

ABSTRAK

Fokus dari studi ini ialah guna mengkaji bagaimana kepuasan pelanggan di SD Qur'an Bahrusysyifa' Lumajang dipengaruhi oleh harga dan kualitas layanan. Mengetahui elemen-elemen yang memengaruhi kepuasan pelanggan sangat penting di saat lembaga pendidikan bersaing ketat satu sama lain. Pendapat orang tua dan tingkat kepuasan mereka dianggap sangat dipengaruhi oleh biaya sekolah dan kualitas layanan yang diberikan. Metode deskriptif dan asosiatif digunakan dalam penelitian kuantitatif ini. Dari total populasi 178 klien, 64 responden dipilih menggunakan prosedur sampel acak sederhana. Regresi linier berganda digunakan untuk menganalisis data setelah kuesioner digunakan untuk mengumpulkan data. Temuan menunjukkan bahwa harga dan kualitas layanan memiliki dampak besar terhadap kepuasan pelanggan. Dimensi kualitas pelayanan berdasarkan model SERVQUAL (*tangibles, reliability, responsiveness, assurance, empathy*) terbukti menjadi penentu utama kepuasan. Temuan ini memberikan implikasi penting bagi pihak sekolah dalam menyusun strategi pemasaran pendidikan yang berfokus pada nilai dan layanan pelanggan. Penelitian ini juga memberikan kontribusi teoritis terhadap pengembangan ilmu manajemen pemasaran jasa di bidang pendidikan.

Kata Kunci: harga; kualitas pelayanan; kepuasan pelanggan

ABSTRACT

The focus of this study is to examine how customer satisfaction at SD Qur'an Bahrusysyifa' Lumajang is influenced by price and service quality. Understanding the elements that affect customer satisfaction is crucial in a time when educational institutions are competing fiercely with one another. Parents' opinions and their level of satisfaction are considered to be greatly influenced by school fees and the quality of service provided. Descriptive and associative methods are used in this quantitative research. From a total population of 178 clients, 64 respondents were selected using simple random sampling procedures. Multiple linear regression was used to analyze the data after questionnaires were employed to collect the data. The findings indicate that price and service quality have a significant impact on customer satisfaction. Service quality dimensions based on the SERVQUAL model (tangibles, reliability, responsiveness, assurance, empathy) have proven to be key determinants of satisfaction. These findings provide important implications for schools in formulating educational marketing strategies that focus on value and customer service. This research also contributes theoretically to the development of service marketing management knowledge in the field of education.

Keywords: *price; service quality; customer satisfaction.*

