



The Effect of Quality Kindergarten Services

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ABSTRACT

Early Childhood Education Institutions have been spread in various regions because they see the importance of education, one of which is in the district of Colomadu. At this time, Early Childhood Education institutions are trying to improve their quality in order to attract parents' interest in order to increase parental satisfaction. The purpose of this study was to determine the quality of kindergarten institutions and the level of satisfaction of parents in the district of Colomadu. Subjects in this study were 575 parents of kindergarten institutions in Subdistrict of Colomadu. Sampling using a random propotional sample methodso as many as 73 parents obtained parents. Data collection techniques used questionnaire method, documentation. Data collected were analyzed using descriptive analysis and simple regression analysis. Based on the calculation of simple linear regression coefficient test data obtained (R^2) equal to 0.174 which implies that the influence of the independent variable (TK service quality) on the dependent variable (the level of parental satisfaction) is 17.4% while the remaining 83.6% is influenced by other factors. And obtained t count 3.864 and obtained value of t table = 1.993 with a significance level of 0.05, then t arithmetic = 3.864 > t table = 1.993 so that H_0 is rejected and H_a is accepted. Means it can be concluded that there is a significant influence (significance) between the quality of kindergarten services on the level of satisfaction of parents in the Colomadu District 2018/2019.

KEY WORDS

quality of educational services, early childhood education institutions, parents satisfaction level

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INTRODUCTION

Basically children as a superior generation will not grow by themselves. Children need a good and appropriate environment to be able to develop various potentials and intelligence they have. The development of children's intelligence is very rapid in the early years of a child's life (Hamsun: 2009). In a study from Prof. Benyamin S.Bloom, Dr. Keith Osborn and Dr.Burton L.White (1965) from the University of

Chicago, United States who mentioned that children's intellectual development occurs very rapidly in the early years of their lives. According to several experts who stated that education which was started early is very important and strengthened by Law No. 20 of 2003 has a positive impact that encourages understanding to the wider community that the importance of education for early childhood. This is evident that many



communities support education programs for early childhood and many early childhood education services have been formed. This educational service to early childhood is one of the foundations that greatly influences the development of children into adulthood.

In addition to the scientific basis for establishing an PAUD institution, it is not easy, there are various requirements that must be met by the institution based on the Law. Various requirements that must be met by PAUD Institutions according to Law No. 20 of 2003 article 62 paragraph 2 include, the availability of curriculum, students / students, education personnel, infrastructure, education funding and the education system and evaluation (Suyadi: 2011).

According to Muliawan (2009) in his book entitled "Playgroup Management and Kindergarten" states that there are several requirements in establishing PAUD institutions, 4 important elements in establishing PAUD education services include legality, location, employment and engineering and marketing strategies. Although in theory and legislation already outlined various requirements for establishing the Institute ECD which must be met, but in reality there are many Institutions ECD established without fulfillment Persy a ratan completely and still much that we have encountered several parties institution that emphasizes business goals rather than providing quality services. This has an impact on the formation of PAUD which is not optimal and has an impact on the implementation of the PAUD program .

Apart from problems within the institution, there are still problems that arise within the

PAUD institution. According to Hiryanto, et al (2011) in his journal entitled "Mapping the Level of Quality Achievement of Early Childhood Education Programs in the Province of DIY" from the results of this study stated that there are still some shortcomings and obstacles in the implementation of PAUD in the Province of DIY. Some problems occur such as the lack of infrastructure, the unequal ratio of teachers to students, the lack of funds and the low participation of the community in PAUD institutions.

The problems described above become phenomena that must be considered where the condition or quality of education of an early childhood education institution does not only affect the future PAUD providers, but also affects the development and growth of children. Many of us still meet various PAUD institutions that still do not meet the requirements or have not given full satisfaction to parents and the community so that many parents are confused about sending their children to get a level of satisfaction so parents choose a good institution and fully believe that the institution can provide complete services suitable for their children.

The many demands and considerations from the community are often not matched by the quality of PAUD institutions, this is what makes polymics the emergence of problems of PAUD institution services in Indonesia. Based on observations in a number of TK Aisyiyah, Colomadu Surakarta sub-district also experienced problems in PAUD institutions. according to the data reference.kemdikbud.go.id there are 11 Aisyiyah kindergartens in Colomadu District.

According to the survey conducted there are still several Aisiyiah kindergartens in Colomadu that still lack services both infrastructure and others and below average. The reality does not rule out that the level of parental satisfaction with PAUD is also low. Therefore it is very important for an early childhood education institution, as a provider of educational services for early childhood to measure the level of satisfaction of its customers in this case are parents, so that these early childhood education institutions can evaluate the quality of education services provided by the institution and in the future the institution can improve the quality of education.

RESEARCH METHOD

The type of research used is quantitative research because the research aims to prove hypotheses, using research instruments. According to Kasiram (2008) quantitative research is a research method that uses the process of data in the form of numbers as a tool to analyze and conduct research studies, especially regarding what is researched. This type of research is an experimental research with a quantitative approach. According to Sugiyono (2013: 107) the experimental method can be interpreted as a research method used to look for the effect of certain treatments on others under controlled conditions.

This research is a quantitative study, the subjects in this study were 575 Aisiyiah Colomadu kindergarten parents. Sampling used a random propotional sample method so

that after calculating with the Slovin formula the subjects were 73 parents.

RESULTS AND DISCUSSION

Correlations

		kupen	tikep
kupen	Pearson Correlation	1	,417**
	Sig. (2-tailed)		,000
	N	73	73
tikep	Pearson Correlation	,417**	1
	Sig. (2-tailed)	,000	
	N	73	73

** . Correlation is significant at the 0.01 level

Based on the results of the comparison obtained correlation coefficient (r_{xy}) of 0.417, meaning that the correlation is moderate. The correlation sign is + (positive) meaning that if the value of TK service quality increases, the level of parental satisfaction will also increase and vice versa.

From the above data it can be concluded that between the quality variables of PAUD (X) with the variable level of satisfaction of parents (Y) have a moderate relationship because it has a correlation of 0.417.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,417 ^a	,174	,162	4,184

a. Predictors: (Constant), kupen

The table explains the value of the correlation / relationship (R) that is equal to 0.417 and explain the high percentage of independent variables on the dependent variable is called the coefficient of determination (R^2) equal to 174 which implies that the influence of the independent variables



(quality of service TK) on the dependent variable (the level of parental satisfaction) is 17.4% while the remaining 83.6% is influenced by other factors. Based on the test it can be seen that $t_{\text{arithmetic}} = 3.864$ and in the value of $t_{\text{table}} = 1.993$ with a significance level of 0.05, then $t_{\text{arithmetic}} = 3.864 > t_{\text{table}} = 1.993$ so that H_0 is rejected and H_a is accepted. Means it can be concluded that there is a significant influence (significance) between the quality of TK services on the level of parent satisfaction.

The discussion above can be seen the regression test output (Model Summary) using SPSS 15.0 For Windows shows the value of the correlation / influence (R) that is equal to 0.417 and explains the percentage of the influence of the independent variable on the dependent variable called the coefficient of determination which is the result of squaring the coefficient of determination (R^2) of 17.4 which implies that the influence of the independent variable (TK service quality) on the dependent variable (level of parent satisfaction) is 17.4% while the remaining 83.6% is influenced by other factors. It can be seen that $t_{\text{arithmetic}} = 3.864$ and in the value of $t_{\text{table}} = 1.993$ with a significance level of 0.05, then $t_{\text{arithmetic}} = 3.864 > t_{\text{table}} = 1.993$. so H_0 is rejected and H_a is accepted. Means it can be concluded that there is a real influence (significance) between variables (X) on the variable (Y) that is "there is an influence on the quality of Aisyiyah Kindergarten services on the level of satisfaction of parents in the Colomadu District 2018/2019 Academic Year".

CONCLUSION

Based on the description of the discussion and results of the study, researchers can express some suggestions, among others, as follows:

1. For managers, educators of Aisyiyah PAUD institutions in Colomadu sub-district should pay more attention to the quality of their institution's education services, especially to the quality of educators and education personnel as well as existing infrastructure, so that the level of parental satisfaction with the quality of educational services provided by PAUD institutions can increase better.

2. PAUD institutions should be able to improve the evaluation of the quality of their institutions. Evaluate in terms of education personnel, infrastructure facilities. The learning process and evaluation of the improvement of children's development and growth.

3. It is necessary to survey the level of satisfaction of parents to the quality of education services of PAUD institutions regularly to find out the level of satisfaction of parents in order to be used as reference material for the development of quality PAUD institutions in the district of Colomadu.

4. The involvement of the role of parents is also important for improving the quality of education of PAUD institutions in Colomadu sub-district.

5. For further research on the quality of education services for PAUD institutions can use a broader and more diverse subject that is covering existing PAUD institutions such as KB, TPA or Rodhatul Affal.



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