

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT SIMPLE HARMONY SCHOOL OF MUSIC COMPANY

Anthonius Yuliantono¹

Universitas of Ciputra, Surabaya
INDONESIA

Emails: ¹anthoniusyuliantono@gmail.com

ABSTRACT

Music education becomes more important in Indonesia recently. Parents become aware that music education is essential for children's development, and this awareness has triggered the growth of schools for music education in Indonesia. Music functions to stimulate prior memories that can encourage objective and subjective experiences, in order to create feeling of relaxation to the children. Unfortunately, many schools of music are not supported by quality improvement in curriculum and are not yet certified, hence the teaching and learning process are not yet optimal. This research aims to explore the service quality of schools of music which can impact customers' satisfaction in learning music. Theoretical foundations of this research are theory of service quality and customer satisfaction. The results gained through linear regression show that service quality affects the customers' satisfaction in learning music.

Keywords: Service Quality, music education, children development, quality improvement, curriculum

INTRODUCTION

Simple Harmony School of Music is a school of music founded in June 2011. This school offers courses in music, and the assessment system used by this school adapts international-standardized certificate of examination of London College Music. This school also sells music instruments, sheet music and the related books. Simple Harmony has innovation in its classroom interior, which is to use more artistic Yumen acoustic board for the walls, provide a clean, larger and comfortable room for learning about music, provide comfortable waiting room for the customers to wait for their course session and make them easier to interact with the customer services and teachers. In order to sustain the business, Simple Harmony School of Music offers many services starting from free trial, discounts, to offer package for 1 to 2 years with various courses material. The school also cooperates with other teachers by sending the teachers to teach music in the cooperated schools, such as ansamble, band or school choir under the

management of Simple Harmony. Promotion efforts have been done by holding seminars about music and workshop in the radios, and giving interesting gifts for prospective customers who registered in the exhibition tenants. In the early 2014 until mid-2015, the number of students of Simple Harmony decreased significantly due to many other courses hours, extracurricular, additional lesson and other activities. School holidays and examinations were also among the reasons of why the students could not continue their music courses in the next month.

Based on the reasons explained in the preceding paragraphs, it can be seen that the Simple Harmony School of Music is currently experiencing a decrease in numbers of customers. This condition may interrupt the regular process of teaching and learning during weekdays, as well as decrease the demands of learning music needs in Simple Harmony School of Music. This research is aimed at finding a solution for a challenging situation faced by Simple Harmony School of Music through the following research question "customer complaints toward service quality of Simple Harmony School of Music". Result of this research is hoped to provide answer for Simple Harmony School of Music regarding customer satisfaction of the service given. Based on the research question, the objectives of this research are:

1. "To determine the effect of Tangible as one of service quality dimensions provided by Simple Harmony School of Music"
2. "To determine the effect of Responsiveness as one of service quality dimensions provided by Simple Harmony School of Music"
3. "To determine the effect of Reliability as one of service quality dimensions provided by Simple Harmony School of Music"
4. "To determine the effect of Assurance as one of service quality dimensions provided by Simple Harmony School of Music"
5. "To determine the effect of Empathy as one of service quality dimensions provided by Simple Harmony School of Music"

LITERATURE REVIEW

Service Quality

Zeithamal, et al (2011) define service quality as an excellent delivery or superior service compared with customer's expectation, while Lovelock and Wright (2010) define service quality as the degree to which a service satisfies customer by meeting their needs, wants, and expectation. Furthermore, Zeithaml, Parasuraman, and Berry (2012) state that service quality is a measurement of how well a service quality suits customer expectation. The implementation of service quality means to make compromise with customer expectation consistently. Grönroos in Apriyani (2013:4) states that service quality is a result of evaluation process where customers will compare their expectation with certain service they receive. Hawkins and Motherbough (2012: 22) state that service quality is an activity undertaken to improve the products and services for the customers. In addition to that, Zeithaml, Parasuraman, and Berry (2012) add that service quality is a measure of how well a service suits customer expectation.

According to Kotler (2013:13), service quality has four main characteristics that have big influence to the marketing program. They are:

1. Intangibility. A product or service cannot be seen, tasted, smelled, heard, and touched before making purchase or consumption. If a product is an object or goods, then service is an action or implementation that supports the product.

2. Inseparability. Service implementation cannot be separated by service provider, whether individual or organization and machine or technology.
3. Variability. Service quality provided by humans or machines can vary or be very different based on who provides the service, how, when and where is the service provided.
4. Perishability. Service cannot be stored to resell or reuse, and therefore it is concluded that basically service is going to be consumed at the time it is offered to the customers.

Indicators of Service Quality

Service quality is an instrument used by customer to measure whether the service given by a company already well suits their expectation or not. One of the popular concepts of service quality is SERVQUAL. Parasuraman in Tjiptono (2011: 198) lists five indicators of service quality:

1. Tangible, or physical evidence. Physical evidences here are attractive physical facilities, equipment and materials used by the company, and the physical look of workers. The attributes used in this indicator are as follows (Tjiptono, 2011: 233):
 - a. Modern equipment
 - b. Facilities with visual appeal Fasilitas yang berdaya tarik visual
 - c. Workers with professional appearance
 - d. Materials related to the service provided, designed with visual appeal
2. Reliability. Reliability relates to the company's ability to provide accurate service since the beginning, without making any mistake, and deliver the service which is rendered during the agreed time. The attributes of this indicator is as follows (Tjiptono 2011: 233):
 - a. Providing the service as promised
 - b. Reliable in dealing with customers
 - c. Delivering accurate service since the beginning
 - d. Delivering punctual services as promised
 - e. Storing records or documents without errors
3. Responsiveness. Responsiveness relates to the willingness or ability possessed by workers in assisting and responding customer's needs, as well as informing when the service is given, and providing the service as quickly as expected. Attributes of this indicator are as follows (Tjiptono, 2011:233) :
 - a. Informing customer about the assurance of service delivery time
 - b. Providing immediate service for the customer
 - c. Willingness to assist the customer
 - d. Readiness to respond customer's needs
 - e. Kesiediaan untuk membantu pelanggan.
 - f. Kesiapan untuk merespon permintaan pelanggan.
4. Assurance. Assurance is the worker's attitude that can foster customer's trust to the company, that the company can create a sense of safety for customer. Assurance means that the workers are polite, master the knowledge required to answer questions asked by the customers or handle problems experienced by them. The attributes of this indicator are as follows (Tjiptono, 2011: 233):

- a. Workers can foster customers' sense of trust
 - b. Workers can create comfortable experience for customers when making transaction
 - c. Workers are consistently polite
 - d. Workers are able to answer questions asked by customers
5. Empathy. Empathy means that the company understands their customers' problems, commits action on behalf of customers' interest, provides personal attention to customers, and operates under regular and punctual operating hours. The attributes of this indicator are as follows (Tjiptono, 2011: 233):
- a. Workers give individual attention to customers
 - b. Workers treat customers attentively
 - c. Workers put customers' interest on priority
 - d. Workers understand the needs of customers
 - e. Operational time is punctual, convenient, and proper as expected.

Based on the theories described previously, it can be generally understood that the service quality is the overall characteristics and the results of an evaluation process conducted by customer of a product or service, where all of those essentially are done to meet the expectations and needs of customers. In addition to that, individualized approach to customers is the value expected by the customer in order to keep purchasing services provided by the company.

Customer Satisfaction

For Kotler and Keller (2012: 117) customer satisfaction is feelings that are emerged and experienced by a customer, either happy or disappointed, resulted after comparing the performance and service delivery as experienced with performance and delivery as expected. Tjiptono and Chandra (2011: 295) explain customer satisfaction is customer's response to the perception evaluation of the difference between the initial expectations (certain performance standards) and the actual performance of the product as perceived by them after consuming the product or service. For Sangaji and Sopiah (2013: 180), customer satisfaction is customer's evaluation of a product or service, whether the product or service has met the needs and expectations of customers or not. Based on the research conducted Dwi Aryani in 2010, there are five indicators of service quality which have positive and significant impact on customer satisfaction. They are *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, and *Emphaty*. The higher the level of service quality, the higher the level of customer satisfaction.

Customers are satisfied with the service quality (*tangible*) provided by the company to the customers in the form of clean and tidy classroom, clean and comfortable waiting room and school environment, well-maintained and clean tool instruments, and staffs that are always clean, neat and polite in accordance with the service quality provided. Later, customers are satisfied with the service quality (*reliability*) provided by the company by providing service as promised, punctual, store documents properly and without mistakes, and punctual courses schedule. Next, customers are satisfied with the service quality (*responsiveness*) provided by the company through the staffs' working performance in giving the proper service, giving accurate and complete information about the company and its services, responding customers' claim quickly and accurately, and understanding the customers' needs especially in offering special services.

Furthermore, customers are satisfied with the service quality (*assurance*) provided by the company to the customer through providing quality assurance in teaching aspects, encouraging customers' trust to the company, being honest in giving the specification of course fees and hours, assuring the curriculum quality and providing legal and internationally standardized examination. Last but not least, customers are satisfied with the service quality (*empathy*) given by the company to their customers in form of courteous service to customers, understands the real needs of them, and respond to customers' needs and desires sincerely and nicely.

Based on the research formulations and analysis model discussed previously, the followings are hypotheses of this research:

1. H₁: Tangible dimension significantly influences customers satisfaction at Simple Harmony School of Music.
2. H₂: Reliability dimension significantly influences customer satisfaction at Simple Harmony School of Music.
3. H₃: Responsiveness dimension significantly influences customer satisfaction at Simple Harmony School of Music.
4. H₄: Assurance dimension significantly influences customer satisfaction at Simple Harmony School of Music.
5. H₅: Empathy dimension influences customer satisfaction at Simple Harmony School of Music.

RESEARCH METHODS

This research is conducted to gain an overview of the influence of service quality that consists of Tangible, Reliability, Responsiveness, Assurance, and Empathy on customer satisfaction in Simple Harmony School of Music. The data were gained by distributing questionnaires to the customers of Simple Harmony School of Music. Questionnaires were distributed to customers Simple Harmony School of Music. This research is quantitative in nature, since this research focuses on hypotheses testing to deduce conclusions (Sugiyono, 2011). The questionnaire results were processed through SPSS for Windows version 20.0 in order to answer the research questions. The research design is non-experimental one, and due to its nature and purpose, this is included as correlational research. The researcher seeks, explains correlations, makes assumption, and tests by using the existing theories.

Research Variables

This research is entitled "The Effect of Tangible, Reliability, Responsiveness, Assurance, and Emphaty to Customer Satisfaction at Simple Harmony", with dependent variable and independent variables. The followings are the variables used in this research:

1. Independent variables (x): Tangible (x1), Reliability (x2), Responsiveness (x3), Assurance (x4), and Emphaty (x5).
2. Dependent variable (Y): customer satisfaction.

Operational Definition of Variables

The following explanation is to give operational definitions of each research variable used in this research:

1. Service quality (X) is a presentation of product or service to meet the needs of customers which are as expected by them. Variables used by the research in service quality are based on Parasuraman *et al.* (In Tjiptono and Chandra, 2011):
 1. Physical evidences (Tangible), which is all matters related to physical appeal of facilities, equipment, and materials used by the company. The related indicators are:
 1. modern equipment
 2. classroom cleanliness
 3. neat look of the staffs
 2. Reliability, which is the company's cap skills to provide accurate and punctual service as agreed. The indicators used in this research are:
 - 1) punctuality
 - 2) reliability
 - 3) accurate service delivery
 3. Responsiveness, which is the staffs' skills and avail skills in assisting and responding customers' requests, as well as in giving clear service information. The indicators used in this research are:
 - 1) giving information
 - 2) willingness to respond customers' requests
 - 3) availability to serve customers' demands
 4. Assurance, which is the staffs' skills in promoting customers' sense of trust and safety. Assurance also means that the staffs are politeness and master the knowledge needed in giving the service. The indicators used in this research are:
 - 1) courteous service
 - 2) sufficient knowledge
 - 3) able to answer customers' questions
 5. Empathy, which means that the company understand customers' needs, act for the customers' interest, and has comfortable operating hours. The indicators used in this research are:
 - 1) giving individual attention to customer
 - 2) understanding customer's needs
 - 3) treating customer attentively
2. Customer satisfaction (Y), which means that customers will feel satisfied if the service given is as expected and desired by them (Kotler, 2012:177). The indicators used in this research are:
 - a. Facilities and physical condition of classrooms and waiting room
 - b. Service provided by the company
 - c. Easy to access the course service

According to Sugiyono (2013, p. 363), population is a generalization of an area consists of subjects or objects that share certain quantity and characteristics as determined by the researcher to learn about and draw conclusion. The population used in this study is 120 customers or students who had still been registered in Simple Harmony School from June 2012 to May 2015. Furthermore, Sugiyono (2010) explains that sample is part of numbers and characteristics of certain population. Samples are some of the characteristics of the population that is going to be studied, and they are considered as representatives of the entire population (Sunnyoto, 2012). From those definitions, it can be concluded that sample is certain numbers and characteristics of

entire related population to be studied, which are considered as representative of the population. The sample used in this study were the students of Simple Harmony under the following criteria:

1. Students of Simple Harmony who registered for the course within 3-6 months and had experienced the facilities and services provided by Simple Harmony
2. They were not staffs or schoolteachers of Simple Harmony to make sure that the information given was objective.
3. Students who were 15 years old by the time they are interviewed, considered mature enough to decide to join the music courses for shaping their talent, yet were still under parents assistance.

Sampling Method

Sampling method in this research is a *non-probability sampling*, since not all individuals in the population have equal opportunity to be selected as research sample. Sampling technique used is *purposive sampling*, a sampling technique based on the researcher's considerations of samples' characteristics in order to adjust with research purpose (Utomo and Mahadewi, 2012).

Method of Data Collection

Kinds of data

The followings are explanation on kinds of data used in this research:

1. Primary data, gained from questionnaires of questions lists about the influence of service quality to customer satisfaction.
2. Secondary data, gained from library study and related previous researches on related variables of this research.

Sources of data

There are two sources of data:

1. Internal source, which is the source of data outside the company in form of students who join the courses in Simple Harmony.
2. External source, which is the source of data outside the company in form of books, articles, websites, documents, and magazines.

Technique of data collection

To gain the data, the techniques used are the followings:

1. Questionnaires with closed ended questions with Likert scale for primary data. Likert scale is used to make easier for the respondents in answering the questions.
2. Library study, by studying related previous researches and related theories in books, articles and relevant documents, in order to gain secondary data,

The use of questionnaire as research instrument in this research is to make easier for the research in calculating the answers. All respondents are asked to fill in the questionnaire form to find out their answers, by choosing Likert scale that best represents their answers or responses toward the systematic question (Jannah and Prasetyo, 2011). In this research, the researcher did not use neutral choice to avoid not sure as the answer. Each question is completed with four answer options with the following options:

1. Score 1 for Strongly Disagree (abbreviated as STS)
2. Score 2 for Disagree (abbreviated as TS)
3. Score 3 for Agree (abbreviated as S)

4. Score 4 for Strongly Agree (abbreviated as SS)

Results of the instrument that have been collected are tested to measure the capskills and reliability of the measurement tool (questionnaire) used to find out whether it can be used for further analysis or not.

The researcher conducts quantitative data analysis with validity test, reliability test, classical assumption test, multiple linear analysis test, correlation coefficient test (R), determination coefficient test (R²), F test, and T test as statistical analysis tools.

Multiple Linear Regression Test

Besides measuring the strength of relationship between two or more variables, regression analysis also shows the direction of relationship between dependent variable and independent variables (Ghozali, 2011: 96). In this research, multiple linear regression is used as analysis model. Sunyoto (2012) states that multiple linear regression is used to determine the effect of two or more independent variables on the dependent variable. The following formula is a mathematical formula of multiple linear regression used in this research: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$

Where:

- Y = customer satisfaction
- $\beta_1 - \beta_5$ = partial regression coefficient
- X_1 = Tangible
- X_1 = Reliability
- e = standard of error
- X_1 = Responsiveness
- X_1 = Assurance
- X_1 = Emphaty
- β_0 = Constant

Partial Test (t)

T test is basically used to how far is the effect of independent variable individually, in explaining the variation of dependent variable (Ghozali, 2011). Riduwan and Sunarto (2013) claim that t test is ran to compare among the five independent variables, to find out whether the variables are similar or different. If the result of t test of each variable has less significant value than 0,05, then the independent variable, individually or partially has significant effect on dependent variable.

DISCUSSION

Result of T Test

Table 1. Result of T Test

Dimension of Service Quality	t-counted	Significance	t-table	Interpretation
Tangible (X_1)	3,943	0,000	1,987	H_1 is accepted
Reliability (X_2)	2,244	0,027	1,987	H_2 is accepted
Responsiveness (X_3)	4,266	0,000	1,987	H_3 is accepted
Assurance (X_4)	1,866	0,066	1,987	H_4 is accepted
Empathy (X_5)	1,999	0,049	1,987	H_5 is accepted

Tangible (X_1) had t-counted value of 3,943 with significance level of 0,000, which was less than 0,05. T-counted value gained were greater than the value of t-table therefore it means that H_1 was accepted. Tangible dimension had significant effect on customer satisfaction at *Simple Harmony School of Music*. In addition to that, partial test result showed that there was significant effect of tangible dimension on customer satisfaction at Simple Harmony School of Music. The results then showed that tangible dimension had significant contribution for customer satisfaction. Positive effect means that an increase in tangible dimension would also increase customer satisfaction with Simple Harmony School of Music. Tangible relates with physical appeal of facilities, equipment and materials used by the company, and the look of the staffs (Tjiptono, 2011:233). Based on the theory of tangible, tangible dimension was closely related to physical appearances of all attributes owned by a company that provides services. Customer satisfaction of the tangible dimension means that the customers felt satisfied or glad with the service quality of the company, which was revealed on clean and comfortable classrooms and waiting room, clean and nice school environment, well-maintained music instruments, and courteous staffs with neat and professional look.

Reliability (X_2) had t-counted of 2,244 with significant level of 0,027 that was lesser than 0,05. The t-counted gained was greater than t-table of 1,987 therefore it means that H_2 was accepted, and it can be concluded that reliability had significant effect to customer satisfaction at Simple Harmony School of Music. Partial test result showed that there was significant effect of reliability dimension on customer satisfaction at Simple Harmony School of Music, and it is safe to say that reliability had significant contribution for customer satisfaction. The effect was positive, means that an increase in reliability dimension would also increase customer satisfaction with Simple Harmony School of Music. Reliability relates with the company's skills to provide accurate service from the very beginning, avoid or without any mistake, and provide punctual service as agreed (Tjiptono, 2011: 233). The results showed that reliability dimension was closely related to service consistency given by a company. The customers of Simple Harmony School of Music felt satisfied with tangible dimension of service quality given by the company, in form of providing actual and punctual service as promised, storing documents in right way, and being always punctual for teaching and learning activities. Reliability dimension is a form of service quality that is actualized by providing services as promised or as marketed. This dimension is very essential for the company since it shows quality performance of the company. Reliability dimension will show how qualified is the company's service in affecting customer satisfaction.

Responsiveness (X_3) had t-counted of 4,266 with significant level of 0,000 which was smaller than 0,05. The t-counted value was greater than t-table value which was 1,987 and it means that H_3 was accepted. Therefore, it can be concluded that responsiveness dimension had significant effect on customer satisfaction at Simple Harmony School of Music and had significant contribution for customer satisfaction. Positive effect means that an increase in responsiveness dimension would also increase customer satisfaction with Simple Harmony School of Music. Responsiveness in this research was related to the staffs' willingness and skills to assist the customers of Simple Harmony School of Music, respond their requests, inform the customers when the service is given, and provide the service immediately as promised (Tjiptono, 2011: 233). This means that responsiveness dimension is about how qualified are the staffs in serving the needs of the customers. The customers of Simple Harmony School of Music felt satisfied by responsiveness as one of service quality dimensions in form of providing courteous service to

serve the students' needs, show sufficient music and suitable techniques of teaching, and perform professionally when teaching the students to avoid monotony in classroom. All companies, including Simple Harmony School of Music, must realize the importance of immediate responsiveness in responding the customers' needs, since immediate and appropriate responsiveness will make customers feel respected and understood by the company. Immediate responsiveness will positively affect company's service performance and will be highly valued by the customers.

Assurance (X_4) had t-counted of 1,866 with significance level of 0,066 which was greater than 0,05. The t-counted value was lesser than t-table value of 1,987 and it means that H_4 was rejected. It is then concluded that assurance dimension had no significant effect on customer satisfaction at Simple Harmony School of Music. Since the H_4 hypothesis was rejected, the effect contributed by this assurance dimension on affecting customers' satisfaction was not significant. Assurance means that all attitudes of the staffs can encourage the customers' sense of trust to the company, and can make the customers believe that the company can assure safety for them. Assurance also means that the staffs are always polite, possess knowledge and skills needed to handle customers' questions or problems (Tjiptono, 2011:233). Since assurance dimension had no effect on the customer' satisfaction with service provided in Simple Harmony School of Music, all knowledge and skills possessed by the school staffs in teaching, in providing accurate and punctual service, and in conducting professional teaching and learning activities to avoid monotony in classroom did not significantly affect customers' satisfaction. This result is similar to Samosir's research result (2005) which showed that assurance dimension in library service had no significant effect on students' satisfaction. Similar result is also showed by the research conducted by Widjoyo et al. (2013) on McDonald's Drive Thru Service at Basuki Rahmat in Surabaya, which showed that assurance dimension had no significant effect on consumer satisfaction.

Empathy (X_3) had t-counted value of 1,999 with significance level of 0,049 which was lesser than 0,05. The t-counted value was greater than t-table value which was 1,987, means that H_5 was accepted. It can be concluded that empathy dimension had significant effect on terhadap customer satisfaction at Simple Harmony School of Music. The partial hypothesis testing showed that empathy dimension had significant effect on customer satisfaction at Simple Harmony School of Music, or in other words, it significantly affected customer satisfaction. Positive effect means that increase in empathy dimension would also increase customers' satisfaction with Simple Harmony School of Music. Empathy is shown when a company tries to understand the needs of its customers and act based on its customers' needs, give personal attention to customers, and has convenient and punctual operational hours. Hence, empathy dimension is related to personal concern given by company to customers' interest. Customer satisfaction with service given by *Simple Harmony School of Music* was affected significantly by initiative indicator, which was indicated by helping students who need knowledge of music, focusing on teaching process, were not distracted by electronic gadgets or other matters, and teaching based on the schedule given or by rules. Every service provided by a company requires the presence of empathy to all aspects in the service. When customers need services from the company, the company has a willingness to provide the best possible service to customers according to the procedures already established. On in the other hand, customers that are asked to be served must also understand and appreciate various conditions in the company, by not forcing their excessive requests, in order to create a relationship of mutual understanding

between the company and customers, which ultimately will have an impact on customer satisfaction.

CONCLUSION

The researcher derives several conclusions based on the research results discussed in previous section.

1. Tangible dimension has positive and significant effect on customer satisfaction at Simple Harmony School of Music.
2. Reliability dimension has positive and significant effect on customer satisfaction at Simple Harmony School of Music.
3. Responsiveness dimension has positive and significant effect on customer satisfaction at Simple Harmony School of Music.
4. Assurance dimension has no significant contribution or effect on customer satisfaction at Simple Harmony School of Music.
5. Empathy dimension has positive and significant effect on customer satisfaction at Simple Harmony School of Music.

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