

THE INFLUENCES OF TEACHER SERVICE QUALITY OF THE ENTREPRENEURSHIP LEARNING TOWARDS PARENTS SATISFACTION IN SEKOLAH CIPUTRA

Makali¹, Dwi Sunu Widyo Pebrunto²

Universitas of Ciputra, Surabaya
INDONESIA

E-mails: ¹makali@sekolahciputra.sch.id, ²dwisunu@ciputra.ac.id

ABSTRACT

The main purpose of this research is to measure the satisfaction level of parents in Sekolah Ciputra towards the teaching service quality of the Entrepreneurship K-12 embedding lesson based on the Service Quality Theory which includes reliability, responsiveness, assurance, empathy and tangibles. The method which is used to determine this is probability sampling with the random sampling towards 265 parents of Sekolah Ciputra. Out of 265 parents, the main sample which been used is 159 people.

Based on descriptive analysis method and Smart PLS 2.0, the result of this research are: reliability, responsiveness, assurance are affecting the satisfaction level of the parents but not significantly because it has to be done daily as the school vision and mission particularly and the Ciputra Group core value in general. On the other hand, empathy and tangibles is affecting the parents' satisfaction level significantly.

The implication is entrepreneurship learning became part of managerial which been used as daily habits. Therefore, this good sign has to be preserve as the Sekolah Ciputra values. Other than that, this key activity may be a competitive advantage from the entity and should be improved furthermore.

Keywords: Service Quality, Entrepreneurship Learning,
Parents Satisfaction

INTRODUCTION

Entrepreneurship learning should be developed to increase the school education quality. The Entrepreneurship values had to be inculcated as the school may gain stronger character (Hjorth, *et al.* 2015). Because of that, the school as educational entity has to create an add on value as characteristic to raise popularity. Moreover, decent Entrepreneurship learning will lead the school to give students better perspective that being entrepreneur is a promising career (Holtschlag, *et al.* 2013). Currently Indonesia have only 1.56% of entrepreneurs from their total population where Singapore, Malaysia and North Korea has superseded 4% (global entrepreneurship report, 2014).

The role of Indonesian educational system to create entrepreneur considered as good enough, even though other country did better job. Statistic shows that Indonesian Elementary and Secondary is 2.60, where the Post Secondary role creating 3.31. Compared to Singapore their Elementary and Secondary was in the 3.02 which their post secondary is recorded as 3.34. Looking at Philippines, their Elementary and Secondary school level has superseded Indonesian by 2.89. Having that so, in early 2013 European countries has passed 'Entrepreneurship 2020 Action Plan' and China is taking some action by passing Entrepreneurship Project to their educational curriculum to accommodate Technology advancement (Lena, 2014).

Sekolah Ciputra is an International School with strong entrepreneurship spirit, proven by the vision and mission statement that says "*have the spirit and skill of Entrepreneurship*". This embedding system of Entrepreneurship Ciputra Way K-12 in Sekolah Ciputra is a tool to fulfil the demand of modern era to think creatively and innovatively (Entrepreneurship Guide Sekolah Ciputra, 2015). It will be an additional value of the International Curriculum which facilitate the student to think systematically and integrated to the relevant subject.

During the implementation Sekolah Ciputra has provide the student with clear scope and sequence, also comprehensive booklet to help the student developing their entrepreneurship character. This development is based on the the International Baccalaureate Learner Profile, approach to learning and student attitudes (IB Project Guide, 2014). The characters which can be achieved from this project are: inquirer, creativity, risk taker, communicator and reflective.

Furthermore, Entrepreneurship K-12 Ciputra Way had 5 core phase, which are: investigating, planning, taking action, communicating, reflecting. (Entrepreneurship Guide Sekolah Ciputra, 2015). The learning cycle is designed as a study guide that can easily used by teacher and student. Moreover, parents' involvement is needed to be included in to gain more satisfaction.

Satisfaction is a feeling that compare expectation and reality happens (Kotler and Keller, 2013). Parents satisfaction is very important and have to be fulfilled as they are the main consumer of the school (Faulkner, 2011). Even though the parent did not receive the service directly parents still are the consumer (Malhotra, 2011). To satisfy them, school have to align the expectation with the Service Quality offered by the teacher and school in general.

Parasuraman and Tjiptono (2011) said that service quality depends on the expected service and perceived service. Thus the service quality depends on the ability of the teacher's ability to meet parent expectation. There are 5 dimensions which can be used to measure the service quality in *SERVQUAL* model (Parasuraman,1985; Kotler and Keller, 2013) which are *reliability, responsiveness, assurance, empathy, and tangibles*.

Currently the embedding version of Entrepreneurship Ciputra Way K-12 have not been evaluated and have not receive any feedback. Therefore, evaluation is needed to measure the success level of the embedding project towards the satisfaction level of parents in **Is there any Impacts on Teacher Service Quality Dimensions in the Entrepreneurship Learning Towards Satisfaction Level of Parents at Sekolah Ciputra?**

Particularly the problem is focus with the usage of *SERVQUAL* theory from Kotler and Keller (2013), which are:

1. Is there any significant implication of reliability towards the parent's satisfaction?
2. Is there any significant implication of responsiveness towards the parent's satisfaction?
3. Is there any significant implication of assurance towards the parent's satisfaction?
4. Is there any significant implication of empathy towards the parent's satisfaction?
5. Is there any significant implication of tangibles towards the parent's satisfaction?

LITERATURE REVIEW

Service Quality

The Quality of a service can be defined differently between the consumer perception and the service performance. Based on the consumer perception, service quality is the consumer assumption regarding the good and bad of service received. Meanwhile the service quality based on the service performance is the think to give the best service to the consumer based on the resources they have. Having that so the service quality is related with the suitability of service provided with the consumer need Malhotra (2011).

Tjiptono and Candra (2011) said that the service quality is consist of different dimensions which are expectation and usage, continuous improvement, defect-free, can be achieved any time and satisfy the consumer.

Moreover, the service quality differs technical quality and functional quality. Technical quality defined as the infrastructure provided. Therefore, functional quality is the process during the process given. The consumer will examine based on what is their description of service quality given (Parasuraman *et al.*, 2011).

Sanjiwani *et al.* (2015) in his research said that there are several dimensions in the service quality which are *tangibles*, *empathy*, *reliability*, *responsiveness*, and *assurance*. Good service quality must reflect those 5 latent variables where empathy is bigger factor. In contrast, *tangibles* had the smallest *loading* among the other variables.

Based on the explanation, can be concluded that service quality as a whole product or service characteristic is able to fulfil the consumer needs. In that particular research, parents is the main consumer which receive the entrepreneurship learning from the teacher.

There are 5 dimensions which affecting the parents' satisfaction towards the entrepreneurship learning embedding from teacher service quality point of view based on *SERVQUAL* theory Parasuraman *et al.* (1985) and also Kotler and Keller (2013). The 5 dimension can be stated as follow: *reliability*, *responsiveness*, *assurance*, *empathy*, and *tangibles*. These are the explanation of each and every dimensions:

Reliability

There are 5 components to measure reliability quality based on Kotler and Keller (2013), which are: served as promise, solved the consumer problems, priorities the service, served in the time promised, keep the defect-free record. Based on that theory the reliability indicator Is the Sekolah Ciputra's teacher and teaching quality to understand the school vision and mission, give the best service to each student regarding the entrepreneurship learning embedding and also to solve any problem faced during the learning activity.

Responsiveness

Again based on Kotler and Keller (2013) there are 4 components to measure the responsiveness quality, which are: keeps on informing the customer, serves the customer correctly, strong desire to help the customer, readiness to help the customer. Based on that theory, responsiveness indicator is the reasoning ability of teacher to help and give the best service as fast as possible without any further implications, give the wise, professional judgment, transparent, simple and accountable respond to the parents. Therefore, any complain faced by the student in receiving the information can be handled easily.

Assurance

Furthermore, Kotler and Keller (2013) dictated that there are 4 components which can be used to measure assurance to the customer such as: creating trust to customer, create a safer

environment for customer to transact, humble employees, employee who have ability to answer any question from customer.

Based on that theory assurance indicator is teacher ability to gain parents trust including knowledge, skill and teacher attitude during the entrepreneurship learning process.

Empathy

As Kotler and Keller (2013) said in this dimension that there are 4 component which can be used to measure the empathy, such as: giving personal experience to the customer, taking care of the customer well, employee who are able to understand customer needs, flexible and comfortable working hours.

Based on that theory empathy indicator is described by the teacher quality to give sincere care privately to each of his student. Able to understand the parents need as he will listen to the student idea, as sometimes it can be creative and innovative, shows empathy by giving feedback, appreciate every product that the student create as their creative ideas.

Tangibles

The Kotler and Keller (2013) also proposed that there are 4 components which can be used to measures tangibles, such as: modern facility, interesting visual facility. decent and well looked employee, simple and easy material to be serve to the clients.

Having that so, tangibles indicator that easily to be measured as the physical proof of the entrepreneurship learning embedding, entrepreneurship learning cycle, 5 elements of entrepreneurship and the entrepreneurship booklet.

Parents' Satisfaction

Satisfaction is a level that express feeling as the comparison of expectation and the reality faced by the customer. The satisfaction level of the customer is highly correlated with the ratio of expectation to the reality. Satisfaction will be created whenever the expectation meets the reality Kotler and Keller (2013).

In this research, Sekolah Ciputra parents became the consumer of this educational entity (Faulkner, 2013). Parents became the primary consumer of the educational service even though they were not received it directly (Malhotra, 2011). To satisfy parents, the should be correlation between parents' expectation toward the entrepreneurship learning embedding with the service quality given by the teacher. For that there are much more teacher efforts to improve the service quality by involving parents in the entrepreneurship learning process and informing based on what have been perceived by teachers.

To measure the parents' satisfaction, the indicator used is gathered from many opinion such as: exact factor as what the people really needs (Neloh *et al.*, 2013), receiving the best service (Taman *et al.*, 2013), wise decision taken (Setiawan, 2013), comparing with other school or educational entity (Suryani *et al.*, 2015).

Having that so the indicator used for this research are: the service of entrepreneurship learning given to the students are exactly based on what they needed, teacher give the best service during the entrepreneurship learning, parents giving a wise and professionals decision for their children to study entrepreneurship with the teacher in Sekolah Ciputra, parents are more satisfy of their children to study Entrepreneurship with Sekolah Ciputra teacher compared to study entrepreneurship with other school teacher.

RESEARCH METHODS

The approach that been used for this quantitative research is by gaining some sampling from the questioner with probability sampling and simple random technique sampling. The simple random sampling technique commonly used while facing the homogeny population (Soegiono, 2010). In this research, the population is considered as homogeny as the parents used for the sampling is the parents from year 9 and 10 also several year 8 parents of Sekolah Ciputra High School. The population of the survey counted as 265 people. To determine the sample, Slovin method is used because the population is known with margin error (e) 5%. Therefore, the sampling that been used for observatory is 159 with error margin of 0.05%. Parents who are being the observatory sample is given a set of questioner which have likert scale strongly disagree: 1, disagree: 2, neutral: 3, agree: 4, strongly agree: 5.

RESULTS

Descriptive Statistic Respondent Answer on Reliability Variable

Reliability measurement is how well is the Sekolah Ciputra teacher quality in understanding the school vision and mission related to entrepreneurship.

Table 1. Reliability Descriptive Statistic

Indicator	Answer Percentage	Score				
		1	2	3	4	5
Teacher work as the school vision and mission		0%	1%	38%	50%	12%
Teacher understand school vision and mission		0%	3%	32%	49%	16%
Teacher is able to give good service		0%	4%	37%	43%	16%
Teacher is providing the private consultation based on the time provided		1%	4%	31%	50%	14%
Teacher already give their best during the service		0%	3%	33%	47%	18%
Total		0%	3%	34%	48%	15%

Based on the table above, average respondent who answer agree is 48%, while 15% answer strongly agree so it can be summaries that parents of Sekolah Ciputra considered the Sekolah Ciputra reliability level is considered as okay without any significant problems. Entrepreneurship learning reflected in the vision and mission have been applied by the teacher.

Descriptive Statistic Respondent Answer on Responsiveness Variable

Responsiveness measure how fast the Sekolah Ciputra teacher react in order to give help not only as fast as they can but also correctly towards the parents by giving wise explanation on how importance is the implementation of Entrepreneurship Learning K-12 Embedding Project. Based on the table above 47% of the respondents answered agree. Moreover 18% answered

Table 2. Responsiveness Descriptive Statistic

Indicator	Answer Percentage	Score				
		1	2	3	4	5
Teacher give sufficient information		0%	2%	29%	49%	20%
Teacher give correct service to student		1%	3%	31%	51%	14%
Teacher is able to help student with difficulties		1%	5%	33%	45%	17%
Teacher respond to parents input and complain		1%	7%	30%	43%	19%
Total		1%	4%	31%	47%	18%

strongly agree so it can be concluded that Sekolah Ciputra parent think that system established by Sekolah Ciputra in the respond giving process to parents has meet the requirement, without any troubles and already being daily routines. One of the factor to support this to happened is that there are many expatriate working in Sekolah Ciputra who are very responsive and the strong management system of Sekolah Ciputra itself.

Descriptive Statistic Respondent Answer on Assurance Variable

Assurance can be defined as the Sekolah Ciputra teaching quality which can help increasing parents trust in the implementation of Entrepreneurship Learning Embedding Project.

Based on the table above, 48% of the respondent respond as agree to the variable where 28% of them respond strongly agree. Thus data can be concluded that Sekolah Ciputra parents think that system established by Sekolah Ciputra in the respond giving process to parents has

Table 3. Assurance Descriptive Statistic

Indicator	Answer Percentage	Score				
		1	2	3	4	5
Teacher building the parents trust		0%	4%	32%	44%	20%
Secure feel of parents towards their children Entrepreneurship progress		0%	2%	18%	51%	29%
Teacher's Courtesy		0%	1%	26%	46%	26%
Parents comfortable their children learns Entrepreneurship		0%	1%	19%	50%	30%
Total		0%	2%	24%	48%	26%

meet the requirement, without any troubles and already being daily routines. Moreover, assurance also becomes the implementation of school vision and mission to established entrepreneurship spirit and skill. Those commitments also being mentioned on the Ciputra Group core values integrity and professionalism. Parents considered the teacher has already owned the integrity and professional values.

After analysing the descriptive statistic, the data is being analysed by Smart PLS 2.0 software. Here is the data analyse following with the explanatory:

Validity test model is used to test the construction to see the convergent validity using PLS Algorithm. In this research, scale measurement used with loading value of 0.50 is being determined as enough (Ghozali, 2011). Here are the results:

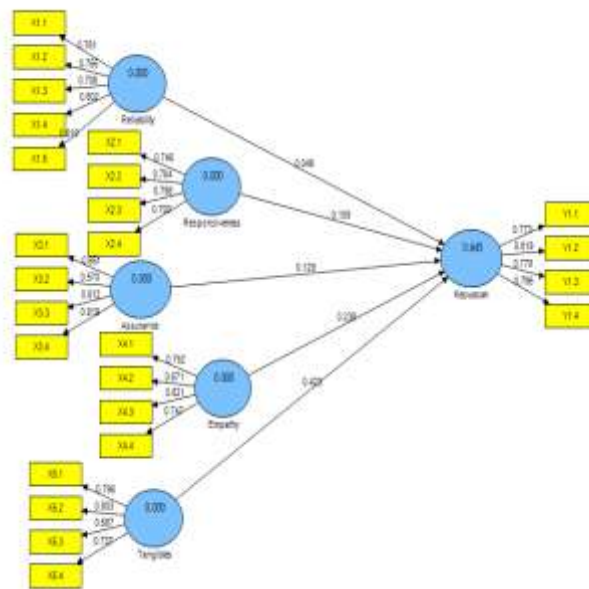


Figure 1. Loading Factor Model

In that pictures there is no indicator model which show the loading factor below 0.50, hence there is no indicator that being eliminated and there is no need second execution. All indicator for each construct has already fulfil the convergence validity because all the loading factor value from each indicator has already supersede 0.50. Meanwhile the discriminant validity in this research has already fulfilled because *Output Cross Loading PSL Algorithm* shows construct correlation with measurement unit bigger than its other construct value. To add on the reliability model of this research already been fulfilled with each of construct value which already above 0.7 (Wiyono, 2011).

To measure the construct model it simply use the R-square of the *Dependent Latent Variable*. If the R-square value > 0 it means the model have predictive relevance. On the other hand if the value of R-square is lower than 0 it means there are less *predictive relevance*. (Wiyono, 2011). Therefore the R-square value in this research measure the satisfaction influenced by reliability, responsiveness, assurance, empathy, and tangibles in the percentage of 64 %. The left over of 36 % is influenced by other factor which can not be found in the model.

The hypotheses tested by using *resampling bootstrapping* process. The next process is analyse by using path coefficients table. The relationship among variables considered as significant when the T test value is greater than T table 1.96 with the significant level of 0.05. The T Test is used for the inner model in the alpha of 5% or 0.05. (Ghozali, 2011).

Therefore here are the hypotheses test result:

Table 4. Path Coefficients

Variable	Original Sample (O)	Standard Error (STERR)	T Statistics (O/STERR)	Significance T table 1.96
Reliability -> Satisfactory	0.046302	0.099078	0.467323	Not Significant
Responsiveness -> Satisfactory	0.109182	0.103560	1.054287	Not Significant
Assurance -> Satisfactory	0.128686	0.088047	1.461561	Not Significant
Empathy -> Satisfactory	0.238335	0.101962	2.337498	Significant
Tangibles -> Satisfactory	0.422735	0.091077	4.641540	Significant

Based on that table it can be understood that reliability, responsiveness and Assurance is related with the parents' satisfaction but not significantly. Meanwhile the empathy and tangibles affecting the parents' satisfaction significantly.

DISCUSSION

Influence of Reliability Towards Parents' Satisfactory

Reliability influences the parents' satisfactory but not significantly. This can be due to the services given by the teacher is already being common things to do everyday based on the Sekolah Ciputra vision and mission. (see table 1)

Sekolah Ciputra management has proven effectiveness in planning and good academic service which perfectly match with the research conducted by Arif *et al.* (2013). It means that reliability has already done on daily basis based on the service quality indicator from Kotler and Keller (2013). That is why Sekolah Ciputra has to maintain the reliability standard to gain more control Ali *et al.* (2014).

Influence of Responsiveness Towards Parents' Satisfactory

Responsiveness is affecting parents' satisfaction level but not significantly. The result of this research supporting the previous research conducted by Taman *et al.* (2013). This caused by Sekolah Ciputra parents' think that the system established has fulfilled the standard without any problem inside (see table 2). Sekolah Ciputra teacher is capable enough to run the entrepreneurship learning measured by indicators mentioned in Kotler and Keller (2013). Moreover, Sekolah Ciputra Management team has fulfilled their function perfectly. This is a good sign that the application of service quality of a service given consistently will increase the consumer satisfaction.

Nevertheless, Sekolah Ciputra has to maintain their responsiveness standard and increase their quality continuously (Tjiptono and Candra 2011). One way to do that is by monitoring student project consistently. Also to supervise the student in every learning cycle without focusing too much on the results.

Influence of Assurance Towards Parents' Satisfactory

Based on the calculation, Assurance is influence parents' satisfaction significantly which proven by previous research conducted by Taman, *et al.* (2013), Parents' believe that assurance level of

Sekolah Ciputra has fulfilled standard as the application of assurance has been embodied in school vision and mission which is to establish spirit and skill of entrepreneurship. It also mentioned in the Ciputra Group Value which are integrity and professionalism. (see table 3) Assurance quality has to be maintained based on the indicators set by Kotler and Keller (2013), by increasing the service quality continuously (Tjiptono and Candra (2011). Integrating Entrepreneurship with subject lesson will help achieve better result.

Influence of *Empathy* Towards Parents' Satisfactory

Empathy give very significant result towards the parents satisfaction. Parents will appreciate innovative and creative ideas of their children. Understanding the children is important so that parents will pay more attention based on the teacher's feedback. This will increase parents satisfaction and comfort level. Therefore, Sekolah Ciputra improvement in this aspect is strongly encouraged to.

The result of this research support 3 previous research conducted, which are: 1. Taman *et al.* (2013), 2. Astuti *et al.* (2014), 3. Sanjiwani *et al.* (2015). In addition, empathy quality in Sekolah Ciputra teachers is mentioned as one of the indicators in Kotler and Keller (2013) has meet the parents' satisfaction significantly, but still have to be increased in the future. The influential of empathy towards Sekolah Ciputra Surabaya parents' satisfaction shows that empathy has to be put forward to fulfil the demand from parents and society. So that the teacher is also motivated to meet that particular demand.

Influence of *Tangibles* Towards Parents' Satisfactory

Tangibles give very significant result towards the parents satisfaction. This value added is embedded in the learning cycle through interesting visual display which very easy to be used by teacher. Sekolah Ciputra teachers has maximise the usage of modern facility provided by the school that supported by decent Entrepreneurship Project Booklet.

The result of this research supporting 3 previous research, which are: 1. Taman *et al.* (2013), Astuti *et al.* (2014), Sanjiwani *et al.* (2015). In addition, the quality of material printed used as the facilitator of the Entrepreneurship Learning Embedding is considered as very satisfying based on the indicators set by Kotler and Keller, (2013). The influential system of tangibles towards parents satisfaction shows that this Entrepreneurship Learning Embedding has supported with good and steady facility which even be better if can be improved in the future.

CONCLUSION

Based on the result analysis and discussion here are the conclusion that been gathered in this research:

1. Reliability influences the parents' satisfactory but not significantly. It can be due to teacher has already practice their reliability in daily life based on the Sekolah Ciputra vision and mission.
2. Responsiveness influences the parents' satisfactory but not significantly. It can be caused by the good system established by Sekolah Ciputra which have no problems and already being daily routines for the teacher.
3. Assurance influences the parents' satisfactory but not significantly. It can be due to this value has already embodied in school vision and mission which is to establish spirit and skill of entrepreneurship. It also mentioned in the Ciputra Group Value which are integrity and professionalism.

4. Empathy give very significant result towards the parents' satisfaction. Teacher appreciate, understand, paying attention and give feedbacks toward creative and innovative ideas from the student become leading factor which is essential to help student improve in their entrepreneurial skill.
5. Tangibles give very significant result towards the parents' satisfaction. This value have to be improved every year as Entrepreneurship Learning Embedding has become added value to Sekolah Ciputra.

Research Limitation

There are some limitations set for this research such as:

1. Parents' satisfaction measured only by SERVQUAL theory. It is advisable to use other variable in the future research such as student motivation in learning Entrepreneurships.
2. SERVQUAL Theory is common tools to measure customer satisfaction who directly experience the service itself. In this research parents' who are the main receiver of Entrepreneurship Learning being the subject of the research. Therefore it is highly recommended to focus on more student point of view, especially Year 12 student.
3. The respondent of this research has not cover the whole parents of Sekolah Ciputra parents. It is also advisable for the next research that there will be increasing number of Sekolah Ciputra parents' as sample. For example by adding not just the Sekolah Ciputra High School parents' but also the Sekolah Ciputra Elementary School parents'.

RECOMMENDATION

Sekolah Ciputra has to maintain the teacher's reliability, responsiveness, and assurance in the Entrepreneurship Learning. Other than that, Sekolah Ciputra's teacher has to raise their empathy and tangibles during the implementation of Entrepreneurship Learning Process.

The Board of Director and Senior Leadership Team of Sekolah Ciputra has to monitor the implementation of Entrepreneurship Learning Process altogether, putting it as a serious matter in the Teacher Appraisal Evaluation, monitoring the integration between Entrepreneurship Learning Curriculum with subject lesson, also giving special time for interdisciplinary of Entrepreneurship Learning.

Teachers are expected to perform all steps in the learning cycle, intensively monitor the student project, continuously give report to parents' and help the student to solve their problem and difficulties during the project implementation.

For future researcher is strongly encouraged to focus more on the student as object, includes more factors which can influence the service quality and also expands the scope of population of the research in the near future.

REFERENCES

Arif et al., (2013) Student Satisfaction and Impact Of Leadership In Private Universities. *TQM Journal*, Vol. 25 Iss: 4, pp.399 – 416 Emerald Group.

- Ali et al. (2014) Pupils' Satisfaction With School Mid-Day Meal Program. *British Food journal tahun 2014*, vol. 117 iss 7 pp. 1933 – 1948 Emerald Group
- Astuti, A. & Roy, M. (2013) Pengaruh Kualitas Pelayanan Akademik Terhadap Kepuasan Mahasiswa Di Jurusan Terapi Wicara Poltekkes Kemenkes Surakarta. *Jurnal Terpadu Ilmu Kesehatan*, Volume 3, No 2, November 2014, Hlm 106-214
- Entrepreneurship Guide Sekolah Ciputra, (2015). *Scope and sequence Embedding Entrepreneurship at Sekolah Ciputra*
- Ghozali, Imam (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19 edisi kelima*. Semarang : Universitas Diponegoro
- Hjorth, D. & Lars L., (2015), "Organizing cultural projects through legitimising as cultural entrepreneurship", *International Journal of Managing Projects in Business*, Vol. 8 Iss 4 pp. 696 – 714 <http://dx.doi.org/10.1108/IJMPB-07-2015-0064>
- Holtschlag, C. & Carlos, E., (2013), "Post materialist values dan entrepreneurship: a multilevel approach", *International Journal of Entrepreneurial Behavior & Research*, Vol. 19 Iss 3 pp. 266 – 282 <http://dx.doi.org/10.1108/13552551311330174>
- International Baccalaureate Organization (2014) *IB project Guide*. Switzerland: IBO
- Kuncoro, M. (2013). *Metode Riset untuk Bisnis dan ekonomi Edisi 4*. Jakarta : Erlangga
- Kotler, P. & Keller, K. (2013). *Marketing Management*. New Jersey. Pearson Edition, Limited
- Faulkner, L. (2011). *Parent Satisfaction with School Quality*. Texas District: University of Texas
- Lena, B., (2014), "Understanding the entrepreneurial intention of Chinese students", *Journal of Entrepreneurship in Emerging Economies*, Vol. 6 Iss 1 pp. 21 – 37 <http://dx.doi.org/10.1108/JEEE-10-2013-0024>
- Martono, Nanang (2011). *Metode Penelitian Kuantitatif*. Jakarta : Radja Grafindo Perkasa
- Malhotra, N. K. (2011). *Riset Pemasaran*. Edisi Keenam. Jakarta: PT Indeks.
- Nelloh, L. & Carolina C. (2013) Analisis *Switching Intention* Pengguna Jasa Layanan Rumah Kos Di Siwalankerto: Perspektif Kualitas Layanan Dan Kepuasan Pelanggan
- Sanjiwani et al. (2015) Analisis Kepuasan Konsumen Restoran Cepat Saji Menggunakan Metode *Partial Least Square*. E-Jurnal Matematika Vol. 4
- Setiawan, B. (2014) Customer Satisfaction Index Model On Three Level Of Socioeconomic In Bogor. *Asean Marketing Journal* Vol.Vi - No. 1

Suryani & Hendryadi. (2015). A Developing Model Of Relationship Among Service Quality, Consumer Satisfaction, Loyalty Dan Word Of Mouth In Islamic Banking *Jurnal Al-Iqtishad*: Vol. Vii No. 1

Sugiyono (2010). *Metode Penelitian Bisnis*. Bandung : Alfabeta

Taman, et al. (2013) *Analisis Kualitas Pelayanan Terhadap Kepuasan Mahasiswa Pada Fakultas Ekonomi Universitas Negeri Yogyakarta*. journal nominal volume 3 nomor 1

Tjiptono, F. & Chandra G. (2011) “ *Service Quality dan Satisfaction edisi ketiga*” Yogyakarta : Penerbit Dani

Wiyono, Gendro (2011). *Merancang Penelitian Bisnis dengan Alat Analisis SPSS dan smart PLS 2.0*. Yogyakarta : UPP STIM YKPM