

ABSTRACT

The dissertation entitled “The Influence of The Internal Quality Assurance System, Organizational Behavior, And Organizational Culture on Customer Satisfaction at Junwangi Krian Sidoarjo Integrated Bilingual Junior High School” was written by Ahmad Nur Ismail, 2023 with Promoters Prof. Dr. H. Mujamil Qomar, M.Ag. and Prof. Dr. Prim Masrokan Mutohar, M.Pd.

Keywords: Internal quality assurance system; Organizational behavior; Organizational Culture; Customer satisfaction; Junior High School.

The implementation of the education quality assurance system is part of an effort to narrow the gap in quality gap between various regions, because educational institutions are required to provide quality assurance to their internal and external customers, namely the community, the age world, and the industrial world. The purpose of this study is to examine whether there is an influence of quality assurance systems, organizational behavior, and organizational culture on customer satisfaction at SMP Bilingual Terpadu Junwangi Krian Sidoarjo. The research approach used is quantitative with associative research type. The sample number was 283 respondents out of a total population of 1076. Data mining techniques use questionnaires, observations, and interviews. Data analysis techniques use statistical descriptive analysis, multiple linear regression analysis, classical assumption tests, and hypothesis tests.

The results showed that based on the coefficient table, it is known that the Sig value for the SPMI variable of 0.008 (<0.05) means that hypothesis H_1 which states SPMI has a significant effect on Customer Satisfaction (CS) is accepted (H_a). The Sig value for the Organizational Behavior (OB) variable of 0.005 (<0.05) means that hypothesis H_2 which states Organizational Behavior has a significant effect on Customer Satisfaction is accepted (H_a). The Sig value for the Organizational Culture (OC) variable of 0.006 (<0.05) means that hypothesis H_3 which states Organizational Culture has a significant effect on Customer Satisfaction is accepted (H_a), so it is concluded that there is a partial influence between the independent variable and the dependent variable. The magnitude of the influence of each variable (regression coefficient) is determined based on the value of B obtained in the Coefficient table. Based on the table, it is known that the value of B for the SPMI variable is 0.763; the Organizational Behavior variable of 0.866; and the Organizational Culture variable of 0.835.

Based on the Anova table the calculated F value of 23.828, it is known that the significance value (Sig) in the F test is $0.003 < 0.05$ which shows that the variables SPMI, OB, and OC simultaneously have a significant effect on the dependent variable. Hypothesis H_4 which states SPMI, OB, and OC have a significant effect on CS is accepted (H_a). The result of the Coefficient of determination is known that the R Square value of 0.915 means CS can be explained by the variables Internal Quality Assurance System, Organizational Behavior (OB and Organizational Culture which have all independent variables on the variables simultaneously. Thus, it can be concluded that Customer Satisfaction (Y) can be explained by the variables Internal Quality Assurance System, Organizational Behavior, and Organizational Culture (X) only 91.5%. The remaining 8.5% was explained by other variables not included in the study.