

Effect of Service Quality on Decision to Choose a School with Fanaticism and Character Building as Moderating Variable (Case Study at Yadika Bangil Vocational High School)

Fahmi Abdullah

Sekolah Tinggi Ilmu Ekonomi Yadika Bangil, Indonesia

fahmi@stie-yadika.ac.id

Abstract

This study aims to analyze effect of service quality on decision to choose a school with fanaticism and character building as moderating variable in case study at Yadika Bangil Vocational High School. The population are 61 parents of class X students of Yadika Bangil Vocational High School. The sampling method use probability sampling and a sample of 53 respondents is obtain from the parents of class X students of Yadika Bangil Vocational High School. Methods of data analysis using regression analysis. The results of this study indicate that service quality has a positive and significant effect on decision to choose a school at Yadika Bangil Vocational High School. Fanaticism cannot moderate effect of service quality on decision to choose a school at Yadika Bangil Vocational High School. Character building cannot moderate effect of service quality on decision to choose a school at Yadika Bangil Vocational High School.

Keywords

service quality; decision to choose; school; fanaticism; character building



I. Introduction

Entering the era of globalization as it is today, competition for consumers is very tight for business actors. Improving facilities and infrastructure with high-tech facilities or with the development of human resources is an approach taken by business actors in gaining sympathy from the community.

Improving service quality is the main thing that every company pays attention to, especially companies engaged in services. Service companies must have good service quality and continue to improve that quality. Tjiptono (2016) defines service quality as a measure of how well the level of service provided is able to match customer expectations.

Service quality is a measure of the level of excellence possessed by the service company from the expectations desired by customers in meeting their needs and desires. Good service quality must be owned by business actors as well as educational services. The increasing number of educational institutions today, both private institutions and government-run institutions always brings up many innovations in improving the quality of services at their educational institutions. This can lead to intense competition between educational institutions, one of which is in getting students.

The decision of parents in choosing a school at this time is not only seen from the development of their children through academic fields such as mathematics, science, foreign languages, and other sciences, but also focuses on developing children's character with activities and programs that support children to be better.

The fanaticism or loyalty of parents to the place of education is also a factor in making the decision to choose a school for their children. Parents' fanaticism in choosing schools can be seen from hereditary in one family choosing the same school, choosing vocational-based schools which they believe can be a provision in living the future.

Yadika Bangil Vocational High School is one of the different educational institutions in Pasuruan Regency with a program that focuses on developing technology and building student character. It is hoped that the students at the school are not only smart in academics but also have good character. As we know in the modern era like today, with the development and advancement of technology accompanied by the magnitude of the negative impact it has, parents are anxious and afraid of their children's promiscuity. Yadika Bangil Vocational High School also prioritizes service quality to support student activities at school in accordance with existing education service indicators, which include reliability, assurance, tangible, empathy, and responsiveness.

Yadika Bangil Vocational High School, which was founded in 1988, still has not been able to get the full trust of the community to place their children in it for education. This is evident from the relatively small number of students and sometimes a decrease in the number of students registering. In the last 5 years, it seems that this condition has not been completely resolved, as evidenced by the fact that the number of students who are enrolled is still fluctuating.

The basis of this study uses a moderating variable, namely because research conducted by Ressa (2019) explains that the service quality variable does not affect the decision to choose. Based on this research, there are research gaps, therefore, fanaticism and character building moderating variables are needed to fill these gaps.

This study aims to analyze effect of service quality on decision to choose a school with fanaticism and character building as moderating variable in case study at Yadika Bangil Vocational High School.

II. Review of Literature

2.1 Service Quality

According to Tjiptono (2016), service quality is a measure of how well the level of service provided is able to meet customer expectations. Service quality starts from what consumers need and ends with customer satisfaction and positive perceptions of service quality. Quality is something that is decided by consumers in the sense that quality is based on the customer's or consumer's personal experience of a product or service which is measured based on the expectations of consumers (Wijaya, 2019). Service quality indicators according to (Tjiptono, 2016):

1. Reliability.
2. Responsiveness.
3. Guarantee.
4. Empathy.
5. Physical evidence.

Service quality basically provides a concrete perception of the quality of a service. The concept of service quality is a complete, permanent revolution in changing the human perspective in carrying out or pursuing their efforts related to dynamic, ongoing, continuous processes in meeting expectations, desires and needs.

A review of the concept of service quality is largely determined by how big the gap is between the customer's perception of the reality of the service received, compared to the customer's expectations of the service that must be received.

Expected and perceived service quality is determined by service quality. The service quality consists of responsiveness, assurance, physical evidence, empathy and reliability. In addition, the service expected is strongly influenced by various perceptions of word of mouth communication, personal needs, past experiences, and external communication, these perceptions affect the expected service and perceived service which forms the concept of service quality.

2.2 Fanaticism

According to Asy'ari (2017) fanaticism is a manifestation of a strong, great and excessively committed character, loyalty, affection, adoration, passion, enthusiasm, and involvement. Fanatic is enthusiasm at a more extreme and irrational level for something that exists or is dedicated to a theory, belief, or line of action that determines a very emotional attitude and its tactical mission knows no boundaries (Prakoso, 2012).

Narrow fanaticism is a condition in which a person or group who adheres to an understanding, be it politics, religion, culture or anything else, is excessive (blindly) so that it results in unfavorable results, and even tends to lead to serious feuds and conflicts.

2.3 Character Building

The definition of character is the innate heart, soul, personality, character, personality behavior, character traits, temperament, and character. Some mention character as a subjective assessment of moral and mental qualities, while others mention character as a subjective assessment of mental only, so that efforts to change or shape character are only related to stimulation of one's intellectual. According to Utami (2020), indicators of character formation include:

1. Religious.
2. Tolerance.
3. Discipline.
4. Creative.
5. National spirit.
6. Love the motherland.

Character as a subjective assessment of a person's personality related to personality attributes that can or cannot be accepted by society. That character will form motivation with dignified methods and processes. Good character includes caring and actions based on ethical values, and includes cognitive, emotional, and behavioral aspects of moral life.

Character is psychological, moral or character traits that characterize a person or group of people as well as the values of human behavior related to God Almighty, oneself, fellow humans, the environment, and nationality which are manifested in thoughts, attitudes, feelings, words, and actions based on religious norms, laws, manners, culture, and customs. Character can be interpreted the same as morality, so character is identical with morality. A nation with character is a nation with character, on the other hand, a nation without character is a nation that has no or no morals or does not have good norms and behavior.

Character education is a deliberate effort to realize virtue, namely objectively good human qualities, not only good for individuals, but also good for society as a whole. The process of character education is seen as a conscious and planned effort, not an effort that occurs by chance. On this basis, character education is a genuine effort to understand, form, and foster ethical values, both for oneself and for all citizens or citizens as a whole.

2.4 Decision to Choose

Decision to choose a school is a series of processes that start with consumers recognizing the problem, searching for information on certain products or services and evaluating products or services, which then leads to the decision to choose a school (Tjiptono, 2016). Factors that can influence the decision to choose a school according to (Keller, 2015):

1. Cultural factor.
2. Social factor.
3. Personal factor.
4. Psychological factor.

The indicators according to (Keller, 2015):

1. Problem introduction.
2. Information search.
3. Alternative evaluation.
4. Purchase decision.
5. Post purchase behavior.

Decision making by consumers to purchase a product begins with an awareness of the fulfillment of needs and desires. After the consumer is aware of his needs and desires, the consumer will then take follow-up actions to fulfill his needs and wants.

Purchasing decision making includes the process through which consumers recognize problems, find solutions, evaluate alternatives, and choose among their purchasing options. The stages of consumers in consuming a product or service:

1. The buying process begins when a problem or need is recognized. The need can be triggered by internal or external stimuli. In the first case, one of a person's general needs—hunger, thirst, sex—reaches a certain threshold and begins to become a drive. In the second case, the need is elicited by external stimuli.
2. Consumers who are aroused will be encouraged to seek more information. We can divide it into two levels. A milder information-seeking situation is called attention reinforcement. At a later level, the person may begin to actively seek information.

In the evaluation stage, consumers form preferences for brands in the choice set. Consumers can also form the intention to buy the preferred brand.

2.5 Previous Research

Research conducted by Ika Wulan Sari (2013) entitled the influence of service quality on the decision to choose a school (Junior high school graduates enrolled in SMA Muhamddiyah 2 Sidoarjo, 2012). The results show that service quality has a significant effect on the decision to choose a school.

Research conducted by Asy'ari (2017) entitled the influence of distribution, after-sales service, brand image, and brand fanaticism on purchasing decisions for Toyota brand cars in Banjarmasin. The results of this study indicate that brand fanaticism has a significant effect on purchasing decisions.

Research conducted by Utami (2020) entitled Analysis of student character formation at SDN Tangerang 15. The results of the analysis of this study are known that the most important factors in influencing the character of students, namely, family, teachers, the surrounding environment, and learning media.

III. Research Method

Population is a distinct group of individuals, whether that group comprises a nation or a group of people with a common characteristic. In statistics, a population is the pool of individuals from which a statistical sample is drawn for a study (Asyraini et al., 2022; Pandiangan et al., 2018). The population in this study are parents of class X students of Yadika Bangil Vocational High School. In this study, the population are 61 parents of class X students of Yadika Bangil Vocational High School. The sampling method use probability sampling. Probability sampling is defined as a sampling technique in which the researcher chooses samples from a larger population using a method based on the theory of probability (Octiva et al., 2018). A sample of 53 respondents is obtain from the parents of class X students of Yadika Bangil Vocational High School.

The type of data in this study uses quantitative data types with the help of a likert scale and the results of the respondents' answers will of course be processed using statistical calculation techniques.

Data sources consist of primary and secondary data. Sources use primary data obtained directly from respondents (Octiva, 2018; Pandiangan, 2015). Secondary data from this study were taken from several previous journals and reference books (Pandia et al., 2018; Pandiangan, 2018).

Data collection techniques through questionnaire, observation, and library research. Questionnaire is a technique that uses how to ask questions to respondents (Octiva et al., 2021; Pandiangan et al., 2018). Which in this case the parents of students as respondents. Observation is a complete process, a process that involves biological and psychological processes (Pandiangan et al., 2021). The most important processes are the processes of observation and memory. Library research is research conducted by studying literature or other references that become research references (Pandiangan et al., 2022).

Methods of data analysis using regression analysis. Regression analysis in statistics is one method to determine the causal relationship between one variable and another variable (Tobing et al., 2018; Pandiangan, 2022). While there are many types of regression analysis, at their core they all examine the influence of one or more independent variables on a dependent variable.

IV. Results and Discussion

4.1 Regression Analysis

Table 1. First Regression Analysis Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.446	.741		1.952
	X1	.619	.164	.467	3.776

a. Dependent Variable: Y

Source: Output Results from SPSS 20 (2021)

Table 2. First Moderation Equation Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.263	.110		38.719	.000
Zscore(X1)	.182	.074	.342	2.465	.017
Zscore(M1)	.147	.074	.276	1.997	.051
AbsX1_M1	-.037	.108	-.041	-.337	.738

a. Dependent Variable: Y

Source: Output Results from SPSS 20 (2021)

Table 3. Second Moderation Equation Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.315	.104		41.673	.000
Zscore(X1)	.117	.074	.219	1.577	.121
Zscore(M2)	.215	.071	.403	3.028	.004
AbsX1_M2	-.106	.108	-.121	-.982	.331

a. Dependent Variable: Y

Source: Output Results from SPSS 20 (2021)

Based on Table 1, the results of this study indicate that service quality (X₁) has a positive and significant effect on decision to choose a school (Y) at Yadika Bangil Vocational High School. It can be seen that the calculated t-count is 3.776 with a significance level of $0.00 < 0.05$. In other words,

Based on Table 2, fanaticism cannot moderate effect of service quality on decision to choose a school at Yadika Bangil Vocational High School. The t-count is -0.337 with a significance level of $0.738 < 0.05$.

Based on Table 3, character building cannot moderate effect of service quality on decision to choose a school at Yadika Bangil Vocational High School. The t-count is -0.982 with a significance level of $0.331 < 0.05$.

V. Conclusion

The results of this study indicate that service quality has a positive and significant effect on decision to choose a school at Yadika Bangil Vocational High School. Fanaticism cannot moderate effect of service quality on decision to choose a school at Yadika Bangil Vocational High School. Character building cannot moderate effect of service quality on decision to choose a school at Yadika Bangil Vocational High School.

References

- Asy'ari, A. (2017). Pengaruh Distribusi, Layanan Purna Jual, Citra Merek, dan Fanatisme Merek Terhadap Keputusan Pembelian Mobil Merek Toyota di Banjarmasin. *KINDAI*, 301-311.
- Asyraini, Siti, Fristy, Poppy, Otiva, Cut Susan, Nasution, M. Hafiz Akbar, & Nursidin, M. (2022). Peningkatan Kesadaran Protokol Kesehatan di Masa Pandemi Bagi Warga di Desa Selamat Kecamatan Biru-biru. *Jurnal Pengabdian Kontribusi (Japsi)*, 2(1), 33-36.

- Keller, P. K. (2015). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Octiva, Cut Susan. (2018). *Pengaruh Pengadukan pada Campuran Limbah Cair Pabrik Kelapa Sawit dan Tandan Kosong Kelapa Sawit terhadap Produksi Biogas*. Tesis. Medan: Fakultas Teknik, Program Studi Teknik Kimia, Universitas Sumatera Utara. <https://repositori.usu.ac.id/bitstream/handle/123456789/12180/157022002.pdf?sequence=1&isAllowed=y>.
- Octiva, C. S., Irvan, Sarah, M., Trisakti, B., & Daimon, H. (2018). Production of Biogas from Co-digestion of Empty Fruit Bunches (EFB) with Palm Oil Mill Effluent (POME): Effect of Mixing Ratio. *Rasayan J. Chem.*, 11(2), 791-797.
- Octiva, Cut Susan, Indriyani, & Santoso, Ari Beni. (2021). Effect of Stirring Co-digestion of Palm Oil and Fruith for Biogas Production to Increase Economy Benefit. *Budapest International Research and Critics Institute-Journal*, 4(4), 14152-14160. DOI: <https://doi.org/10.33258/birci.v4i4.3521>.
- Pandia, S., Tanata, S., Rachel, M., Octiva, C., & Sialagan, N. (2018). Effect of Fermentation Time of Mixture of Solid and Liquid Wastes from Tapioca Industry to Percentage Reduction of TSS (Total Suspended Solids). *IOP Conference Series: Materials Science and Engineering*, 309, 012086. DOI: 10.1088/1757-899X/309/1/012086.
- Pandiangan, Saut Maruli Tua. (2015). *Analisis Lama Mencari Kerja Bagi Tenaga Kerja Terdidik di Kota Medan*. Skripsi. Medan: Fakultas Ekonomi dan Bisnis, Program Studi Ekonomi Pembangunan, Universitas Sumatera Utara. https://www.academia.edu/52494724/Analisis_Lama_Mencari_Kerja_Bagi_Tenaga_Kerja_Terdidik_di_Kota_Medan.
- Pandiangan, Saut Maruli Tua. (2018). *Analisis Faktor-faktor yang Mempengaruhi Penawaran Tenaga Kerja Lanjut Usia di Kota Medan*. Tesis. Medan: Fakultas Ekonomi dan Bisnis, Program Studi Ilmu Ekonomi, Universitas Sumatera Utara. <http://repositori.usu.ac.id/bitstream/handle/123456789/10033/167018013.pdf?sequence=1&isAllowed=y>.
- Pandiangan, Saut Maruli Tua, Rujiman, Rahmanta, Tanjung, Indra I., Darus, Muhammad Dhio, & Ismawan, Agus. (2018). An Analysis on the Factors which Influence Offering the Elderly as Workers in Medan. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 23(10), 76-79. DOI: 10.9790/0837-2310087679. <http://www.iosrjournals.org/iosr-jhss/papers/Vol.%2023%20Issue10/Version-8/K2310087679.pdf>.
- Pandiangan, Saut Maruli Tua, Resmawa, Ira Ningrum, Simanjuntak, Owen De Pinto, Sitompul, Pretty Naomi, & Jefri, Riny. (2021). Effect of E-Satisfaction on Repurchase Intention in Shopee User Students. *Budapest International Research and Critics Institute-Journal*, 4(4), 7785-7791. DOI: <https://doi.org/10.33258/birci.v4i4.2697>.
- Pandiangan, Saut Maruli Tua, Oktafiani, Fida, Panjaitan, Santi Rohdearni, Shifa, Mutiara, & Jefri, Riny. (2022). Analysis of Public Ownership and Management Ownership on the Implementation of the Triple Bottom Line in the Plantation Sector Listed on the Indonesia Stock Exchange. *Budapest International Research and Critics Institute-Journal*, 5(1), 3489-3497. DOI: <https://doi.org/10.33258/birci.v5i1.4016>.
- Pandiangan, Saut Maruli Tua. (2022). Effect of Packaging Design on Repurchase Intention to the Politeknik IT&B Medan Using E-Commerce Applications. *Journal of Production, Operations Management and Economics (JPOME)*, 2(1), 15-21. <http://journal.hmjournals.com/index.php/JPOME/article/view/442>.
- Prakoso, S. (2012). *Fanatisme Sepakbola Ditinjau dari Pendidikan*. PhD Thesis, 1-10.

- Ressa, E. A. (2019). Pengaruh Service Escape, Fasilitas, dan Kualitas Layanan Terhadap Keputusan Konsumen Memilih Golden Lake Resort. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis, dan Akuntansi*, 5812-5820.
- Saputra, G. Y. (2018). *Hubungan antara Fanatisme dengan Keputusan Pembelian Merchandise pada Supporter Klub Manchester United*.
- Sari, Ika Wulan. (2013). *Pengaruh Kualitas Pelayanan Terhadap Keputusan Siswa Memilih Sekolah (Lulusan SMP yang mendaftar di SMA Muhammadiyah 2 Sidoarjo Tahun 2012)*. Manajemen.
- Tjiptono, F. (2016). *Service, Quality, dan Satisfaction*. Yogyakarta: Andi.
- Tobing, Murniati, Afifuddin, Sya'ad, Rahmanta, Huber, Sandra Rouli, Pandiangan, Saut Maruli Tua, & Muda, Iskandar. (2018). An Analysis on the Factors Which Influence the Earnings of Micro and Small Business: Case at Blacksmith Metal Industry. *Academic Journal of Economic Studies*, 5(1), 17-23. <https://www.ceeol.com/search/article-detail?id=754945>.
- Utami, I. K. (2020). Analisis Pembentukan Karakter Siswa di SDN Tangerang 15. *FONDATIA*, 158-179.
- Wijaya, T. (2019). *Manajemen Kualitas Jasa*. Jakarta: PT Indeks.