

The Relationship between Service Quality and Student Satisfaction at SMKN 4 Sukabumi City

Akmal Aziz¹, Oktori Kiswati Zaini², Eka Patra³, Nuruddin Kamil⁴

¹Departement of Management, Universitas Pakuan, Indonesia

Abstract

This research is a quantitative research, with student respondents SMKN 4 Sukabumi City. The selection of respondents using the technique accidental sampling with total 100 respondent based on the calculation slovin formula. Data collection is done through questionnaire and interview and method of analysis using descriptive analysis, spearman rank correlation coefficient analysis, and hypothesis testing. The result of this study indicate that the interpretation of service quality variable at SMKN 4 Sukabumi City is very good with a value of 87%. Interpretation of student satisfication varable at SMKN 4 Sukabumi City is very satisfied with the value of 84%. Hypothesis testing shows a value of 5,838 > 1,98 and sig value < α is 0,000 < 0,01 the reject Ho, which means that there is a relationship between service quality and student satisfication at SMKN 4 Sukabumi City.

Keywords: service quality; student satisfication

Introduction

Education is one of the things that is required by any country to increase the wisdom and progress of a nation. There are many benefits that can be obtained from the world of education, one of which I increasing overall knowledge for every student and being able to create the next generation of a proud nation with various qualities his abilities and expertise. Education can be obtained through formal and non formal channels. Vocational High School (SMK) is a form of formal education unit that provides vocational education at secondary education level as a continuation of Junior High School (SMP) or equivalent. The ministry of Education and Culture's 2022 Education Data states that the number of vocational schools in West Java Province is the highest compared to other provinces, data shows that there are

2,902 vocational schools spread throughout West Java Province (<https://dapo.kemendikbud.go.id>).

The following is data on the progress of students entering vocational schools in West Java for the 2019/2020-2021/2022 academic year:

Table 1.1 Data on the progress of Student Entering Vocational Schools in West Java in the academic year 2019/2020-2021/2022

Academic Year	Amount Student	Percentage
2019/2020	1.091.588	-
2020/2021	1.111.721	2
2021/2022	1.091.281	-2

Source: Secondary Data, Ministry of Education and Culture Basic Education Data 2019-2022

The data in table 1.1 above shows that the number of students entering vocational schools in West Java in the 2019/2020 academic year was 1.091.588 students. In the 2020/2021 academic year it increased by 2% with a total of 1.111.721 students, while in the 2021/2022 academic year the number of students entering vocational schools in West Java decreased by -2% with a total of 1.091.281 students.

Sukabumi City is one of the cities in West Java Province, the rise and fall of the number of students entering vocational schools in West Java is the same as what happened in Sukabumi City. The following is data on progress of students entering vocational schools in Sukabumi for the 2019/2020-2021/2022 academic year:

Table 1.2 Data on the Development of Students Entering Vocational Schools in Sukabumi City for the 2019/2020-2021/2022 Academic year

Academic Year	Amount Student	Percentage
2019/2020	12.134	-
2020/2021	12.131	-0,03
2021/2022	11.926	-2

Source: Secondary Data, Basic Education Data from the Ministry of Education and Culture 2019-2022

The data in the table 1.2 above shows that the number of students entering vocational schools in Sukabumi City in the 2019/2020 academic year was 12.134 students. In the 2020/2021 academic year it decreased by 3 people to 12.131 students or 0.03%, while in the 2021/2022 academic year the number of students entering vocational schools in Sukabumi City decreased by -2% with a total of 11.926 students.

SMKN 4 Sukabumi City is one of the vocational schools in West Java which provides formal education in Sukabumi City. The curriculum for SMKN 4 Sukabumi City refers to the 2013 curriculum from the education office. SMKN 4 Sukabumi City has thinking learning facilities (soft skills) such as classrooms and libraries as well as skills (hard skills) such as extracurriculars and sports. The following is data on the progress of student entering SMKN 4 Sukabumi City for the 2019/2020-2021/2022 academic year:

Table 1.3 Data on Students Progress Entering SMKN 4 Sukabumi City Academic year 2019/2020-2021/2022

Academic Year	Amount Student	Percentage
2019/2020	1.351	-
2020/2021	1.429	10
2021/2022	1.471	-1

Source: Secondary Data, Basic Education Data from the Ministry of Education and Culture 2019-2022

The data in the table 1.3 above shows that the number of student entering SMKN 4 Sukabumi City fluctuates, in the 2019/2020 academic year there were 1.351 students. In the 2020/2021 academic year it increased by 10% to 1.492 students, while in the 2021/2022 academic year the number of students entering SMKN 4 Sukabumi City decreased by -1% to 1.471 students.

The increase in the number of student at SMKN 4 Sukabumi City in 2020/2021 provides a great opportunity for the school to prove that the quality of service provided to students is very good. The quality of good school services influences prospective students in choosing

which schools to continue their education. There are many competing schools around it is difficult choice for prospective students to continue their education. The following is the competitor data for SMKN 4 Sukabumi City for the 2019/2020-2021/2022 academic year:

Table 1.4 Competitor Data for SMKN 4 Sukabumi City Academic Year 2019/2020-2021/2022

School Name	Academic Year	Amount Student
SMKN 1 Sukabumi City	2019/2020	1.860
	2020/2021	2.113
	2021/2022	2.084
SMKN 2 Sukabumi City	2019/2020	1.261
	2020/2021	1.237
	2021/2022	1.294
SMKN 3 Sukabumi City	2019/2020	1.243
	2020/2021	1.240
	2021/2022	1.239

Source: Secondary Data, Basic Education Data from the Ministry of Education and Culture 2019-2022

Data in table 1.4 above in the 2019/2020 academic year, SMKN 1 Sukabumi City accepted 1.860 students, the 2020/2021 academic year received 2.113 students, and in the 2021/2022 academic

year it received 2.084 students. In the 2019/2020 academic year, SMKN 2 Sukabumi City accepted 1.261 students, in the 2020/2021 academic year it received 1.237 students, and in the 2021/2022 academic year it accepted 1.294 students. In the 2019/2020 academic year, SMKN 3 Sukabumi City accepted 1.243 students, in the 2020/2021 academic year it accepted 1.240 students, in the 2021/2022 academic year it accepted 1.239 students.

Based on data from table 1.3, student development at SMKN 4 Sukabumi City for 2020/2021 academic year increased by 10%. This increase has a big chance of attracting increasing interest in prospective students entering SMKN 4 Sukabumi City. However, in reality, In 2021/2022 there will be a decline. This decrease in the number of student proves that there are student who are dissatisfied with the quality of service they receive at school. If the school does not resolve this quickly, it will result in students looking for and going to another school. The following is the pre-survey data on the quality of service at SMKN 4 Sukabumi City which was distributed to 20 students at SMKN 4 Sukabumi City:

Table 1.5 Pre-Survey of Service Quality at SMKN 4 Sukabumi City

No	Statement		Agree	Percentage	No Agree	Percentage
1	Reliability	Teachers are at school on time in carrying out activities teach	10	50%	10	50%
2	Responsiveness	Staff Tata fast business accepted serve students	19	95%	1	5%

3	Assurance	The teacher is able to create a comfortable classroom atmosphere during the process activity teach	20	100%	0	0%
4	Empathy	Teacher give service friendly to students	20	100%	0	0%
5	Tangible	Condition environment the school is clean and comfortable	18	90%	2	10%

Source: Primary Data processed by researchers in 2022

Data from table 1.5 of the pre-survey on the quality of service at SMKN 4 Sukabumi City can be interpreted as meaning that teachers at the school are punctual in carrying out teaching activities, 10 people or 50% agree and 10 people or 50% disagree, administrative staff respond quickly to serve students who agree 19 people or 95% and those who disagree is 1 person or 5%, the teacher is able to create a comfortable classroom atmosphere during the process of teaching activities of which 20 people or 100% and those who disagree 0 or 0%, teachers provide friendly service to students, 20 people agree or 100% and 0 or 0% disagree, the school environment is clean and comfortable, 18 people agree or 90% and 2 people disagree or 10%. Based on the results of the pre-survey observations, the service quality of SMKN 4 Sukabumi City is not yet optimal.

Service quality plays an important role in education, especially in the learning process. Good service quality will provide customers in purchasing a service satisfaction to users. According to (Rangga, 2022), service quality is a service provided by sales which aims to achieve customer satisfaction, where consumer assess: “is the

service provided by the seller good or of good quality?”, because that is the main consideration for the quality of the service they get, not the cheap price or cost, and this greatly influences the intensity of customer purchases of the services offered by the seller.

Research Journal (Putri, 2018) entitled “The Influence of Service Quality on Student Satisfaction at the Primagama Gading Serpong Educational Institution” states that measuring student satisfaction is the core of assessing the services provided. And according to (Gandhy et al., 2019) in his journal states that good or bad performance and service provided to consumers will also affect what consumers will other people. This satisfaction assessment becomes a benchmark for making improvements to services and can find out all the expectations that students have regarding the services provided. Tutoring educational institutions are fully responsible for student needs, including in relation to existing services. In reality, not all institutions can provide this service in total to their students, many institutions only promise to provide quality services available are not optimally provided to their

students. Based on this background, the author is interested in conducting research with the title “The Relationship between Service Quality and Student Satisfaction at SMKN 4 Sukabumi City”.

Research Framework

The development of students at SMKN 4 Sukabumi City over the last three years has experiences ups and downs. In the 2020/2021 academic year students at SMKN 4 Sukabumi City increased by 10%. This increase has a great opportunity to attract increasing interest in prospective student entering SMKN 4 Sukabumi City. However, in reality, in 2021/2022 there will be a decline. This decrease in the number of students proves that there are students who are dissatisfied with the quality of service they receive at school. If the school does not resolve this quickly, it will result in students looking for and going to another school.

Student satisfaction is influenced by service quality. Service quality is the ability of a product or service to satisfy a need as expected by students. Satisfaction is the main priority, student expectations must match the performance of teachers and employees with what student want. Service quality is centered on fulfilling students needs and desires as well as accuracy in delivery to balance student expectations, namely conformity between the work standards of teachers and employees with the services provided, the existence of conformity between the services provided and the services promised and the existence of conformity between the service received and those received. It is hoped that students of SMKN 4 Sukabumi City.

According to (Munir, 2018), the dimensions of service quality consist of five factors, namely reliability, responsiveness,

certainty, empathy, and tangible. This is in line with research by (Amalia et al., 2020) which states that service quality consists of 5 indicators, namely physical evidence, reliability, responsiveness, certainty, and empathy.

According to (Armadi et al., 2019) Customer satisfaction is a critical factor that significantly influences the achievement of a company’s objectives. Therefore it must be prioritized. We can see consumer satisfaction or dissatisfaction from the results of differences between consumer expectations and the performance felt by these consumers (Gandhy et al., 2022). According to (Kana, 2017), there are three indicators of consumer satisfaction, namely conformity to expectations, interest in revisiting, availability of recommendations. This is in line with research by (Setiorini, H., Adrian, F., & Husnul, 2019), which states that consumer satisfaction consists of three indicators, namely conformity to expectations, interest in revisiting, and willingness to recommend.

Based on these thoughts, a research constellation can be describe as follows:

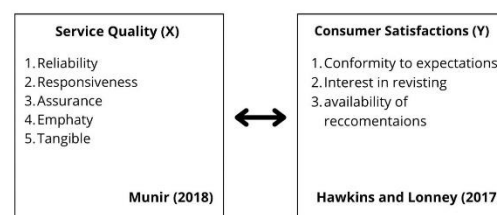


Figure 2.1 Research Constellation

Research Hypothesis

1. It is suspected that the service quality of SMKN 4 Sukabumi City is quite good.

2. It is suspected that the level of student satisfaction at SMKN 4 Sukabumi City is quite good.
3. It is suspected that there is a relationship between service quality and student satisfaction at SMKN 4 Sukabumi City.

Research Methods

Types of Research

This type of causal associative research. According to (Sugiyono, 2010) causal associative research is a research problem formulation that asks about the relationship between two or more variables.

Operational Variables

Table 3.1 Operational variables

Variable	Indicator	Size	Scale
Quality Service	Reliability	<ol style="list-style-type: none"> 1. Timeliness of teaching 2. Clarity of teaching materials 3. Active communication between teachers and students 	Ordinal
	Responsiveness	<ol style="list-style-type: none"> 1. Helping and serving students 2. Responding quickly to serving students 3. Helping students who have difficulty learning 	Ordinal
	Assurance	<ol style="list-style-type: none"> 1. Able to create a comfortable classroom atmosphere during process of teaching activities 2. Provide friendly and polite service 3. Prioritize student interests 	Ordinal
	Empathy	<ol style="list-style-type: none"> 1. Provide fair service to students 2. Provide special services for students and families experience difficulty 	Ordinal
		<ol style="list-style-type: none"> 1. The environmental conditions outside the classroom are clean and comfortable 	Ordinal

		2. Clean and comfortable school bathrooms 3. Classroom conditions are clean and comfortable	
Variabel	Indicator	Size	Scale
		4. Completeness of teaching facilities 5. Completeness of books library	Ordinal
Satisfaction Consumer	Conformity to Expectations	1. The facilities provided are as expected 2. The service received is as expected	Ordinal
	Interested in Returning	1. Bring relatives to visit because the facilities are adequate 2. Bring relatives to visit because of good service	Ordinal
	Availability Recommend	1. Telling advantages or superiority to relatives 2. Say good things to local people around	Ordinal

Sampling Method

This research uses primary data samples obtained from student respondent at SMKN 4 Sukabumi City. The samples were taken from the population limits that wanted to be studied. The population here is 1.471 students at SMKN 4 Sukabumi City for the 2021/2022 academic year. To carry out sampling, you can use a formula *slovin* as follow:

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

Information:

n = Number of samples

N = Number of population

e^2 = Percentage error rate/

Error (%) = (1%, 5%, 10%)

$$n = \frac{1471}{1 + 1471(0,1)^2}$$

$$n = \frac{1471}{15,71}$$

$$n = 93,63$$

$N = 93,63$ rounded to 100 respondents.

Data Processing/Analysis Methods

Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questionnaire are able to reveal something

that is measured by the questionnaire. The formula is as follows:

$$r = \frac{n \sum XiYi - (\sum Xi)(\sum Yi)}{\sqrt{(n \sum Xi^2 - (\sum Xi)^2)(n \sum Yi^2 - (\sum Yi)^2)}}$$

Information:

r = Correlation coefficient

$\sum XY$ = Number of products of variable X and Y

$\sum X$ = Number of values of the variable X

$\sum Y$ = Number of values of the variable Y

$\sum X^2$ = The sum of the squares of the values of the variable X

$\sum Y^2$ = The sum of the squares of the values of the variable Y

n = Number of samples

If $r_{\text{count}} > r_{\text{table}}$ means valid, and vice versa if $r_{\text{count}} < r_{\text{table}}$ means invalid.

Reliability Test

To test reliability, a formula is used *cronbach's alpha* with the following formula:

$$r = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum Si}{St}\right)$$

Information:

r = Correlation coefficient

k = Number of questions instruments

$\sum Si$ = Number of variants of each instrument

St = Variants of the entire instrument

Reliability testing using *Cronbach's alpha* is said to be reliable and successfully measures the dimensions of the variable

being measured if the reliability coefficient is >0.600 .

Descriptive Statistics

Aims to describe and obtain and in-depth and objective picture of the relationship between service quality and student satisfaction at SMKN 4 Sukabumi City. The formula used is:

$$Ttr = \frac{Stjr}{Str \times jr} \times 100\%$$

Information:

Ttr = Total respondent responses

$Stjr$ = Total score of respondent answers

Str = Respondent's highest score

jr = Number of respondents

Table 3.2 Interpretation of Results

Criteria Interpretation of Results (%)	Quality Service	Student Satisfaction
0 - 20	Very not good	Very not satisfied
20 - 40	Not Good	Not satisfied
40 - 60	Pretty Good	Quite Satisfied
60 - 80	Good	Satisfied
80 - 100	Very Good	Very Satisfied

Correlation Coefficient analysis

The correlation coefficient analysis used is correlation *rank spearman*. Correlation *rank spearman* used to look for relationships or to test the significance of associative hypotheses when each variable

does not have to be the same. The formula used is as follows:

$$r_s = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

Information:

r_s = Correlation value *rank spearman*

d = Difference between X and Y

n = Number of pairs (data)

Table 3.4 Correlation Coefficient Criteria

Coefficient Internal	Relationship Level
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Currently
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Hypothesis Testing

Hypothesis testing is used to find out whether the hypothesis created can be accepted or rejected, so hypothesis testing can be carried out. The hypothesis in this research are:

$H_o : \rho = 0$ means there is no relationship between service quality and student satisfaction of SMKN 4 Sukabumi City.

$H_o : \rho \neq 0$ this means that there is a relationship between service quality and student satisfaction at SMKN 4 Sukabumi City.

Hypothesis testing is carried out using the following formula:

$$t_h = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t_h = value t_{count}

r^2 = Correlation coefficient

n = Number of samples

To find t_{table} using:

Real level (α) = 5% or 0.05 and $df = n-2$ using a two-way test. By using a two-way test, the test result criteria are:

- Accepted H_o and Reject H_a if the value of $t_{count} < t_{table}$
This means that there is no relationship between service quality and student satisfaction at SMKN 4 Sukabumi City.
- Accepted H_a and Reject H_o if the value of $t_{count} > t_{table}$
This means that there is a relationship between service quality and student satisfaction at SMKN 4 Sukabumi City.

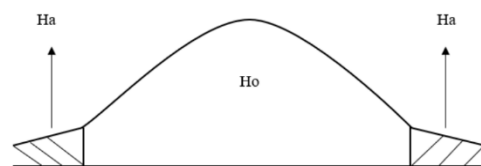


Figure 3.1 Hypothesis Testing Curve

Results and Discussion

Validity Test

Researchers carried out validity testing using SPSS 25 program with sample size (n) = 30, r table 0.361 and a significance level of 5% or 0.05. The number of level of questions is 22 which are divided into 2, namely 16 questions for variable Y (Service

Quality) and 6 questions for variable X (Student Satisfaction). Validity results of each question in the questionnaire it can be

seen on the basis of decision making, namely if $r_{count} > r_{table}$ means valid, and vice versa if $r_{count} < r_{table}$ means invalid.

Table 4.1 Service Quality Validity Test Results

No	Statement	r count	r table	Information
Reliability				
1	Teachers and employees are punctual in carrying out activities	0,572	0,361	Valid
2	Learning material is clear and understandable	0,736	0,361	Valid
3	Teachers and employees actively communicate with students	0,604	0,361	Valid
Responsiveness				
4	Teachers and employees strive to help and serve students	0,692	0,361	Valid
5	Teachers and employees respond quickly to serve students	0,684	0,361	Valid
6	Teachers and employees help students who have difficulty in the learning process	0,500	0,361	Valid
Assurance				
7	The learning process is carried out in a comfortable atmosphere	0,702	0,361	Valid
8	Teachers and employees provide friendly and polite service	0,716	0,361	Valid
9	Teachers and employees put students interests first	0,565	0,361	Valid
Empathy				
10	Teachers and employees provide fair service to students	0,811	0,361	Valid
11	Teachers and employees provide special services for students and families experiencing difficulties	0,484	0,361	Valid
Tangible				
12	The environmental conditions outside the classroom are clean and comfortable	0,693	0,361	Valid

13	Clean and comfortable school bathrooms	0,765	0,361	Valid
14	Classroom conditions are clean and comfortable	0,745	0,361	Valid
15	Complete learning facilities	0,821	0,361	Valid
16	Complete library books are available	0,737	0,361	Valid

Source: SPSS output, processed 2022

Based on table 4.1, the results of the service quality variable validity test show that the 16 questions on the service quality variable are all valid, where $r_{\text{count}} > r_{\text{table}}$.

Therefore the 16 questions have been appropriately used to measure service quality variable.

Table 4.2 Student Satisfaction Validity Test Results

No	Statement	r count	r table	Information
Conformity to Expectations				
1	The facilities available at SMKN 4 Sukabumi City are as expected	0,830	0,361	Valid
2	The service obtained at SMKN 4 Sukabumi City is as expected	0,777	0,361	Valid
Interested in Returning				
3	Interested in bringing friends or relatives who are in the zoning area (surrounding area) to visit and invite them to enter SMKN 4 Sukabumi City because the facilities are adequate	0,827	0,361	Valid
4	Interested in bringing relatives in the zoning area (surrounding area) visited and invited to enter SMKN 4 Sukabumi City because of the good service	0,869	0,361	Valid
Available Recommend				
5	Willing to tell the advantages or disadvantages of SMKN 4 Sukabumi City to relatives who are in the school zoned area	0,826	0,361	Valid
6	Willing to say good things about SMKN 4 Sukabumi City to the local community	0,710	0,361	Valid

Source: SPSS output, processed 2022

Based on the table 4.2, the results of testing the validity of the student satisfaction variable show that the 6 questions on the student satisfaction variable are all valid, where $r_{\text{count}} > r_{\text{table}}$ appropriate to use to measure student satisfaction variables.

Reliability Test

Table 4.3 Service Quality Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
,916	16

Source: SPSS output, processed 2022

Based on table 4.3, the results of the service quality reliability test using the SPSS 25 program, the data shows that 16 statements obtained mark *Cronbach's alpha* amounted to 0.916 so it can be concluded that the service quality variable questionnaire is suitable for use as a data collection tool and distributed to respondents because of its value *Cronbach's alpha* service quality > 0.600 .

Results of Average Service Quality at SMKN 4 Sukabumi City

Table 4.25 Results of Average Respondent Responses for Service Quality Variable

No	Statement Service Quality	Response Respondents (%)	Average Respondent Response (%)
1	Reliability		
	1. Teachers and employees are punctual in carrying out activities.	86,8	87,8
	2. Learning materials are clear and understandable.	88,2	
3. Teachers and employees are active communicate with students	88,4		
2	Responsiveness		

Table 4.4 Student Satisfaction Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
,897	6

Source: SPSS output, processed 2022

Based on table 4.4, the results of the students satisfaction reliability test using the SPSS 25 program, the data shows that 6 statements received marks *Cronbach's alpha* amounted to 0.897 so it can be concluded that the student satisfaction variable questionnaire is suitable for use as a data collection tool and distributed to respondents because of its value *Cronbach's alpha* student satisfaction > 0.600 .

	4. Teachers and employees try to help and serve students	87,8	87,9
	5. Teachers and employees are fast responsive to serving students	86,8	
	6. Teachers and employees help students who have difficulties learning process	89	
3	Assurance		
	7. Learning process carried out in a comfortable atmosphere	87,6	86,8
	8. Teachers and employees provide friendly and polite service	88,6	
	9. Teachers and employees prioritize students' interest	84,2	
4	Empathy		
	10. Teachers and employees provide fair service to students	87,8	87,2
	11. Teachers and employees provide special service for students and families who experience this difficult	86,6	
5	Tangible		
	12. The environmental conditions outside the classroom are clean and comfortable	85,6	85,7
	13. Clean and comfortable school bathroom	83,8	
	14. Classroom conditions are clean and comfortable	85,2	
	15. Complete learning facilities	86,8	
	16. Library books complete available	87	
Total		1390,2	435,3
N		16	5
Average		87	

Source: Primary Data from Questionnaire Results, processed in 2022

Based on the table 4.25, it can be seen that the results of the average respondent's response to the service quality variable obtained a result of 87%, which

means that it is in a very good category because it is in the 81% - 100% result interpretation area.

Results of Average Student Satisfaction at SMKN 4 Sukabumi City

Table 4.33 Results of Average Respondent Responses for Student Satisfaction Variable

No	Statement Student Satisfaction	Response Respondents (%)	Average Respondent Response (%)
1	Conformity to Expectations		
	1. The facilities available at SMKN 4 Sukabumi City are as expected	84	84,2
	2. The service obtained at SMKN 4 Sukabumi City is as expected	84,4	
2	Interested in Returning		
	3. Interested in bringing friends or relatives who are in the zoning area (surrounding area) to visit and invite them to enter SMKN 4 Sukabumi City because the facilities are adequate	81,2	81,4
	4. Interested in bringing relatives in the zoning area (surrounding area) visited and invited to enter SMKN 4 Sukabumi City because of the good service	81,6	
3	Available Recommend		
	5. Willing to tell the advantages or disadvantages of SMKN 4 Sukabumi City to relatives who are in the school zoned area	84,6	86,1
	6. Willing to say good things about SMKN 4 Sukabumi City to the local community	87,6	
Total		503,4	251,7
N		6	3
Average		84	

Source: Primary Data from Questionnaire Results, processed in 2022

Based on table 4.33, the results of the average respondent responses on the

student satisfaction variable can be seen the results obtained were 84% which was

significant in the very good category because it is in the results interpretation area of 81% - 100%.

The Relationship between Service Quality and Student Satisfaction at SMKN 4 Sukabumi City.

Correlation Coefficient Analysis *Rank Spearman*

Table 4.35 Results of Correlation Coefficient Analysis *Rank Spearman*

		Correlations	
		Service Quality	Student Satisfaction
Spearman's rho	Service Quality	Correlation Coefficient	1,000
		Sig. (2-tailed)	,508**
		N	100
	Student Satisfaction	Correlation Coefficient	,508**
		Sig. (2-tailed)	1,000
		N	100

** Correlation is significant at the 0.01 level (2-tailed)

Source: SPSS output, processed 2022

Based on the results of the correlation coefficient calculation *rank spearman* using the SPSS 25 program can obtained is 0.508 and is in the coefficient interval area of 0.40 – 0.599. So it can be conclude that the relationship service quality and student satisfaction at SMKN 4 Sukabumi City has a moderate level of relationship.

Hypothesis Testing

Finding and determining t_{count} :

$$t_h = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t_h = \frac{0,508\sqrt{100-2}}{\sqrt{1-0,508^2}}$$

$$t_h = \frac{0,508\sqrt{98}}{0,8613}$$

$$t_h = \frac{5,0289}{0,8613}$$

$$t_h = 5,838$$

Finding and determining t_{table} :

The t_{table} value obtained with a real level value (α) = 5% or 0.05 and $df = n - 2$ or $100 - 2 = 98$, therefore the t_{table} value is 1.98.

Criteria for assessment or test results:

- a. Accept H_0 and reject H_a if the value of $t_{count} < t_{table}$
This means tht there is no relationship between service quality and student satisfaction at SMKN 4 Sukabumi City.
- b. Accept H_a and Reject H_0 if the value is $t_{count} > t_{table}$

This means that there is a relationship between service quality and student satisfaction at SMKN 4 Sukabumi City.

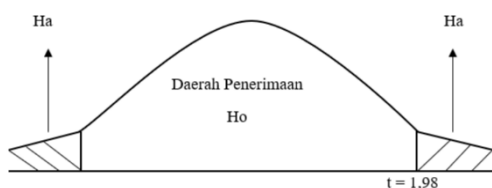


Figure 4.2 Hypothesis Testing Curve

Based on figure 4.2, it is known that the value $t_{count} > t_{table}$ namely $5.838 > 1.98$ is reject H_0 or seen in the table 4.35, the value of $sig < \alpha$ is $0.000 < 0.001$. So it can be conclude that there is a relationship between service quality and student satisfaction at SMKN 4 Sukabumi City.

Conclusion

The average results of respondents' responses to the service quality variable that gets the smallest average value is the tangible indicator, but overall the service quality variable with reliability indicators, responsiveness, assurance, empathy, and tangible obtained a score of 87% and is in the very good category because it is in the interval 80% - 100%. So it is in the service quality of SMKN 4 Sukabumi City is very good.

The average result of respondents' responses to the student satisfaction variable which got the smallest average value was the indicator of interest in returning to visit, but overall the variable of student satisfaction with indicators of conformity to expectations, interest in returning to visit, and availability of recommendations obtained a score 84% and was in the category very satisfied because it is in the 80% - 100% interval. So it can be concluded that the satisfaction of SMKN 4 Sukabumi City is very satisfied.

Results of correlation coefficient analysis *rank spearman* between service quality and student satisfaction at SMKN 4 Sukabumi City, the correlation value is 0.508 and is in the coefficient interval $0.40 - 0.599$, which means that service quality and student satisfaction at SMKN 4 Sukabumi City have a moderate level of relationship, meaning that if service quality is improved then student satisfaction SMKN 4 Sukabumi City will also experience further improvement. The results of hypothesis testing between service quality and student satisfaction at SMKN 4 Sukabumi City show the value $t_{count} > t_{table}$ amounting to $5.838 > 1.98$ or a sig value $< \alpha$, namely $0.000 < 0.01$, which means that there is a relationship between service quality and student satisfaction at SMKN 4 Sukabumi.

Bibliography

- Amalia, N. M., DWP, S., & Santoso, J. T. B. (2020). Pengaruh Bukti Fisik, Keandalan, Daya Tanggap, Jaminan Dan Empati Terhadap Kepuasan Bumdes. *Business and Accounting Education Journal*, 1(2), 170–180. <https://doi.org/10.15294/baej.v1i2.42191>
- Armadi, D. A., Sasongko, H., & Wihartika, D. (2019). Studi Kepuasan Pelanggan Terhadap Kinerja Jasa Layanan Pdam Dengan Metode Importance Performance Analysis. *JIMFE (Jurnal Ilmiah Manajemen Fakultas Ekonomi)*, 5(1), 53–62. <https://doi.org/10.34203/jimfe.v5i1.1274>
- Gandhy, A., Chang, M., & Rahmi, S. (2019). Service Quality and Customer Satisfaction in the Apiculture-Based Agritourism. *Jurnal Organisasi Dan Manajemen*, 15(2), 153–165. <https://doi.org/10.33830/jom.v15i2.734.2019>

- Gandhy, A., Hardini, S. Y. P. ., Banjarnahor, S. R., & Budiman, F. (2022). Pengaruh Atribut Produk Dan Harga Terhadap Kepuasan Konsumen Roti Bakar 88. *Jurnal Ilmiah Manajemen Kesatuan*, 10(2), 293–304.
<https://doi.org/10.37641/jimkes.v10i2.1394>
- Kana, T. (2017). Pengaruh Lokasi dan Fasilitas Terhadap Kepuasan Pengguna Jasa Bongkar Muat Petikemas Pada PT Pelabuhan Indonesia IV (Persero) Cabang Merauke. *Proceeding TEAM*, 2, 672.
<https://doi.org/10.23887/team.vol2.2017.207>
- Munir, M. (2018). Vol. 1, No.2, April 2018. *Strategi Implementasi Manajemen Berbasis Sekolah*, 1(2), 1–37.
- Putri, I. H. (2018). *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Siswa di Lembaga Pendidikan Primagama Gading Serpong*. 1–142.
<https://repository.uinjkt.ac.id/dspace/handle/123456789/43220>
- Rangga, Y. D. P. (2022). Manajemen Pemasaran. *Eureka Media Aksara*, 16.
- Setiorini, H., Adrian, F., & Husnul, Y. (2019). HUBUNGAN KUALITAS PELAYANAN TERHADAP KEPUASAN SISWA SMP AMALIAH CIAWI. *Sustainability (Switzerland)*, 11(1), 1–89.
http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_SISTEM_PEMBETUNGAN_TEPUSAT_STRATEGI_MELESTARI
- Sugiyono, D. (2010). Metode penelitian kuantitatif kualitatif dan R&D. In *Penerbit Alfabeta* (Issue January).