

Influence Of Education Costs, Educators, Service Quality And Facilities Guardian Satisfaction At The Yayasan Tasik (Taman Anak Sholeh Ibnu Katsir) Batam

Putri Indah Safina¹, Septa Diana Nabella^{2*}, Muhammad Rahmat³, Sabri⁴, Andi Amang⁵

^{1,2,3,4,5}Faculty of Economics and Business, Universitas Ibnu Sina, Batam City, Indonesia

E-mail Corresponding: septadiana1717@gmail.com

Abstract

The Studies were carried done to determine how much impact educational costs, teaching staff, amenities and excellent service have on the contentment of parents in the Yayasan Tasik (Taman Anak Sholeh Ibnu Katsir) Batam. This research was carried out using a survey method with a Google Form questionnaire to the parents of the Batam Sholeh Ibnu Katsir Children's Foundation (TASIK) Foundation (TASIK) with a sample size of 40 parents. The technique for sampling uses a method of sampling (Census / Saturated), namely sample selection method If every person in the population is sampled. Hypothesis methods are analyzed using statistical techniques, namely validation tests, reliability tests, determination tests, simple regression tests, multiple regression analysis tests, T statistical tests, and F statistical tests, using the SPSS For Windows Version 25 application. The research results show that tuition fees have a negative and insignificant effect on parent satisfaction. Educators have a noteworthy and favorable influence on the contentment with student parentsThe service excellence has a substantial and favorable impact on parent contentment. Facilities have a positive and significant effect on parent contentment.

Keywords: Education Costs; Educator Staff; Service Quality; Facilities, Parental Satisfaction



INTRODUCTION

The social and managerial process of educational marketing management enables both people and organizations to obtain what they require and desire by producing, exchanging, and making use of services, such as the both quantity and quality of schools or educational establishments and educational systems, with users of educational services, such as parents or guardians of students (Czapla et al., 2023). As consumers, parents not only choose an educational institution for their children, but they also maintain a relationship with the institution based on the satisfaction they get from the education (D. M. F. R. A. S. Y. L. Nasib, 2022). How can schools attract parents? Theoretically, schools can keep parents satisfied with high-quality programs and services (Ningsih, 2020). Parents' involvement in education should put them under pressure to improve professional performance, school efficiency and student achievement (M. Nasib, 2021). However, student satisfaction is still not achieved due to several things. These include management, facilities and infrastructure, learning, administration, school personnel, and aspects of graduates (Alfaleh et al., 2023).

All money spent on education, whether in the form of money or services, is called education costs, and these costs will be used to fulfill the quality of education (Syaifullah, 2021). If education financing is well managed and available in adequate amounts, the quality of student learning will also improve (Soleas, 2022). To keep the school program running, Yayasan TASIK (Taman Anak Sholeh Ibnu Katsir) is in dire need of education financing. This is important for the procurement of facilities and infrastructure, payment of teachers and staff, realizing the school's mission and vision, and development of quality human resources (Andronis et al., 2019). There are several tuition fee problems that occur at the TASIK Foundation (Taman Anak Sholeh Ibnu Katsir) that affect student guardian satisfaction, such as: tuition fees are too high, some student guardians may find it difficult to meet their children's educational needs, this can lead to dissatisfaction because they feel financially burdened, and not open or transparent about tuition fees to student guardians, which makes student guardians ask (Jennum et al., 2021).

Discussions about It is impossible to separate education from teachers' roles as the designers of the nation's future (Zahra, 2023). A good education system is the key to the success of developed countries (S. F. J. L. R. A. Nasib, 2023). The evolution of high-superior human resources is the key to the success of a nation (Ahern et al., 2023). In Indonesia, teachers must demonstrate professional qualities and a strong positive attitude. They are also highly intelligent. This is in line with the government's decision that a



teacher must receive certification as proof of his or her expertise and compliance with the law. professional who is educated and ready to teach (Abdulkerim et al., 2022). In Yayasan TASIK (Taman Anak Sholeh Ibnu Katsir), educators face several problems, such as: Guardians may feel dissatisfied if educators do not provide adequate teaching or are unable to explain the material well; Educators' involvement in the education process and effective communication with guardians may be a problem; When educators do not actively communicate or do not respond to the needs of guardians (Bryant et al., 2023).

The quality of education services is closely related to student satisfaction, or learners (I. L. S. C. N. Z. F. Z. R. D. D. S. Lubis, 2020). Good quality encourages students to build strong relationships with educational institutions (Rusiadi, 2024). In the long run, such a bond allows the organization to fully understand customer needs and expectations (Rusiadi, 2023b). As a result, the organization can increase student satisfaction by ensuring as many students as possible have a pleasant experience and as few as possible have an unpleasant experience (Schiering et al., 2023). People will be satisfied and trust the education unit if they provide the best service (N. W. J. M. R. A. A. R. H. A. Lubis, 2023). So that the market is wider, the community will participate in marketing the school through spreading school excellence (Rusiadi, 2023a). One of the pleasing achievements is the level of community satisfaction with the school. To achieve the achievement, as a public service provider, they must be able to offer services that are optimal, satisfying, and in compliance with community expectations (Zeqiri et al., 2023).

Yayasan TASIK (Taman Anak Sholeh Ibnu Katsir) faces several service quality issues, including unsatisfactory service, poor organization, shortage of educators and teachers, and lack of communication between teachers and guardians. Educational resources such as facilities and infrastructure, which must be managed properly and are an important part of education management, include buildings, land, administrative equipment, and facilities used directly in the learning process in the classroom (Zhao et al., 2024). School facilities and infrastructure management is a very important part of education management. It is considered important because a madrasah that is considered good has many good facilities, ranging from buildings, sports facilities, educational facilities, and other facilities that can be seen directly. Every educational institution, both formal and non-formal, provides facilities and infrastructure that meet the educational needs of students (Li & Yan, 2024). In the article entitled "The Effect of Education Costs, Educators, Service Quality and Facilities on Student Guardian



Satisfaction at Yayasan TASIK (Taman Anak Sholeh Ibnu Katsir) Batam", the author is interested in investigating the development of education management, especially in terms of financing, service quality, and facilities.

METHOD

The intention behind this kind of Studying is done to investigate the potential of causal linkages between variables. It is also known as causality research (Rivaldo 2021). Using techniques for conducting surveys designed to determine and examine how work discipline, education, training, and experience affect employees' performance. The quantity of these variables measured in the form of likert-scaled surveys or lists of statements. (Myhre et al., 2020) Quantitative analysis is used in data analysis methodologies. Population can be interpreted as all elements in research including objects and subjects with certain characteristics and characteristics. So in principle, the population is all members of a group of people, animals, events, or objects that live together in a place in a planned manner to be the conclusion of the final results of a study (Fahmi et al., 2022). Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2020). This This study employs causality research, which is defined as research designed to investigate the potential for a causal relationship between variables (Sanusi, 2020). Using a survey approach designed to ascertain the impact of Education Costs, Educators, Service Quality and Facilities on Student Guardian Satisfaction at Yayasan Tasik (Taman Anak Sholeh Ibnu Katsir) Batam. Moreover, a Likert scale is used in a questionnaire or collection of statements to measure these factors. Quantitative Analysis is applied in the data interpretation approach. The population in This research were student guardians at Yayasan Tasik (Taman Anak Sholeh Ibnu Katsir) Batam as many as 40 student guardians. This study employed SPSS Version 25 statistical software, multiple linear regressions, and a maximum study duration of six months.

RESULT

That is research uses evaluating for normalcy, Credibility, dependability, and conjecture. Every variable Within the reliability and validity tests satisfies the specifications. This is due to the fact that Cronbach's alpha coefficient is over 0.60 and the estimated The quantity of R is larger in comparison to the R table. Data was then



subjected to a normality test, which revealed the presence of multicollinearity and heteroscedasticity. Testing hypotheses is done in part and concurrently. A 95% confidence level, or $\alpha = 5\%$, is used to examine The value of the independent variable impact on the variable that is dependent. The data processing program SPSS 25 is used to administer this test.

Table 1. T Test

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.310	2.487		.929	.359		
	X1	.016	.079	.019	.197	.845	.810	1.234
	X2	.394	.111	.450	3.542	.001	.471	2.125
	X3	.278	.115	.300	2.427	.020	.498	2.007
	Y	.224	.106	.236	2.118	.041	.612	1.634
a. Dependent Variable: KepuasanWaliMurid								

We are aware of the Sig value. Regarding the outcome of the Education Cost variable (X1) on the Student Guardian Satisfaction variable T value is less than the table's $t_{2.0301}$, and (Y) is $0.845 > 0.05$. is 0.197. so that it can be said that H_{a1} is turned down, meaning that There is no correlation amid the Education Cost variable (X1) partially on the Student Guardian Satisfaction variable (Y). The magnitude of the no effect of the variable tuition fee (X1) on the student guardian the satisfaction variable (Y) is 0.016.

The Sig value is known to exist. Concerning the outcome of the Educator variable (X2) on the Student Guardian Satisfaction variable (Y) is less than 0.05 at $t = 3.542 >$. $T_{table 2.0301}$, thus it can be determined to be H_{a2} is acknowledged, meaning implies a relationship exists Within the Educator variable (X2) partially atop the Student Guardian Satisfaction variable (Y). The magnitude of the impact of the Educator variable (X2) on the Student Guardian A measure of satisfaction (Y) is 0.394.

It is known that the Sig value. For the effect of the Service Quality variable (X3) on the Student Guardian Satisfaction variable T is equal to $2.427 >$ and (Y) is $0.020 < 0.05$. Tabular data for 2.0301 , such that it may be determined that H_{a3} is acknowledged, meaning that There's an impact between the Service Quality variable (X3) partially on the



Student Guardian Satisfaction variable (Y). The extent to which The variable of good service. influences (X3) on the Student Guardian Contentment factor (Y) is 0.278.

The Sig value is known to exist. Concerning the outcome of the Facility variable (X4) on the Student Guardian Satisfaction variable (Y) is $0.041 < 0.05$ and the t value is $2.118 > t_{table} 2.0301$, so it can be concluded that H_{a4} is acknowledged, meaning that A relationship exists between the Facility variable (X4) partially on the Student Guardian Satisfaction variable (Y). The magnitude of the impact of the Facility changeable (X4) on the Student Guardian Contentment factor (Y) is 0.224. The impact of independent factors concurrently (collectively) influencing dependent variables is ascertained by simultaneous testing. At a significance threshold of 0.05%, F-calculated values are compared with F-tables to test hypotheses. The F-table value in this investigation was 2,63.

Table 2. F Test

ANOVA ^a					
Model	Sum of Squares	f	Mean Square	F	Sig.
Regression	130.439		32.610	24 .201	.000 ^b
Residual	47.161	5	1.347		
Total	177.600	9			
a. Dependent Variable: Y					
b. Predictors: (Constant), X3, X1, X2					

Simultaneous F test to determine whether all independent variables have a joint influence on the dependent variable. The F test was tested at a significant level of 5%. Based on Table 4.17 regarding according to the F Test findings, the Fcount is 24.201. while the Ftable value is 2.63. So it can be seen that the Fcount value is $24.201 > F_{table} 2.633$ with a significant level ($0.000 < 0.05$), indicating that H_a is aware of the fact that tuition fees, teaching staff, service quality and facilities together possess a noteworthy impact on student guardian contentment.



Table 3. Determinant Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 ^a	.734	.704	1.16080
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y				

The general influence is characterized by R, which is 0.857, meaning that the general relationship between the variables of tuition fees, educators, service quality and facilities is 85.7%, which shows a strong relationship. Then seen from the R-squared amount, which is 0.734, meaning 73.4%. Which means the effect of the independent variable on the dependent variable is 73.4%. The adjust R-squared amount is 0.704. This value indicates that the effect of tuition fees, educators, service quality and facilities is 70.4%. The remaining 29.6% is caused by other factors not included in the model.

The results of This research suggests that tuition fees possess no noteworthy effect on student guardian satisfaction. It is established that Sig's worth there is no impact of the Education Cost variable (X1) on the Student Guardian Satisfaction variable Table 2.0301 shows that (Y) is $0.845 > 0.05$ and the t value is $0.197 < t$. in order for it to be concluded that Ha1 is turned down, meaning that there is no influence between the Education Cost variable (X1) partially on the Student Guardian Satisfaction variable (Y). The study's findings suggest that Educators possess a substantial effect on student guardian contentment. It is recognized that the worth of Sig. Regarding the impact of the Educator variable on the Student Guardian Satisfaction variable T is $3.542 >$ and (Y) is $0.001 < 0.05$. Tabular data for 2.0301 therefore it may be said that Ha2 is acknowledged, meaning that A relationship exists Within the Educator variable partially Student Guardian Satisfaction variable (Y).

According to the study's findings, service quality significantly influences student guardian satisfaction. It is recognized that the worth of Sig. Regarding the impact of the Service Quality variable (X3) on the Student Guardian Satisfaction variable T is equal to $2.427 >$ and (Y) is $0.020 < 0.05$. Tabular data for 2.0301 therefore it may be said that Ha3 is acknowledged, meaning that a relationship exists between the Service Quality variable (X3) partially on the Student Guardian Contentment variable (Y). The study's findings suggest that facilities possess a substantial effect on student guardian contentment. The



value of Sig. for the impact of the Facility variable (X4) on the Student Guardian Contentment factor At $t = 2.118$, (Y) is $0.041 < 0.05$. Tabular data for 2.0301 therefore it may be said that Ha4 is acknowledged, hence that There's a influence between the Facility variable (X4) partially on the Student Guardian Satisfaction variable (Y). The results of the F test for the independent variables obtained the value of F count = 24.201 with a Pvalue = 0.000. By using a significant limit of $\alpha = 0.05$, an Ftable of 2.633 is obtained from Ftable (95%; 5-1: 40-4-1). It can be seen that Fcount (24.201) > (2.633) Ftable or Pvalue (0.000) < (0.05) α , meaning H0 is accepted and Ha is acknowledged.

This investigation seeks to ascertain the impact of tuition fees, educators, service excellence and facilities on student guardian contentment in the case study of students Yayasan Tasik (Taman Anak Sholeh Ibnu Katsir). The results of the research previously submitted explain that the results of the data instruments answered by respondents to measure the variables of tuition fees, educators, service quality and facilities are valid and reliable data, so that indicators and statement items can be used in future data testing. Researchers obtained research results after analyzing data sourced from questionnaires and Using several linear analysis of regression. Considering the research, the following findings were obtained: Education costs are funding issued to support investments that have been planned to achieve predetermined goals. The results of this study indicate that tuition fees have no insignificant effect on student guardian satisfaction. Educators are professionals who are tasked with planning and implementing the learning process, assessing learning outcomes, conducting mentoring and training, and conducting research and service to all circles of society. The results of this research shows that Educators possess a substantial effect on student guardian contentment. Service quality is a beginning of customer satisfaction and also the result of customer satisfaction, both client happiness and service excellence affect the intensity of visits more strongly so that improving service quality must be customer-oriented. Based on the study's findings, service quality significantly impacts student guardian satisfaction. In a service-oriented business, facilities play a crucial role. As such, the state of the facilities, their interior and exterior design completion, and their cleanliness must all be taken into account, particularly those that have a direct impact on customer experiences. The study's findings suggest that facilities possess a substantial effect on student guardian contentment.



CONCLUSION

Based on the results of the analysis and conclusions obtained, it is known that Tuition Fees have no insignificant impact on the student Trustee Contentment at the Yayasan Tasik (Taman Anak Sholeh Ibnu Katsir) Batam. Considering the analysis's conclusions and conclusions obtained, It is recognized that education costs, educators, Service Quality, and Facilitie has a positive and significant influence on Student Guardian Satisfaction at the Yayasan Tasik (Taman Anak Sholeh Ibnu Katsir) Batam. Efforts and other supporting factors are needed to always evaluate the assessment of student guardians. Criticism and suggestions given by student guardians must be accepted and discussed further by the Foundation. The limitations are the limitations of research time. To perfect the research, it is hoped that researchers will add variable indicators to consumptive behavior and increase respondents as recommended by the examining lecturer. However, this cannot be done due to the limited time of the researchers. So that this input will be used as a suggestion for further research.

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