

THE INFLUENCE OF PROMOTIONS AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT ASSALAAM SUKOHARJO HIGH SCHOOL

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ABSTRACT

This research aims to find out whether promotion and service quality have an influence on customer satisfaction at SMA Assalaam Sukoharjo. The research objects taken were 105 parents spread throughout Indonesia and data collection was carried out through questionnaires. The data analysis used is multiple linear regression. In this research, the results show that promotion and service quality have a positive and significant effect on customer satisfaction at SMA Assalaam Sukoharjo. Promotion has a positive and significant effect on customer satisfaction. This is proven by the calculated t value of 2.059 with a significance level of 0.042. This illustrates that the more and better promotions carried out by SMA Assalaam Sukoharjo, the higher the level of customer satisfaction. Service quality has a positive and significant effect on customer satisfaction. This is proven by the t count of 7.638 and a significance of 0.000. This illustrates that the higher and better the quality of service provided by SMA Assalaam Sukoharjo, the higher the level of customer satisfaction with that institution. It is hoped that these results can be an input for SMA Assalaam to always improve the quality of promotions and services provided to customers.

Keywords: promotion, service quality, customer satisfaction

INTRODUCTION

In an increasingly competitive situation, prospective students tend to choose Islamic boarding schools that offer better product quality. Because now people are getting smarter in choosing the goods or services they want to buy, they will buy goods/services that have good quality at competitive prices. According to Kotler and Keller (2012: 173), factors that influence consumer behavior are cultural, social, personal and psychological. These factors are the basis for determining whether someone makes a purchase. Motivation, perception, attitude and lifestyle are internal factors that influence a person's behavior in buying products. Apart from internal factors, external factors or external factors, namely the factors that exist in the product you want to buy, also influence a person's decision to buy that product. For example, marketing media factors or the media used to promote products and service quality.

In relation to several factors that influence customer satisfaction, Tjiptono in Marheni (2007:159) says that customer dissatisfaction is caused by internal factors and external factors. Internal factors that the company can relatively control, for example rude employees, rubber watches, errors in recording transactions. On the other hand, external factors are outside the company's control, such as weather, disruption to public infrastructure, criminal activity, and personal problems of customers.

Furthermore, Tjiptono in Marheni (2007) said that in the event of dissatisfaction, there are several possibilities that customers can do, namely (1) do nothing, dissatisfied customers do not complain, but they practically will not buy or use the service the company concerned again; (2) there are several factors that influence whether a dissatisfied customer will complain or not, namely (a) the degree of importance of the consumption carried out, (b) the level of customer dissatisfaction, (c) the benefits obtained, (d) knowledge and experience, (e) customer attitudes towards complaints, (f) level of difficulty in obtaining compensation, (g) chances of success in making a complaint. The institution's promotional media and the quality of service to customers or consumers will be able to influence the level of customer satisfaction itself. So it will also be able to influence the sustainability of the institution.

Starting from the consumer's attraction to an item which is supported by its economic capabilities, looking for information on the advantages and benefits of that

item, until the consumer decides to choose that item (Warijati, 2016). So, in terms of educational services, parents are one of the customers who will provide testimonials about satisfaction with the institution's educational services in addition to other factors. Customer or consumer satisfaction is a feeling experienced by someone, whether they feel satisfied or vice versa, after comparing what is real with the expectations received from a product or service. The satisfaction felt by customers can only be achieved by providing quality service to customers.

In facing competition to get students to enter its institution, as well as maintaining a good assessment of its name, Assalaam Sukoharjo High School, which is the object of research, has taken several promotional steps. Some of these steps are creating promotional advertisements in mass media via Instagram, Facebook, as well as including promotions in advertisements in mass media to join the promotion of Pondok Assalaam in general. This promotion is intended primarily for targets who come from outside MTS Assalaam, who will later be able to enter through the matric and takhashus class routes. As can be seen on the SMA Instagram page @sma_assalaam_sukoharjo and Facebook with the account address @Smaassalaamsukoharjo, which contain content or posts in the form of activities carried out by the institution which are certainly expected to be a means of promoting the institution. Apart from that, Assalaam High School directly promotes the 9th grade students of MTs Assalaam in the form of exposure to school programs which are gathered in Assalaam High School workshop activities with the students and homeroom teachers of 9th grade of MTs Assalaam. Data obtained for the last 5 years shows that the number of Assalaam High School students in the 19/20 academic year was 106 students, in 20/21 there were 111 students, in 21/22 there were 156 students, in 22/23 there were 126 students and in 23/23 24 as many as 149 students as stated in the Assalaam Sukoharjo High School TU student data (2023).

METHOD

The data collection technique used in this research is by using a questionnaire, namely collecting data using a list of questions/questionnaires that have been prepared in advance and given to respondents. Where the respondent chooses one of the answers provided in the list of questions. Data processing using Multiple Linear Regression analysis. As what Mc. Cloud (2023) said that A questionnaire is a research instrument

consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer, or post.

Population: According to Sinambela (2014: 94) population is a collection of individuals with predetermined qualities and characteristics. The population in this study were all guardians of Assalaam Sukoharjo High School students.

Sample: According to Sulistiawan, Riadi & Maria (2018: 64) the sample is part of the number and characteristics of the population. The sampling technique in this research used a saturated sampling technique. According to (Sulistiawan, Riadi & Maria, 2018: 64) saturated sampling is a technique for determining a sample if all members of the population are used. The number of samples that will be used in this research is 105 student guardians.

FINDINGS/ RESULTS AND DISCUSSION

Distribution of the questionnaire was carried out by distributing the Google-form link through the student guardian group owned by the homeroom teacher at Assalaam High School. Respondents fill in the link distributed by the homeroom teacher and it will be entered into the researcher's data automatically. The questionnaire contains two parts, namely the respondent's identity section and questions regarding promotions, service quality and customer satisfaction.

This description section analyzes the respondent's background consisting of gender, educational background and occupation of the respondent. This classification is intended to determine the characteristics of respondents as research objects. From the questionnaire obtained, respondent data can be drawn with the following characteristics:

1. Description according to Gender Characteristic

Table 1
Description according to Gender characteristics

Gender	Amount	Percentage
Woman	83	79%
Man	22	21%

Source: processed primary data, 2024

Based on the data in the table of respondents based on gender characteristics above, it can be seen that female respondents dominate, namely 83 respondents or

79% of the total 105 respondents. Meanwhile, the number of male respondents was 22 respondents or 21% of the total respondents.

2. Description according to Last education

Table 2

Description according to Last education

Last education	Amount	Percentage
elementary school	0	0%
JUNIOR HIGH SCHOOL	4	4%
SENIOR HIGH SCHOOL	30	29%
S1	51	49%
S2	18	17%
S3	2	2%

Source: processed primary data, 2024

From the final education characteristics table above, we can conclude that respondents with a bachelor's degree dominate, namely 51 respondents or 49% of all respondents. while respondents with a high school education were in second place, namely 30 respondents or 29% of the total respondents. There were 18 respondents with Master's Education Level or 17%. There were 4 respondents with a junior high school education or 4%. Meanwhile, there were 2 respondents with a doctoral degree or 2%. And from this table it can also be seen that not a single respondent had a final education level of elementary school.

3. Description according to Job Characteristics

Table 3

Description according to Job Characteristics

Type of work	Amount	Percentage
Private sector employee	13	12%
Self-employed	17	16%
IRT	32	30%
ASN	24	23%
Teachers and lecturers	8	8%
Etc	11	11%

Source: processed primary data, 2024

From the job characteristics table above, it can be seen that respondents who work at home as housewives dominate, namely 32 respondents or 30%. Meanwhile, in second place, 24 respondents or 23% work as ASN. Respondents who are self-employed are in third place at 16%, namely 17 respondents. Meanwhile, 13

respondents work as private employees or 12%. Respondents who work as teachers and lecturers were 8 people or 8% and others were 11 people or 11%.

Each variable has a different dimension with a different number of questions. Descriptions of respondents' answers are outlined in tabular data which is expected to make it easier to read the results. The following results were obtained:

1. Respondent's answer to the Promotion variable

Table 4
Results of Respondents' Answers to Promotion Variables

No	Question	Respondent's Answer					Average value
		SS	S	K.S	T.S	STS	
1	Advertising is used	64	40	0	0	1	4.6
2	Discounts	60	43	1	1	0	4.5
3	Personal Selling	50	53	1	0	1	4.5
4	Publication of activities	54	48	1	3	0	4.4
Average total score							4.5

Source: Primary data processed in 2024

From the data in table 4 above, it can be seen that promotion is understood by respondents with four dimensions, namely advertising used, price discounts, personal selling and publication of activities with a total of 4 questions and 105 respondents showed that the respondents tended to strongly agree. with an average promotional variable of 4.5.

From these results, it illustrates that the four dimensions formed are considered very efficient, such as: the advertisements used are in the form of billboards, banners, advertisements on electronic media such as television, as well as social media such as Instagram, Facebook, WhatsApp groups; discounts and exemption from *shariyah*/tuition fees for underprivileged students, full or partial scholarships for outstanding students, shopping vouchers at cooperatives for outstanding students in certain fields; personal selling by sending representatives to each region spread throughout Indonesia through regional representative management which takes place regularly and consistently; as well as publication of activities by carrying out homestay agendas (community service by staying in people's homes and helping carry out daily activities like natives) in underdeveloped villages as well as friendly

visits abroad such as to Japan, Malaysia, Singapore with the aim of introducing the institution to foreign communities Assalaam in and abroad is very interesting.

However, of the four dimensions, the one with the highest average value is the advertising dimension used, namely an average value of 4.6, which means that respondents, in this case the parents, consider that the advertising used by Assalaam High School is very effective as a tool. promotion. Meanwhile, in last place is the publication activity dimension with an average value of 4.4, which means that respondents assess that the publication activities that have been carried out in the context of institutional promotion are not very effective.

2. Respondents' answers to the Service Quality variable

Table 5
Results of Respondents' Answers to Service Quality Variables

No	Question	Respondent's Answer					Average value
		SS	S	K.S	T.S	STS	
1	The facilities provided are complete and modern	59	42	1	3	0	4.5
2	Teachers and education staff have an attractive and Islamic appearance	61	43	0	1	0	4.6
3	Provide special opportunities for student guardians to be able to consult with the school, both homeroom teachers and school management	57	43	3	2	0	4.5
4	The teachers and education staff at Assalaam High School really understand the special needs of students	47	54	3	1	0	4.4
5	Teachers and education personnel provide services as promised.	42	60	2	1	0	4.4
6	has high accuracy in handling student and guardian data.	45	57	1	2	0	4.4
7	Teachers and education staff at Assalaam High School are responsive in serving the needs and complaints of student parents and handle them well	43	56	4	2	0	4.3
8	Always provide the latest information related to the world of education.	52	50	2	1	0	4.5
9	Provides a guarantee of confidentiality of personal data for both students and students.	58	43	2	2	0	4.5
10	Teachers and education staff are always polite to students' parents.	57	48	0	0	0	4.5

Total Average 4.46

Source: Primary data processed in 2024

From the data in table 5 above, it can be seen that service quality is based on the respondents' understanding of four dimensions, namely physical evidence, empathy, reliability, responsiveness and guarantee with a total of 10 questions and 105 respondents showed that the respondents tended to strongly agree with The average service quality variable is 4.46. From these results, it illustrates that the five dimensions formed were assessed by respondents as having excellent service quality in terms of teacher appearance, complete and modern facilities, providing special opportunities for parents to consult with the school, providing the latest information related to education, guaranteeing confidentiality. student personal data, politeness of teachers and education staff.

However, of the 10 questions given to respondents, the one with the highest average score, namely 4.6, was about the attractive and Islamic appearance of teachers and education staff. This shows that the appearance of teachers and education personnel is considered important by respondents in serving students. The appearance was considered attractive and Islamic which apparently attracted the attention of the students' parents. Meanwhile, in last place with an average score of 4.3 are teachers and education staff who are considered to be less responsive in responding to complaints from student guardians. Parents hope that teachers and education staff can fulfill their expectations in serving them quickly.

3. Respondents' answers to the Customer Satisfaction variable

Table 6
Results of Respondents' Answers to the Customer Satisfaction Variable

No	Question	Respondent's Answer					Average value
		SS	S	K.S	T.S	STS	
1	Approaching the image of the ideal school chosen	43	58	3	1	0	4.4
2	Feel satisfied with the curriculum implemented	44	56	1	4	0	4.3
3	Feel satisfied with the facilities and various services provided	34	64	4	3	0	4.2
4	It is the best decision in choosing a school	49	51	3	2	0	4.4
5	Fulfills expectations regarding Upper Secondary Education	39	60	5	1	0	4.3
Total Average							4.32

Source: Primary data processed in 2024

From the data in table 6 above, it can be seen that customer satisfaction with SMA Assalaam with a total of 5 questions and 105 respondents showed that the results of the respondents' answers tended to answer in the affirmative with a total average value of 4.32 on the customer satisfaction variable.

These results illustrate that the santri guardians are satisfied with the ideal school atmosphere, feel that it is the best choice in choosing a school, meet expectations regarding Senior Secondary Education, are satisfied with the curriculum implemented as well as the facilities and various services provided. However, from the 5 questions asked, the description of the ideal school that is expected and the best decision in choosing a school has the highest average score, namely 4.4, so that the perception of the santri parents regarding school for their children is overall satisfied at Assalaam High School. Meanwhile, the smallest score with an average of 4.2 in the statement of satisfaction with the facilities and various services provided by Assalaam High School, shows that not all expectations regarding the desired school have been fulfilled.

Instrument Test

1. Validity test

The validity test is used to determine whether the data obtained in the field is valid or not, which means it is able to provide an overview of the formulation of the problem being studied. In calculating the R table (df 0.05) it was found to be 0.191 and was used as a comparison reference between the calculated R and the R table. The results of the analysis in this research are as follows:

Table 7
Promotion Validity Testing Results (PP)

Indicator	R count	R table	Information
PP1	0.719	0.191	Valid
PP2	0.657	0.191	Valid
PP3	0.727	0.191	Valid
PP4	0.783	0.191	Valid

Source: Primary data processed in 2024

From table 7 it shows that the promotion variable has 4 indicators where each indicator has questions to ask respondents. From the respondents' answers, the results provide an illustration that it turns out that from all the indicators

used R calculated the results obtained are greater than the R table so that it can be stated that all promotion indicators are valid or significant and are able to describe the object of this research.

Table 8
Service Quality Validity Testing Results (KLP)

Indicator	R count	R table	Information
KLP 1	0.732	0.191	Valid
KLP 2	0.686	0.191	Valid
KLP 3	0.636	0.191	Valid
KLP 4	0.809	0.191	Valid
KLP 5	0.731	0.191	Valid
KLP 6	0.767	0.191	Valid
KLP 7	0.696	0.191	Valid
KLP 8	0.723	0.191	Valid
KLP 9	0.762	0.191	Valid
KLP 10	0.661	0.191	Valid

Source: Primary data processed in 2024

Table 8 shows that the variable quality of service to customers consists of 10 indicators, where each indicator contains questions asked to respondents. Then the respondents' answers are processed and the resulting R count is greater than the R table so that it can be stated that all the indicators used are valid or significant and are able to describe the object under study.

Table 9
Customer Satisfaction Validity Testing Results (KPP)

Indicator	R count	R table	Information
KPP 1	0.867	0.191	Valid
KPP 2	0.816	0.191	Valid
KPP 3	0.776	0.191	Valid
KPP 4	0.825	0.191	Valid
KPP 5	0.866	0.191	Valid

Source: Source : Primary data processed in 2024

Table 9 shows that the customer satisfaction variable consists of 5 indicators, where each indicator contains questions asked to respondents. Then the respondents' answers are processed and the resulting R count is greater than the R table so that it can be stated that all the indicators used are valid or significant and are able to describe the object under study.

2. Reliability Test

This reliability test is used to see whether the results of the answers from distributing the questionnaire can be considered consistent or not. A questionnaire can be considered consistent if the respondent's answers are consistent or stable over time. In this research, the method used is Cronbach's alpha, which will be said to be reliable if the value is more than 0.6. From the data obtained from the respondents, the analysis results obtained in this research are as follows:

Table 10
Reliability Testing Results

Variable	Cronbach's Alpha	R critical	Information
Promotion	0.690	0.6	Reliable
Service Quality	0.896	0.6	Reliable
Customer satisfaction	0.884	0.6	Reliable

Source: Primary data processed in 2024

Based on table 4.9 above, it shows that the 3 variables used, namely promotion, service quality and customer satisfaction, have Cronbach values above 0.6, so it can be said that the variables used are consistent or reliable.

Classic assumption test

a. Kosmogorov Smirnov (KS) normality test

As in the ordinary difference test, if the significance is below 0.05 it means there is a significant difference, and if the significance is above 0.05 then there is no significant difference. The test results on the data obtained are as listed in the following table:

Table 11
Kosmogorov Smirnov Test Results

No	Null Hypothesis	Test	Sig	Decision
1	The distribution of X1 is the same across categories of D	Independent-samples Kolmogorov Smirnov Test	0.707	Retain the null hypothesis
2	The distribution of X2 is the same across categories of D	Independent-samples Kolmogorov Smirnov Test	0.845	Retain the null hypothesis

Source: Primary data processed in 2024

In table 11 above, the test results shown show the Sig value. of 0.707 and 0.845. Where both values are > 0.05 , so it can be concluded that in this study there were no significant differences and the data was normally distributed.

b. Multicollinearity test

Table 12
Multicollinearity Test Results

Variable	Tolerance	VIF
(constant)		
Promotion (X1)	0.564	1,773
Service Quality (X2)	0.564	1,773

Source: Primary data processed in 2024

The data in table 12 above shows that none of the tolerance values for the promotion variables (X1) and service quality (X2) are below 0.10. In addition, none of the Variant Inflation Factor (VIF) values exceed 10, so it can be said that the model does not have symptoms of multicollinearity.

c. Heteroscedasticity test

Table 13
Heteroscedasticity Test Results

Variable	Coefficient	Q	sig.
Constant	1,672	1,327	0.188
Promotion (X1)	-0.035	-0.404	0.687
Service Quality (X2)	0.006	0.179	0.858

Source: Primary data processed in 2024

The results of the heteroscedasticity test in table 13 above show the significance value (Sig.) $X_1 = 0.687$ and.

Multiple Linear Analysis

Statistical calculations in multiple linear regression analysis in this research were using the SPSS for Windows version 22 program. A summary of the data processing results obtained is as follows:

Table 14

Results of Multiple Linear Regression Analysis

Variables	Coefficient	Q	Sign.
Constant	-1,072	-0.542	0.589
Promotion (X1)	0.281	7,059	0.042
Service Quality (X2)	0.396	7,638	0,000
R square	0.592		
F count	73,881	Sign.	0,000b

Source: Primary data processed in 2024

The criteria in this section can be determined in the easiest way, namely by using a significant test, provided that if the value of Sig. < 0.05 , then the regression model is linear, and the opposite applies. The results obtained are as shown in the table that the sig. is < 0.05 then the regression model this time is linear. And the last part is the regression equation:

$$Y = -1.072 + 0.281 X_1 + 0.396 X_2 + e.$$

(0.589) (0.042) (0.000)

Information: Y= variable Customer satisfaction
 X_1 = variable Promotion
 X_2 = variable Quality of service
 e= error

a. Determination of R^2

The coefficient of determination (R^2) essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one (Ghozali: 2001). The coefficient of determination value can be seen in the following table:

It can be seen in table 14 above that the coefficient of determination R square is 0.592. This means that 59.2% of customer satisfaction is influenced by promotions and service quality. Meanwhile, 40.8% of customer satisfaction is influenced by other variables not examined in this research.

b. F test (model accuracy test)

The F test is used to test whether there is an influence of the independent variables (promotion and service quality) on the dependent variable (customer satisfaction) simultaneously. The results of the F test in this research can be seen in the following table:

The F test results which can be seen in table 14 above are related to the proposed hypothesis. These results show that the calculated F is 73.881 with a significance value of $0.000 < 0.05$. This means that the independent variable has a simultaneous effect on the dependent variable.

c. t test

The t test is used to find out how much influence each independent variable (promotion and service quality) individually has on the dependent variable (customer satisfaction). We can see this in the following table.

1) Variable X1 (Promotion)

In table 14 above, evidence is obtained from the t test results that the calculated t value is 2.059 with a significance level of 0.042. By using a significance limit of 0.05, the significance value is smaller than the 0.5% level, which means H_0 is rejected and H_a is accepted. Thus, the first hypothesis is accepted, namely promotion partially influences customer satisfaction with a positive influence value of 2.059.

2) Variable X2 (Service Quality)

In table 14 above, for the service quality variable, the t-count result is 7.638 with a significance of 0.000. By using a significance limit of 0.05, the significance value is smaller than the 0.5% level, which means H_0 is rejected and H_a is accepted. Thus, the second hypothesis is accepted, namely that service quality partially influences customer satisfaction with a positive influence value of 7.638.

From the validity test, all question items are declared valid so that the data can then be processed and analyzed. From the reliability test, all variables were declared reliable. From the results of the T test, it can be concluded that the independent variables, namely promotion and service quality, partially have a significant influence on the dependent variable (customer satisfaction). Furthermore, the explanation of the hypothesis is as follows:

H1: Promotion has a positive and significant effect on customer satisfaction. This is proven by the calculated t value of 2.059 with a significance level of 0.042. This illustrates that the more and better promotions carried out by SMA Assalaam Sukoharjo, the higher the level of customer satisfaction. This is in line with research by Adwimurti (2022), which shows that promotions have a significant effect on consumer satisfaction at Dafira Tour and Travel. The same results were also stated by Garnisa (2022), who showed that promotion, price and service quality had a significant effect on TOYA refill drinking water customer satisfaction.

H2: Service quality has a positive and significant effect on customer satisfaction. This is proven by the t count of 7.638 and a significance of 0.000. This illustrates that the higher and better the quality of service provided by SMA Assalaam Sukoharjo, the higher the level of customer satisfaction with that institution. This is in line with research by Silitonga (2020) which shows the results that service quality has a positive effect on customer satisfaction at Indomaret Gaperta. A similar thing was found in research by Aprianto (2016) which stated that customer satisfaction at the HSD Electronic Store was influenced by promotions and service quality.

Service quality is a form of effort to create comfort for customers so that the perceived value exceeds their expectations. Customer expectations are a very important thing and factor. Service quality that is closer to consumer satisfaction will provide greater expectations, and vice versa. (Ayse, 2007:53)

CONCLUSION

Based on the results of data processing using the SPSS regression analysis program, it was concluded that variable X1 or promotion had a significant influence on customer satisfaction at SMA Assalaam Sukoharjo. Promotion carried out by Assalaam High School withthrough the advertisements usedby SMA Assalaam such as billboards, advertisements on television media, advertisements on social media (IG, Facebook, WhatsApp)attractive and easy to understand by customers. The discounts provided by SMA Assalaam are also considered very attractive to customers. For example: discounts or exemption from Syahriyah/SPP for underprivileged students, full or partial scholarships for high achieving students, shopping vouchers at cooperatives for high achieving students

in certain fields. The promotions carried out by Assalaam High School by sending representatives to each region throughout Indonesia through regional representative management are also assessed by customers as taking place regularly and consistently. As well as homestay activities in underdeveloped villages and friendly visits abroad carried out by Assalaam High School, such as to Japan, Malaysia, Singapore with the aim of introducing Assalaam High School to communities outside of Assalaam, both at home and abroad, which are considered very interesting.

In this research, the results show that promotion and service quality have a positive and significant effect on customer satisfaction at SMA Assalaam Sukoharjo. Promotion has a positive and significant effect on customer satisfaction. This is proven by the calculated t value of 2.059 with a significance level of 0.042. This illustrates that the more and better promotions carried out by SMA Assalaam Sukoharjo, the higher the level of customer satisfaction.

Meanwhile, in terms of service quality, the same thing is proven, namely that service quality has an influence on customer satisfaction at SMA Assalaam Sukoharjo. Service quality has a positive and significant effect on customer satisfaction. This is proven by the t count of 7.638 and a significance of 0.000. This illustrates that the higher and better the quality of service provided by SMA Assalaam Sukoharjo, the higher the level of customer satisfaction with that institution.

Assalaam High School provides complete and modern facilities (cooperative, library, laboratory, clinic) both in the dormitory complex and central clinic which can be accessed easily by all students. The teachers and education staff at Assalaam High School have an attractive and Islamic appearance. Assalaam High School also provides special opportunities for student guardians to be able to consult with the school, both homeroom teachers and school management. The teachers and education staff at Assalaam High School are considered to understand the needs specifically for students (related to health, talent) which is reflected in teaching and learning activities and other activities related to the school. Additionally, the teachers and education staff at Assalaam High School provide services as promised. Assalaam High School has high accuracy in handling student and guardian data. Apart from that, the teachers and education staff at Assalaam High School responded quickly in mServe the needs and complaints of student guardians and handle them well. Assalaam High School is also considered to always provide the latest information related to the world of education. No

less important, Assalaam High School guarantees the confidentiality of personal data for both students and students. And the teachers and education staff at Assalaam High School are always polite to the students' parents.

In a service institution, its sustainability is greatly influenced by the satisfaction of customers or service users of the institution. Because promotion and service quality greatly influence customer satisfaction, there are several suggestions that researchers can convey:

1. For institutions

An institution should continue to pay attention to the promotions used to introduce its institution. Promotion should always be improved because it will affect customer satisfaction with the institution. Apart from that, an institution should also always maintain the quality of service to its customers so that they can become loyal customers and can even become a promotional tool in the future.

2. For society

The public should be observant in choosing an institution that provides services so that they can get satisfaction in enjoying these services.

3. For future researchers

Future researchers should conduct more perfect research so that it will produce better quality research.

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