THE INFLUENCES OF TEACHER SERVICE QUALITY OF THE ENTREPRENEURSHIP LEARNING TOWARDS PARENTS SATISFACTION IN SEKOLAH CIPUTRA

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ABSTRACT

The main purpose of this research is to measure the satisfaction level of parents in Sekolah Ciputra towards the teaching service quality of the Entrepreneurship K-12 embedding lesson based on the Service Quality Theory which includes reliability, responsiveness, assurance, empathy and tangibles. The method which is used to determine this is probability sampling with the random sampling towards 265 parents of Sekolah Ciputra. Out of 265 parents, the main sample which been used is 159 people.

Based on descriptive analysis method and Smart PLS 2.0, the result of this research are: reliability, responsiveness, assurance are affecting the satisfaction level of the parents but not significantly because it has to be done daily as the school vision and mission particularly and the Ciputra Group core value in general. On the other hand, empathy and tangibles is affecting the parents’ satisfaction level significantly.

The implication is entrepreneurship learning became part of managerial which been used as daily habits. Therefore, this good sign has to be preserve as the Sekolah Ciputra values. Other than that, this key activity may be a competitive advantage from the entity and should be improved furthermore.

Keywords: Service Quality, Entrepreneurship Learning, Parents Satisfaction

INTRODUCTION

Entrepreneurship learning should be developed to increase the school education quality. The Entrepreneurship values had to be inculcated as the school may gain stronger character (Hjorth, et al. 2015). Because of that, the school as educational entity has to create an add on value as characteristic to raise popularity. Moreover, decent Entrepreneurship learning will lead the school to give students better perspective that being entrepreneur is a promising career (Holtschlag, et al. 2013). Currently Indonesia have only 1.56% of entrepreneurs from their total population where Singapore, Malaysia and North Korea has superseded 4% (global entrepreneurship report, 2014).