

The Effect of Total Quality Service with E-Bekal on Customer Satisfaction

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Abstract – This study aims to examine the public's perception of the services quality provided by the Nurul Jadid Islamic Boarding School through the application of E-Bekal as an Islamic boarding school innovation in the face of the Revolution 4.0 era. The quantitative correlational approach was applied in this investigation. The data was gathered through observation and the distribution of questionnaires. A total of 125 people were surveyed, including guardians and alums. Somers'D correlation analysis was used to do the data analysis. The findings show that total quality service has a joint influence on customer expectations and satisfaction with the quality of services provided by Nurul Jadid Islamic Boarding School through the application of the E-Bekal santri service, with a significance value of 0.05 and has a positive correlation with the coefficient value of 0.863 on the customer expectation variable, and 0.540 on the satisfaction variable. Consumer expectations and satisfaction are both influenced by total quality service.

Keywords – Total Quality Service, consumer, perception

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1. Introduction

As modernization has evolved, few Islamic boarding institutions have been able to prosper. Since its inception, Islamic boarding schools have been able to adapt to society [1]. This adds value to the pesantren itself because pesantren empowers the community to take an active role in managing changes made by pesantren to meet community expectations. The number of Islamic boarding schools has increased dramatically, making them increasingly intriguing to monitor. As a result, several research, books, and other publications have recently boosted pesantren's popularity. The community pays close attention to and appreciates all of the events that take place there [2].

Pesantren is an educational and social institution that has been influenced by modernization and social change due to the advancement of technology and people's thinking. Nurul Jadid, which began as a Modern Islamic Boarding School, later began to receive community requests for pesantren development, tailored to the dynamics of community needs and the times [3].

Nurul Jadid Islamic Boarding School strives to address the community's needs as partners and consumers of Islamic boarding schools by improving services and breaking new ground in order to balance societal expectations and present realities [4] [5]. The consumers mentioned in this *pesantren* are guardians of students, alumni, supporters, the larger community, and students who use the services provided by the Nurul Jadid Islamic Boarding School.

According to Nurul Jadid, service indicators are a significant homework assignment for institutions in meeting people's expectations. Improving the quality of services at the Nurul Jadid Islamic Boarding School is an important thing to do to optimize the services in it. Service quality here is understood as a

medium to compare the expected service (customer expectation) with the service obtained [6] [7][8].

The Nurul Jadid Islamic Boarding School offers easy access to services through many supporting applications that are easily accessed by the community, as an indicator of increasing pesantren services for consumers to optimize the services provided at Islamic Boarding Schools. The critical point in this research is the E-supply service Islamic boarding schools provide to the community to simplify and speed up services.

At Nurul Jadid, E-Bekal is an electronic-based transaction card that serves as a cashless payment method. The primary purpose of the Cashless Payment system is to make it easier for students to manage their funds. Other benefits of cashless payment include making it easier for Guardians of Santri to monitor student expenses at the Pondok, ensuring students' financial security, and facilitating rapid and straightforward transactions.

Marivic et al., say that service quality is the support system developers deliver to users by providing guarantees [9]. Shahrudin et al., added that service quality is the expected level of excellence, and control over the status of excellence is to fulfill the community's wishes as consumers in the pesantren structure [10]. The leading dimension of service quality that affects consumers, according to Pakurár et al., is the SERVQUAL model, which is divided into tangible, reliability, responsiveness, assurance, and empathy [11]. In addition, Abdil et al., there are at least three other dimensions that are no less important for service quality, namely access to service, financial aspects, and employee competitions [12].

Service is the initial stage in fulfilling human needs [13], because the level of conformity to the desired service with the suitability of the expected benefit (consumer expectations) is needed [14]. Whatever consumers get must be balanced with what is spent to get service [15]. The higher the value provided (service), the greater the consumer satisfaction because satisfied consumers will rarely complain to an institution [16]. Instead, they will provide feedback in the form of positive reviews and voluntarily become institutional partners who then market their products or services to others.

This research is based on preliminary research from Lintangari et al., says that service quality affects consumer satisfaction [17]. Kuswanto & Anderson state that service quality has more influence on consumers than product quality [18]. Rowena et al., say that service quality influences consumer satisfaction and loyalty [19]. Sameena state that service quality is very influential on consumer decisions [20]. Furthermore, consumer happiness and loyalty are influenced by product and

service quality, according to Dinh, et al., [21]. Consumer trust and interest in the organization are influenced by service quality, according to Fuchs [22].

According to the research, service quality is crucial in creating community happiness and loyalty, especially at the Nurul Jadid. Nurul Jadid strives to provide excellent service to the community through the E-Bekal program, user-friendly, simple, and quick, and allows individuals to perform transactions at any time and from any location. Therefore, the researcher focuses his study on; 1) Does total quality service affect consumer expectations? 2) Does total quality service affect consumer satisfaction? 3) How significant is the influence of total quality service consumer expectations? 4) How vital is comprehensive quality service in terms of consumer satisfaction?

2. Methods

This research takes a quantitative method that is correlative. The distribution of questionnaires was used as a data collection approach. The sample for this study was determined using a simple random sampling procedure with 125 respondents from the guardian of students Nurul Jadid Islamic boarding school. The Somers'd Analysis test was used to conduct the data analysis. The following table lists the instruments that were utilized in this study:

Table 1. Research instrument model SERVQUAL

Service Dimension	Indicator	No
Tangible	Physical appearance	1,2,3
	Equipment	4,5,
	Personnel	6,7
Reliability	Possibility of delivering the promised service	8,9
	Reliable	10,11,12
	Accurate	13,14
Responsiveness	Willingness to help consumers	15
	Responsive service	16,17
	Fast service	18
Assurance	Credibility	19
	Security	20,21
	Officer's Attitude	22,23
Empathy	Access	24
	Communication	25,26
	Understanding Consumers	27,28
	Regardless of social status	29

The SERVQUAL model, which Zeithaml, Parasuraman, and Berry developed in the 1980s and may be used as a service quality measuring tool while still using the key dimensions of service quality, is shown in the table above. The SERVQUAL model's core concept is that service quality is defined by the difference between expectations and perceptions (E-H). Each service group is given one of the five service aspects listed below: The ability of a corporation to consistently and precisely deliver on its commitments is referred to as reliability. Respond quickly to consumers' needs by being responsive and willing to help. Employees' ability to transmit trust and confidence and their assurance, knowledge, and civility. Consumers receive empathy, care, and personalized attention from the company. Physical facilities, equipment, employees, and communication materials all have a palpable appearance [23].

Consumers receive service quality scores if the service they receive matches or even exceeds their expectations (consumer expectations). The researcher used a four-point Likert scale with options for "strongly agree, agree, strongly disagree, and disagree." Respondents to the questions in this research instrument should be able to make specific choices using the scale.

The validity and reliability of the instrument have been established. The value of "Valid" is derived for all questions based on the validity test conducted on 125 respondents. As indicated in the table below, the significance value is 0.000 with a tolerance of 5% (0.005).

Table 2. Case Reliability Test Summary Case Processing Summary

		N	%
Cases	Valid	125	100.0
	Excluded ^a	0	.0
	Total	125	100.0

a. Listwise deletion based on all variables in the procedure

In the output table variable N = 125, it is stated that the amount of data from the questionnaire distributed is valid with a percentage of 100%.

Table 3. Statistical Reliability Test Reliability Statistics

Cronbach's Alpha	N of Items
.983	29

In the table above, the value of N of Items corresponds to a Cronbach's Alpha of $0.983 \geq 0.60$; the questionnaire item indicates that the reliability test on the three variables is more significant than 0.60. Thus the questionnaire from the three variables can be trusted to be used as research instruments and is reliable or consistent.

To see the normality of the data, the One-Sample Kolmogorov-Smirnov Test was carried out, as presented in the following table;

Table 4. Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test				
		TQS	Cust.Expec tation	Cust.Sati sfaction
N		125	125	125
Normal Parameters ^a	Mean	33.2720	32.9440	33.1680
	Std. Deviation	5.03756	5.23836	5.14270
	Absolute	.130	.137	.137
Most Extreme Differences	Positive	.106	.137	.127
	Negative	-.130	-.119	-.137
	Kolmogorov-Smirnov Z	1.453	1.531	1.530
Asymp. Sig. (2-tailed)		.029	.018	.019

a. Test distribution is Normal.

The Z value or Z-Value for the TQS variable is 1,453 with a significance of 0.29. Because the asymp sig is $0.29 \geq 0.05$, the conclusion drawn is that the TQS (X1) variable data is normally distributed.

3. Results and Discussion

Collecting data to find the relationship between TQS, Consumer Expectation, and Satisfaction is essential to this research. Data management has been carried out using the SOMERS'D Correlational Test. The results of the correlational measurements of this study are described as follows,

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SOMERS'D Correlational Test

Somers'd test conditions are the data must be ordinal-ordinal. Between variables TQS, Consumer Expectation, and Satisfaction must be Ordinal.

The following table shows the value of the correlation coefficient:

Table 5. Table of Correlation Coefficient Interpretation Guidelines

Correlation Value	Description
0.00-0.25	very weak
0.026-0.50	moderate
0.51-0.75	strong
0.76-0.99	very strong
1.00	perfect

TQS Variable Correlation Test to Consumer Expectation Variables

Table 6. Table of TQS Variable Correlation Coefficients on Consumer Expectation Variables

		Directional Measures			
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Symmetric	.867	.027	27.920	.000
	TQS Dependent	.870	.027	27.920	.000
	Cust. Expectation Dependent	.863	.028	27.920	.000
	Somers' d				

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

The value of Approx Sig. of $0.00 \leq 0.05$ can be seen in the results of the correlation coefficient calculation in the table above, indicating a significant association between the TQS variable and the Consumer Expectation variable. As for the correlation coefficient, it is known that the correlation that occurs is 0.863. Suppose this value is interpreted using an interpretation guide table. In that case, the level of correlation is in the range of 0.76-0.99, which means that there is a solid relationship between the TQS and Consumer Expectation variables.

TQS Variable Correlation Test to Consumer Satisfaction Variable

Table 7. Correlation Coefficient of TQS Variables on Consumer Satisfaction Variables

		Directional Measures			
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal	Symmetric	.541	.064	8.424	.000
	TQS Dependent	.543	.064	8.424	.000
	Cust. Satisfaction Dependent	.540	.063	8.424	.000
Somers' d					

a. Not assuming the null hypothesis

b. Using the asymptotic standard error assuming the null hypothesis.

While the results of the correlation coefficient calculation on the TQS variable to the Consumer Satisfaction variable are shown in the table above, it can be seen that the value of Approx Sig. of $0.00 \leq 0.05$, indicating that there is a significant relationship

between the TQS variable and the Consumer Satisfaction variable, it can be concluded that there is a significant relationship between the TQS variable and the Consumer Satisfaction variable. With the correlation coefficient, it is known that the correlation that occurs is 0.540. Suppose this value is interpreted using an interpretation guide table. In that case, the level of correlation is in the range of 0.51-0.75, this indicates that the TQS and Consumer Satisfaction variables have a strong association.

A positive correlation with a unidirectional or directly proportionate relationship is the type of correlation. The better the services offered by Nurul Jadid Islamic Boarding School in applying E-Bekal to guardians, the more satisfied guardians of students will be with their fulfillment. TQS has a direct impact on Consumer Expectation and Satisfaction with the E-Bekal system at Nurul Jadid Islamic Boarding School, according to the findings of this study.

This study's findings logically support Laely's conclusions that consumer connections and service quality positively and significantly impact consumer satisfaction [24]. Mayasari's research found that time management and total quality service at the Obstetrics and Gynecology Polyclinic RSIA Anugrah Medical Center substantially impacted patient satisfaction [25]. A study by Marwa (2018) indicated that service quality significantly impacts customer satisfaction, with a correlation coefficient of 0.732 and a range of 0.51-0.75 [26].

Nuryahya et al., stated that service quality dramatically influences the fulfillment of consumer expectations. By saying that e-commerce actors have high-performance expectations of e-commerce accounting information systems [27]. This is because e-commerce actors become more motivated to shop or carry out buying and selling activities when using accounting information systems in e-commerce. Business expectations with behavioral intentions of e-commerce users have a high correlation when using accounting information systems in e-commerce. This is due to the ease felt by e-commerce users when using technology-based accounting features in e-commerce. In their research, Aqsa et al., stated that (TQM) had a significant and positive effect. Likewise, service quality has a substantial and positive impact on 12 community health centers in Palopo City [28].

This demonstrates that full quality service may be interpreted as a measure of the level of quality supplied about the consumer's expectations; providing quality service means that the service meets the consumer's expectations in the end. Given to consumer expectations, providing quality service is the same as the service by consumer expectations) [29]. TQS is an effort to provide service satisfaction to meet consumer needs, characterized as a Macro

Management Philosophy to increase production and service quality by following consumer needs. Consumer expectations are balanced by attempts to fulfill consumer requirements and aspirations and the precision with which they are delivered [30]. Total quality service as an all-in-one way to continuously develop products, services, procedures, products, employees, etc., to meet consumer needs and achieve profitability [31].

There are at least two factors that affect service quality, namely expected service and perceived service. Hope means the process of thinking about a goal by motivating to get those goals (agency), and ways to achieve these goals (pathway), and goals (goals). If someone does not meet these components, it cannot be called an expectation [32]. Consumer expectation as what consumers want or expect to "exist" in a shopping place, especially when shopping. According to this definition, that quality refers to a product's or service's overall qualities and attributes in terms of its ability to meet preset or latent needs.

Consumer satisfaction refers to a person's joy or disappointment as a result of a comparison between his opinion of a product's performance or results and other expectations. Consumer satisfaction refers to a person's happiness or dissatisfaction with a product's performance compared to the expected performance. Meanwhile, consumer satisfaction is defined as a person's perception of a product or service's performance about his expectations [33].

4. Conclusion

Based on the research above, it can be concluded that total quality service has a joint influence on customer expectations and satisfaction with the quality of services provided by Nurul Jadid Islamic Boarding School through the application of the E-Bekal service for students, with a significant value of 0.05 and has a correlation positively with a coefficient value of 0.863 on the customer expectation variable, and 0.540 on the satisfaction variable.

This study has implications for the importance of Islamic boarding schools as educational institutions and non-profit organizations in effectively managing their consumers and offering exceptional service by meeting the needs of students, guardians, alumni, and users. Because the researchers were only able to perform their reflections on the implementation of E-Bekal at the Nurul Jadid Islamic Boarding School, the findings of this study cannot be applied to all educational institutions, profit, or non-profit organizations. This is a study limitation because it allows and encourages future researchers to research a variety of contexts and backgrounds.

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