

## **THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT SIMPLE HARMONY SCHOOL OF MUSIC COMPANY**

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### **ABSTRACT**

*Music education becomes more important in Indonesia recently. Parents become aware that music education is essential for children's development, and this awareness has triggered the growth of schools for music education in Indonesia. Music functions to stimulate prior memories that can encourage objective and subjective experiences, in order to create feeling of relaxation to the children. Unfortunately, many schools of music are not supported by quality improvement in curriculum and are not yet certified, hence the teaching and learning process are not yet optimal. This research aims to explore the service quality of schools of music which can impact customers' satisfaction in learning music. Theoretical foundations of this research are theory of service quality and customer satisfaction. The results gained through linear regression show that service quality affects the customers' satisfaction in learning music.*

**Keywords:** Service Quality, music education, children development, quality improvement, curriculum

### **INTRODUCTION**

Simple Harmony School of Music is a school of music founded in June 2011. This school offers courses in music, and the assessment system used by this school adapts international-standardized certificate of examination of London College Music. This school also sells music instruments, sheet music and the related books. Simple Harmony has innovation in its classroom interior, which is to use more artistic Yumen acoustic board for the walls, provide a clean, larger and comfortable room for learning about music, provide comfortable waiting room for the customers to wait for their course session and make them easier to interact with the customer services and teachers. In order to sustain the business, Simple Harmony School of Music offers many services starting from free trial, discounts, to offer package for 1 to 2 years with various courses material. The school also cooperates with other teachers by sending the teachers to teach music in the cooperated schools, such as ansamble, band or school choir under the