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GREENATION RESEARCH

The Influence of Service Quality on Student Satisfaction and Implications for Loyalty Lessee Loyalty (Study on Learners at Vocational High School (SMK) Negeri 1 Soreang)

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Abstract: This study aims to provide an overview of service quality, student satisfaction, and student loyalty among students at Vocational High School (SMK) Negeri 1 Soreang. Additionally, it seeks to determine the direct and indirect effects of service quality on student satisfaction and loyalty, as well as analyze the impact of student satisfaction on student loyalty. The research method used in this study is a causal associative approach, which examines the relationship between variables that have a causal connection. The sampling technique applied is non-probability sampling, specifically purposive sampling. The unit of analysis is the students of SMKN 1 Soreang, Bandung Regency, with a sample size of 56 students. The results indicate that service quality, student satisfaction, and student loyalty at SMK Negeri 1 Soreang are in good, satisfactory, and loyal conditions, respectively. Moreover, service quality has a positive and significant effect on both student satisfaction and loyalty. Similarly, student satisfaction positively and significantly influences student loyalty. Since both service quality and student satisfaction impact loyalty, it was found that student satisfaction has a more dominant influence. Therefore, enhancing student satisfaction should be the top priority in improving student loyalty. It is recommended that SMKN 1 Soreang focuses on increasing the sense of satisfaction among its students by delivering high-quality services, thereby fostering greater loyalty to the school.

Keyword: Service Quality, Student Satisfaction, Student Loyalty.

INTRODUCTION

Vocational High Schools serve as the foundation for preparing the nation's youth to face the current era of individualized competition, particularly in the context of the ASEAN Economic Community. As of today, according to the Decree of the Head of BSKAP of the Ministry of Education, Culture, and Research No. 024/H/KR/2022, there are no fewer than 128 areas of expertise concentrations offered at the vocational high school (SMK) level.

According to Rinala et al. (2013) in their research at the Nusa Dua Bali Tourism College, academic service quality significantly influences student loyalty through student satisfaction. However, academic service quality directly has an insignificant effect on student loyalty at STP Nusa Dua Bali.

Table 1 Data Data on Admission of New Students of SMKN 1 Soreang Academic Achievement Pathway

No.	Year	Number of Applicants Concentration of Expertise					
		TKR	TEI	TPL	TKJ	Perhotelan	Kuliner
1	2021	96	46	31	127	72	61
2	2022	78	45	25	117	92	59
3	2023	91	53	42	137	127	91

Source:PPDBSMKN 1 Soreang

Based on the data on the admission of new students (PPDB) of SMKN 1 Soreang for the last three years of academic pathways, there has been a decrease in the number of new student applicants in several skill concentrations.

Service Quality

Service quality is an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations (Tjiptono, 2005). Service quality can be identified by comparing perceptions between consumer expectations of the real services they get/receive with the services they actually expect or want against a set of service attributes of a company. If the service received or perceived (perceived service) is as expected and even exceeds consumer expectations, then the service quality is perceived as good and satisfying. Conversely, if the service received is lower than expected, then the service quality is perceived as poor.

Customer Satisfaction (Learners)

Rangkuti (2003) explains that customer satisfaction is a consumer response to the mismatch between the level of prior importance and the actual performance he feels after use. Meanwhile, according to Kotler (2005) and Supranto (2001), customer satisfaction is a person's feeling of satisfaction or vice versa after comparing the reality and expectations received from a product or service. So, the level of satisfaction is a function of the difference between reality and expectations.

Consumer Loyalty (Learners)

According to Griffin (2003), loyalty is defined as an expression in purchases that are not random over time for purchasing decisions per unit. Loyalty is more aimed at a behavior in decision-making in continuous purchases of selected company goods or services. Jones and Sander suggest that in this era of globalization and free trade, the foundation of the company's hope to survive comes from loyal customers (Hurriyati, 2005).
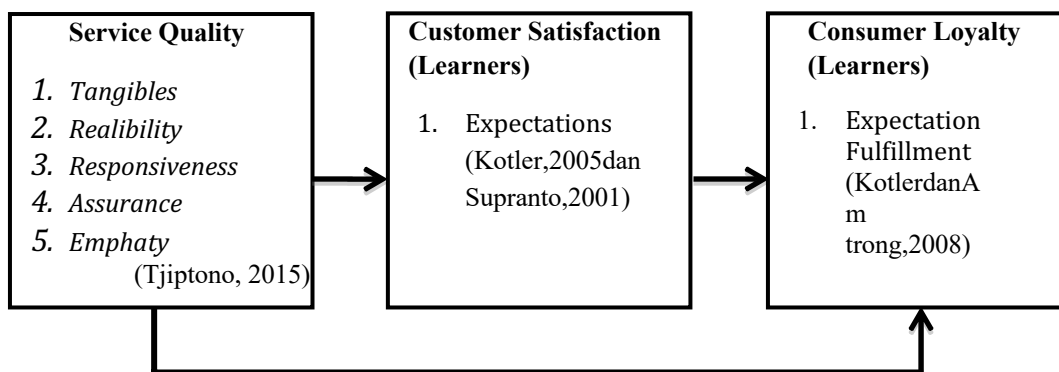
Service Quality	Customer Satisfaction (Learners)	Consumer Loyalty (Learners)
1. *Tangibles* 2. *Realibility* 3. *Responsiveness* 4. *Assurance* 5. *Emphaty* (Tjiptono, 2015)	1. Expectations (Kotler,2005dan Supranto,2001)	1. Expectation Fulfillment (KotlerdanA m trong,2008)

Figure 1 Framework of Thought

METHOD

This research uses quantitative research methods which can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses.

The sampling technique used in this research is non-probability sampling with purposive sampling technique. Purposive sampling is a sample selection based on certain characteristics that are considered to have a relationship with previously known population characteristics (Husein Umar, 2008: 92). To measure the sample size to be studied, researchers used the Slovin formula.

$$n = \frac{N}{1 + N.e^2}$$

In this study, data was collected by using questionnaires and interviews. The measurement scale for variable X, variable Y, and variable Z (Intervening) is ordinal with Likert scale type.

Descriptive Statistical Analysis

Descriptive statistical analysis in this study is statistics used to analyze data by describing or describing data that applies to the public or generalization. In statistical data processing and nonmetric data using a nonparametric scale, while metric data uses parametric statistics. This study uses questionnaire research whose alternative answers are on an ordinal scale, while the author uses parametric statistics. As a result, data using an ordinal scale must be converted to an interval scale.

Hypothesis Testing

Data analysis in testing the hypothesis of this study will be carried out through path analysis. The path analysis technique is used to test the amount of contribution (contribution) indicated by the path coefficient on each path diagram of the causal relationship between variables X1, X2, and X3 to Y and its impact on Z (Supardi, 2012: 263). According to Riduwan and Engkos Achmad Kuncoro (2012: 116), basically the path coefficient is a standardized regression coefficient, namely the regression coefficient calculated from a database that has been set in standard numbers or Z-scores (data set with an average value = 0 and standard deviation = 1).

Before conducting path analysis, a model fit test (Goodness of Fit Test) is first carried out, which is to test whether the proposed model has a fit with the data or not (Riduwan and Engkos Achmad Kuncoro, 2011: 146). The test measures and criteria used in the Goodness of Fit Test are P-value ≥ 0.05, Root Mean Square Error of Approximation (RMSEA) ≤ 0.08 and Comparative Fit Index (CFI) value ≥ 0.90. Correlation coefficient between research variables with the formula:

$$r= \frac{n\Sigma X_i Y_i - (\Sigma X_i)(\Sigma Y_i)}{\sqrt{[n\Sigma X_{i2}-(\Sigma X_i)^2][n\Sigma Y_{i2}-(\Sigma Y_i)^2]}}$$

Table 2 Individual Research Hypothesis Testing Design

Testing	StatisticalHypothesis		TestCriteria
Hipotesis1:	$H_0,\rho=0$:	Variable X_1 has aneffectonvariable X_2	Itisexpectedthat H0 isrejectedifthevalue: P-Value ≤ 0.05
	$H_a,\rho\neq0$:	Variable X_1 has noeffectonvariable X_2	
Hipotesis2:	$H_0,\rho=0$:	X2 variable has aneffectonvariable Y	Itisexpectedthat H0 isrejectedifthevalue: P-Value ≤ 0.05
	$H_a,\rho\neq0$:	The X2 variable has noeffectonthe Y variable	
Hipotesis3:	$H_a,\rho\neq0$:	Variable X1, X2 has aneffectonvariable Y	Itisexpectedthat H0 isrejectedifthevalue: P-Value ≤ 0.05
	$H_a,\rho\neq0$:	Variables X1, X2 haveaneffectonvariable Y	

If from the partial test results there is an insignificant path coefficient or the hypothesis testing is rejected (H0 is accepted), then the model needs to be improved through the trimming method, namely by removing or removing the path coefficient that is not meaningful or insignificant from the model (Kusnendi, 2008: 18).

RESULTS AND DISCUSSION

In general, the quality of service at the State Vocational High School (SMK) 1 Soreang Bandung Regency can be seen in table 3 below:

Table 3 Summary of Service Quality Variables at Vocational High School (SMK) Negeri 1 Soreang, Bandung Regency, 2023 (n=56)

No.	Indicator	Score	Criteria
1.	The appearance of teachers and employees at SMKN 1 Soreang is always neat and polite.	221	Agree
2.	The books available in the library are complete	191	Agree
3.	The parking area at SMKN 1 Soreang is spacious and safe	188	Undecided
4.	Laboratory equipment provided by SMKN 1 Soreang meet the needs	192	Agree
5.	The sports facilities provided are adequate and comfortable	223	Agree
6.	The canteen of SMKN 1 Soreang is clean and comfortable	225	Agree
7.	The playground provided by SMKN 1 Soreang is clean and comfortable	248	Agree

8.	The telephone number at SMKN 1 Soreang is easy to contact	234	Agree
9.	Educators and staff at SMKN 1 Soreang are able to complete tasks and are competent in their fields	223	Agree
10.	SMKN 1 Soreang completes services for students according to the promised time	234	Agree
11.	BP teachers at SMKN 1 Soreang always help solve every student problem	233	Agree
12.	Providing free internet network in SMKN 1 Soreang environment quickly	212	Agree
13.	SMKN 1 Soreang never makes mistakes in administration	229	Agree
14.	Reliability of teachers, staff and employees in responding to learners' problems or complaints	254	Agree
15.	Education personnel (SATPAM, Administration) provide information that is clear and easy to understand.	207	Agree
16.	Students do not have to wait long to get services	192	Agree
17.	The location of the SMKN 1 Soreang library is easy to reach by students	214	Agree
18.	SATPAM officers of SMKN 1 Soreang are professional and provide a sense of security to students	108	Disagree
19.	Learners always feel calm and comfortable in participating in the learning process	230	Agree
20.	The location of SMKN 1 Soreang and the parking area are comfortable and safe.	205	Agree
21.	The school program is in accordance with the government curriculum	237	Strongly
22.	Students who graduate from SMKN 1 Soreang can be accepted in jobs that are in accordance with their fields and can be accepted at a higher education level	225	Agree
23.	Students always feel that their interests are prioritized.	108	Agree
24.	SMKN 1 Soreang gives a positive impression to students	230	No
25.	Services provided thoroughly to students regardless of social status.	205	Agree
26.	The school program is in accordance with the government curriculum.	237	Agree
27.	Extracurricular service times and hours are in accordance with learners' needs.	225	Agree
Total		5730	
Average		212,2	

Source: Recapof SPSS processingresults

Based on table 3 above, the total score of the cumulative value of the competency variable reaches 5730. With the highest score being 5 x 27 x 56 = 7560, and the lowest score being 1 x 22 x 56 = 1512.

Based on the weighted scores of the service quality variables above, it turns out that the quality of service at the State Vocational High School (SMK) 1 Soreang Bandung Regency is good. This can be seen from the final score which occupies the continuum line agree. This condition means that the quality of service at SMKN 1 Soreang Bandung Regency is classified as premium service, but there are nine things that need to be considered by SMKN 1 Soreang in providing services to students, namely regarding the availability of books in the library, the location of the school and parking area, the availability of laboratory equipment, information and performance provided by education personnel, waiting time for services and services to students who must be prioritized and regardless of social status.

Table 4 Hypothesis Testing X Against Y

KoefisienKorelasiPearson		thitung	ttabel	Conclusion
PXY	0.686	6.926	1.70	Ho reject Thereis a positive effect of service quality on studen tsatisfaction

From the above tests, the complete causal relation ship diagram of variable X to Y is as follows:
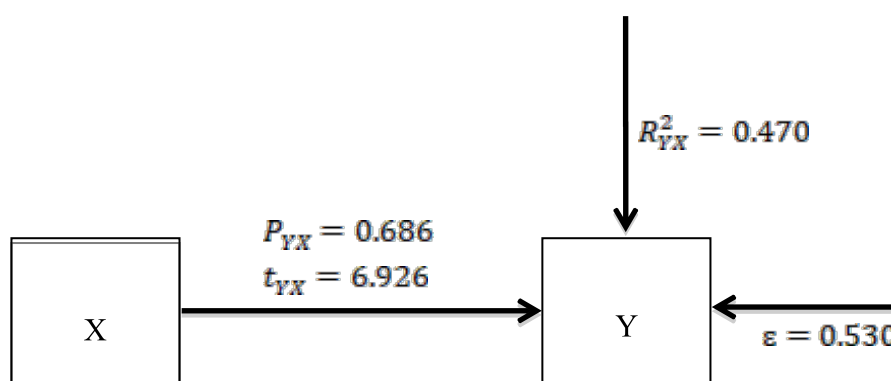

Figure 2 Diagram of the Causal Relationship between Service Quality (X) and Learner Satisfaction (Y)

From the structural picture of the relationship between variables with the parameter values of the structure above, the effect of the cause variable to the variable, the effect of service quality on student satisfaction at the State Vocational High School (SMK) 1 Soreang, Bandung Regency is:

Table5EffectofVariable X to Y andEffectBeyondVariable X

Interpretation of Path Analysis		
Description	Influence	%
Influence of X to Y	0.470	47
Other influences outside X	0.530	53
Total		100

Source: Statistical processing results of the SPSS program

From the test results, it can be seen that service quality affects student satisfaction, namely 47% and other influences of 53%, where the better the quality of service, the students will be satisfied.

Table 6 Hypothesis Testing X Against Z

Koefisien Korelasi Pearson	thitung	ttabel	Conclusion

PXZ	0.647	6.234	1.70	Ho reject There is a positive influence of service quality on student loyalty

From the above tests, the complete causal relationship diagram of variable X to Z is as follows:
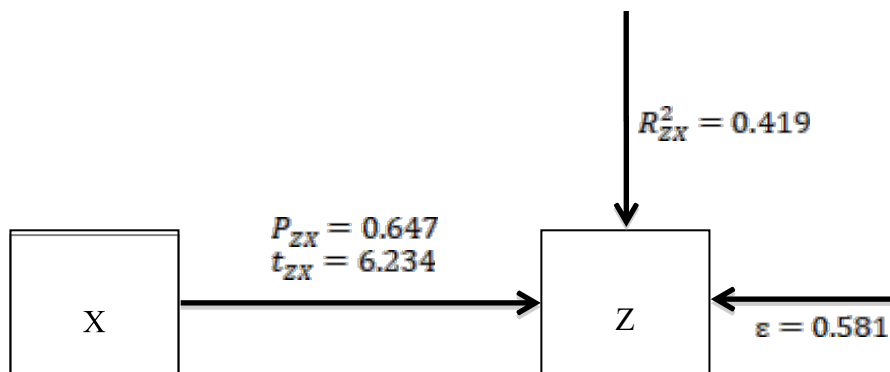

Figure 3 Diagram of the Causal Relationship between Service Quality (X) and Loyalty of Learners (Z)

From the structural picture of the relationship between variables with the parameter values of the structure above, the effect of the cause variable to the variable, the effect of service quality on student loyalty at the State Vocational High School (SMK) 1 Soreang Bandung Regency is:

Table 7 Influence of Variable X to Z and Influence Beyond Variable X

InterpretationofPathAnalysis		
Description	Influence	%
Influenceof X to Z	0.419	41.9
Otherinfluencesoutside X	0.581	58.1
Total		100

Source: Statisticalprocessingresultsofthe SPSS program

From the test results it can be seen that the quality of service affects the loyalty of students, which is 41.9% and other influences are 58.1%, meaning that the more appropriate the quality of service, it will increase the loyalty of students, because service quality has a significant effect on student loyalty, so that the contribution of service quality is very meaningful.

Table 8 Hypothesis Testing Y Against Z

KoefisienKorelasi Pearson		thitung	ttabel	Conclusion
PYZ	0.680	6.824	1.70	Ho reject There is a positive effect of student satisfaction on student loyalty

From the above tests, the complete causal relationship diagram of variable Y to Z is as follows:
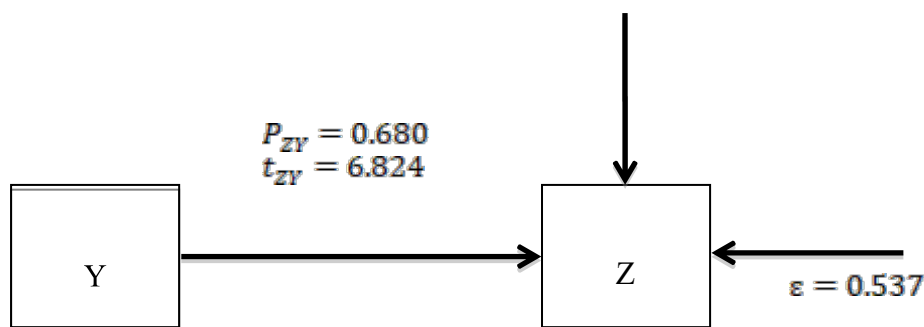
$$P_{ZY} = 0.680$$
$$t_{ZY} = 6.824$$

Y → Z ← $\varepsilon = 0.537$

Figure 4 Diagram of Causal Relationship between Learner Satisfaction (Y) and Learner Loyalty (Z)

From the structural picture of the relationship between variables with the parameter values of the structure above, the effect of the cause variable to the variable, then the effect of student satisfaction on student loyalty at the State Vocational High School (SMK) Negeri 1 Soreang, Bandung Regency is:

Table 9 Influence of Variable Y to Z and Influence Beyond Variable Y

Interpretation of Path Analysis		
Description	**Influence**	**%**
PengaruhYke Z	0.463	46.3
Pengaruh lain diluar Y	0.537	53.7
Jumlah		100

Source: Statisticalprocessingresultsofthe SPSS program

From the test results, it can be seen that student satisfaction affects student loyalty, which is 46.3% and other influences are 53.7%, this shows that student satisfaction has a significant effect on student loyalty.

CONCLUSION

By starting from the discussion of the problem, theoretical foundations, empirical data analysis, and hypothesis testing results, in the last chapter of this research conducted at the State Vocational High School (SMK) Negeri 1 Soreang, Bandung Regency, several conclusions will be stated, namely:

1. Service quality affects student satisfaction, so that if the quality of service provided is in accordance with their expectations, then they will feel satisfied in school.
2. Service quality affects learner loyalty, because the quality of service provided is in accordance with their expectations, it will encourage students to be more loyal to their school.
3. Learner satisfaction affects learner loyalty, so that if students are satisfied with the quality of school services, they will try to be loyal to their school.

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