UNIVERSITI TEKNIKAL MALAYSIA MELAKA

SERVICE QUALITY INDEX AS CUSTOMER SATISFACTION INDICATOR FOR CONTINOUS STUDENT ENROLMENT AT PRIVATE SCHOOL IN INDONESIA

NGATIYONO

DOCTOR OF PHILOSOPHY

2024

Institute of Technology Management and Entrepreneurship

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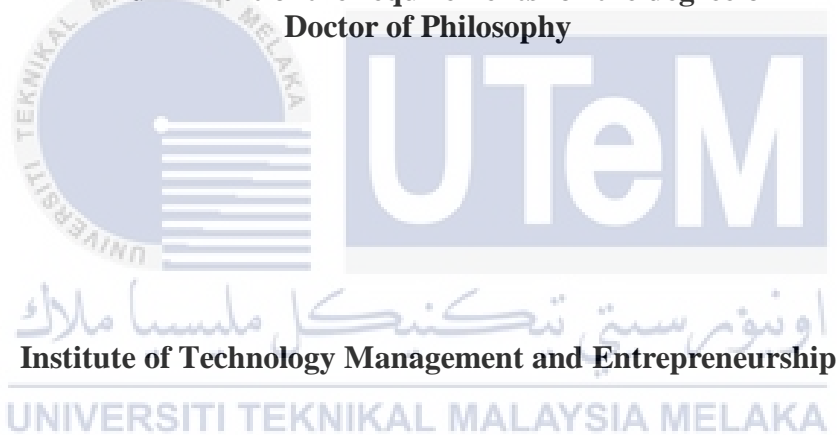
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NGATIYONO

A thesis submitted
in fulfillment of the requirements for the degree of
Doctor of Philosophy

**Institute of Technology Management and Entrepreneurship**

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DECLARATION

I declare that this thesis entitled "Your Research Title (not More than 15 words)" is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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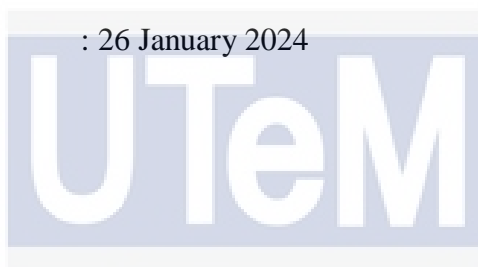
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I hereby declare that I have read this thesis and in my opinion this thesis is sufficient in terms of scope and quality for the award of Doctor of Philosophy.

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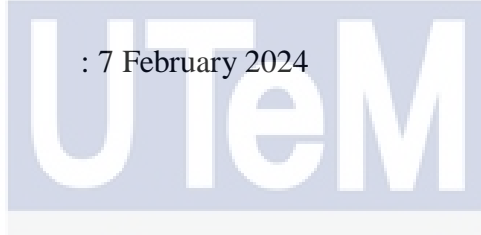
DEDICATION

To whom I dedicate this thesis:

My wife, my children, my grandchild.

ABSTRACT

Private schools offering educational services often face criticism for their substandard quality. This study focuses on customer satisfactions where there are academic institutions especially private schools have underestimated their customer satisfaction (i.e. students and parents). Up to this date, there is lack of study on quantitative measure method for measuring customer satisfaction for services at Private schools. As private organization, it is important to have continuous student enrolment for long term survival in education industry. Therefore, this study aims to provide an index as indicator of service quality at private school that reflects student enrolment resulted from customer satisfaction. In this regard, this study applies both approaches; quantitative and qualitative. For the first objective, a systematic literature review was used in order to identify the critical components of service quality in the aspect of customer satisfaction. In the second objective, the model of Service Quality Index (SQI) was developed based on five critical components that determined as (i) Reliability, (ii) Responsiveness, (iii) Tangible, (iv) Warranty, and (v) Empathy. The formula for SQI has been developed based on combination of the five critical components. The SQI measure was developed by derivation of the equations determined for each critical component. In this regard, the critical components and its equation, and the SQI equation have been verified by five experts of education sector in Indonesia. Validation of SQI equation was done through case studies at five private schools in Indonesia by comparing the result of each critical component with annual student enrolment of these schools. Result of the validation proved that only Responsiveness and Warranty has correlation with annual student enrolment. In this regard, Responsiveness and Warranty has been referred as SQI equal to sum of Res-l and Warr-I. In this regard, Responsiveness and Warranty has been referred as the key component for SQI. Therefore, it is important for private school to sustain its responsiveness index and warranty Index in order to have continuous student enrolment. Hence, the SQI can be determined by the sum of Responsiveness Index (Res-1) and Warranty Index (Warr-1). This concludes that continuous student enrolment at private school relies on its responsiveness and warranty on the provided services. However, the initial equation for SQI that consist of five critical components can be further study at other private services such as university, hospital, etc.

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INDEK KUALITI SERVIS SEBAGAI PENUNJUK KEPUASAN PELANGGAN UNTUK ENROLMEN PELAJAR YANG BERTERUSAN DI SEKOLAH PERSENDIRIAN INDONESIA

ABSTRAK

Sekolah swasta yang menawarkan perkhidmatan pendidikan sering menghadapi kritikan kerana kualiti perkhidmatan yang kurang memuaskan. Kajian ini memfokuskan kepada kepuasan pelanggan di mana terdapat institusi akademik terutamanya sekolah swasta memandang rendah terhadap kepuasan pelanggan mereka (iaitu pelajar dan ibu bapa). Sehingga kini, terdapat kekurangan kajian mengenai kaedah ukuran kuantitatif untuk mengukur kepuasan pelanggan terhadap perkhidmatan di sekolah swasta. Sebagai organisasi swasta, adalah penting untuk mempunyai kemasukan pelajar yang berterusan untuk kelangsungan jangka panjang dalam industri pendidikan. Oleh itu, kajian ini bertujuan untuk menyediakan indeks sebagai penunjuk kualiti perkhidmatan di sekolah swasta yang menunjukkan enrolmen pelajar daripada kepuasan pelanggan. Dalam hal ini, kajian ini menggunakan kedua-dua pendekatan; kuantitatif dan kualitatif. Bagi objektif pertama, kajian literatur yang sistematik digunakan bagi mengenal pasti komponen kritikal kualiti perkhidmatan dalam aspek kepuasan pelanggan. Dalam objektif kedua, model Indeks Kualiti Perkhidmatan (SQI) dibangunkan berdasarkan lima komponen kritikal yang ditentukan sebagai (i) Kebolehpercayaan, (ii) Responsif), (iii) Ketara, (iv) Jaminan dan (v) Empati. Formula untuk SQI telah dibangunkan berdasarkan gabungan lima komponen kritikal. Ukuran SQI telah dibangunkan dengan terbitan persamaan yang ditentukan untuk setiap komponen kritikal. Dalam hal ini, komponen kritikal dan persamaannya, dan persamaan SQI telah disahkan oleh lima pakar sektor pendidikan di Indonesia. Pengesahan persamaan SQI telah dilakukan melalui kajian dilima sekolah swasta di Indonesia dengan membandingkan keputusan setiap komponen kritikal dengan enrolmen pelajar tahunan sekolah tersebut. Keputusan pengesahan membuktikan bahawa hanya Responsif dan Jaminan mempunyai perkaitan dengan enrolmen pelajar tahunan. Dalam hal ini, Responsif dan Jaminan telah dirujuk sebagai SQI bersamaan dengan jumlah Res-l +Warr-I yang juga merupakan komponen utama untuk SQI. Oleh itu, adalah penting bagi sekolah swasta untuk mengekalkan indek Responsif dan indek Jaminan untuk mempunyai enrolmen pelajar yang berterusan. Oleh itu, SQI boleh ditentukan dengan jumlah Indek Responsif (Res-1) dan Indek (Warr-1). Kesimpulannya, enrolmen pelajar yang berterusan di sekolah swasta bergantung pada responsif dan jaminan terhadap perkhidmatan yang disediakan. Walau bagaimanapun, persamaan awal untuk SQI yang terdiri daripada lima komponen kritikal boleh dikaji dengan lebih lanjut di perkhidmatan swasta lain seperti universiti, hospital, dan sebagainya.

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LIST OF ABBREVIATIONS

A1	-	Reliability Index versus year
A2	-	Reliability Index versus enrolment
B1	-	Responsiveness Index versus year
B2	-	Responsiveness Index versus enrolment
C1	-	Tangible Index versus year
C2	-	Tangible Index versus enrolment
D1	-	Warranty Index versus year
D2	-	Warranty Index versus enrolment
E1	-	Empathy Index versus year
E2	-	Empathy Index versus enrolment
EFQM	-	European Foundation for Quality Management
Emp-I	-	Empathy Index
GC	-	Guidance and Counseling
HSU	-	Health Scholl Unit
P	-	Primary Data
Rel-I	-	Reliability Index
Res-I	-	Responsiveness Index
S	-	Secondary Data
SQI	-	Service Quality Based Index
Tan-I	-	Tangible Index
UTeM	-	Universiti Teknikal Malaysia Melaka
Warr-I	-	Warranty Index

LIST OF APPENDICES

LIST OF PUBLICATIONS

The followings are the list of publications related to the work on this thesis:

Ngatiyono, Z. Ebrahim, and R. Mohammad, 2019. Service Quality Critical Component to Increase Customer Satisfaction in Private School. Proceeding of International Symposium of Research in Innovation and Sustainability (ISoRIS'19), 28th - 29th August 2019, Penang, Malaysia, pp. 1- 6.

Ngatiyono, Z. Ebrahim, and R. Mohammad, 2018. Service Quality an Overview of Customer Satisfaction in Private Schools. Proceeding of International Symposium of Research in Innovation and Sustainability (ISoRIS'19), 4th - 5th October 2018, Solo, Indonesia, pp. 1- 6.