


The Effect of Service Quality on Customer Satisfaction in Ranking Learning Guidance Services Deli Serdang Branch

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received Jun 25, 2025 Revised July 03, 2025 Accepted July 08, 2025</p> <p>Keywords:</p> <p>Service Quality Customer Satisfaction Deli Serdang</p>	<p>The research aims to identify and analyze the influence of service quality consisting of physical tangible, reliability, responsiveness, assurance, and empathy on service quality to customer satisfaction on User of Ranking Deli Serdang Tutoring Service. The population in this research is high school students who use Ranking Deli Serdang Tutoring Service totaling 218 customers. The sample in this observation was 70 respondents. The collecting of primary data is done by using questionnaire which is means measured by Likert Scale. Secondary data was obtained from books related to the observation. Hypothesis testing is done by using multiple linear regression analysis. The results of the analysis indicate that service quality that includes tangible, reliability, responsiveness, assurance and empathy is positive and significant impact to customer satisfaction on User of Ranking Deli Serdang Tutoring Service. The result of partial significance test shows that physical evidence, responsiveness, assurance, and empathy have positive and significant effect to customer satisfaction, while reliability has positive and insignificant effect to customer satisfaction on User of Ranking Deli Serdang Tutoring Service. And the F test results are $F_{table} = 2.36$, where $F_{count} > F_{table}$ ($63.263 > 2.36$) which means that simultaneously there is a positive and significant influence of the independent variables namely physical evidence, reliability, responsiveness, assurance, and empathy on the dependent variable on student satisfaction in Deli Serdang Ranking Tutoring.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p> 

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1. INTRODUCTION

Competition in the world of educational services, especially tutoring, is getting tighter. One of the keys to an institution's success is its ability to provide quality services so that customers feel satisfied. Ranking, as one of the tutoring services that is developing in Indonesia, needs to know the extent to which the quality of its services affects the satisfaction of students as its customers. The dimensions of service quality refer to the SERVQUAL model, namely tangibles, reliability, responsiveness, assurance, and empathy. Service quality is a form of customer assessment of the level of satisfaction obtained from the services provided. Service quality is built on the comparison of two main factors, namely customer perceptions of the real service they receive (perceived service) with the service that is actually expected (expected service) (Lupiyoadi, 2001). According to Parasuraman, Zeithaml, & Berry (1985), customer satisfaction can be understood by companies by examining 5 (five) dimensions, namely: physical evidence (tangible), reliability, assurance, responsiveness, and empathy. One of the tutoring services in Indonesia is Ranking. Ranking has been established since

2006 and has been franchised since 2013. Since then, Ranking has continued to develop and prove itself as a good tutoring service in Indonesia.

The development of the number of Ranking students during the last 3 years from the 2016 to 2018 academic year can be seen in Table 1.1 as follows:

Table 1. Number of Students Ranking Deli Serdang 2016-2018

Unit	2016	2017	2018
SD	150	122	162
JUNIOR HIGH SCHOOL	145	130	171
SENIOR HIGH SCHOOL	175	153	218
Total	470	405	551

Source: Ranking of Deli Serdang branch

Table1 shows that the development of the number of students in Ranking Deli Serdang has fluctuated. The number of students in Ranking Deli Serdang in 2016 was 470 people, in 2017 the number of students was 405 people or decreased by 65 people compared to the previous year, in 2018 the number of students was 551 people or increased by 146 people compared to the previous year. The number of students in Ranking Deli Serdang which has fluctuated in the last 3 years which tends to change is a special attraction for researchers.

Since operating in Deli Serdang, Ranking Deli Serdang has never conducted research to measure the level of customer satisfaction. As a tutoring service, Ranking Deli Serdang understands that the perception of good customer satisfaction is from the customer's perspective. Therefore, research is needed to measure the influence of service quality on customer satisfaction among users of Ranking Deli Serdang Tutoring services.

2. RESEARCH METHOD

The type of research used in this study is associative research, namely research that explains how much influence the independent variable has on the dependent variable or in other words connecting two or more variables to study, describe, reveal and see the influence between variables formulated in the research hypothesis (Sugiyono, 2012). The variables in this study are the variables of physical evidence (tangible), reliability, responsiveness, assurance, empathy, on customer satisfaction variables. The type of data used is quantitative data, namely a research method based on the philosophy of positivism, used to research a certain population or sample, data collection using research instruments, statistical data analysis with the aim of testing the hypothesis (Sugiyono, 2014).

3. RESULTS AND DISCUSSIONS

Descriptive Statistical Analysis Results

Descriptive analysis is the most basic analysis to describe the general state of the data and is a description or explanation of the results of primary data collection. The instrument used in this study was a questionnaire. This study was conducted by distributing questionnaires to research respondents. The questionnaires in this study were distributed to 70 respondents who were high school students who were guided at Ranking Deli Serdang.

Respondent Characteristics Based on Age

Table 2. Respondent Characteristics Based on Age

Age (Years)	Number of people)	Percentage (%)
15	3	4.3
16	13	18.6
17	41	58.5
18	13	18.6
Amount	70	100.0

Table 2 shows the characteristics of respondents based on age, namely that respondents aged 15 years were 3 respondents or 4.3%, 16 years were 13 respondents or 18.6%, 17 years were 41 respondents or 58.5%, and 18 years were 13 respondents or 18.6%. From the data on the characteristics of respondents based on age, it can be seen that respondents aged 17 years are the most dominant respondents in this study.

Respondent Characteristics Based on Gender

Table 3. Respondent Characteristics Based on Gender

Gender	Number of people)	Percentage (%)
Man	29	41.4
Woman	41	58.6
Amount	70	100.0

Table 3 shows the characteristics of respondents based on gender, namely male respondents as many as 29 respondents or 41.4% and female respondents as many as 41 people or 58.6%. From the data on the characteristics of respondents based on gender, it can be seen that female respondents are the most dominant respondents compared to male respondents.

Respondent Characteristics Based on Class

Table 4. Respondent Characteristics Based on Class

Class	Number of people)	Percentage (%)
X	12	17.1
XI	16	22.9
XII	42	60.0
Amount	70	100.0

Table 4 shows the characteristics of respondents based on class, namely 12 respondents or 17.1% of class X students, 16 respondents or 22.9% of class XI students, and 42 respondents or 60.0% of class XII students. From the data on the characteristics of respondents based on class, it can be seen that respondents in class XII are the most dominant respondents in this study.

Validity and Reliability Test Results

Validity Test

Validity Test is conducted to measure the validity of a questionnaire. If the calculated r value $>$ r table value and the r value is positive and significant, then the question item is said to be valid (Imam Ghazali, 2005).

Table 5. Validity Test

Variables	No Indicator	rhitung	rtable	Information
Physical Evidence	1	0.890	0.235	Valid
	2	0.939		
	3	0.792		
	4	0.827		
Reliability	1	0.848	0.235	Valid
	2	0.915		
	3	0.888		
	4	0.915		
Responsiveness	1	0.952	0.235	Valid
	2	0.960		
	3	0.855		
Guarantee	1	0.968	0.235	Valid
	2	0.896		
	3	0.920		
Empathy	1	0.958	0.235	Valid
	2	0.965		
	3	0.879		

Satisfaction	1	0.953	0.235	Valid
	2	0.953		
	3	0.838		

Source: IBM SPSS Statistics 22

Based on Table 5, it can be seen that the results of the validity test on the 20 statement items are valid, because the value of all statements is greater than the rtable value of 0.235 so that it can be used in research.

Reliability Test

Reliability Test is a reliability test that aims to determine how far the measuring instrument can be trusted. Reliability Test is carried out using Cronbach alpha (α). A construct/variable is said to be reliable if it provides a value (α) $>$ 0.60 (Nunnally, in Imam Ghozali, 2005). $\alpha\alpha$

**Table 6. Reliability
Reliability Statistics**

Cronbach's Alpha	N of Items
,956	6

From Table 6 shows that the variable has a Cronbach Alpha value of 0.956. According to Nunnally if Cronbach Alpha $>$ 0.60 the variable is said to be reliable. So it can be concluded that the variables of this study are reliable.

Data Analysis Technique Results

Multiple Linear Regression Analysis

Regression Analysis is a study of the dependence of dependent variables (bound) with one or more independent variables (explanatory/free variables), with the aim of estimating and/or predicting the population average or values of the dependent variable based on the known values of the independent variables. In an effort to answer the problems in this study, multiple linear regression analysis is used. This is because the number of independent variables used is more than one. The multiple linear equations of this study are as follows:

**Table 7. Multiple Linear Regression Analysis
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,521	,736		2,068	,043
Physique	,202	,085	,267	2,361	,021
Reliability	,013	,079	,017	,159	,874
Responsive	,240	,074	,294	3,233	,002
Guarantee	,184	,085	,230	2,166	,034
Empathy	,177	,091	,192	1,957	,055

a. Dependent Variable: Satisfaction

Based on the results of data processing in the table above, hypothesis 1 obtains the equation model $Y = 1.521 + 0.202X_1 + 0.013X_2 + 0.240X_3 + 0.184X_4 + 0.177X_5$ meaning that there is a positive influence between Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) on Satisfaction of Users of Ranking Tutoring Services, Deli Serdang, North Sumatra.

Simple Linear Regression Analysis

Simple linear regression analysis is a linear relationship between one independent variable (X) and a dependent variable (Y). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

a. Hypothesis 2

Physical Evidence of Satisfaction of Users of Tutoring Services Ranking

Table 8. Physical Evidence Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2,043	,879		2,325	,023
Physique	,633	,050	,838	12,641	,000

a. Dependent Variable: Satisfaction

Based on the table above, it can be concluded that: $Y = 2.043 + 0.633$, $t_{count} = 12.641$ and $t_{table} = 0.67$. Hypothesis test, $t_{count} > t_{table}$ then there is an influence of Physical Evidence on Satisfaction of users of tutoring services Ranking cab.Deli Serdang North Sumatra.

b. Hypothesis 3

Reliability on Satisfaction of Users of Tutoring Services Ranking

Table 9. Reliability Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2,879	,985		2,923	,005
Reliability	,589	,057	,784	10,425	,000

a. Dependent Variable: Satisfaction

Based on the table above, it can be concluded that: $Y = 2.879 + 0.589$, $t_{count} = 10.425$ and $t_{table} = 0.67$. Hypothesis test, $t_{count} > t_{table}$ then there is an influence of Reliability on the Satisfaction of users of tutoring services Ranking cab.Deli Serdang North Sumatra.

c. Hypothesis 4

Responsiveness to Satisfaction of Users of Tutoring Services Ranking

Table 10. Responsiveness Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,098	,745		5,503	,000
Responsive	,676	,055	,828	12,187	,000

a. Dependent Variable: Satisfaction

Based on the table above, it can be concluded that: $Y = 4.098 + 0.676$, $t_{count} = 12.187$ and $t_{table} = 0.67$. Hypothesis test, $t_{count} > t_{table}$ then there is an influence of Responsiveness on the Satisfaction of users of tutoring services Ranking cab.Deli Serdang North Sumatra.

d. Hypothesis 5

Guarantee of Satisfaction for users of Ranking tutoring services

Table 11. Guarantees Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4,576	,673		6,803	,000
Guarantee	,674	,053	,841	12,797	,000

a. Dependent Variable: Satisfaction

Based on the table above, it can be concluded that: $Y = 4.576 + 0.674$, $t_{\text{count}} = 12.797$ and $t_{\text{table}} = 0.67$. Hypothesis test, $t_{\text{count}} > t_{\text{table}}$ then there is an influence of Guarantee on the Satisfaction of users of tutoring services Ranking cab.Deli Serdang North Sumatra.

e. Hypothesis 6

Empathy towards Satisfaction of Users of Tutoring Services Ranking

Table 12. Empathy Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,154	,836		3,774	,000
Empathy	,761	,064	,824	11,975	,000

a. Dependent Variable: Satisfaction

Based on the table above, it can be concluded that: $Y = 3.154 + 0.761$, $t_{\text{count}} = 11.975$ and $t_{\text{table}} = 0.67$. Hypothesis test, $t_{\text{count}} > t_{\text{table}}$ then there is an influence of Empathy on the Satisfaction of users of tutoring services Ranking cab.Deli Serdang North Sumatra.

t-test

The t-test basically shows how far the influence of one independent variable individually in explaining the variation of the independent variable (Ghozali, 2005). The steps of Hypothesis Testing for Regression Coefficient are:

Significance level = 5% (0.05), $t_{\text{table}} = 2.015$

Degrees of freedom = $(n-1-k)$

$t_{\text{count}} > t_{\text{table}}$ H_a accepted

$t_{\text{count}} < t_{\text{table}}$ H_0 is rejected

Table 13 t-test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,521	,736		2,068	,043
Physique	,202	,085	,267	2,361	,021
Reliability	,013	,079	,017	,159	,874
Responsive	,240	,074	,294	3,233	,002
Guarantee	,184	,085	,230	2,166	,034
Empathy	,177	,091	,192	1,957	,055

a. Dependent Variable: Satisfaction

Based on the table above, for Physical Evidence (X1) the t-value is $2.361 > t_{\text{table}} (70-2-1)$, amounting to 0.67, then H_a is accepted, meaning that Physical Evidence has a positive effect on Satisfaction of Ranking Tutoring Service Users. Reliability (X2) the t-value is $0.159 > t_{\text{table}} (70-2-1)$, amounting to 0.67, then H_0 is rejected, meaning that Reliability does not have a positive effect on Satisfaction of Ranking Tutoring Service Users. Responsiveness (X3) the t-value is $3.233 > t_{\text{table}} (70-2-1)$, amounting to 0.67, then H_a is accepted, meaning that Responsiveness has a positive effect on Satisfaction of Ranking Tutoring Service Users. Assurance (X4) the t-value is $2.166 > t_{\text{table}} (70-2-1)$, amounting to 0.67, then H_a is accepted, meaning that Assurance has a positive effect on Satisfaction of Ranking Tutoring Service Users. Empathy (X5) obtained a calculated t value of $1.957 > t_{\text{table}} (70-2-1)$, amounting to 0.67, so H_a is accepted, meaning that empathy has a positive effect on satisfaction of users of Ranking Tutoring services.

F Test

The F test is used to test the significance of the overall regression coefficient through the F test by comparing the calculated F (observation) with the F table at $\alpha = 0.05$. If the test results show:

- a. $F_{count} > F_{table}$, then H_a is accepted
 b. $F_{count} < F_{table}$, then H_0 is rejected

**Table 14. F Test
ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	198,674	5	39,735	63,263	,000b
Residual	40,198	64	,628		
Total	238,871	69			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Empathy, Reliability, Responsiveness, Assurance, Physical

The results of the ANOVA test using the F-test in Table 4.13 show that the F_{count} value is 63.263 and the level of significance is (0.000), with $df_1 = 5$ and $df_2 = 64$, the F_{table} value is 2.36, where $F_{count} > F_{table}$ ($63.263 > 2.36$). With these results, it means that H_a is accepted and H_0 is rejected, which means that simultaneously there is a positive and significant influence of the independent variables, namely physical evidence, reliability, responsiveness, assurance, and empathy on the dependent variable on student satisfaction at the Deli Serdang Ranking Tutoring Center.

3 CONCLUSION

Based on the results of the research conducted, the researcher can conclude several things as follows: 1) Service quality consisting of physical evidence, reliability, responsiveness, assurance, and empathy simultaneously have a positive and significant effect on customer satisfaction in users of the Ranking Deli Serdang Tutoring service. 2) Physical evidence partially (t-test) is stated to have a positive and significant effect on customer satisfaction in users of the Ranking Deli Serdang Tutoring service. 3) While the reliability variable, partially (t-test) is stated to have a positive and insignificant effect on customer satisfaction in users of the Ranking Deli Serdang Tutoring service. 4) Responsiveness partially (t-test) is stated to have a positive and significant effect on customer satisfaction in users of the Ranking Deli Serdang Tutoring service. 5) Assurance partially (t-test) is stated to have a positive and significant effect on customer satisfaction in users of the Ranking Deli Serdang Tutoring service. 6) And empathy partially (t-test) is stated to have a positive and significant effect on customer satisfaction in users of the Ranking Deli Serdang Tutoring service.

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