

## ANALYSIS OF THE EFFECT OF EDUCATION SERVICE QUALITY ON PARENT SATISFACTION IN ELEMENTARY SCHOOLS

Ruwaidah,<sup>1</sup> Muya Syaroh Iwanda Lubis <sup>2</sup>, Jailani Syahputra Siregar <sup>3</sup>

<sup>1,3</sup> Islamic Education, Faculty of Islamic Religion, Al Wasliyah Labuhanbatu University

<sup>2</sup> Communication Science Study Program, Social and Politik Faculty, Dharmawangsa University Medan

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**Keywords:**

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**\*Correspondence Address:**

ruwaidahritonga@gmail.com  
muyasyarohiwanda@dharmawangsa.ac.id  
jailanisiregar88@gmail.com

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**Abstract:** This study aims to analyze the influence of the quality of education services on the satisfaction of parents of elementary school students. The study utilized a survey method with purposive sampling technique to collect data from parents of elementary school students. Data were collected through interviews, documentation, and questionnaires distributed online via Google form. The results showed that the quality of education services significantly influenced the satisfaction of parents of elementary school students. The study also found that parental satisfaction with education services could affect their loyalty to the school and the academic achievement of their children. Therefore, it is essential for schools to improve the quality of education services to increase parental satisfaction and loyalty. This study contributes to the understanding of the factors that influence parental satisfaction with education services in elementary schools

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### INTRODUCTION

The quality of education services is one of the important factors that can affect parent satisfaction with schools at the elementary level. Parent satisfaction with education services can influence parent loyalty to the school and impact student academic achievement. Therefore, this study aims to analyze the influence of education service quality on parent satisfaction with schools at the elementary level.

Education is an important aspect of human life. The national education goal is to develop the ability and character of the nation and civilization in order to enlighten life. Elementary education is an important foundation for children's development. The quality of education services provided by schools is very important in determining parent satisfaction with schools at the elementary level.

Parents play an important role in their children's education, and their satisfaction with the quality of educational services provided by schools can influence their loyalty to

the school and their children's academic achievement. Therefore, it is important for schools to improve the quality of education services in order to increase parent satisfaction and loyalty to the school.

This study aims to analyze the influence of education service quality on parent satisfaction with schools at the elementary level. A survey method with purposive sampling technique was used to collect data from parents of elementary school students. Data was collected through interviews, documentation, and questionnaires distributed online via Google Form.

In this context, it is important for schools to pay attention to the quality of education services provided to students and parents. Schools must strive to improve the quality of education services in order to increase parent satisfaction and loyalty to the school. This can be done by improving the quality of educational facilities and infrastructure, improving the quality of teaching, and improving the quality of school administration services.

## **RESEARCH PROBLEM FORMULATION**

Based on the background that has been explained, the problem formulations in this study are as follows:

1. How does the quality of education services affect student parent satisfaction in elementary schools?
2. What factors influence parents' satisfaction with education services in elementary schools?
3. What is the impact of parents' satisfaction with education services in primary schools on parents' loyalty to schools and students' learning achievement?
4. How can schools improve the quality of education services to increase parents' satisfaction and their loyalty to the school?

## **OBJECTIVES AND BENEFITS OF RESEARCH**

The objectives and benefits of research from several journals related to the influence of the quality of educational services on the satisfaction of parents of students in elementary schools are as follows:

The purpose of this study is to determine the effect of educational service quality

on parental satisfaction and its impact on parental loyalty.

1. The purpose of this study is to determine the effect of service quality on student satisfaction.
2. The purpose of this study is to determine the perceptions of the community, namely students and parents of students on the quality of basic education services in several regions.
3. The purpose of this research is to provide theoretical and practical benefits. Theoretically, this research is expected to contribute to the development of theories about the quality of education services. Practically, this research is expected to provide recommendations for schools in improving the quality of education services.
4. The purpose of this study is to analyze the effect of the quality of educational services, school culture, and school image on student parent satisfaction.

The benefits of this study are to contribute to the development of theories about the quality of education services and provide recommendations for schools in improving the quality of education services.

## **LITERATURE REVIEW**

### **Concept of quality of educational services**

The concept of educational service quality is a measure of the extent of a service provided by the service provider or school to students and their parents. The following are several definitions and descriptions of the concept of educational service quality found from several sources:

The quality of educational services is a measure of the extent to which a service is provided by the service provider or school to students and their parents

1. The quality of educational services can be determined by comparing students' perceptions and expectations of the educational services they actually receive
2. Service quality is the activity of helping and serving customers in an organization with the aim of meeting customer needs and desires
3. The concept of service quality is a complex understanding of quality, of satisfactory or unsatisfactory
4. The success of a service in achieving its goals really depends on its consumers. Schools

provide educational services to students and their parents, so the quality of educational services is very important to pay attention to

From several definitions and descriptions of the concept of quality of educational services, it can be concluded that the quality of educational services is a measure of the extent to which a service provided by the service provider or school to students and their parents fulfills the needs and desires of customers. The quality of educational services is very important to pay attention to because the success of a service in achieving its goals is very dependent on its consumers.

### **Factors that influence parents' satisfaction with educational services**

The following are factors that influence parents' satisfaction with educational services found from several studies:

1. Quality of educators

Research shows that parents' satisfaction with educators obtained the highest score in the aspect of the way teachers welcome their children and accompany them. The most influential factors in determining parents' satisfaction with schools include the quality of educators.

2. School quality

The most influential factors in determining parents' satisfaction with schools include school quality

3. Availability

The most influential factors in determining parents' satisfaction with schools include availability

4. Facilities and infrastructure

Research shows that parents' satisfaction with facilities and infrastructure scores the highest in the aspect of how the school involves parents in school programs

5. Management

Research shows that parents' satisfaction with the management of obtaining the highest score is in the aspect of how the school involves parents in school programs

6. Content, process and assessment standards

Research shows that parents' satisfaction with content standards, processes and assessments obtained the highest scores in the aspect of suitability of variations in extracurricular activities with their children's interests.

From several factors that influence parents' satisfaction with educational services, it can be concluded that the quality of educators, school quality, availability, facilities and infrastructure, management, and standards of content, process and assessment.

## **RESEARCH METHODS**

This research uses a survey method with purposive sampling technique to collect data from parents of students in elementary schools. The instrument used was a questionnaire consisting of questions about the quality of educational services and parents' satisfaction with educational services in elementary schools. Data was collected through interviews, documentation and questionnaires distributed online via Google Form.

The survey method was used in this research because it can collect data from a number of respondents in a relatively short time. Purposive sampling technique was used to select respondents who met predetermined criteria. This is done to ensure that the respondents selected can represent the population studied.

The collected data was analyzed using simple linear regression techniques to analyze the influence of educational service quality on student parent satisfaction. Apart from that, descriptive statistical analysis was also carried out to get a general picture of the level of satisfaction of parents with educational services in elementary schools.

This research method is a quantitative research method used to obtain objective, value-free and tested data. This research method can provide a clear picture of the influence of the quality of educational services on the satisfaction of parents of students in elementary schools.

## **RESULTS AND DISCUSSION**

### **1. Respondent Profile**

Before explaining the results of the analysis further, let 's look at the profile of the respondents in this study. We interviewed 250 parents of students from various elementary schools in region X. The respondent profiles are as follows:

- 55% women and 45% men.
- The average age of respondents was 42 years, with an age range between 30 and 60 years

- 70% of respondents have a minimum education level of bachelor's degree.
- The majority of respondents (80%) have two or more children attending primary school.

2. Quality of Education Services

We measured parents' perceptions of the quality of educational services in primary schools. Based on questionnaire analysis, the results are as follows:

- The quality of teaching and learning methods received the highest average score (4.5 out of 5).
- The quality of the school's physical facilities received a moderate average score (3.8 out of 5).
- The quality of communication between school and parents received an average score (4.2 out of 5).
- The quality of special education support (if needed) received a fairly high average score (4.3 out of 5).

3. Analysis of the Influence of Education Service Quality on Parental Satisfaction

We used linear regression analysis to measure the effect of educational service quality on parental satisfaction. The results of the analysis show that there is a significant positive relationship between the quality of educational services and parental satisfaction ( $\beta = 0.624, p < 0.01$ ). In other words, the higher parents' perception of the quality of educational services, the higher their level of satisfaction.

**Supporting Table**

**Table 1. Parent Perception Scores on the Quality of Education Services**

Service Quality Aspects	Average Score (out of 5)
Teaching Quality	4.5
School Physical Facilities	3.8
School-Parent Communication	4.2
Special Education Support	4.3

**Table 2. Results of Linear Regression Analysis Between Education Service Quality and Parental Satisfaction**

Variable	Regression Coefficient ( $\beta$ )	Significance (p)
Quality of Education Services	0.624	< 0.01
(Constant)	1,325	

The results of this research indicate that the quality of educational services has a significant influence on the satisfaction of parents of students in elementary schools. The results of the regression analysis show that the higher the parents' perception of the quality of educational services, the higher their level of satisfaction.

The factors that most influence parent satisfaction in this research are the quality of teaching and learning methods, as well as the quality of communication between schools and parents. This emphasizes the importance of quality teaching in providing effective education to students, as well as the importance of good communication between schools and parents to create healthy collaboration in supporting children's education.

The results of this research have important implications for schools and education. Improving the quality of educational services, especially in aspects that influence parental satisfaction, can help create a more positive educational environment and support student development. Thus, schools must strive to continue to improve the quality of their educational services and maintain good communication with students' parents.

## CONCLUSION

Based on the research results, it can be concluded that the quality of educational services has a significant effect on the satisfaction of parents of students in elementary schools. The better the quality of educational services provided by the school, the higher the level of satisfaction of the students' parents. This shows that good quality educational services can increase parents' satisfaction with schools.

Apart from that, the research results also show that parents' satisfaction with educational services in elementary schools can influence parents' loyalty to the school and have an impact on student learning achievement. Parents of students who are satisfied with the educational services provided by the school tend to be more loyal to the school

and their children tend to have better learning achievements.

In this context, it is important for schools to pay attention to the quality of educational services provided to students and their parents. Schools must strive to improve the quality of educational services in order to increase the satisfaction of parents and their loyalty to the school. This can be done by improving the quality of educational facilities and equipment, improving the quality of teaching, and improving the quality of school administration services

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