

An Analysis on the Influence of Tuition and Service Quality on Parents' Satisfaction and Its Effect on Their Loyalty at TK Swasta Sriwijaya, Medan

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ABSTRACT

TK Swasta Sriwijaya is one of kindergartens in Medan. Parents' high interest in sending their children to kindergartens is responded by the school management to increase their service quality which is balanced with tuition. Since the number of kindergartens is rapidly increasing, the management of TK Sriwijaya has to provide better service quality in order to be able to compete with the other schools of the same type. The objective of the research was to examine and to analyze the influence of tuition and service quality on parents' satisfaction and its effect on their loyalty at TK Swasta Sriwijaya, Medan, North Sumatera. The research used descriptive quantitative method and the level of associative explanatory approach. The population was 50 clients at TK Swasta Sriwijaya, and all of them were used as the samples, taken by using purposive sampling technique. The data were analyzed by using Path analysis. The result of the analysis showed that the variable of tuition had positive and significant influence on parents' satisfaction, price and service quality had positive and significant influence on parents' satisfaction, tuition had positive and significant influence on parents' loyalty, service quality had positive and significant influence on parents' loyalty, tuition had positive and significant influence on parents' loyalty through parents' satisfaction, and service quality had positive and significant influence on parents' loyalty through parents' satisfaction.

Keywords: *Tuition, Service Quality, Parents' Satisfaction, Parents' Loyalty.*

INTRODUCTION

Early childhood education is a coaching effort aimed at children from birth to the age of six years which is carried out through the provision of educational stimuli to help growth and physical and spiritual development so that children have readiness in entering further education.

Today the development of technology and knowledge is growing rapidly. Information can be accessed by anyone, students, private employees, laborers and housewives, both information

relating to the state, society and education. Parents begin to understand and realize the importance of early childhood education (PAUD) for children. Many parents start sending their children to school at the most basic level, PAUD. Early childhood education is needed. The government has facilitated this by establishing schools for children under 7 years of age, namely PAUD Negeri. However, the Government cannot fulfill the high interest of parents to send their children to public PAUD so that the Private Sector also takes part in building

Private PAUD to meet the needs of the community.

The following is the development of the number of public and private students in

each province in the 2014/2015 - 2016/2017 school year, which can be seen in Table 1, namely:

Table 1 Development of The Number of Public and Private Students In Each Province

PERKEMBANGAN JUMLAH SISWA NEGERI DAN SWASTA TIAP PROVINSI
TREND OF PUBLIC AND PRIVATE PUPILS BY PROVINCE
TAMAN KANAK-KANAK (TK) / KINDERGARTEN (KG)
TAHUN / YEAR : 2014/2015 -- 2016/2017

No.	Provinsi Province	2014/2015			2015/2016			2016/2017		
		Negeri Public	Swasta Private	Jumlah Total	Negeri Public	Swasta Private	Jumlah Total	Negeri Public	Swasta Private	Jumlah Total
1	DKI Jakarta	1.189	125.349	126.538	2.599	125.157	127.756	2.689	129.913	132.602
2	Jawa Barat	8.221	394.886	403.107	6.758	399.737	406.495	6.898	409.348	416.246
3	Banten	2.862	167.230	170.092	6.164	167.289	173.453	6.368	173.416	179.784
4	Jawa Tengah	28.362	661.522	689.884	20.100	675.633	695.733	20.506	691.610	712.116
5	DI Yogyakarta	5.426	91.501	96.927	5.586	92.216	97.802	5.610	92.928	98.538
6	Jawa Timur	25.485	902.364	927.849	21.120	917.173	938.293	21.259	926.379	947.638
7	Aceh	13.265	86.049	99.314	14.484	90.717	105.201	15.393	96.772	112.165
8	Sumatera Utara	5.329	178.660	183.989	16.109	177.363	193.472	16.570	183.090	199.660
9	Sumatera Barat	8.011	76.701	84.712	8.645	81.452	90.097	8.965	84.774	93.739
10	Riau	8.122	92.716	100.838	8.526	96.756	105.282	8.699	99.065	107.764
11	Kepulauan Riau	5.530	38.814	44.344	5.640	40.697	46.337	5.765	41.752	47.517
12	Jambi	8.649	31.138	39.787	7.638	34.995	42.633	8.061	37.077	45.138
13	Sumatera Selatan	10.882	63.929	74.811	11.954	67.369	79.323	12.124	68.587	80.711
14	Bangka Belitung	8.751	21.043	29.794	9.504	22.645	32.149	9.609	23.000	32.609
15	Bengkulu	3.044	32.428	35.472	3.744	34.732	38.476	3.783	35.220	39.003
16	Lampung	6.111	109.614	115.725	6.208	115.653	121.861	6.319	118.138	124.457

Source: Indonesian Statistics Publications 2017

It is known in Table 1 that the development of the number of students in kindergarten in Indonesia has increased. North Sumatra Province also experiences an increase in the number of students each year. Can be seen in Table 1.1 2014/2015 school year the number of students in North Sumatra Province as many as 183,989 students, in the 2015/2016 school year experienced an increase with the number of students as many as 193,472 students and in the 2016/2017 school year also increased.

In general, parents will choose the best school for their children both in terms of education costs, service quality, promotion, and school image. This creates opportunities for educational institutions to create the best achievements, where one party always tries to provide better than its competitors. Schools will be able to win market competition if they have overall competitiveness and the quality of education currently available has become the standard desired by consumers. Schools that are engaged in the service sector also

experience competition, where they always strive to provide excellence in various ways to provide a quality service and good satisfaction for parents to create parent loyalty. Schools also need to create parental satisfaction, because parents' dissatisfaction can have an impact on the movement of parents to competitors. Schools must be able to provide education costs that are in accordance with the quality of service and maintain parental satisfaction so that parents become loyal, and become the hope of the school that parents reuse their services and recommend to others in the long run.

Kindergarten (TK) Sriwijaya Private is one of the educational institutions engaged in early childhood education. Medan Private Sriwijaya Kindergarten located on Jl Brigjend Zein Hamid Gg. Pembangunan No. 25 Medan has been established in 1995 until now. Medan Sriwijaya Private Station engaged in educational services must maintain service quality, fairness of costs and satisfaction of parents because parental satisfaction will

affect the loyalty of parents. The more loyal the students' parents, the greater the likelihood that students will increase. This can usually be seen from parents not going to other schools to send their children to school and recommending Sriwijaya Private Kindergarten schools to friends or relatives. The following are data on the number of students at Sriwijaya Private Kindergarten, can be seen in Figure 1, namely:

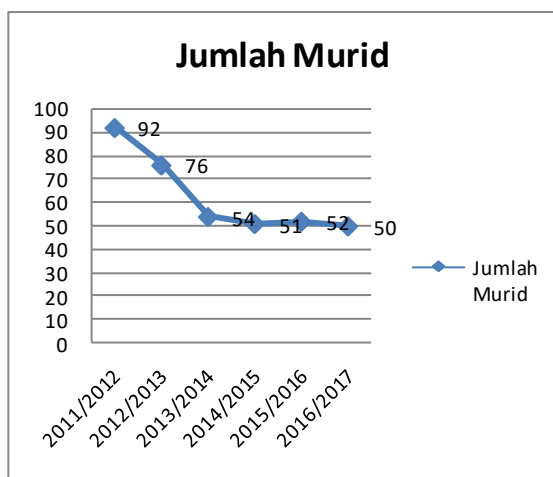


Figure 1 Number of students in Medan Sriwijaya Private Kindergarten

Source: TK Sriwijaya Private Medan 2017

It is known that in Figure 1 it is known that in the last six years there has been a decrease in the number of students attending Sriwijaya Private Kindergarten, from year to year, namely from the 2011/2012 Academic Year to the 2016/2017 Academic Year. The biggest decline occurred in the 2012/2013 Academic Year and 2013/2014 Academic Year. According to several correspondents who interviewed the researchers there were several factors that led to a decrease in the number of Sriwijaya Private Kindergarten students including parents who moved to send their children to other schools and the quality of services that did not match the costs incurred.

So from that the researcher conducted a preliminary survey to find out what factors resulted in a decrease in the number of students at the school.

Table 2 Data on the results of the Pre-Survey on Sriwijaya's kindergarten parents.

No	Indicator	Sub Indicator	Answer				
			SS	S	KS	TS	STS
1	Cost of Education	The cost of education is quite affordable for parents	10%	16,67%	40%	33,33%	-
		The cost of education can compete with other schools	-	16,67%	33,33%	46,67%	3,3%
2	Service Quality	Education personnel guarantee timely service	6,67%	20%	33,33%	36,67%	3,3%
		Respond to every parent who wants to get service	3,3%	16,67%	33,33%	46,67%	-
3	Parent Satisfaction	The quality of service provided according to expectations of parents	6,67%	20%	30%	40%	3,33%
		Education staff always respond to every complaint from parents	-	13,33%	36,67%	53,33%	-
4	Parent Loyalty	Parents will educate their children at Sriwijaya Private Kindergarten	6,67%	6,67%	10%	40%	3,33%
		Parents are only interested in sending their children to school TK Private Sriwijaya than other similar schools	-	23,33%	33,33%	43,33%	-

Source: TK Swasta Sriwijaya 2017

Based on the results of a survey conducted by researchers, it is known that in Table 2 can be seen there are problems in the cost of education, quality of service, parental satisfaction and loyalty of parents. The problem is illustrated by the percentage for each statement from parents. Problems from the survey results indicated by parents that they disagreed if the cost of education was quite affordable (because there were

several correspondents who complained about the cost of education which continued to increase considerably including school fees, clothes, registration fees and administration fees each year), 46.67% of parents disagree if the cost of education can compete with other schools, according to some correspondents The Sriwijaya Private Kindergarten costs are quite expensive compared to the surrounding schools, there

are several schools nearby where education costs are almost the same but have facilities better services, deficiencies in this school eg, inadequate toilets, less cool classrooms, absence of extracurricular activities (coloring, dancing, gymnastics and so on) and not often taking part in activities outside of school), 36.67 parents stated disagree if the staff is official it guarantees timely service because some parents complain about the old service, for example the distribution of old handbooks, the distribution of uniforms for a long time, 46.67% of parents disagree if the educator / education staff always responds to every parent who wants received service, 40% of parents expressed disagreement if the education staff provided service quality that exceeded expectations, 53.33% of parents expressed disagreement if educators always responded to complaints from parents because some parents felt their complaints had not been responded to, 40% parents expressed disagreement if parents would send their children to Sriwijaya Private Kindergarten because many parents chose not to recommend this school to friends or relatives because there were still inaccuracies in the service, and 43.33% of parents said they did not agree if only interested in sending their children to school compared to other schools a because many parents choose to move to another school and do not use other services in this school, for example elementary school because the services provided are sometimes not in accordance with the costs incurred so that parents do not experience satisfaction

According to Tjiptono (2006) Customer satisfaction can provide several benefits, including the relationship between the company and the customer to be harmonious, provide a good basis for repurchase, can encourage the creation of customer loyalty, form a profitable word-of-mouth recommendation for the company, the company's reputation is good in the eyes of the customer, and profits earned can increase.

According to Kotler (2009: 177) Satisfaction is a feeling of pleasure and disappointment someone who appears after comparing the performance (results) of the product that is thought of performance (the results expected). By making consumers feel satisfied, it is most likely that consumers will return to using the products / services of a very large company. If the consumer becomes a regular customer, the company has succeeded in getting customer loyalty.

The high desire of parents to send their children to school must also be supported by affordable education costs and adequate quality of service so that school teaching and learning activities can run well. The cost of education must also be adjusted to the quality of services provided by the school to children so that parents' satisfaction can be fulfilled. Satisfied satisfaction will shape the loyalty of parents to send their children to PAUD which gives them good quality service

Based on the phenomenon that occurred in Medan Sriwijaya Private Kindergarten, Researchers were interested in researching and knowing whether there was an influence of education costs and the quality of service on parental satisfaction and its impact on the loyalty of parents. Thus researchers are interested in conducting research with the title "An Analysis on The Influence of Tuition and Service Quality on Parents' Satisfaction and Its Effect on Their Loyalty at TK Swasta Sriwijaya, Medan".

Hypothesis

Based on the concepts described by the author, the research hypothesis can be formulated as follows:

1. Education costs have a positive and significant effect on parental satisfaction on TK Swasta Sriwijaya Medan.
2. Service quality has a positive and significant effect on parental satisfaction on TK Swasta Sriwijaya Medan.
3. The cost of education and quality of service simultaneously have a positive

and significant effect on parental satisfaction on TK Swasta Sriwijaya Medan.

4. The cost of education has a positive and significant effect on the loyalty of parents on TK Swasta Sriwijaya Medan.
5. Service quality has a positive and significant effect on parents' loyalty to TK Swasta Sriwijaya Medan.
6. The cost of education through parental customer satisfaction has a positive and significant effect on the loyalty of parents to TK Swasta Sriwijaya Medan.
7. Quality of service through parental satisfaction has a positive and significant effect parental loyalty on TK Swasta Sriwijaya Medan.

MATERIAL AND METHODS

This research is quantitative research. This approach aims to describe or describe the influence of the cost of education, service quality, parental satisfaction, and parents' loyalty from an object of research in Medan's Sriwijaya Private School conducted through data collection and quantitative analysis and testing using path analysis (path analysis).

The nature of this study uses the level of associative explanation, namely research that intends to explain the position of the variables studied and the relationship between one variable with another variable, namely the variable education costs and service quality on parental satisfaction, and parental loyalty at TK swasta Sriwijaya Medan.

The population of this study is all parents at TK Swasta Sriwijaya is 50 people. The sample in this study was taken based on the sampling technique that is by using a saturated sampling method. The population is taken from parents who send their children to the Medan Sriwijaya Private Kindergarten. Based on the criteria of 50 people as a population there are 50 people who were used as samples.

The data collection technique used by researchers is the Literature Study. Where library research in this study is to

study theories and previous research related to research sourced from scientific journals, reference books, and information from the internet. Next is field study. The field study in this study is the collection of data from parents related to research conducted using questionnaires, documentation and interviews.

The types of data used in this study are qualitative data and quantitative data. While the data sources used in this study are primary data in this study in the form of observations, interviews and questionnaires. And Secondary data in this study in the form of reference books, scientific journals and other reference materials.

RESULTS AND DISCUSSION

Results of inferential statistical analysis Classical Assumption Testing Sub Model I

Normality Test Results

The normality test of the data used in this study was conducted by testing the normality plot by looking at the P-Plot graph. The basis for decision making is that if the data spread around the diagonal and follow the direction of the diagonal line, then the path model meets the assumption of normality. In addition, the Histogram graphic display also provides a normal distribution pattern because it spreads evenly to the left and right. The results of the normality test performed are shown in the following figure:

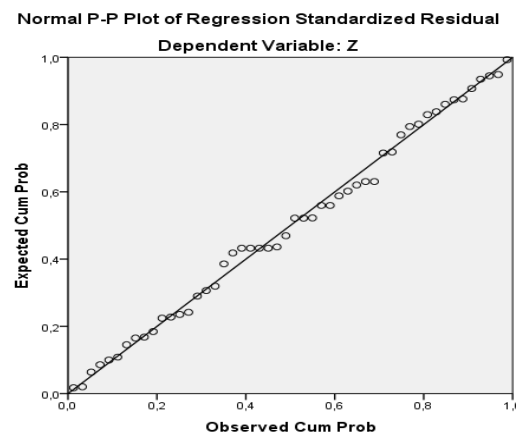


Figure 2 Results of Normality Test of P-Plot Sub Model
Source: Research Results, 2017 (Data processed)

Based on Figure 2 it can be seen that the data is distributed evenly along the diagonal line. This proves that the data used in this study meets the assumptions of normality.

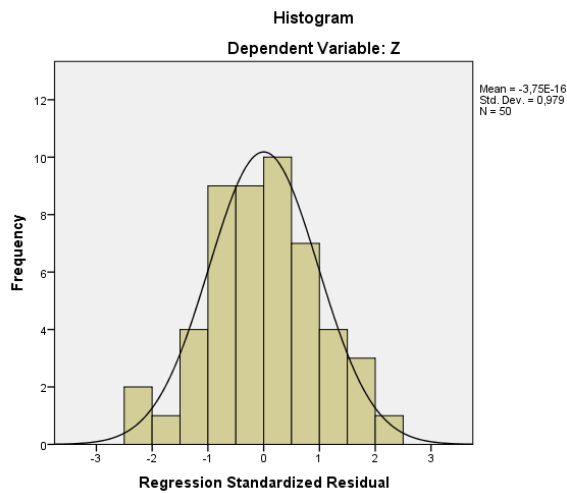


Figure 3 Histogram Graph Sub Model I
Source: Research Results, 2017 (Data processed)

In Figure 3, the histogram shows that the lines and histograms cross from left to right. This image shows that the processed data is normally distributed.

Multicollinearity Test Results

Multicollinearity is a condition where there is a significant correlation between the independent variables. If there are symptoms of multicollinearity that are relatively perfect, then interpretation through the least squares becomes insignificant and the variance and standard deviation becomes undefined. This causes an increase in deviations regarding the accuracy of the independent variable in explaining the dependent variable.

Table 3 Multicollinearity Test Results Sub Model I

Model	Tolerance	VIF	Collinearity	Statistics
1	(Constant)			
	X1 Cost of Education	,562		1,780
	X2 Service Quality	,562		1,780

a. Dependent Variable: Satisfaction
Source: Research Results, 2017 (Data processed)

Based on Table 3 it is known that the VIF value for independent variables consisting of education costs and service quality is less

than 10 ($VIF < 10$), while the tolerance value is close to 1. Thus the sub-model equation I Path Analysis is free from the assumption of multicollinearity.

Heteroscedasticity Test Results

Heteroscedasticity test aims to test whether in the path model variance from residuals occur one observation to another observation. If the variance from the residual one observation to another observation remains, then it is called homoscedasticity, conversely if it is different it is called heteroscedasticity. With SPSS processing, the following results are obtained:

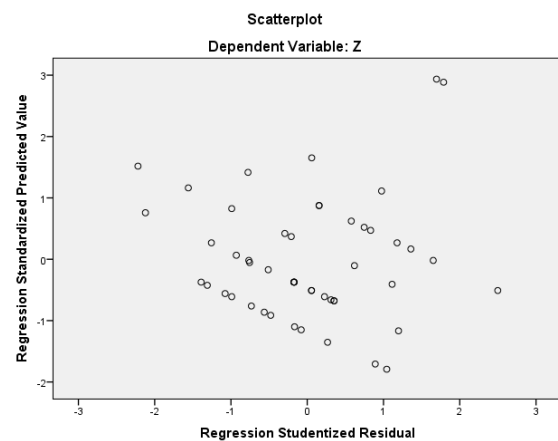


Figure 4 Heteroscedasticity Test Results of Sub Model I
Source: Research Results, 2017 (Data Processed)

Based on Figure 4 shows that most points spread around the Y axis zero point. This means that the path analysis I model sub equation is free from heteroscedasticity assumptions and the data used in the research comes from normally distributed data.

Path Analysis Model (Path Diagram) Sub Model I

The hypothesis states that Education Costs (X1), Service Quality (X2), have a positive and significant effect on Parent Satisfaction (Z) at Sriwijaya Private TK in Medan. Here, Table 4.12 calculates the path coefficient test for each variable:

Table 4 Path Coefficient Test Results Sub Model I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,320	,785		,408	,685
	X1	,609	,099	,611	6,174	,000
	X2	,070	,021	,325	3,280	,002

a. Dependent Variable: Z

Source: Research Results, 2017 (Data processed)

Based on Table 4, it can be seen that the equation analysis of the sub model I path in this study is,

$$Z = 0.611 X1 + 0.325 X2 + \epsilon_1$$

Then the results of the F hypothesis test (simultaneously) on the analysis of the sub model I path can be seen in Table 4.

Table 5 Hypothesis Test Results F Test Sub Model I

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	94,320	2	47,160	67,370	,000 ^b
	Residual	32,900	47	,700		
	Total	127,220	49			

a. Dependent Variable: Z

b. Predictors: (Constant), X2, X1

Source: Research Results, 2017 (Data processed)

Based on Table 5, it is found that the calculated F value is 67.370 with a significant level of 0.000 smaller than alpha 0.05 (5%). The resulting calculation is 67.370 greater than Ftable which is 3.20. The provisions of table F are obtained from the number of samples reduced by the number of variables (Riduan and Akdon, 2010), namely $df_2 = n - k = 50 - 4 = 46$, and the number of variables reduced by 1, so that $df_1 = k - 1 = 4 - 1 = 3$. And the results

obtained from table F are 3.20. Thus simultaneously the costs of education and service quality have a positive and significant effect on the satisfaction of parents at Medan Private Sriwijaya Kindergarten.

Next to find out the magnitude of the influence of the independent variable on the dependent variable is to use the following coefficient of determination R test in Table 5.

Table 6 Determination Coefficient Sub Model I

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,861 ^a	,741	,730	,83667

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Z

Source: Research Results, 2017 (Data Processed)

Based on Table 6, it can be seen that the value of R Square obtained is 0.741 or 74.1% which indicates the ability of variable education costs and service quality in explaining the variation or influence that occurs in parental satisfaction 74.1%, while the remaining 25.9% is influenced by variables others such as school image, relational marketing, marketing mix, emotional factors that are not included in this study. Due to the brand image and

product marketing mix, parents are more interested if the brand and quality are known to the public because it affects parents' satisfaction.

Testing the Probability Value Hypothesis (P-Value) Sub Model I

The results of testing the hypothesis of probability values (p-value) can be seen in Table 7 as follows.

Table 7 Probability Value Test (P-Value) Sub Model I Coefficients

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	,320	,785		,408	,685
	X1	,609	,099	,611	6,174	,000
	X2	,070	,021	,325	3,280	,002

a. Dependent Variable: Z

Source: Research Results, 2017 (Data Processed)

Based on Table 7 can be explained as follows;

1. The results of the t test show the Constant Value in table t of 0.320, which means that if all the independent variables have a value of 0.320, then the dependent variable will be followed by 0.320.
2. value of t count > t table of the parent variable is 6.174 > 1.68 and the significant value for education costs is 0.000 < alpha 0.05, so the variable cost of education has a positive and significant effect on parental satisfaction, thus the hypothesis is accepted.
3. The value of t count > t table of service quality variables is 3.280 > 1.68 and significant value for service quality is 0.002 < alpha 0.05, so the service quality variable has a positive and significant effect on parental satisfaction, thus the hypothesis is accepted

Testing of Classical Assumptions Sub Model II

Normality Test Results

The normality test of the data used in this study was conducted by testing the normality plot by looking at the P-Plot graph. The basis for decision making is that if the data spread around the diagonal and follow the direction of the diagonal line, then the path model meets the assumption of normality. In addition, the Histogram graphic display also provides a normal distribution pattern because it spreads evenly to the left and right. The results of the normality test performed are shown in Figure 5 below:

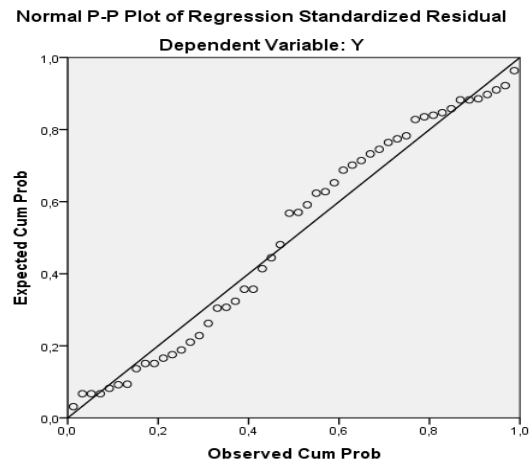


Figure 5 Results of P-Plot Normality Test Sub Model II

Based on Figure 5 it can be seen that the data is distributed evenly along the diagonal line. This proves that the data used in this study meets the assumptions of normality

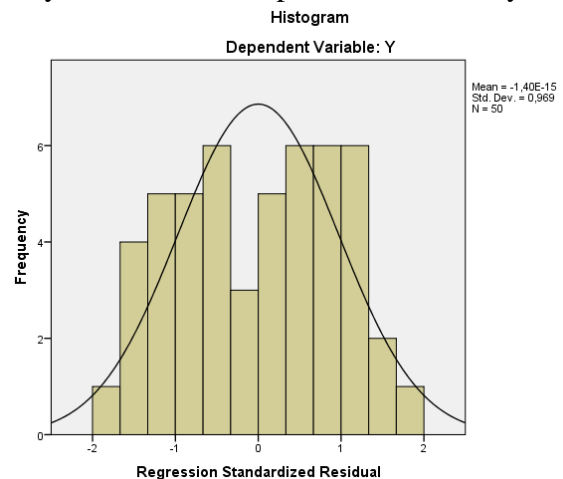


Figure 6 Histogram Graph of Sub Model II

In Figure 6 the histogram shows that the lines and histograms cross from left to right. This image shows that the processed data is normally distributed.

Multicollinearity Test Results

Multicollinearity is a condition where there is a significant correlation between the independent variables. If there are symptoms of multicollinearity that are relatively perfect, then interpretation through the least squares becomes insignificant and the variance and standard deviation becomes undefined. This causes an increase in deviations regarding the accuracy of the independent variable in explaining the dependent variable. From the results of hypothesis analysis, the tolerance and Variance Inflation Factor (VIF) values in Table 8 are as follows:

Table 8 Multicollinearity Test Results for Sub model II

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Cost.X1	,310	3,224
	K.ServiceX2	,457	2,188
	Satisfaction .Z	,259	3,867

a. Dependent Variable: Loyalty .Y

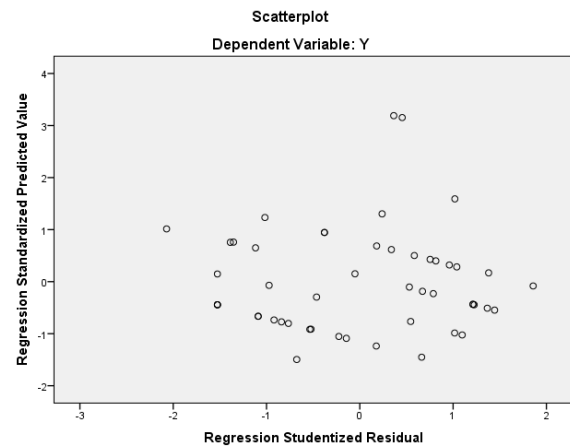
Source: Research Results, 2017 (Data Processed)

Based on Table 8, it is known that the VIF value for independent variables consisting of education costs and service quality and satisfaction of parents is less than 10 (VIF <10), while the tolerance value is close to 1. Thus the sub-model equation II Path Analysis is free from assumption of multicollinearity.

Heteroscedasticity Test Results

Heteroscedasticity test aims to test whether in the path model variance from residuals occur one observation to another observation. If the residual variance from

one observation to another observation remains, then it is called homoscedasticity, conversely if different it is called heteroscedasticity. With SPSS processing, the following results are obtained:



Source: Research Results, 2017 (Data Processed)

Figure 7 Heteroscedasticity Test Results for Sub Model II

Based on Figure 7 shows that most points spread around the Y axis zero point. This means that Path analysis II sub model equation is free from heteroscedasticity assumptions and the data used in this study is sourced from normally distributed data.

Path Analysis Model (Path Diagram) Sub Model II

The hypothesis states that Education Costs (X1), Service Quality (X2) and Parent Satisfaction (Z), have a positive and significant effect on Parent Loyalty (Y) at Medan Sriwijaya Private TK. The following is Table 9, the calculation of the path coefficient test for each variable:

Table 9 Path Coefficient Test Results Sub Model II

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error			
1	(Constant)	-,607	,696		-,872	,388
	X1	,333	,118	,314	2,833	,007
	X2	,057	,021	,250	2,736	,009
	Z	,455	,129	,427	3,523	,001

a. Dependent Variable: Y

Source: Research Results, 2017 (Data Processed)

Based on Table 9, it can be seen that the path analysis equation of sub model II in this study is,

$$Y = 0.314 X1 + 0.250 X2 + 0.427 Z + \epsilon_2$$

Then the results of the F hypothesis test (simultaneously) on the path analysis of sub model I can be seen in Table 10 below:

Table 10 Hypothesis Test Results F Sub Model II

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	118,774	3	39,591	72,194	,000 ^b
	Residual	25,226	46	,548		
	Total	144,000	49			
a. Dependent Variable: Y						
b. Predictors: (Constant), Z, X2, X1						

Source: Research Results, 2017 (Data Processed)

Based on Table 10, it is found that the value of Fcount is 72.194 with a significant level of 0.000 smaller than alpha 0.05. The resulting calculation of 72.194 is greater than Ftable which is 1.70. Thus simultaneously the cost of education, service quality and parental satisfaction have a positive and significant effect on the loyalty of parents at the TK Swasta Sriwijaya.

Next to find out the magnitude of the influence of the independent variable on the dependent variable is to use the following coefficient of determination R test in Table 10;

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,908 ^a	,825	,813	,74054
a. Predictors: (Constant), Z, X2, X1				
b. Dependent Variable: Y				

Source: Research Results, 2017 (Data Processed)

Based on Table 10, it can be seen that the value of R Square obtained is equal to 0.825 or 82.5% which indicates the ability of education cost variables and service quality and parental satisfaction in explaining the variations or effects that occur in parent loyalty 82.5%, while the remaining 17.5% influenced by other variables such as trust, emotional factor, history with company, which are not included in this study. Due to trust (trust) and history with company, it greatly affects the loyalty of parents

Testing The Probability Hypothesis (P-Value) Sub Model II

The results of testing the hypothesis of the probability value (p-value) can be seen in Table 11 as follows:

Table 11 Probability Value Test (P-Value) Sub Model II

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,607	,696		-,872	,388
	X1	,333	,118	,314	2,833	,007
	X2	,057	,021	,250	2,736	,009
	Z	,455	,129	,427	3,523	,001
a. Dependent Variable: Y						

Source: Research Results, 2017 (Data Processed)

Based on Table 11 can be explained as follows;

1. The results of the t test show the value of constants in table t of - 607 which means that if all the independent variables have a value of - 607, then the dependent variable will be followed by - 607.
2. Calculated value > ttable from education cost variable which is 2.833 > 1.68 and is significant for education costs of 0.007 < alpha 0.05, so that the education cost variable has a positive and significant effect on parental loyalty, thus the hypothesis is accepted.
3. The calculated value > t table of the education cost variable is 2.736 > 1.68

- and the significant value for service quality is 0.009 < alpha 0.05, so the service quality variable has a positive and significant effect on parental loyalty, thus the hypothesis is accepted.
4. The value of tcount > t table of the variable education costs is 3.523 > 1.68 and significant for parental satisfaction of 0.001 < alpha 0.05, so that the variable satisfaction of parents influences positively and significantly on parental loyalty, thus the hypothesis is accepted.

Testing Hypotheses with Path Analysis Direct Effect

To find out and calculate the direct influence of the variables under study, it can be displayed as follows;

- a. Effect of education costs (X1) on parent satisfaction (Z)
X1 against Z = 0.611
- b. Effect of Service Quality (X2) on Parent Satisfaction (Z)
X2 against Z = 0.325
- c. Effect of education costs (X1) on parental loyalty (Y)
X1 against Y = 0.314
- d. Effect of Service Quality (X2) on Parental Loyalty (Y)
X2 against Y = 0,250
- e. Effect of Parent Satisfaction (Z) on Parental Loyalty (Y)
Z against Y = 0.427
- f. Effect of Education Costs (X1) and Service Quality (X2) on Parent Satisfaction (Z) = 67,370

- a. The effect of education costs (X1) on parents' loyalty (Y) through parent satisfaction (Z).
X1 through Z against Y = $0.611 \times 0.427 = 0.260$
- b. Effect of Service Quality (X2) on Parental Loyalty (Y) through Parent Satisfaction (Z).
X2 through Z to Y = $0.250 \times 0.427 = 0.106$

Total Effect

To calculate the total effect the following formula is used:
The total influence of education costs (X1) on parents' loyalty (Y) through parent satisfaction (Z).
X1 through Z to Y = $0.314 + 0.427 = 0.741$
The total influence of Service Quality (X2) on Parental Loyalty (Y) through Parent Satisfaction (Z).
X2 through Z to Y = $0.250 + 0.427 = 0.677$
Based on the explanation, the path diagram in Figure 4.9 can be described as follows:

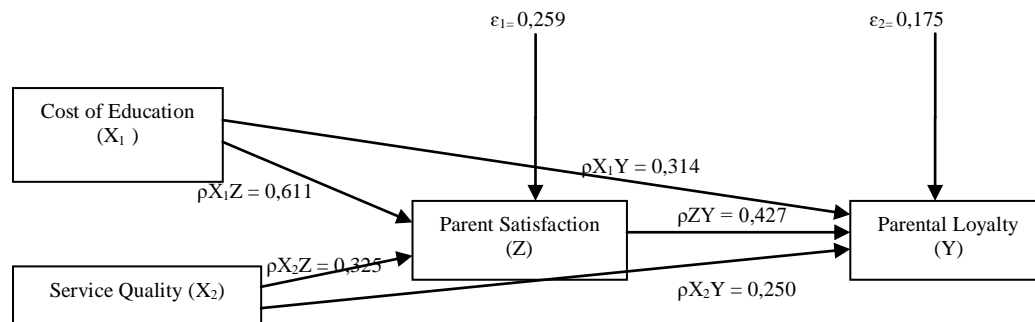


Figure 7 Path Analysis

Summary

The summary of the results of the influence between the research variables in this study are as follows:

Table 12 Effect of Inter-Variable Research

Variabel Bebas	→	Dependent Variable	Mediasi	Direct Effect	Indirect Effect	Total Effect	Ket
Cost of Education (X ₁)	→	Parent Satisfaction (Z)	-	0,611	-	0,611	Signifikan
Service Quality (X ₂)	→		0,325	-	0,325	Signifikan	
Cost of Education (X ₁)	→	Parental Loyalty (Y)	Parent Satisfaction (Z)	0,314	0,260	0,574	Signifikan
Service Quality (X ₂)	→			0,250	0,106	0,356	Signifikan
Parent Satisfaction (Z)	→	-	-	0,427	-	0,427	Signifikan

Table 11 summarizes the influence between research variables. Direct influence between variables (direct effect) is the effect that occurs based on the regression results

between research variables. Indirect effects include the presence of mediating variables in calculating these influences. Indirect effects are calculated based on the multiplication between the direct influence of the independent variable on the mediating variable and the mediating variable on the dependent variable. For example, the calculation of the indirect effect of education costs (X1) on parent loyalty (Y) through parental satisfaction (Z) is calculated as the effect of X1 on Z times the influence of Z on Y (0.611×0.427), which is 0.260. The total influence is the overall influence of the independent variable on the dependent variable by including direct and indirect influences. Total influence is the amount of direct influence with indirect influence.

Table 12 informs that the most powerful influence in shaping parental satisfaction is the perception of education costs. Although both have influence, perceptions of the cost of education have a greater influence in shaping parent satisfaction. The variable that most plays a role in shaping parental loyalty directly is

the satisfaction of parents. However, in total, the greatest influence was generated through perceptions of the cost of education. The cost of education is able to create satisfaction and loyalty. The effect of education costs on loyalty is more strongly influenced by indirect influences. This indicates that consumers are loyal because they have felt and evaluated the quality of services provided. Conversely, from the perception of education costs, direct loyalty has been strongly influenced by the cost of education. This indicates that parents value education costs in shaping loyal behavior. The cost of education is number 1 that parents pay attention to, then only satisfaction with the service.

Hypothesis Testing

The hypothesis in this study will be tested using a t-test significance test for direct influence and a single test for indirect influence. If the significance value obtained is significant or smaller than 0.05, then the research hypothesis, H_a is accepted. The research hypothesis testing is summarized in Table 13.

Table 13 Testing of Research Hypothesis

No	Hypothesis	Path Coefficient	P-value	Conclusion
H ₁	Education costs have a positive and significant effect on parental satisfaction TK Swasta Sriwijaya Medan	0,611	0,000	Accepted
H ₂	Service quality has a positive and significant effect on parental satisfaction TK Swasta Sriwijaya Medan	0,325	0,002	Accepted
H ₃	Education costs and service quality have a positive and significant effect on parental satisfaction TK Swasta Sriwijaya Medan	67,370	0,000	Accepted
H ₄	Education costs have a positive and significant effect on the loyalty of parents TK Swasta Sriwijaya Medan	0,314	0,007	Accepted
H ₅	Service quality has a positive and significant effect on the loyalty of parents TK Swasta Sriwijaya Medan	0,250	0,009	Accepted
H ₆	The cost of education through parental satisfaction has a positive and significant effect on the loyalty of parents TK Swasta Sriwijaya Medan	0,260	0,001*	Accepted
H ₇	Service quality through parental satisfaction has a positive and significant effect on parents' loyalty TK Swasta Sriwijaya Medan	0,106	0,001*	Accepted

* Significance is obtained through the sobel test

Table 13 shows that the cost of education has a positive and significant influence on influencing parental satisfaction. Thus the first hypothesis proposed in the study is acceptable. Service quality also has a positive and significant influence on influencing parental satisfaction. Thus, the second hypothesis is accepted. The cost of education and service

quality has a positive and significant effect on influencing parent satisfaction. Thus, the third hypothesis of the study was accepted. The cost of education has a positive and significant influence in shaping the loyalty of parents. There is enough statistical evidence to accept the proposed hypothesis. The fourth hypothesis of the study was accepted. Service quality has a positive and

significant influence in shaping the loyalty of parents. Therefore, the fifth hypothesis of the study was accepted. The cost of education, through parental satisfaction, has a positive influence in shaping the loyalty of parents. The test results using the Sobel test indicate that the indirect influence is significant. Thus, there is sufficient statistical evidence that the indirect effects of education costs on parental loyalty through parental satisfaction occur. The sixth hypothesis of the study was accepted. Service quality, through parental satisfaction, has a positive influence in shaping the loyalty of parents. The test results using the Sobel test indicate that the indirect influence is significant. Thus, there is sufficient statistical evidence that indirect effects of service quality on loyalty through parental satisfaction occur. The seventh hypothesis of the study was accepted.

Conclusion of Path Analysis Results

Based on data processing path analysis Figure 4.7 can be seen the direct effect of the cost of education, quality of service, parental satisfaction with parental loyalty consisting of:

1. Education Costs (X1) on parental satisfaction (Z) of 0.611
2. Service quality (X2) on parental satisfaction (Z) is 0.325
3. Education Costs (X1) to parent loyalty by (Y) 0.314
4. Service quality (X2) for parent loyalty is (Y) 0,250
5. Education Costs (X1) and service quality (X2) towards parent satisfaction (Z) of 67,370.

It also shows the indirect effect of variable education costs and service quality through parental satisfaction with parental loyalty, as follows;

1. The cost of education (X1) has an indirect effect on parental loyalty (Y) through parental satisfaction (Z) of 0.741
2. Service quality (X2) has an indirect effect on parental loyalty (Y) through parental satisfaction (Z) of 0.677

DISCUSSION

The Influence of Direct Education Costs on Parent Satisfaction.

The results of the study state that the education cost variable has a positive and significant effect on parental satisfaction. The magnitude of the direct effect of the education cost variable on parental satisfaction is 0.611 and the significant value produced by the education cost variable is $0.000 < \alpha 0.05$ (5%), then the hypothesis is accepted, namely the cost of education has a positive and significant effect on parental satisfaction. Where respondents feel that with the high and low levels of education applied by Medan Sriwijaya Private Kindergarten affect the high and low satisfaction of parents, this is because respondents feel the increase in education costs set is not in accordance with the quality of services and services so as not to create satisfaction from parents

This research is supported by Kaura at all (2015), which explains that the price variable affects customer satisfaction. This is because the pricing has been considered good by the customer so that the high and low prices will affect the decision in purchasing customers.

The results of this study are supported by Irawan (2004), namely the factors that drive customer satisfaction are as follows:

1. The quality of the product, the customer is satisfied if after buying and using the product it turns out the quality of the product is good.
2. Price, sensitive customers, usually low prices are an important source of satisfaction because customers will get high value for money.
3. Service quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular is SERVQUAL.
4. Emotional Factor, customers will feel satisfied (proud) because of the emotional value provided by the brand of the product.

5. Cost and convenience, customers will be more satisfied if it is relatively easy, comfortable and efficient in getting a product or service

The Influence of Service Quality Directly on Parent Satisfaction.

The results of the study state that service quality variables have a positive and significant effect on parental satisfaction. The magnitude of the direct effect of service quality variables on parental satisfaction is 0.325 and the significant value produced by the service quality variable is 0.02 α 0.05 (5%), then the hypothesis is accepted, namely service quality has a positive and significant effect on parental satisfaction. Respondents argued that the quality of service at TK Swasta Sriwijaya Medan affected parental satisfaction, where parents felt the quality of Medan Sriwijaya Private Kindergarten service was not in line with the expectations of parents. Thus, it could be concluded that the level of service quality was able to provide good results to improve parents' satisfaction. TK Swasta Sriwijaya Medan which is maximal directly. This research is in line with Amalia (Tauhida), which explains that service quality variables have a positive and significant effect on patient satisfaction. This is evidenced by the level of quality of services provided will increase patient satisfaction.

The results of this study are supported by Irawan (2004), namely the factors that drive customer satisfaction are as follows:

1. Product quality, customer satisfaction if after buying and using the product it turns out the quality of the product is good.
2. Price, for customers who are sensitive, usually low prices are an important source of satisfaction because customers will get high value for money.
3. Service quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular is SERVQUAL.

4. Emotional Factor, customers will feel satisfied (proud) because of the emotional value provided by the brand of the product.
5. Cost and convenience, customers will be more satisfied if it is relatively easy, comfortable and efficient in getting a product or service.

In this case the level of service quality at TK Swasta Sriwijaya Medan has a positive impact and greatly affects the level of satisfaction of parents, the higher the level of quality of service to TK Swasta Sriwijaya Medan, parents' satisfaction will be higher and vice versa. This means that the influence of service quality is one of the factors of high and low satisfaction of parents, if the quality of services provided is not in accordance with what is given to parents, the level of satisfaction of parents will decrease.

The Influence of Simultaneous Education Costs and Service Quality on Parent Satisfaction

The results of the study stated that the cost of education and service quality variables simultaneously had a positive and significant effect on Parent Satisfaction. The magnitude of the effect is simultaneously variable The cost of education and the quality of service to parental satisfaction is 67,370 and the significant value generated variable parents satisfaction is 0,000 α 0,05 (5%), then the hypothesis is accepted, namely the cost of education and the quality of service simultaneously influential positive and significant to the satisfaction of TK Swasta Sriwijaya Medan parents. Respondents argue that with the increase in education costs that are followed by good quality services such as quality assurance and service quality will affect the high satisfaction of parents and vice versa, if the level of education costs are not appropriate and the quality of services provided is not in line with expectations or desired by parents, the level of satisfaction of parents of the TK Swasta Sriwijaya Medan School Team will decrease.

generated by parents from TK Swasta Sriwijaya Medan.

This research was supported by Gombachika et al (2013), in his study explaining that service quality, and customer satisfaction had a positive and significant influence on customer loyalty.

In this case the high quality of service at TK Swasta Sriwijaya will have a positive impact on the loyalty of parents. so that the Sriwijaya Private TK must pay more attention to the quality of its services to parents, so that the impact can increase the loyalty of parents. Therefore, in TK Swasta Sriwijaya Medan must improve the quality of service to parents so that parents can create parent loyalty.

Influence of Education Costs Indirectly on Parental Loyalty through Parent Satisfaction

The results of the study stated that the education cost variable had a positive and significant effect on parental loyalty through parental satisfaction. The magnitude of the influence indirectly on the variable cost of education through parental satisfaction has a positive impact on the loyalty of parents. Respondents argued that parents would be satisfied if the education costs set by the TK Swasta Sriwijaya Medan were in accordance with the quality of service felt by parents. Satisfaction received by TK Sriwijaya's parents will affect their loyalty. In other words, the education costs applied will affect parents to send their children to school if the parents feel satisfied. This research is supported by Kaura et al (2015), in his research explaining that the quality of service, the price has an influence positive and significant towards customer loyalty. Thus it can be concluded that the cost of education through parental satisfaction is a form that affects parent loyalty indirectly. Parent's loyalty to TK Swasta Sriwijaya Medan will increase if it is influenced by the level of education costs and also followed by parents' satisfaction.

Influence of Indirect Service Quality on Parental Loyalty through Parental Satisfaction

The results of the study state that service quality variables have a positive and significant effect on parental loyalty through parental satisfaction. The magnitude of the influence indirectly on service quality variables on parental loyalty through parental satisfaction has a positive and significant effect. Respondents argued that the quality of TK Swasta Sriwijaya Medan services such as convincing tangible, responsiveness and reliability, and poor quality assurance made parents' expectations decrease so parents' satisfaction was not formed and impact on the loyalty of parents. Thus it can be concluded that the quality of service through parental satisfaction is a form that influences the loyalty of parents indirectly.

This research was supported by Namukasa (2013), in his research explaining that the quality of service, satisfaction has a positive and significant influence on the loyalty of parents.

Thus service quality has a positive and significant effect on parent loyalty through parental satisfaction. This means that the loyalty of TK Swasta Sriwijaya Medan parents will be created if the quality of TK Swasta Sriwijaya Medan services are able to provide what parents want so that the parents feel satisfied.

Effect of Education Costs, Service Quality on Parent Satisfaction and its impact on Parental Loyalty.

Direct Effect

From the results of research and calculations carried out shows that the cost of education has an influence on the satisfaction of parents. Service Quality has a direct influence on parental satisfaction. quality of service has a greater influence on parental satisfaction than the cost of education on parental satisfaction. The next level is the cost of education to influence the loyalty of parents. Service quality has an influence on the loyalty of parents. Parent

satisfaction influences the loyalty of parents. Then it can be concluded from data processing, that parental satisfaction has an influence on customer loyalty.

This result is supported by previous researchers namely Gombachika (2013) who stated that there was a strong relationship between service quality, customer satisfaction and customer loyalty among customers of the public utility electricity industry. These results are supported by previous researchers namely Anuwichanont (2011) which states that price is an important strategy that influences product / service demand and company profitability. As a result, prices play an important role in influencing customer decisions in choosing and developing loyalty with certain products or services. Then it was concluded that prices have a positive and significant effect. Other researchers, Anka (2013) also obtained results that show that the dimensions of service quality have a positive and significant effect on customer loyalty in banking in Kenya.

Indirect Effect (Indirect Effect)

From the results of research and calculations carried out shows that the cost of education has an influence on the loyalty of parents through parental satisfaction. Service quality has an influence on parental loyalty through parental satisfaction. Then it can be concluded from the results of the calculation that service quality has a very large effect on parental loyalty through parental satisfaction, when compared with the cost of education towards parental loyalty through parental satisfaction.

These results are supported by previous researchers Sunarto (2006), who stated that brand reputation has a positive effect on customer loyalty, customer satisfaction has a positive effect on customer loyalty, service quality has a positive effect on customer loyalty, service quality has a positive effect on customer satisfaction, influential customer loyalty positive for competitive advantage, and service quality has a positive effect on

competitive advantage. Indirectly that brand reputation, service quality has a positive and significant effect on competitive advantage through customer loyalty at BRI Branch Kendal.

Total Effect

From the results of the research and calculations carried out shows that the cost of education has a total influence on the loyalty of parents through parental satisfaction. Service quality has a total influence on the loyalty of parents through satisfaction. Then it can be concluded that from the results of processing, the quality of service provides the greatest total influence on parental loyalty compared to the effect of the total cost of education on parental loyalty

Thus the service quality factor is a factor that is more dominant or greater in increasing the loyalty of parents at Medan Sriwijaya Private Kindergarten. This result is supported by previous researchers namely Purwanti (2014) the results of the study indicate that there is a strong positive correlation between service quality, trust and fairness of prices towards customer loyalty.

These results are supported by previous researchers namely Jahanshahi (2011) the results of the study indicate that there is a high positive correlation between customer service and product quality with customer satisfaction and customer loyalty. The next researcher is Atmaja (2011) The results of the study show that: 1) Fairness of prices does not affect customer satisfaction, 2) Image of the company influences customer satisfaction, 3) customer satisfaction has an effect on loyalty, 4) fairness of prices does not affect customer loyalty, 5) company image does not affect customer loyalty and 6) Overall, customer satisfaction is the only construct that can affect customer loyalty

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The conclusions in this study are:

1. The results of the study show that the cost of education directly has a positive and significant effect on parental satisfaction.
 2. Direct service quality has a positive and significant effect on Parent Satisfaction.
 3. The costs of education and Service Quality simultaneously have a positive and significant effect on Parent Satisfaction.
 4. Educational Costs directly have a positive and significant effect on Parental Loyalty.
 5. Service Quality directly has a positive and significant effect on Parental Loyalty.
 6. Education Costs indirectly have a positive and significant effect on Parental Loyalty through Parent Satisfaction.
 7. Service Quality indirectly has a positive and significant effect on Parental Loyalty through Parent Satisfaction.
4. For the next researcher, it is expected to find and develop other factors that influence customer satisfaction and loyalty such as brand image, relational marketing (commitment and reciprocity), and marketing mix and develop variable indicators according to the research subject which will be examined further.

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- Recommendations**
- The suggestions in this study are:
1. For the level of education costs, there are still many parents who disagree even disagree in terms of the stipulated fees, therefore the Medan Sriwijaya Private TK must be more effective in adjusting the cost of education so that it is more affordable for parents and in accordance with the quality of service given.
 2. For the quality of service, many parents feel less satisfied, dissatisfied, even very dissatisfied with the services provided to parents. In this case Medan Sriwijaya Private Kindergarten must be able to serve parents maximally by giving more training and direction to educational staff such as teacher training, teacher performance improvement training and seminars.
 3. For customer satisfaction and loyalty, many respondents answered that they were less satisfied, dissatisfied, and very dissatisfied. Therefore Medan Sriwijaya Private TK must develop facilities and infrastructure, providing more services such as providing friendly service.

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