The Role Of Facility Quality And Service Quality On Customer Referrals At Smp Widya Wiyata Sidoarjo

Peran Kualitas Fasilitas Dan Kualitas Pelayanan Terhadap Referensi Pelanggan Di Smp Widya Wiyata Sidoarjo

Eva Khurrotul Ainiyah

Management Study Program, Faculty of Economics, Nahdlatul Ulama University Sidoarjo
evaainiyah123@gmail.com

ABSTRACT
This study aims to determine the relationship of Facility Quality and Service Quality to Customer Referral. The population in this study were students of Widya Wiyata Sidoarjo Junior High School. The sampling technique used Purposive Sampling with criteria 1. Have recommended to others 2. Following extra-curricular activities or additional services from the school. The sample size was 64 respondents. Data collection through distributing questionnaires. Validity and reliability analysis using SmartPLS 4.0 tools. The results showed that Facility Quality has a positive and significant effect on Customer Referrals, Service Quality has a positive and significant effect on Customer Referrals.
Keywords : Facility Quality, Service Quality, Customer Referral

ABSTRAK
Penelitian ini bertujuan untuk mengetahui hubungan Kualitas Fasilitas dan Kualitas Pelayanan terhadap Customer Referral. Populasi dalam penelitian ini adalah siswa-siswi SMP Widya Wiyata Sidoarjo. Teknik pengambilan sampel menggunakan Purposive Sampling dengan kriteria 1. Pernah merekomendasikan kepada orang lain 2. Mengikuti kegiatan ekstra kurikuler atau layanan tambahan dari sekolah Mengikuti kegiatan ekstra kurikuler atau layanan tambahan dari sekolah. Jumlah sampel sebanyak 64 responden. Pengumpulan data melalui penyebaran kuesioner. Analisis validitas dan reliabilitas menggunakan alat bantu SmartPLS 4.0. Hasil penelitian menunjukkan bahwa Kualitas Fasilitas berpengaruh positif dan signifikan terhadap Referensi Pelanggan, Kualitas Layanan berpengaruh positif dan signifikan terhadap Referensi Pelanggan.
Kata kunci: Kualitas Fasilitas, Kualitas Layanan, Referensi Pelanggan

1. Introduction

In this increasingly advanced era of globalization, improving the quality of life is determined by one's education. Education for a person has a strategic meaning to achieve success in life. The challenge faced by educational institutions is to manage quality educational institutions. Operationally, quality is determined by two factors, namely the fulfillment of predetermined specifications and the fulfillment of expected specifications according to the demands and needs of service users (Wibisono, 2017).

People today still think that public schools are better than private schools. Whereas what determines whether a school is good or not is not the status of the institution, but the quality of education in it. The number of students is also a very large determinant of the survival of educational institutions. If the more the number of students, the greater the revenue that can be obtained or achieved, on the contrary, if the fewer the number of students, the less revenue the company can achieve. Revenue is needed to meet the needs of the school, starting from buildings, service personnel, facilities, supporting equipment, and other things to support the quality of the school. school. Determining the choice of educational institutions requires consideration by prospective new students and parents, which schools are worth choosing. parents, which school is worth choosing and knowing the advantages that the school has. Several factors can be considered in determining a school, including: quality of facilities, quality of service, customer referrals.

Widya Wiyata Sidoarjo Junior High School is a child-friendly school without discrimination based on multiple intelligence by considering the competence of each learner and applying inclusive learning methods. Widya Wiyata Sidoarjo Junior High School has the following excellent programs: One Stop Schooling, Character Building, Self Building Ability, Moving Class, Bilingual, Entrepreneurship, E-Learning Program, Guest Native Teacher, IT-Preneur, Science Based Experiment, Literacy Award, Most Valuable Student Award, Student Ambassador for Peace, PHBS, Olympic Class. These excellent programs are equipped with supporting facilities such as permanent and spacious buildings, service rooms, computer rooms, language labs, science labs, worship rooms, self-building ability rooms, canteens, parking lots and others.

Facilities are something that is important in a service business, therefore existing facilities, namely the condition of the facilities, interior and exterior design must be considered, especially those that are closely related to what consumers feel directly (Rahma & Askriyandoko, 2019). According to Nanik Suryani & Guntara, (2017) Facilities are all types of equipment, equipment that functions as the main / auxiliary tool in carrying out work, and everything that can be used or used, occupied, and enjoyed by users. Facility indicators according to Oskar, (2020) namely, spatial planning, room planning, equipment / furniture, lighting, color and messages conveyed graphically.

The facilities owned by Widya Wiyata Sidoarjo Junior High School are quite adequate, but seen from another point of view, the quality provided is still inadequate, including the number of classrooms in the school is minimal, there is no elevator for students with special needs (disabilities), and the school signboard is not visible from the highway, so that the lack of public knowledge to know that there is a Widya Wiyata Sidoarjo Junior High School in the vicinity and causes people not to register their sons and daughters at the school.

Service quality is an important prerequisite for building, maintaining, maintaining, improving, and satisfying customer relationships (Neupane & Devkota, 2017). Service quality is an absolute thing that must be owned by companies or agencies that offer services, because with the quality of service that has been provided to customers, educational institutions can measure the level of service quality that has been achieved (Nilawati, 2022). Indicators of service quality according to Parasuraman, (1988) (Widjoyo, 2014) namely, Direct evidence (Tangibles), Reliability, Responsiveness, Assurance, Empathy.

Based on interviews with Widya Wiyata 9th grade students, the first respondent stated that "the quality of service is good, the staff is also good, the quality of learning services is very exciting" the second respondent stated "the quality of service of the teachers is very good, they can understand the quality of each student, in the quality of TU services sometimes there are still mistakes". Based on an interview with the principal of Widya Wiyata Sidoarjo Junior High School, he stated that "parents asked for volleyball and futsal extras but our school has not been able to realize these extras because there is no infrastructure". So based on interviews with grade 9 students and the principal of Widya Wiyata Sidoarjo Junior High School, it can be concluded that the quality of service of educators such as teachers is good, administrative services such as administration (TU) sometimes still have errors, and for extras proposed by parents there are still some that have not been realized because there is no supporting infrastructure.

Customer referral is the process of getting customers to convey the company's marketing message to friends, family and neighbors. Customer referrals can be described as a type of positive word of mouth that comes from the company's customers and focuses on recommending products/services. The contribution of customers to the company is not limited to the benefits resulting from their purchasing behavior, but also includes the benefits resulting from their referral behavior (Leone & Christodoulopoulou, 2020). The term "referral" has been used interchangeably with the terms "word-of-mouth" and "recommendation" in

many studies (Kumar et al., 2010) (Cheung et al., 2020; Kumar et al., 2010). Referrals mention a customer's readiness to share good word of mouth about a retailer and are understood as the act of a customer providing information about goods, services, brands, or companies to other customers (Babić et al., 2015).

Customer referrals are increasingly relevant today, as many online and mobile social tools make communication and referrals very easy (Leone & Christodoulopoulou, 2020). The benefits associated with customer referral programs make them very popular among companies operating in various industries, among which are the education industry (Leone & Christodoulopoulou, 2020). Customer Referral Indicator according to Sharma, (2022) & Abubakar, (2016) namely, Recommend to (friends, relatives and family), Often buy products or services, Have a positive experience, Consumer direction increases confidence in potential new consumers (friends, relatives, and family), Consumer satisfaction with products or services.

Based on interviews with 8th grade students of Widya Wiyata Sidoarjo Junior High School, the first respondent stated that "the reason I went to school here was because I was invited by my brother, after going to school here I also recommended it to my other siblings, because I think this school is indeed worth recommending" while the second respondent stated "I recommend my school by making video documentation which I then post on social media so that my friends can see it and a collection of memories for myself". So based on interviews with 8th grade students of Widya Wiyata Sidoarjo Junior High School, it can be concluded that these students are proud to be part of Widya Wiyata Sidoarjo Junior High School and want to recommend the school to friends and relatives through social media or directly.

The number of students of Widya Wiyata Sidoarjo Junior High School can be seen in the table below:

Table 1. Number of Students of Widya Wiyata Sidoarjo Junior High School

School Year	Number of Students	Increase / Decrease
2018-2019	37	
2019-2020	46	9
2020-2021	52	6
2021-2022	72	23
2022-2023	78	6

Source: Widya Wiyata Sidoarjo Junior High School

In the table above, it can be seen that Widya Wiyata Sidoarjo Junior High School has decreased compared to the number of new students who increased in the previous year. The decline in the number of new students is thought to be caused by intense competition and the quality of facilities and service quality of other private schools is superior.

To anticipate the decline in the number of new students in the coming year and the following years Widya Wiyata Sidoarjo Junior High School should need to improve and improve the quality of facilities and service quality so that it can influence students to provide recommendations to family, neighbors, friends, to become part of new students at Widya Based on the results of previous research, it can be identified that there is a research gap, such as in the research of Amelia & Safitri, (2021) Service Quality has a significant effect on Customer Loyalty and Facilities have a significant effect on Customer Loyalty, while in Muhtarom, (2022) Facilities have an insignificant effect on Customer Loyalty.

2. Research Methods

The type of research used in this study is descriptive quantitative research. This research was conducted at Widya Wiyata Sidoarjo Junior High School which is located at Jl. Sekawan Ayu IX, Perumahan Bumi Citra Fajar No.17, Bulusidokare, Kec. Sidoarjo, Sidoarjo

Regency, East Java. The population in this study were students of Widya Wiyata Sidoarjo Junior High School. The sampling technique used Purposive Sampling with criteria 1. Have recommended to others 2. Participate in extra-curricular activities or additional services from the school. The total population was 78, namely Widya Wiyata Sidoarjo Junior High School students, and the sample size was 64 respondents according to predetermined criteria. Primary data is taken directly from respondents. Researchers used data from the distribution of questionnaires through questionnaires. The primary data source of this research is students of Widya Wiyata Sidoarjo Junior High School and filling out the questionnaire that has been given directly. Secondary data obtained from the Widya Wiyata Sidoarjo Junior High School website, company documentation such as the number of facilities, the number of teaching staff, the number of students, journal publications and others. The statistical tool used in this research is SmartPLS 4.0. The scale used in this study is a Likert scale.

3. Results And Discussions
Validity and Reliability
a) *Convergent Validity*

The results of testing the validity construct can be explained using Outer Loading as follows:

Table 2. *Outer Loding*

Indicators	*Customer Referral*	Facility Quality	Service Quality
Special Planning (X1.1)		0,809	
Room Planning (X1.2)		0,924	
Equipment (X1.3)		0,911	
Lighting (X1.4)		0,922	
Color (X1.5)		0,949	
Messages Delivered Graphically (X1.6)		0,943	
Direct Evidence (X2.1)			0,860
Reliability (X2.2)			0,900
Responsiveness (X2.3)			0,919
Assurance (X2.4)			0,883
Empathy (X2.5)			0,921
Recommend (Y1)	0,843		
Buying Frequently (Y2)	0,918		
Positive Experience (Y3)	0,928		
Consumer Direction (Y4)	0,872		
Consumer Satisfaction (Y5)	0,961		

Source: SmartPLS 4.0 Data Processing

Based on the table above, it can be seen that all indicators on all variables produce a loading factor value of more than 0.5. Thus it can be said that all indicators are convergent valid, so they can be used to measure their variables..

b) *Discriminant Validity*

The validity test results can be explained using Cross Loaading as follows::

Table 3. *Cross Loaading*

Indikator	*Customer Referral*	Facility Quality	Service Quality
Special Planning (X1.1)	O,634	0,809	0,563
Room Planning (X1.2)	0,801	0,924	0,774
Equipment (X1.3)	0,704	0,911	0,707
Lighting (X1.4)	0,785	0,922	0,759

Color (X1.5)	0,784	0,949	0,768
Messages Delivered Graphically (X1.6)	9,769	0,943	0,757
Direct Evidence (X2.1)	0,770	0,826	0,860
Reliability (X2.2)	0,703	0,648	0,900
Responsiveness (X2.3)	0,731	0,736	0,919
Assurance (X2.4)	0,754	0,695	0,883
Empathy (X2.5)	0,784	0,662	0,921
Recommend (Y1)	0,843	0,701	0,771
Buying Frequently (Y2)	0,918	0,774	0,781
Positive Experience (Y3)	0,928	0,672	0,707
Consumer Direction (Y4)	0,872	0,795	0,677
Consumer Satisfaction (Y5)	0,961	0,802	0,837

Source: SmartPLS 4.0 Data Processing

Based on the table above the measurement of cross loading, it can be seen that overall the indicators of each variable produce a loading value that is greater than the loading value on other variables. these results state that from the discriminant validity test, each indicator is able to measure the latent variable corresponding to its indicator.

c) Construct Reliability

The results of the Construct Reliability test can be explained as follows:

Table 4. Composite Reliability, Cronbach Alpha dan *Average Variance Extracted (AVE)*

	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)
Customer Referral (Y)	0,944	0,958	0,820
Facility Quality (X1)	0,958	0,967	0,830
Service Quality (X2)	0,939	0,954	0,805

Source: SmartPLS 4.0 Data Processing

Based on the table above, it can be seen that all indicators in each variable Customer Referral, Facility Quality, and Service Quality have a composite reliability value with a value> 0.70 which means reliable. The Cronbach Alpha value of the three variables has a value> 0.60 so that it can be interpreted as reliable. The AVE value of the three variables has a value> 0.50 so that it can be interpreted as reliable.

Hypothesis Test

Output Model

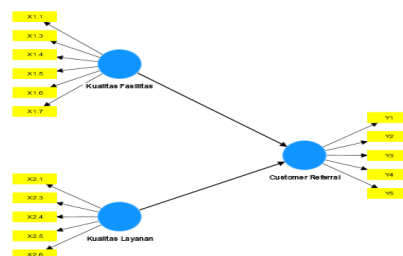Based on the conceptual framework in this study, the output model is shown in the figure below:

Figure 1. Structural Model
Source: SmartPLS 4.0

R Square

The R Square value can be seen in the following table:

Table 5. *R Square*

	R-Square	R-Square Adjusted
Customer Referral (Y)	0,7666	0,759

Source: SmartPLS 4.0 Data Processing

Based on the table above, it is known that the adjusted R-Square value on Customer Referral is 0.759. This can show that the Facility Quality and Service Quality variables have an influence of 75.9% on customer referrals, while the remaining 24.1% is influenced by other variables not examined in this study. Facility Quality and Service Quality have a good contribution to Customer Referrals directly.

Hypothesis Testing

The results of hypothesis testing can be explained as follows:

Table 7. *Estimate For Path Coefficient*

		Original Sample (O)	T-Statistics	P-Values	Results
H1	Facility Quality -> Customer Referral	0,428	4,222	0,000	Accepted
H2	Service Quality -> Customer Referral	0,495	5,533	0.000	Accepted

Source: SmartPLS 4.0 Data Processing

Based on the table above, it shows that the direct effect hypothesis is accepted, because the T-Statistics value> 1.96 and P-Values <0.5. Facility Quality has a significant effect on customer referrals with a T-statistic value of 4.222> 1.96 and a P-value of 0.00 indicating that the resulting p value is <5% or 0.05 alpha significance. Service Quality has a significant effect on customer referrals with a T-statistic value of 5.533> 1.96 and a P-value of 0.00 indicating that the resulting p value is < from a significant alpha of 5% or 0.05.

Discussion

Facility Quality affects Customer Referral

Based on research shows that Facility Quality has a positive and significant effect on Customer Referrals. The facilities available at Widya Wiyata Sidoarjo Junior High School, namely comfortable classrooms, clean bathrooms, neat library rooms, laboratory rooms have complete tools, attractive building color selection, so that it will influence students to recommend to friends, family, and neighbors to choose a school at Widya Wiyata Sidoarjo Junior High School. This is supported by previous research conducted by Leone & Christodoulopoulou, (2020) which states that customer references can be described as a type of positive word of mouth that comes from company customers and focuses on recommending products / services. And Afianto & Widiyanto, (2016) states that there is a significant influence between Facility Quality on WOM.

Service Quality affects Customer Referral

Based on research showing that Service Quality has a positive and significant effect on Customer Referrals. The quality of service provided by Widya Wiyata Sidoarjo Junior High School is very good such as, the teachers are friendly and smiling, Service Quality learning is very exciting, and the teachers can understand the quality of each student, so that the service is able to influence students to recommend friends, family, and neighbors to choose a school at Widya Wiyata Sidoarjo Junior High School. This is supported by previous research conducted by Ullah & Shabbir, (2018) which states that Service Quality has a significant effect on Customer Referral.

5. Conclusion

Based on the results of research and data analysis that has been carried out, it is known that the first hypothesis, Facility Quality has a positive and significant effect on Customer Referral, meaning that the facilities at Widya Wiyata Sidoarjo Junior High School are complete and adequate, so learning activities will become easier and can run well without any obstacles

and are able to influence students to recommend to others to choose a school at Widya Wiyata Sidoarjo Junior High School.

The second hypothesis, Service Quality has a positive and significant effect on Customer Referral, meaning that the services provided by Widya Wiyata Sidoarjo Junior High School are good and able to influence students to recommend to others to choose a school at Widya Wiyata Sidoarjo Junior High School.

To anticipate a decrease in the number of new students in the coming year and the following years, Widya Wiyata Sidoarjo Junior High School should need to improve and increase Facility Quality and Service Quality so that it can influence students to provide recommendations to family, neighbors, friends, to become part of new students at Widya Wiyata Sidoarjo Junior High School.

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