

Analysis of the Influence of Quality of Education Services and Facilities and Infrastructure on the Trust of the Community of Boarding Boards Az - Ziyadah with Satisfaction as a Mediation Variable

¹Nurlaila ; ²Guswandi ; ³Iwan Kurniawan Subagja

Krisnadwipayana University

Abstract

This study aims to: 1) test and analyze the effect of Quality of Education Services and Infrastructure Facilities on Satisfaction, 2) test and analyze the effect of Quality of Educational Services Community Trust, 3) test and analyze the effect of Satisfaction on Public Trust, 4) test and analyze the effect of Quality Education Services on Public Trust through Satisfaction, 5) test and analyze the influence of Infrastructure on Public Trust through Satisfaction at the Az Ziyadah Islamic Boarding School, East Jakarta. The research was conducted at the Az Ziyadah Islamic Boarding School in East Jakarta with a research sample of 175 respondents. Sampling technique used is the Simple Random Sampling. The data analysis method used is path analysis. The results of the study show that: 1) There is an influence of Quality Educational Services and Infrastructure Facilities on Satisfaction. 2) There is an influence of the Quality of Educational Services and Infrastructure Facilities on Public Trust. 3) There is an influence of Satisfaction on Public Trust. 4) There is an influence of the Quality of Educational Services on Public Trust through Satisfaction. 5) There is an influence of Infrastructure to Public Trust through Satisfaction at the Az Ziyadah Islamic Boarding School, East Jakarta.

Keywords: Service Quality ; Infrastructure ; Satisfaction ; Trust

I. Introduction

In the development of education, it is undeniable that the existence of Islamic boarding schools contributes quite well in the educational process. The need for religious knowledge is necessary in the essential survival. The existence of Islamic boarding schools is expected to be able to provide a source of positive energy for the lives of Muslims. Islamic boarding school is an educational institution that has long developed in the community. With the existence of learning in Islamic boarding schools, it can provide a special attraction for Muslims, especially the community around the Az Ziyadah Islamic Boarding School. Trust according to Robbins and Judge (2008: 97) "Trust is a positive expectation or expectation if other people or society believe in something not through words, actions and policies and play an opportunistic role".

Az Ziyadah in its operations serves the community through the Salafiyah education system which was established in 1933 using the sorogan, flockan, and halaqoh systems, as well as studies

with Malay-Arabic yellow books as a scientific curriculum. According to Kotler and Keller (2016: 156) "Service quality is the character of the product produced in an institution that is able to provide satisfaction of stated or implied needs". Educational institutions as a legal entity in providing educational services are required to provide maximum service. For this reason, the needs of the community as the subject of educational services must be able to be understood by education providers so that the output of education is in accordance with the demands of the community.

With the changing times that are always evolving, the process of teaching and learning activities at the Az Ziyadah Islamic boarding school tries to balance with the changes that occur, both in the learning process, teaching that is not boring and also balances with the existence of supporting and adequate facilities and infrastructure. According to (Bafadal, 2014:2-3) "There are several kinds of learning facilities, namely in terms of (1) whether they are used or not (2) moving or not when used (3) their relationship to the teaching and learning process. While educational or learning infrastructure can be classified into two types, namely: First, educational infrastructure that is directly used for the teaching and learning process such as theory room, library room, skills practice room, and laboratory room. The two educational infrastructures whose existence is not used for the teaching and learning process, but can directly support the teaching and learning process, such as office spaces, canteens, mosques, land, roads to schools, UKS, head offices of institutions, and vehicle parking spaces.

Satisfaction felt by the community is normal, because the sense of satisfaction felt by a person will be expressed through feelings of pleasure and disappointment. According to Kotler quoted by Tjiptono (2012:312) "Consumer or community satisfaction is the level of one's feelings after comparing the performance (or results) that he perceives compared to his expectations".

In this case the author is interested in discussing the quality of services, facilities and infrastructure on trust, because so far the findings have been discussed regarding the quality of

services or infrastructure on satisfaction. As an endogenous variable, this belief variable is something interesting to observe.

According to Sumarwan (2011:165) "Consumer (community) trust is consumer (community) knowledge about an object, its attributes, and its benefits. Based on this concept, the knowledge of consumers (society) is closely related to the discussion of attitudes.

The success of learning in schools is supported by the effective and efficient utilization of all existing educational facilities and infrastructure. As stated in the Law on the National Education System Number 20 of 2003 Article 45 concerning Educational Facilities and Infrastructure states that: "Each formal and non-formal education unit provides facilities and infrastructure that meet educational needs in accordance with the growth and development of physical, intelligence, intellectual potential, , emotional, and psychological learners".

According to Bafadal, (2004:2) "Educational facilities are all equipment, materials, and furniture that are directly used in the education process in schools, while educational infrastructure is all basic equipment that indirectly supports the implementation of the education process in schools".

According to Kotler quoted again by Fandy Tjiptono (2012:312) "Consumer (society) satisfaction is the level of a person's feelings after comparing the performance (or results) he perceives compared to his expectations"

II. Research Method

The research was conducted using quantitative methods, the research design used a correlation between causal differences and the Explanatory Analysis approach, meaning that each variable presented in the hypothesis would be observed by examining the casual relationship between exogenous variables and endogenous variables. The relationship between variables can be described in the form of a path analysis diagram. The population in this study is all guardians of students at the

Az Ziyadah Islamic Boarding School, East Jakarta, which in this case represents the community, which is 311. While the number of samples of the authors using the slovin formula is 175 respondents. The sampling technique used is the Simple Random Sampling technique. The stages of data processing in this research are classical assumption test with regression such as linearity test, normality test, multicollinearity test, autocorrelation test and heteroscedasticity test, using SPSS Version 25.

III. Discussion

This study aims to determine the effect of the quality of educational services and facilities and infrastructure on public trust in the Az Ziyadah Islamic boarding school in East Jakarta with satisfaction as a mediating variable. The interpretation of the effect can be seen as follows:

The Influence of Service Quality and Infrastructure on Satisfaction

Based on the description analysis of the service quality variable, it shows that the indicators of reliability and assurance as well as certainty contribute to the formation of the service quality variable, namely the teachers in the Az Ziyadah Islamic Boarding School environment have teaching reliability that is tailored to the subject and teacher background, so they are very supportive in providing assurance as well as certainty.

Based on the description analysis of infrastructure variables, it shows that the indicators of the functioning of classroom and laboratory facilities have the greatest impact on the formation of infrastructure variables, namely students and teachers in the Az Ziyadah Islamic Boarding School environment in the process of teaching and learning activities (KBM). Based on the analysis of the description of the satisfaction variable, it shows that the indicators of the customer satisfaction survey

contribute to the formation of the satisfaction variable, namely the students and the community in the Az Ziyadah Islamic Boarding School environment receiving suggestions and constructive criticism.

Based on the results of the path analysis above, it shows that the quality of services and infrastructure contributes to satisfaction at the Az Ziyadah Islamic Boarding School. The results of this study are in line with the results of research conducted by Fajariah (2019), Elrado, Kumadji, and Yulianto (2014), Osman and Sentosa (2013), where the results showed that the quality of services and infrastructure had an impact on satisfaction.

The Influence of Service Quality and Infrastructure on Public Trust

Based on the description analysis of the community trust variable, it shows that the indicator of virtue has the greatest impact on the formation of the community trust variable, namely the students and the community in the Az Ziyadah Islamic Boarding School environment in trusting each other in the process of teaching and learning activities. Based on the description analysis of the service quality variable, it shows that the indicators of reliability and assurance as well as certainty contribute to the formation of the service quality variable, namely the teachers in the Az Ziyadah Islamic Boarding School environment have teaching reliability that is tailored to the subject and teacher background, so they are very supportive in providing assurance as well as certainty.

Based on the description analysis of infrastructure variables, it shows that the indicators of the functioning of classroom and laboratory facilities have the greatest impact on the formation of infrastructure variables, namely students and teachers in the Az Ziyadah Islamic Boarding School environment in the process of teaching and learning activities (KBM).

Based on the results of the path analysis above, it shows that the quality of services and infrastructure contributes to public trust in the Az Ziyadah Islamic Boarding School. The results of this study are in line with the results of research conducted by Fajariah (2019), Pramana & Rastini (2016), Elrado, Kumadji, Sinaga & Mely (2016), Zehir, Azize, Hakan, & Mehtap (2011),

Esmailpour, Sayadi, and Mirzaei (2017), Ahranjani (2015), Nugraha (2021), Bakar Saad (2016), where the research results show that the quality of services and infrastructure has an impact on public trust.

The Effect of Satisfaction on Public Trust

Based on the description analysis of the satisfaction variable, it shows that the indicators of the customer satisfaction survey contribute to the formation of the satisfaction variable, namely the students and the community in the Az Ziyadah Islamic Boarding School environment receiving suggestions and constructive criticism.

Based on the description analysis of the community trust variable, it shows that the indicator of virtue has the greatest impact on the formation of the community trust variable, namely the students and the community in the Az Ziyadah Islamic Boarding School environment in trusting one another and each other in the process of teaching and learning activities.

Based on the results of the path analysis above, it shows that satisfaction contributes to public trust in the Az Ziyadah Islamic Boarding School. The results of this study are in line with the results of research conducted by Fajariah (2019), Elrado, Kumadji, and Yulianto (2014), Nugraha (2021), Bakar Saad (2016), where the results of the study show that satisfaction has an impact on public trust.

The Effect of Service Quality on Public Trust through Satisfaction

Based on the description analysis of the service quality variable, it shows that the indicators of reliability and assurance as well as certainty contribute to the formation of the service quality variable, namely the teachers in the Az Ziyadah Islamic Boarding School environment have teaching

reliability that is tailored to the subject and teacher background, so they are very supportive in providing assurance as well as certainty.

Based on the analysis of the description of the satisfaction variable, it shows that the indicators of the customer satisfaction survey contribute to the formation of the satisfaction variable, namely the students and the community in the Az Ziyadah Islamic Boarding School environment receiving suggestions and constructive criticism.

Based on the description analysis of the community trust variable, it shows that the indicator of virtue has the greatest impact on the formation of the community trust variable, namely the students and the community in the Az Ziyadah Islamic Boarding School environment in trusting one another and each other in the process of teaching and learning activities.

Based on the results of the path analysis above, it shows that service quality contributes to public trust through the satisfaction variable at the Az Ziyadah Islamic Boarding School. The results of this study are in line with the results of research conducted by Fajariah (2019), Elrado, Kumadji, and Yulianto (2014), Nugraha (2021), Bakar Saad (2016), where the results of this study shows that service quality has an impact on public trust through the satisfaction variable.

The Effect of Infrastructure on Public Trust through Satisfaction

Based on the description analysis of infrastructure variables, it shows that the indicators of the functioning of classroom and laboratory facilities have the greatest impact on the formation of infrastructure variables, namely students and teachers in the Az Ziyadah Islamic Boarding School environment in the process of teaching and learning activities (KBM). Based on the results of the path analysis above, it shows that infrastructure contributes to public trust through the satisfaction variable at the Az Ziyadah Islamic Boarding School. The results of this study are in line with the results of research conducted by Fajariah (2019), Elrado, Kumadji, and Yulianto (2014), Osman and

Sentosa (2013), Nugraha (2021), Bakar Saad (2016), where the results showed that the infrastructure has an impact on public trust through the satisfaction variable.

IV. Conclusion

Based on the results of research on the effect of the quality of educational services and facilities and infrastructure on public trust in the Az Ziyadah Islamic boarding school in East Jakarta with satisfaction as a mediating variable, the following conclusions can be drawn:

1. Based on the results of the research and discussion that have been carried out, it is found that there is a positive and significant relationship or relationship partially (alone) or simultaneously (together) between the quality of services and infrastructure on satisfaction. The relationship can be seen in the form of a positive and significant influence of the two (2) variables. The results of this study have also been able to prove the proposed hypothesis, namely the quality of services and infrastructure has a contribution and influence on acceptable satisfaction.
2. Based on the results of the research and discussion that have been carried out, it is found that there is a positive and significant relationship or relationship partially (alone) or simultaneously (together) between the quality of services and infrastructure on trust. The relationship can be seen in the form of a positive and significant influence of the two (2) variables. The results of this study have also been able to prove the proposed hypothesis, namely the quality of services and infrastructure has a contribution and influence on acceptable trust.
3. Furthermore, based on the data analysis and discussion that has been done, it is found that there is a positive and significant influence between the satisfaction variable and the trust variable. The results of this study have also been able to prove the proposed hypothesis, namely that satisfaction has a significant contribution and effect on acceptable trust.
4. Based on the results of research and discussions that have been carried out, it is found that there is a positive and significant relationship or relationship between the service quality variable and the

trust variable through the satisfaction variable. This effect can be seen from the number of multiplication results and the total path coefficient value of the service quality variable on the trust variable through the satisfaction variable. The results of this study at the same time have proven that the satisfaction variable functions as an intervening variable and has succeeded in mediating the effect of the service quality variable on trust.

5. Based on the results of research and discussions that have been carried out, it is found that there is a positive and significant relationship or relationship between the infrastructure variable and the trust variable through the satisfaction variable. This influence can be seen from the number of multiplication results and the total path coefficient value of the infrastructure variable on the trust variable through the satisfaction variable. The results of this study have also proven that the satisfaction variable functions as an intervening variable and has succeeded in mediating the effect of the infrastructure variable on trust.

DOI

V. References

- Abdullah, Thamrin., and Francis Tantri. 2012. *Manajemen Pemasaran*. Jakarta. PT Raja Grafindo Persada. h.38.
- Agung Edy Wibowo dan Adji Djojo, 2012, *Aplikasi Praktis SPSS dalam Penelitian*, Cetakan I, Penerbit Gava Media, Yogyakarta. h.34-105
- Algifari. 2000. *Analisis Teori Regresi : Teori Kasus dan Solusi*. Yogyakarta: BPFE.
- Armstrong, G. and Kotler, P. 2009. (*Marketing an Introduction Ninth Edition. New Jersey: Pearson Education International.*) h. 10
- Anwar Sanusi, 2011, *Metodelogi Penelitian Bisnis, Salemba Empat*, Jakarta. h.101
- Arikunto, Suharsimi. 2012. *Prosedur Penelitian Suatu Pendekatan Praktis*. Edisi Revisi VI. Jakarta. PT. Rineka Cipta. h. 104.
- Aunurrahman. 2010. *Belajar dan Pembelajaran*. Bandung: Alfabeta, hal: 47, 140.
- Bafadal, Ibrahim. 2004 *Manajemen Perlengkapan Sekolah Teori dan Aplikasi*. Jakarta. Bumi Aksara. h. 2.
- _____. 2008. *Pengelolaan Perpustakaan Sekolah*. Jakarta. Bumi Aksara. h.49.
- _____. 2014. *Pengelolaan Perpustakaan Sekolah*. Jakarta. Bumi Aksara. h.2-3
- Barnawi, Mohammad Arifin. 2012. *Buku Pintar Mengelola Sekolah (Swasta)*. Yogyakarta. Ar-Ruzz. h.47.
- Cemal, Zehir. Dkk, 2011. *The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands*. ELSEVIER. Sciverse Science Direct. 1218-1231

- Daryanto dan Ismanto Setyobudi. 2014. *Konsumen dan Pelayanan Prima*. Yogyakarta. Gava Media. h.135.
- Duwi Priyatno. 2013. *Analisis Korelasi, Regresi, dan Multivariate Dengan SPSS*. Yogyakarta : Gava Media.
- _____. 2013. *Analisis Korelasi, Regresi, dan Multivariate Dengan SPSS*. Yogyakarta : Gava Media.h.30.
- Elrado, M.H dkk, 2014. Pengaruh Kualitas Pelayanan Terhadap Keputusan, Kepercayaan dan Loyalitas (Survei Pada Pelanggan Yang Menginap di Jambuluwuk Batu Resort Kota Batu). FIA Brawijaya Malang. *Jurnal Administrasi Bisnis (JAB)*. Vol. 15 No.2. h.4
- Esmailpour, Majid, dkk. 2017. *Investigating The Impact Of Service Quality Dimensions On Reputation and Brand Trust. International Journal of Business and Economic Sciences Applied Research*. Vol.10, No.3,7-17
- Fajariah, Faizatul. 2019. Analisis Pengaruh Kualitas Layanan Terhadap Kepuasan dan Kepercayaan *Passanger* PT Garuda Indonesia (PERSERO). STIE AMM Mataram. *VALID Jurnal Ilmiah*. Vol. 16 No.2. h.137-151
- Fandy, Tjiptono. 2004. *Manajemen Jasa, Edisi Pertama*, Andi Offset. Yogyakarta. h. 88.
- _____. 2005. *Strategi Pemasaran*. Cetakan Keenam. Andi Offset. Yogyakarta. h. 140.
- _____. 2011, *Prinsip-prinsip Total Quality Service*. Yogyakarta. Andi Offset. h.81-82
- _____. 2011, *Prinsip-prinsip Total Quality Service*. Yogyakarta. Andi Offset. h.85
- _____. dan Gregorius Chandra. 2012. *Service, Quality Satisfaction*. Yogyakarta. Andi Offset. h.57.

_____. dan Gregorius Chandra. 2012. *Service, Quality Satisfaction*.
Yogyakarta. Andi Offset. h.312.

Fuad Mas'ud, 2004, "Survai Diagnosis Organisasional," Badan Penerbit
Universitas Diponegoro, Semarang.

Flavian dan Giunaliu. 2007. *Measure on web usability Website. Journal of
Computer Information Systems*. 48 (No.1) hal 17-23.

Ghozali, Imam. 2006. *Aplikasi Analisis Multivariate dengan Program SPSS (Edisi
Ke 4)*. Semarang : Badan Penerbit Universitas Diponegoro. h.210.

_____. 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*.
Semarang. UNDIP. h.100-125.

Griffin, Ricky W., and Moorhead, Gregory. 2014. *Organizational Behavior:
Managing People and Organizations*. Eleventh Edition. USA: South
Western. h.7-8.

Guswandi. 2017. *Metodelogi Penelitian Untuk Sains & Bisnis*. Yogyakarta.
Penebar Media Pustaka. h. 85.

Hamalik, oemar. 1994. *Media Pendidikan*. Bandung. Citra Aditya Bakti. h.15.

Hardiyansyah. 2011. *Kualitas Pelayanan Publik Konsep, Dimensi, Indikator dan
Implementasinya*. Yogyakarta. Gava Media. h. 40.

Jasfar Farida. 2009. *Manajemen Jasa Pendekatan Terpadu*. Bogor: Ghalia
Indonesia. h. 164.

Joko Susilo, M. 2008. *Kurikulum Tingkat Satuan Pendidikan*. Yogyakarta. Pustaka
Pelajar. h.65.

Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13. Erlangga.
Jakarta. h. 138

Kotler, Philip and Kevin Lane Keller. 2016. *Marketing Management, 15th Edition*
New Jersey: Pearson Pretice Hall, Inc. h. 156.

Lewis, J.D., Weigert, A., 1985. *Trust As A Social Reality*. Soc. Forces 63 (4), 967-985.

Lewicki, R.J., & Wiethoff, C. 2000. *Trust, Trust Development, and Trust Repair*. In M. Deutsch & P.T. Coleman (Eds.) *Handbook of research conflict resolution: Theory and practice*. San Francisco, CA: Jossey-Bass. (pp. 86- 107).

Lupiyoadi, Rambat dan A. Hamdani. 2006. *Manajemen Pemasaran*. Edisi Kedua. Jakarta: Salemba Empat. h. 182.

Mayer, R.C., Davis, J.H., and Schoorman, F.D. 1995. *An Integrative Model of Organizational Trust*. *The Academy of Management Review*. Vol. 20. No. 3 (709-734).

Minarti, Sri, 2011. *Manajemen Sekolah: Mengelola Lembaga Pendidikan Secara Mandiri*. Yogyakarta. AR-RUZZ Media. h.295.

Ningsih, Ekawati Rahayu. 2010. *Perilaku Konsumen : Pengembangan Konsep dan Praktek Dalam Pemasaran*. Kudus. Nora Media Enterprise. h.123.

Nugraha, Kristian. SW, 2021. *Internet Banking Service Quality : Building Satisfaction and Customer Trust*. *International Journal of Social Science and Business*. Vol.5 No.1 pp.52-59

Osman, Zehir. dkk 2013. *Influence Of Customer Satisfaction On Service Quality And Trust Relationship In Malaysian Rural Tourism*. University Of Creative Technology, Malaysia. Research Gate, Business and Management Quarterly Review. 4(2).

Ratnasari Tri Ririn, Mastuti H Aksa. 2011 . *Manajemen Pemasaran Jasa* Penerbit: Ghalia Indonesia. h. 117-118.

Republik Indonesia, Undang-Undang RI No. 20 Tahun 2003 Pasal 45 tentang *Sarana Prasarana Pendidikan* (Jakarta: CV. Eka Jaya, 2003).

- Riduwan. 2012. *Metode & Teknik Menyusun Proposal Penelitian*. Bandung: Alfabeta. h.348.
- Rugaiyah & Atiek Sismiati. 2011. *Profesi Kependidikan*, Ghalia Indonesia. h.66.
- Robbins dan Judge. 2008. *Perilaku Organisasi*. Edisi 12, Jakarta. Salemba Empat.
- Sarwono, Jonathan. 2007. *Analisis Jalur untuk Riset Bisnis dengan SPSS*. Yogyakarta: Penerbit Andi OFFSET
- Sumarni, Murti. 2002. *Manajemen Pemasaraan Bank*. Edisi Kelima. Yogyakarta. Liberty. h.28.
- Sumarwan, Ujang. 2011. *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Bogor. Ghalia Indonesia. h.165-166
- Sugiyono. 2010. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta. Bandung. h. 352
- _____. 2012. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta. Bandung. h. 348
- _____. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta. Bandung. h. 85
- _____. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta. Bandung. h. 116.
- _____. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta. Bandung. h. 130.
- Tjahyadi Rully Arlan. 2006. *Brand Trust dalam Konteks Loyalitas: Peran Karakteristik, Karakteristik Perusahaan, dan Karakteristik Hubungan Pelanggan*. Alfabeta. Bandung. hlm. 75.
- Wibowo. 2012. *Manajemen Kinerja*. Jakarta: PT. Raja Grafindo Persada. h. 61.

Yogi, I Gede, dkk, 2016. Pengaruh Kualitas Layanan Terhadap Kepercayaan Nasabah Bank Mandiri Cabang Veteran Denpasar Bali. Fakultas Ekonomi dan Bisnis, UNIV Udayana Bali. E-Jurnal Manajemen UNUD. Vol. 5. No. 1. H.711

DOI

Krisnadwipayana International Journal of Management Studies
(KIJMS)

Volume 2 Issue 2 (July – December) 2022

Printed ISSN : 2776-0413
Electronic ISSN : 2775-5029

DOI