



## THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN LEARNING SERVICES RANKING DELI SERDANG

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### Abstract

This study aims to determine and analyze the effect of service quality which consists of physical evidence, reliability, responsiveness, assurance, and empathy on customer satisfaction for users of the Deli Serdang Ranking Tutoring services. The population in this study were high school students who used Ranking tutoring services as many as 218 people. The sample in this research is 70 respondents. Primary data collection was carried out using a questionnaire measured by a Likert scale. Secondary data obtained from books related to research. The analysis technique used is multiple linear regression analysis. The results of the data research show that service quality includes physical evidence, reliability, responsiveness, assurance, and empathy simultaneously has a positive and significant effect on customer satisfaction in users of the Deli Serdang Ranking Tutoring services. The results of the partial significance test stated that physical evidence, responsiveness, assurance, and empathy had a positive and significant effect on customer satisfaction, while reliability had a positive and insignificant effect on customer satisfaction for users of the Deli Serdang Ranking Tutoring services. And the result of the F test is  $F_{table} = 2.36$ , where  $F_{count} > F_{table}$  ( $63.263 > 2.36$ ) which means simultaneously there is a positive and significant influence from the independent variables namely physical evidence, reliability, responsiveness, assurance, and empathy on the dependent variable on student satisfaction in the Deli Serdang Ranking Tutoring.

Keywords: *Customer Satisfaction, Service Quality*

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### 1. INTRODUCTION

Education is one of the most important needs for humans. Because through education everyone can achieve the ideals and goals of life. In the current era of globalization and increasingly fierce competition, the challenges faced by each country are also increasingly complicated. This challenge is basically a challenge to the readiness of human resources. This situation must be anticipated early on, through the preparation of quality human resources which will be the capital and at the same time the key to success in facing globalization.

Children as learning objects also need special attention. The comprehension power of each child in receiving subject matter at school is indeed different. The comprehension of children who are classified as low will greatly affect the acquisition of knowledge. In fact, the acquisition of knowledge is directly proportional to the grades in school. The problem of children's ability to receive material at school can be influenced by internal factors, for example in terms of food that is not fulfilled so that their immune system is disturbed, which results in a lack of concentration at school. In addition to the psychological factors of children, for example, the lack of attention from parents or teachers. The external factors that influence include the way the teacher teaches at school that is poorly understood or disliked by children.

Customer satisfaction in the service sector is an important and decisive element in developing a company so that it continues to exist in the face of competition. Likewise in tutoring services, the issue of service quality is an important factor in determining the success of this service. The number of students in the Deli Serdang Ranking in 2016 was 470 people, in 2017 the number of students was 405 people or a decrease of 65 people compared to the previous year, in 2018 the number of students was 551 people or an increase of 146 people compared to the previous year. The number of students in the Deli Serdang Ranking which has fluctuated in the last 3 years which tends to change is the main attraction for researchers.

Since operating in Deli Serdang, Ranking Deli Serdang has never conducted research to measure the level of customer satisfaction. As a study guide, Ranking Deli Serdang understands that a good perception of customer satisfaction is from the customer's point of view. So research is really needed to measure the effect of service quality on customer satisfaction in users of the Deli Serdang Ranking Tutoring services.

## 2. LITERATURE REVIEW

### Service quality

According to the American society for Quality Control, quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs (Kotler & Keller, 2012).

According to Madura (2011) quality can be defined as the extent to which a product or service can meet the desires or expectations of customers. Quality is related to customer satisfaction, which in turn can affect future sales and future company performance.

### Customer satisfaction

The word 'satisfaction' comes from the Latin "satis" which means good enough, adequate and "facio" which means to do or make. In simple terms satisfaction is defined as "efforts to fulfill something" or "to make something adequate" (Tjiptono, 2006).

Satisfaction is a person's feelings of pleasure or disappointment arising from comparing a product's perceived performance (or results) against their expectations. If performance fails to meet expectations, the customer will be dissatisfied. If performance matches expectations, the customer will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy (Kotler & Keller, 2012).

According to Lovelock, Wirtz, & Mussry (2011) satisfaction is a kind of behavioral assessment that occurs after the experience of consuming a service. Meanwhile, according to Oliver (Umar, 2003) customer satisfaction is defined as an after-purchase evaluation, in which the perception of the performance of the selected product/service alternative meets or exceeds pre-purchase expectations.

## 3. RESEARCH METHOD

The type of research used in this study is associative research, namely research that explains how much influence the independent variables have on the dependent variable or in other words connects two or more variables to study, describe, reveal and see the influence between variables formulated in the research hypothesis ( Sugiyono, 2012). The population in this study were all high school students or equivalent who were guidance students at the Deli Serdang Ranking. The sample in this study amounted to 70 students.

## 4. RESULTS AND DISCUSSION

The results of ANOVA testing using the F-test in Table 4.13 show the value of Fcount is 63.263 and the significance level is (0.000), with  $df_1 = 5$  and  $df_2 = 64$  then the value of Ftable is 2.36, where  $F_{count} > F_{table}$  ( $63.263 > 2.36$ ). With these results means



Ha accepted and Horejected, which means simultaneously there is a positive and significant influence of the independent variables, namely physical evidence, reliability, responsiveness, assurance, and empathy for the dependent variable on student satisfaction in the Deli Serdang Ranking Tutoring

## 5. CONCLUSION

Based on the results of the research conducted, the researcher can conclude several things as follows:

- a. Quality of service consisting of physical evidence, reliability, responsiveness, assurance, and empathy simultaneously has a positive and significant effect on customer satisfaction for users of the Deli Serdang Ranking Tutoring services.
- b. Partial physical evidence (t test) is stated to have a positive and significant effect on customer satisfaction in users of the Deli Serdang Ranking Tutoring services.
- c. While the reliability variable, partially (t test) is stated to have a positive and not significant effect on customer satisfaction in users of the Deli Serdang Ranking Tutoring services.
- d. Partial responsiveness (t test) was stated to have a positive and significant effect on customer satisfaction for users of the Deli Serdang Ranking Tutoring services.
- e. Partial assurance (t test) is stated to have a positive and significant effect on customer satisfaction for users of the Deli Serdang Ranking Tutoring services.
- f. And partial empathy (t test) was stated to have a positive and significant effect on customer satisfaction in users of the Deli Serdang Ranking Tutoring services.

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