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THE EFFECT OF SERVICE QUALITY ON PARTICIPANT SATISFACTION IN EDUCATIONAL OUTBOUND ACTIVITIES AT JEL EDUTAMA YOGYAKARTA

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Abstract: This study aims to determine the quality of service, the level of participant satisfaction, and the effect of service quality on participant satisfaction in educational outbound activities at Jel-Edutama Yogyakarta. The study used a quantitative descriptive method with service quality as the independent variable and participant satisfaction as the dependent variable. Data were collected through observation, unstructured interviews, questionnaires, and documentation of 100 respondents selected using a purposive sampling technique. The research instrument was declared valid with 29 valid and reliable questions with a Cronbach's Alpha value of 0.936 for service quality and 0.910 for participant satisfaction. Data analysis using simple linear regression showed that service quality had a positive and significant effect on participant satisfaction, indicated by a regression coefficient of 0.795, a t-value of 36.425, and a significance value of 0.000 (<0.05). In addition, the Standardized Coefficients Beta value of 0.965 indicates a very strong relationship between service quality and participant satisfaction, so that the better the quality of service provided, the higher the level of participant satisfaction in educational outbound activities at Jel-Edutama Yogyakarta.

Keywords: Service Quality, Participant Satisfaction, Educational Outbound, Jel-Edutama Yogyakarta.

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INTRODUCTION

The development of educational outbound activities in Indonesia has shown significant growth and has become an effective outdoor learning medium. These activities serve not only as a means of recreation but also as an experiential learning method that can develop participants' social, leadership, communication, and teamwork skills. As public interest in educational tourism grows, outbound activities are increasingly being utilized by schools, universities, and institutions as a means of developing participants' character and social skills.

The increasing number of educational outbound organizers has led to increasingly fierce competition between institutions. Under these conditions, service quality is a crucial factor in determining an organizer's success in providing a satisfying experience to participants. Service quality encompasses not only the facilities and equipment for the activity, but also service reliability, facilitator responsiveness, security assurance, and attention to participant needs. These dimensions are recognized in the SERVQUAL model, which consists of tangibles, reliability, responsiveness, assurance, and empathy.

Yogyakarta, as an educational tourism destination, boasts numerous outbound activity providers, including Jel-Edutama. This institution offers a variety of educational outbound programs aimed at building character, enhancing teamwork, and developing participants' communication skills. However, initial observations indicate that participants' perceptions of the quality of service provided are still mixed. Some participants expressed satisfaction with the professionalism of the facilitators, while others highlighted the facilities and clarity of activity instructions. Various previous studies have shown that service quality is closely related to customer satisfaction. Factors such as facility quality, service reliability, staff responsiveness, and facilitator competence have been shown to influence participant satisfaction in outbound activities and educational tours. In addition to impacting satisfaction, service quality can also increase customer loyalty and encourage participants to provide positive recommendations to others.

However, research on the relationship between service quality and participant satisfaction in educational outbound activities is still relatively limited, particularly in Yogyakarta. Most previous studies have focused more on the tourism sector in general and have not specifically examined character-based educational outbound activities. Furthermore, research findings differ regarding the dimensions of service quality that most influence customer satisfaction, necessitating more contextual research tailored to participant characteristics and the research location.

Based on these conditions, this study was conducted to determine the quality of service during educational outbound activities at Jel-Edutama Yogyakarta, determine the level of participant satisfaction, and analyze the effect of service quality on participant satisfaction. The results are expected to contribute to the development of service quality theory in the context of educational tourism and serve as evaluation material for Jel-Edutama in improving service quality and participant satisfaction in the future.

METHODS

This study uses a quantitative descriptive method to analyze the effect of service quality on participant satisfaction in educational outbound activities at Jel-Edutama Yogyakarta. The independent variable in this study is service quality measured based on the dimensions of tangible, reliability, responsiveness, assurance, and empathy, while the dependent variable is participant satisfaction. The study was conducted at Jel-Edutama Yogyakarta with a population of participants who had participated in educational outbound activities. The research sample consisted of 100 respondents determined using a purposive sampling technique. Data collection was carried out through observation, unstructured interviews, questionnaires, and documentation. The research instrument has been tested for validity and reliability, with 29 statement items declared valid and a Cronbach's Alpha value of 0.936 for the service quality variable and 0.910 for the participant satisfaction variable, indicating a very high level of reliability. The data obtained were then analyzed using descriptive statistics, analysis prerequisite tests, and simple linear regression to examine the effect of service quality on participant satisfaction.

RESULT & DISCUSSION

Result

Dedescription of Variable Analysis

Based on the results of the validity test on the Service Quality variable (X), it was obtained that 16 items were declared valid because they had a calculated $r > 0.361$ and a significance value < 0.001 . Meanwhile, 6 items, namely X4, X8, and X16, were declared invalid because the calculated $r < r$ table and the significance value > 0.05 . Thus, invalid items need to be removed before being used further in the analysis.

Table 1. Service Quality Validity Test Result

Item	R Count	R Table
X – 1	0,629	0,361
X – 2	0,744	0,361
X – 3	0,641	0,361
X – 4	-0,621	0,361
X – 5	0,774	0,361
X – 6	0,587	0,361
X – 7	0,741	0,361
X – 8	-0,518	0,361
X – 9	0,752	0,361
X – 10	0,742	0,361
X – 11	0,638	0,361
X - 12	0,521	0,361
X – 13	0,826	0,361
X – 14	0,702	0,361
X – 15	0,680	0,361
X – 16	-0,607	0,361
X – 17	0,774	0,361
X – 19	0,571	0,361
X – 19	0,778	0,361

Based on the results of the validity test on the Participant Satisfaction variable (Y), it shows that 13 items are valid because they have a calculated $r > 0.361$ and a significance value < 0.001 . Meanwhile, the other 3 items, namely Y23, Y27, and Y33 are declared invalid because the calculated $r < r$ table and the significance value > 0.05 . Thus, the invalid items must be removed before further use.

Table 2. Participant Satisfaction Validity Test Result

Item	R Count	R Table
Y – 20	0,872	0,361
Y – 21	0,484	0,361
Y – 22	0,612	0,361
Y – 23	-0,451	0,361
Y – 24	0,697	0,361
Y – 25	0,538	0,361
Y – 26	0,696	0,361
Y – 27	-0,115	0,361
Y – 28	0,818	0,361
Y – 29	0,667	0,361
Y – 30	0,568	0,361
Y – 31	0,651	0,361
Y – 32	0,658	0,361
Y – 33	-0,363	0,361
Y – 34	0,783	0,361
Y – 35	0,602	0,361

The results of the validity test of the participant satisfaction variable show that all questions on the variable have a significant correlation with the overall variable, with a Pearson correlation value (r) above 0.700. By comparing the Pearson correlation coefficient with a critical value of 0.361 at a significance level of 5%, it is clear that the estimated r value exceeds the table value, indicating that all items measuring the participant satisfaction variable are statistically valid. This indicates that each question on the service quality variable consistently measures the same aspect.

Classical Assumption Test

1. Reliability Test

Assessing reliability is a crucial step in data analysis, as it verifies the consistency and reliability of the measurement instruments used in the study. Data analysis used SPSS version 27 with a sample size of 100 respondents. The primary objective of reliability testing is to determine the extent to which an instrument can reliably measure the same concept when repeated on the same subject or at different times. One common method for measuring reliability is Cronbach's alpha. In research methodology, an instrument is considered reliable if its alpha coefficient exceeds 0.60.

Table 3. Reliability Test Result of Service Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.936	13

Reliability testing was conducted to measure the level of internal consistency of the research instrument. This test uses the Cronbach's Alpha coefficient, with the criteria for an instrument to be considered reliable if the alpha value is > 0.60 (Limit Value). Based on the reliability test calculation table above, the Cronbach's Alpha value is $>$ the limit value, namely $0.936 > 0.60$, indicating that the service quality variable (X) is reliable at 0.936.

Table 4. Reliability Test Result of Participant Satisfaction

Reliability Statistics	
Cronbach's Alpha	N of Items
.910	13

Reliability analysis for the service quality variable revealed a Cronbach's Alpha coefficient of 0.936 across all 16 items. Since a Cronbach's Alpha value exceeding 0.60 is considered an indication of satisfactory reliability, the measurement instrument can be considered reliable. Based on the reliability test calculation table above, it was found that the Cronbach's Alpha value $>$ limit value, namely $0.910 > 0.60$, which indicates that the Participant Satisfaction variable (Y) is reliable.

2. Normality Teat

To evaluate whether the data is normally distributed, the one-sample Kolmogorov-Smirnov test is used. The results are:

Table 5. The Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,41922085
Most Extreme Differences	Absolute	0,095
	Positive	0,095
	Negative	-0,079
Test Statistic		0,095
Asymp. Sig. (2-tailed) ^c		0,208
a. Test distribution is Normal.		

The table above shows that the Asymp. Sig. value is 0.208, which is higher than 0.05. Therefore, it can be concluded that the data is regularly distributed.

3. Linearity Test

A linearity test was conducted to assess whether the relationship between service quality and participant satisfaction variables was linear. The results are shown in the table below:

Table 6. Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
KEPUASAN PESERTA * KUALITAS PELAYANAN	Between Groups	(Combined)	2772,108	7	396,015	287,144	0,000
		Linearity	2699,585	1	2699,585	1957,424	0,000
		Deviation from Linearity	72,523	6	12,087	8,764	0,495
	Within Groups		126,882	92	1,379		
	Total		2898,990	99			

Based on the table above, the Asymp. Sig. value is 0.495, which is higher than 0.05. This indicates that the sporting event variable has a linear relationship with the tourism object variable.

Hypothesis Testing

1. Simple Linear Regression Analysis Test

A simple linear regression analysis model was used to investigate the impact of independent variables on the dependent variable. The next section contains the findings from the simple linear regression analysis.

Table 7. Simple Linear Regression Analysis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,012	1,203		0,841	0,402
	KUALITAS PELAYANAN	0,795	0,022	0,965	36,425	0,000
a. Dependent Variable: KEPUASAN PESERTA						

Based on the output in the table above, the regression equation model can be formulated as follows:

$$Y = 1,012 (\alpha) + 0,795 (x)$$

Description :

Y = Participant Satisfaction

α = Constant

X = Service Quality

- Constanta (α) = 1.012 shows that if the service quality level variable is considered constant or does not change, then participant satisfaction with educational outbound activities is at a value of 1.012.
- The regression direction coefficient / b X = 0.795 and has a positive value, which means that every one (1) unit increase in the service quality variable will be followed by an increase in participant satisfaction of 0.795. This shows a very strong relationship between service quality and participant satisfaction.

2. T-Test

A t-test is employed to assess the overall findings of the study. The t-test findings are presented in the section that follows:

Table 8. The T-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,012	1,203		0,841	0,402
	KUALITAS PELAYANAN	0,795	0,022	0,965	36,425	0,000
a. Dependent Variable: KEPUASAN PESERTA						

The t-test results in Table 8 show that the service quality variable has a significance value (Sig.) less than the predetermined threshold of 0.05. With a p-value of less than 0.000, we can conclude that the results are statistically significant. This means that the regression coefficient for service quality has a significant influence on participant satisfaction.

Discussion

The discussion of the study regarding the influence of service quality on participant satisfaction in outbound activities at Jel Edutama Yogyakarta can be summarized as follows:

1. The quality of service during the educational outbound activities at Jel-Edutama Yogyakarta was categorized as very good. This was demonstrated by 95.75% of respondents who agreed or strongly agreed with the quality of service provided.
2. Participants' satisfaction with educational outbound activities was high. The majority of participants expressed satisfaction with the facilitator's service, the facilities provided, the comfort of the activities, and the benefits gained from participating in the outbound program.
3. There is a linear relationship between service quality and participant satisfaction. The linearity test results show a Deviation from Linearity value of 0.495 (>0.05), indicating that the relationship between the two variables is linear and suitable for analysis using simple linear regression.
4. Service quality has a positive and significant effect on participant satisfaction. Regression test results show a regression coefficient of 0.795 with a significance value of 0.000 (<0.05), indicating that every increase in service quality will increase participant satisfaction.
5. Service quality is a crucial factor in increasing participant satisfaction in educational outbound activities. Jel-Edutama's implementation of tangible aspects, reliability, responsiveness, assurance, and empathy creates a safe, comfortable, enjoyable, and rewarding learning experience for participants.

CONCLUSI

Based on the research results, it can be concluded that service quality has a positive and significant influence on participant satisfaction in educational outbound activities at Jel-Edutama Yogyakarta. Service quality, which includes tangible aspects, reliability, responsiveness, assurance, and empathy, was rated very well by participants, thus meeting their expectations and increasing their level of satisfaction. The analysis results show that the better the quality of service provided, the higher the

perceived participant satisfaction. Therefore, service quality is a crucial factor in creating a comfortable, safe, enjoyable, and beneficial educational outbound experience for participants.

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