

The Effect of Service Quality, Price Perception and Trust on Parents Satisfaction at Kartika Mandala Kindergarten in Denpasar

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ABSTRACT

Kindergarten as an educational institution that develops early childhood skills, must pay attention to the satisfaction of parents who send their children to Kartika Mandala Kindergarten. Because parents' satisfaction with the results of education in kindergarten as a provider of educational services will later determine the number of new student admissions. The purpose of this study is to examine and attain the effect of service quality, price perception, and trust on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar. The population in this study was parents of students at Kartika Mandala Kindergarten in the last 5 years, from 2016 to 2020 a total of 277 students. The sampling technique used proportionate stratified random sampling so that 56 people were used as samples. The researchers used multiple linear analysis, classical assumption test, t-test, and F test. Later, it is found that service quality, price perception, and trust positively and significantly affect the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar. It is recommended to Kartika Mandala Kindergarten Denpasar to further improve the handling of complaints from parents of students, which can be used as input and suggestions to realize better services in the future.

Keywords: Price Perception, Satisfaction, Service Quality, Trust

JEL Classification: M00, L80, L84

INTRODUCTION

Everyone knows that the first education is learned from the family environment. Therefore, parental participation is one of the crucial factors in education in Early Childhood Education (PAUD). The classification of an academy can be seen throughout the connection between the institution and parents. Significantly, the learning will be continued in more detail when entering Kindergarten (TK). As Ariani (2021) says Kindergarten is a form of formal education service aimed at children aged 4 to 6 years. Kindergartens provide opportunities to develop children's personalities and need to provide various activities that can develop various aspects of development which include cognitive, language, social, emotional, physical, and motor aspects. The service quality of kindergarten education institutions is the most important factor in determining the sustainability of the institution. Therefore, kindergarten institutions need to pay attention to the quality of their institution's education, so that they can produce superior and quality children, which ultimately affects customer satisfaction. Kindergarten as an institution that provides products or services in the form of educational services, must be better at meeting the needs of their customers to increase customer satisfaction. The quality of educational programs also depends on educators who have the ability and desire to excel. The importance of kindergarten education must be a concern and role as well as for the government, educational institutions, parents, and the community. The results of research by Kesuma and Amri (2015); Artiningtyas, Minarsih, and Hasiholan (2015); and Noeraini and Sugiyono (2016) said that service quality affects positively on customer satisfaction. However, different research results are shown by Stantia (2018) and Maemunah (2020) who state service quality has a negative and significant effect on consumer satisfaction. Meanwhile, according to Kristanto (2017), service quality does not affect customer satisfaction.

However, another thing that supports quality is price perception. It is a perception of how customers differentiate whether that price is high, low, or reasonable, and it affects customers' purchase intention and purchase satisfaction (Poespa, Cahyono, Martah, 2018). Therefore, choosing the right pricing strategy is important to attract consumers. Ferdi (2013) also states that education financing is an essential and inseparable component in the implementation of the teaching and learning process. Without adequate support for education costs, the educational process will not run well. Education costs are also costs incurred by education service customers to enjoy educational services offered by educational institutions following the quality of educational services provided to customers of education. The results of Chulaifi's (2018) and Wiedyani and Prabowo's (2019) research stated that price perception positively affects customer satisfaction. Different results study is from Wariki, Mananeke, and Tawas (2015) state price perception are negatively and significantly affect customer satisfaction. Moreover, Chulaifi's research (2018) states that price perception does not affect customer satisfaction.

One aspect that is as important as quality and price perception to keep consumers satisfied is trust. Trust is the initial capital for educational institutions that need to be fostered and developed in the soul of the community. Trust will emerge in the community when they show that the institution provides superior academic performance. Achievement and excellence are the main products for every educational institution. Therefore, to prove that the educational institution has advantages in the academic field, the institution introduces the public through educational exhibitions. In this way, the people who attend the exhibition felt interested and put their trust in the school. The trust that is built between the school and the community is the parents, who have a very important influence on the construction of the role of parents in schools. Research by Anita (2019); Lestari and Hidayat (2019); and Wicaksono (2020) stated that trust has a positive and significant effect on customer satisfaction. Mawey, Tumbel, and Ogi (2018)

and Aini (2020) state that trust has no significant effect on customer satisfaction. Satisfaction is one of the most important factors in building trust in a product or service provided by the manufacturer. Satisfaction is a benchmark for an institution, especially an educational institution, whether it can be considered successful or not. Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations (Paruntu, Mananeke, & Raintung, 2021). While parents of students are customers of an educational institution, kindergarten institutions are no exception. When the parents of students are satisfied with the educational services of the institution, the trust of the parents' students is getting better. It is in line with Suvanmanee et al.'s (2020) statement that Once the customers have put trust, it will be a guarantee for them to have customers who will continue to do business with them.

Kindergarten as an educational institution that aims to develop early childhood skills, of course, also requires good service. If it's not optimal, it will impact the satisfaction of parents who send their children to Kartika Mandala Kindergarten. This matter needs attention, considering that parental satisfaction is very important for the sustainability of a kindergarten institution as a provider of educational services which will determine the number of new student admissions. According to available data on Kartika Mandala Kindergarten, the number of students' acceptance has fluctuated, which means that public interest in this school also fluctuated. Therefore, the target number of admissions from every new school year is hard to realize. The rise and fall of the number of students is a concern because it will affect school operational costs. In 2020 there was a very drastic decrease in the number of students, which is assumed because there are still many parents who are hesitant to send their children to school during this Covid-19 pandemic. Although there is no comprehensive national data yet, it is assumed that the pandemic is the cause of the decline in the number of kindergarten students and the occurrence of fluctuating student admissions. It is possible, due to intense competition regarding the quality of educational services in educational institutions and a large number of educational institutions in about the location of the Kartika Mandala Kindergarten.

According to the background of the study before, here's the problem's formulation:

1. Does the quality of service affect the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar?
2. Does price perception affect the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar?
3. Does trust affect the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar?

LITERATURE REVIEW

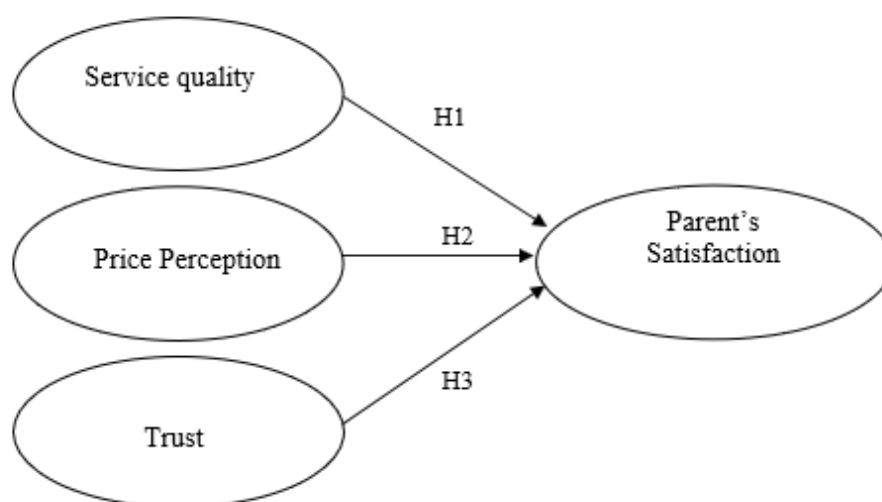
According to Ramya, Kowsalya, and Dharanipriya (2019), service quality means the ability of service providers to satisfy customers in an efficient manner through which performance can be improved. Service quality is formed by comparisons between customer perceptions and the service received and expected. If the service received from the customer exceeds the expected value, it can be said that the service is of high quality. Therefore, price is an important factor to support service quality. Erinawati and Syafarudin (2021) state that price is the amount of money charged for a product or the sum of the value that consumers exchange for the benefits of having or using the product or service. According to Rahayu (2021), price perception is a consumer's assessment and the associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable, or justifiable. Hence, service and price is not the only thing that matters since trust is also a crucial factor. Trust is related to emotional bonding, namely the ability of a person to entrust a company or a brand to perform or carry out a function (Alfario, 2021). Trust is a psychological area

that is concerned with accepting what is based on expectations for good behavior from others and trust is built between parties who do not know each other in the interaction and transaction process (Del Rosa & Abdilla, 2021). After all, it is relevant with Aburayya (2020) that satisfaction is a consumer's good feeling, resulting from his view of the performance of a product or service that is right in accordance with his expectations. In general, satisfaction is a person's feelings of pleasure or disappointment that arise because of a comparison of the perceived performance of the product or its results against their expectations.

RESEARCH METHOD

In this research, the conceptual framework is formulated in variables which indicates the impact between independent variables and dependent variables are shown below:

Figure 1. Conceptual Framework



Hypothesis

H1: Service quality affects parental satisfaction of students in Kartika Mandala Kindergarten Denpasar positively.

H2: Price perception positively and significantly affects the satisfaction of parents in Kartika Mandala Kindergarten Denpasar.

H3: Trust positively and significantly affects the satisfaction of parents in Kartika Mandala Kindergarten Denpasar.

The researchers evaluate this study on Kartika Mandala Kindergarten Denpasar which is located at Jl. Ken Arok No. 14 Denpasar, Bali. Kartika Mandala Kindergarten has long been known to the public for its satisfactory performance and quality of service. This research was conducted because there were problems that questioned whether the quality of service and performance carried out by Kartika Mandala Kindergarten had a good influence, especially on the level of satisfaction obtained.

Variable Identification

From the issues that have been articulated above, the variables contain:

1. As Sugiyono (2016, pp. 46), states the independent variable is the one that causes the emergence or change of the dependent variable. The independent variable in this research is service quality (X1), price perception (X2), and trust (X3).
2. The dependent variable is the one that influenced or which is the result (Sugiyono, 2016, pp. 46). The dependent variable in this research is the satisfaction variable (Y).

Population

In accordance with Sugiyono's (2019) statement, The population is a generalization area consisting of objects/subjects that have the qualities and characteristics set by the researcher to be studied and then drawn conclusions. The population in the study were parents of students at Kartika Mandala Kindergarten in the last 5 years, from 2016 to 2020 a total of 277 students.

Sample

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2016). The sampling method used by the researcher is Proportionate Stratified Random Sampling. So, the respondents who were taken as samples in this study were the parents of Kartika Mandala Kindergarten students. The number of samples is determined by the number of students from the last 5 years, namely in 2016 to 2020. If the subject is less than 100 people, all of them should be taken, if the subject is large or more than 100 people can be taken 10-15% or 20-25% or more (Arikunto, 2010, pp. 112). Based on the calculation results, the sample size was obtained by 56 respondents.

Data Collection Method

The researchers used data collection methods, such as observation, interviews, and questionnaires in this research.

Data analysis technique

Additionally, these are some instruments that the researchers used to make sure the questionnaires are relevant to the expected answer:

1. Descriptive statistical analysis
2. Research instrument
3. Multiple linear regression analysis
4. Classic assumption test
5. Model feasibility test
6. Coefficient of determination
7. F-test
8. T-test

RESULTS

Multiple Linear Regression Analysis Results

After all the data obtained from the questionnaire passed the instrument test and the classical assumption test, the next step was: testing with multiple linear regression analysis. The results of multiple linear regression analysis to determine the effect of service quality, price perception, and trust on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar simultaneously can be seen in Table 1 below:

Table 1. Multiple Linear Regression Analysis Summary

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	-0.116	0.712		-0.163	0.871
Quality of service (X1)	0.179	0.067	0.306	2,676	0.010
Price perception (X2)	0.387	0.100	0.472	3,869	0.000
Trust (X3)	0.210	0.069	0.224	3.059	0.004
R					0.922

R Square	0.850
Adjusted R Square	0.841
F Statistics	97,854
Significance	0.000

According to Table 1, the structural equations are:

$$Y = -0.116 + 0.179X_1 + 0.387X_2 + 0.210X_3$$

As per the equation shown above, the researchers interpreted it as follows:

- 1) The constant value is -0.116, this means that if the value of service quality (X1), price perception (X2), and trust (X3) are both zero (0) or do not increase, then satisfaction (Y) will remain at -0.116.
- 2) b . value1= 0.179, it means that if the quality service increases, satisfaction will also increase, assuming price perception and trust remain.
- 3) b . value2 = 0.387, meaning if the perception of the price of the parents of students increases, the satisfaction will also increase, assuming service quality and trust remain.
- 4) b . value3 = 0.210, meaning if trust is increased by the institution then satisfaction will decrease, assuming service quality and price perception are fixed.

F test

Based on the results of the F test in Table 1, the calculated F value is 97.854 with a significance of 0.000. Because the Significance is smaller than 0.05, it can be concluded that service quality, price perception, and trust simultaneously have a positive and significant effect on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar, so the regression model is feasible to use. Based on the results of the analysis of determination in Table 1, the magnitude of the influence of service quality, price perception, and trust on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar is 85.0% while the remaining 15.0% is influenced by other factors not examined. Thus, service quality, price perception, and trust can affect the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar.

T-test

The results of the t-test test for the effect of service quality, price perception, and trust on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar are shown in Table 1 above, with the following explanation. The regression coefficient value of the service quality variable shows a positive direction of 0.179 and the t-value of 2.676 with a significance value of 0.010 which is smaller than (real level) = 0.05 which means that service quality has a positive and significant effect on satisfaction. It also shows that the hypothesis which states that service quality has a positive and significant effect on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar is acceptable. The regression coefficient value of the price perception variable shows a positive direction of 0.387 and the t-value of 3.869 with a significance value of 0.000 which is smaller than (real level) = 0.05 which means that price perception has a positive and significant effect on satisfaction. It also shows that the hypothesis that expresses perception price positive and significant effect on parental satisfaction of participants students at Kartika Mandala Kindergarten Denpasar can be accepted. The regression coefficient value of the trust variable shows a positive direction of 0.210 with a significance value of 0.004 which is smaller than (significant level) = 0.05 which means that trust has a positive and significant effect on satisfaction. It also shows that the hypothesis which states that trust has a positive and significant effect on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar can be accepted.

DISCUSSION

The Effect of Service Quality on Satisfaction

The test results showed that the effect of service quality on satisfaction is obtained by the regression coefficient value showing a positive direction of 0.179 and the t-count value of 2.676 with a significance value of 0.010 which is smaller than (real level) = 0.05 which means that service quality has a positive effect and significant to satisfaction. It also shows that the hypothesis which states that service quality has a positive and significant effect on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar is acceptable. Service quality as stated above is the ability of service providers to satisfy customers in an efficient manner which will improve performance. Service quality is formed by a comparison between the customer's perception of the service received and the service expected. If the service received from the customer exceeds the expected value, it can be said that the service is of high quality. On the other hand, if the service received is less than expected then the service is considered not of high quality. So that the better the quality of service provided by Kartika Mandala Kindergarten Denpasar, the higher the satisfaction of parents of students. The results of this study are in line with the results of research conducted by Kesuma (2015), Artiningtyas (2015), and Noeraini (2016) which state that service quality has a positive and significant effect on satisfaction.

The Effect of Price Perception on Satisfaction

The test results show that the effect of price perception on satisfaction is that the regression coefficient value shows a positive direction of 0.387 with a T-count value of 3.869 with a significance value of 0.000 which is smaller than (significant level). = 0.05 which means that price perception has a positive and significant effect on satisfaction. It also shows that the hypothesis which states that price perception has a positive and significant effect on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar can be accepted. Price perception is the consumer's judgment and the associated emotional form regarding whether the price offered by the seller and the price compared to other parties is reasonable, acceptable, or justifiable. Therefore, the price as much as possible in accordance with what is the consumer's perception of the product or service offered. The outcome of this research is relevant to Chulaifi's (2018) research, he states that price perception positively impacts consumer satisfaction. The results of research by Wiedyani and Prabowo (2019), stated that price perception has a positive and significant effect on customer satisfaction.

The test results show that the effect of trust on satisfaction is obtained by the regression coefficient value showing a positive direction of 0.210 with a significance value of 0.004 which is smaller than α (significant level) = 0.05 which means that trust has a positive and significant effect on satisfaction. It also shows that the hypothesis which states that trust has a positive and significant effect on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar can be accepted. Trust is the initial capital for educational institutions that need to be fostered and developed in the soul of the community. To prove that the educational institution has advantages and disadvantages in the academic field, the institution introduces it to the public, among others, by holding educational exhibitions. The results of this study are in line with the results of research conducted by Anita (2019), Lestari and Hidayat (2019), and Wicaksono (2020) showing that trust also positively affects customer satisfaction.

CONCLUSION

Ultimately, in conclusion, service quality positively and significantly affects the parents' satisfaction at Kartika Mandala Kindergarten Denpasar. This indicates the service

received from the customer exceeds the expected value. Moreover, price perception also has a positive and significant effect on the satisfaction of parents of students at Kartika Mandala Kindergarten Denpasar. As in this study, price perception is interpreted as the education costs incurred by the parents of students while their children attend this Kindergarten. So that it is better and in accordance with the comparison of prices and quality of services provided by Kartika Mandala Kindergarten Denpasar, the higher the level of parental satisfaction of students. Even though some parents say that the price is not quite affordable, a majority of parents are satisfied. On top of that, the study also shows that trust has a positive and significant effect on parental satisfaction of students at Kartika Mandala Kindergarten Denpasar. Therefore, the parents' trust in Kartika Mandala emerges in the community and shows that the institution provides superior academic performance. As everyone knows that the more satisfaction felt by Kartika Mandala's parents, the public trust will be excessively stronger. Consequently, the higher the parental trust of students in Kartika Mandala Kindergarten Denpasar, the greater the satisfaction of parents.

Research Limitations

The limitations experienced by researchers can be a factor that can be paid more attention to future researchers to further refine their research results in the future such as the variables used are also limited to service quality, price perception, and trust in satisfaction which are still many other variables that can affect satisfaction.

Suggestion

Based on the description of the conclusions above, the suggestions that can be considered by TK Kartika Mandala Denpasar regarding the influence of service quality, price perception, and trust on satisfaction are as follows: In terms of service quality, the lowest respondent's answers indicate that TK Kartika Mandala Denpasar is still not able to serve and resolve complaints from parents of students. So it is suggested to Kartika Mandala Kindergarten Denpasar to prioritize handling complaints from parents of students, which can be used as input and suggestions to realize better services in the future. In terms of price perception, the lowest respondent's answer indicates that the price or cost set by TK Kartika Mandala Denpasar is still not affordable or not comparable to the quality obtained by students. Therefore, it is suggested to Kartika Mandala Kindergarten Denpasar to study and compare the fees set with other schools to provide more competitive fees. In terms of the trust, the lowest respondents' answers indicate that some parents of students state that there are still teachers or components of Kartika Mandala Denpasar Kindergarten who do not yet have sufficient competence to improve the quality of their students. Then it is recommended to Kartika Mandala Denpasar Kindergarten for improving the competence of educators by providing education and training to prepare children for basic education.

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DECLARATION OF CONFLICTING INTERESTS

The authors have no conflicts of interest to declare.

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