explained based on Figure 1.

3. Results and Discussions

The normality test using the Kolmogorov-Smirnov one sample test is presented in Table 2, showing that the significance value in the asymp sig row for the Service Quality column = 0.142, Student Parent Satisfaction = 0.130, This value is greater than 0.05, it can be stated that the data on the variable Quality of Service,

Satisfaction of Student Parents, is stated to be normally distributed.

From Table 3 above, it shows that F count is 1576,624 with a significant value of 0.000. Because the significant probability is much smaller than 0.05, Ho is rejected and Ha is accepted. This shows that tangibles, empathy and responsiveness together influence the satisfaction of parents of students simultaneously and positively.

Table 2 Normality Test One-Sample Kolmogorov-Smirnov Test

		Service quality	Satisfaction
N		142	142
Normal Parameters	Mean	62,3169	58,3239
	Std. Deviation	6,21411	6,04539
Most Extreme Differences	Absolute	,098	,116
	Positive	,096	,078
	Negative	-,098	-,116
Test Statistic		,098	,116
Asymp. Sig. (2-tailed)		,142 ^c	,130 ^c

Table 3 Result of F Value Calculate ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3943,902	3	985,975	1576,624	,000 ^b
Residual	85,676	137	,625		
Total	4029,577	140			

The calculated t value for all independent variables is greater than the t table value, meaning that partially there is a significant and positive effect:

1. Tangibles on the satisfaction of parents of students
2. Empathy on the satisfaction of parents of students
3. Responsive to the satisfaction of parents of students

The results of the statistical analysis shown in Table 5 can be explained that the correlation value = 0.898 while the coefficient of determination = $r^2 \times 100\% = 0.806 \times 100\% = 80.60\%$. The meaning of the Coefficient of Determination of 80.60% is that the Quality of Service (Tangibles, Empathy, and Responsiveness) has a contribution to affect the satisfaction of parents of students. of 80.60%. The remaining 19.40% is influenced by other variables not discussed in the study.

Table 4 Multiple Regression Results Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,505	,614		,001			
Tangibles	,674	,120	,155	,562	,000	,106	9,478
Empathy	,521	,127	,130	,415	,000	,380	8,532
Responsiveness	2,397	,111	,424	21,653	,000	,207	4,822

Table 5 Coefficient of Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,898 ^a	,806	,802	2,82042

Based on Table 4 it can be explained $Y = 2,505 + 0,674X_1 + 0,521X_2 + 2,397X_3 + e$

- The constant value is 2.505, meaning that if there is no change in the service quality variable (values X_1 , X_2 and X_3 are 0) then the satisfaction of the students' parents is 2.505 units.
- The value of the tangibles regression coefficient is 0.674 meaning that if the tangibles variable increases 1% assuming a constant is 0 (zero), then the satisfaction of students' parents increases by 0.674%. This shows that the tangibles variables provided contribute positively to the satisfaction of parents of students, so that the more tangibles given, the higher the level of satisfaction of parents of students.

- The value of the empathy regression coefficient is 0.521, meaning that if the empathy variable increases by 1% assuming a constant is 0 (zero), then the satisfaction of students' parents increases by 0.521%. This shows that the empathy variable provided contributes positively to the satisfaction of the students' parents, so that the more empathy is given, the higher the level of satisfaction the students' parents feel.
- The value of the responsiveness regression coefficient is 2,397 meaning that if the responsiveness variable increases by 1% assuming a constant is 0 (zero), then the satisfaction of students' parents increases by 2,397%. This shows that the responsiveness variable provided contributes positively to the satisfaction of parents of students, so that the more responsiveness is given, the higher the level of satisfaction parents feel.

1. Practical Implications in Nabila's House

Respondents' responses prove that: Quality of Service through the dimensions of tangibles, empathy and responsiveness affects Student Parents' Satisfaction

2. Practical Implications of Service Quality

Partially, the effect of the dimensions of service quality (tangibles, empathy and responsiveness) on job satisfaction can be seen in the tcount value of the tangibles variable (X_1) with a coefficient value of 0.674 with a significance level of 0.00, where the significance value is less than 0.05. So it can be concluded that the tangibles variable (X_1) has an effect on the satisfaction of parents of students (Y). Partially, the effect of the dimensions of service quality (tangibles, empathy and responsiveness) on job satisfaction can be seen in the tcount value of the empathy variable (X_2) with a coefficient value of 0.421 with a significance level of 0.00, where the significance value is less than 0.05. So it can be concluded that the empathy variable (X_2) has an effect on the satisfaction of parents of students (Y). Partially, the effect of the dimensions of service quality (tangibles, empathy and responsiveness) on job satisfaction can be seen in the tcount of the responsiveness variable (X_3) with a coefficient value of 2.397 with a significance level of 0.00, where the significance value is less than 0.05. So it can be concluded that the variable responsiveness (X_3) has an effect on the satisfaction of parents of students (Y).

3. Practical Implications of Student Parents' Satisfaction

The results of testing the effect of the independent variable simultaneously on the dependent variable obtained F count 1576,624 with a significant value of 0.000. Because the significant probability is much smaller than 0.05, H_0 is rejected and H_a is accepted. This shows that tangibles, empathy and

responsiveness together influence the satisfaction of parents of students.

4. Simultaneous Practical Implications

This study has produced a coefficient of determination of 80.60%, meaning that service quality has a contribution to affect the satisfaction of parents of students by 80.60% while the remaining 19.40% is caused by other variables.

4. Conclusion

From the results of analysis and processing of data in the study, it can be concluded that the results of testing the simultaneous influence of the independent variable on the dependent variable obtained an F count of 1576,624 with a significant value of 0.000. Because the significant probability is much smaller than 0.05, H_0 is rejected and H_a is accepted. This shows that tangibles, empathy and responsiveness together influence the satisfaction of parents of students. This study has produced a coefficient of determination of 80.60%, meaning that service quality has a contribution to affect the satisfaction of parents of students by 80.60% while the remaining 19.40% is caused by other variables.

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