

ABSTRAK

Sektor jasa tidak dapat lepas dari sektor pendidikan, termasuk sektor pendidikan menengah. Sekolah Menengah Atas merupakan salah satu organisasi pada sektor pendidikan menengah di Indonesia. Terlebih, sekolah-sekolah SMA tersebut terus berkembang dan menjadikan persaingan antar sekolah menjadi ketat. Oleh karena itu, penelitian ini dilakukan untuk menganalisa pengaruh *operant service quality* dan *operand service quality* terhadap *behavioral intention* melalui *customer engagement* dan *customer satisfaction* dengan obyek penelitian SMA swasta terakreditasi A dengan siswa lebih dari 500 di Surabaya. Hasil penelitian ini diharapkan dapat dimanfaatkan oleh sekolah-sekolah SMA swasta terutama yang terakreditasi A di Surabaya dalam mengembangkan strategi yang tepat untuk meningkatkan keinginan berperilaku siswa terhadap sekolah.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software* AMOS 20.0. Kuesioner disebarikan kepada 391 responden sebagai sampel yang berasal dari populasi siswa SMA swasta terakreditasi A dengan siswa lebih dari 500 di Surabaya sebanyak 16.502 orang. Sampel pada penelitian ini ditentukan menggunakan *probability sampling* dengan metode *proportional random sampling*.

Hasil penelitian ini menunjukkan bahwa variabel *behavioral intention* dipengaruhi secara signifikan oleh variabel *operant service quality* dengan koefisien regresi sebesar 0,286, variabel *operand service quality* dengan koefisien regresi sebesar 0,276, variabel *customer engagement* dengan koefisien regresi sebesar 0,273, dan variabel *customer satisfaction* dengan koefisien regresi sebesar 0,171. Variabel *customer satisfaction* dipengaruhi secara signifikan oleh *operand service quality* dengan koefisien regresi sebesar 0,312 dan *customer engagement* dengan koefisien regresi sebesar 0,383, sedangkan *operant service quality* mempengaruhi *customer satisfaction* dengan tidak signifikan dengan koefisien regresi sebesar 0,048. Variabel *customer engagement* dipengaruhi secara signifikan oleh variabel *operant service quality* dengan koefisien regresi sebesar 0,185.

Kata kunci: *behavioral intention, customer satisfaction, customer engagement, operant service quality, operand service quality, service dominant logic, SMA swasta terakreditasi A dengan siswa lebih dari 500 di Surabaya*

ABSTRACT

The services sector cannot be separated from education, including secondary education sector. High School is one of the organizations at the secondary education sector in Indonesia. Moreover, schools high school continues to grow and make the inter-school competition became tight. Therefore, this study was conducted to analyze the effect of operant service quality and operand service quality to behavioral intention through customer engagement and customer satisfaction with the object of research “A” accredited private high school with over 500 students in Surabaya. Results of this study are expected to be used by the private high schools especially those accredited in Surabaya in developing appropriate strategies to improve students' desire to behave school.

This study uses a quantitative approach with the Structural Equation Model (SEM) analysis technique and uses the AMOS 20.0 software. The questionnaire was distributed to 391 respondents in the sample from the population of students of “A” accredited private senior high school with more than 500 students in Surabaya as many as 16.502 peoples. The samples in this study were determined using probability sampling with proportional random sampling method.

The results showed that the variable behavioral intention significantly affected by variables operant service quality with a regression coefficient of 0.286, the variable operand service quality with a regression coefficient of 0,276, variable customer engagement with a regression coefficient of 0,273, and variable customer satisfaction with a regression coefficient of 0,171. Variable customer satisfaction significantly affected by operand service quality with a regression coefficient of 0,312 and customer engagement with a regression coefficient of 0,383, whereas operant service quality affects customer satisfaction with insignificant with a regression coefficient of 0,048. Variable customer engagement significantly affected by operant variables of service quality with a regression coefficient of 0.185.

Keywords: behavioral intention, customer satisfaction, customer engagement, operant service quality, operand service quality, service dominant logic, “A” accredited private senior high school with students of more than 500 in Surabaya