

## ABSTRAK

Sektor jasa telah mengalami perkembangan sejak tahun 1970 dan hingga saat ini, jasa telah memiliki peranan yang penting dalam perkembangan ekonomi di berbagai negara (Abdullah, 2006). 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 *customer satisfaction* melalui *customer engagement* dengan obyek penelitian SMA swasta terakreditasi A dengan siswa lebih dari 500 di Surabaya. Hasil penelitian ini diharapkan dapat digunakan oleh organisasi-organisasi SMA swasta terutama yang terakreditasi A di Indonesia dalam mengembangkan strategi yang tepat untuk meningkatkan kepuasan siswa terhadap sekolah.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *Structural Equation Model* (SEM) dan *software* AMOS 16.0. 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 *customer satisfaction* dipengaruhi secara signifikan oleh variabel *operant service quality* dengan koefisien jalur sebesar 0,468, variabel *customer engagement* dengan koefisien jalur sebesar 0,393, dan variabel *operand service quality* dengan koefisien jalur sebesar 0,287. Variabel *customer engagement* dipengaruhi secara signifikan oleh variabel *operant service quality* dengan koefisien jalur sebesar 0,247.

**Kata kunci:** *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 service sector has grown since 1970 and until now, the service has had a significant role in economic development in various countries (Abdullah, 2006). The service sector cannot be separated from the education sector, including secondary education sector. Senior high school is one of the organizations in the secondary education sector in Indonesia. Moreover, the senior high schools continue to grow and make into a tight competition between schools. Therefore, this study was conducted to analyze the effect of operant service quality and operand service quality on customer satisfaction through customer engagement with the study object of students of “A” accredited private senior high school with students of more than 500 in Surabaya. The results of this study can be used by organizations of private senior high schools; especially the A accredited private senior high school in Indonesia to developing appropriate strategies to improve student satisfaction with school.

This study uses a quantitative approach with the Structural Equation Model (SEM) analysis technique and uses the AMOS 16.0 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 of this study indicate that the customer satisfaction variable is significantly affected by operant service quality variable with a path coefficient of 0,468, customer engagement variable with a path coefficient of 0,393, and operand service quality variable with a path coefficient of 0,287. Customer engagement variable is significantly affected by operant service quality variable with a path coefficient of 0,247.

**Keywords: 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**