

Dominant Factors in Al Kaaf Orphanage Foundation Service Quality Implementation

Ali Nasith¹, Abdul Bashith², Saiful Amin³, Zainur Rozikin⁴, Bambang Sugiyono Agus Purwono⁵

^{1,2,3} Universitas Islam Negeri Maulana Malik Ibrahim, Malang – Indonesia

⁴ Universitas Merdeka, Malang - Indonesia

⁵ Politeknik Negeri Malang - Indonesia

Email: ¹alinasith007@gmail.com; ⁵bambang.sugiyono@polinema.ac.id

ABSTRACT

The increasing number of research on orphans is due to the increasing number of orphans in Indonesia. The death of orphans' parents because of the traffic accidents, sickness, pandemic and epidemic of disease, and absolute poverty become the rise in the number of orphans. The aims of this research are to determine and to analyses the dominant factors of the service quality (ServQual) in Al Kaaf Orphanage Foundation. Research method used self-completion questionnaire that was developed from the service quality dimensions and attributes. The research variables are Reliability, Assurance, Tangibles, Empathy, and Responsiveness (RATER). The analysis used descriptive statistics and quantitative approach using Factor Analysis to determine and to analyses the orphans' perception. The respondents are the orphans, the religion teachers, and the leader of Al Kaaf Orphanage Foundation (ALKOF). The research results are a) the five variables RATER reduced to two factors (called trustworthiness, and physical approach). b) The first factor (called trustworthiness) supported by three variables (assurance, empathy, and reliability). c) The second factor (called physical approach) supported by two variables (responsiveness, and tangibles).

Keywords

Servqual, RATER, orphans, . trustworthiness, physical approach.

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

Many of researchers have already researched on orphans, because of the rise of the orphans' number in Africa, Europe, Asia, especially in Indonesia. The orphans' number is mainly due to the death of their parents, because of traffic accidents, sickness, disease, and absolute poverty. The number of orphans in Indonesia is 3,176,642 people in 2013 and increased till more than 4.5 million people in 2018 [1]. The increasing number of orphans is proportionally with the number of population in Indonesia from 255,587,718 people in 2012 to 268,074,565 people in 2019 [2].

Table 1 shows the increasing number of the Indonesian population, absolute poverty, orphans, and Government social aids or subsidy [2].

UNICEF and historians defined that "Orphans is the child, who has lost his/her one parent, known by a "half" or "single" orphans [1]." The orphan's category is parentless children who have lost both parents or one parent to children who have been living with (new) parents/family and live separates from his/her former home. In this research, orphans are categorized as children who have lost either parents or one parent and live in orphanage cared or in an orphanage (small) foundation.

Table. 1. Data Government subsidy, population, poverty and number of orphans in Indonesia (2007 to 2018)

Year	Subsidy (billion IDR)	Population (Million People)	Poverty (Million people)	Percent (%)	Orphans (Million people)
2007	53.1	225.6	37.17	16.58	
2008	60.6		34.96	15.42	
2009	80.1		32.53	14.15	
2010	81.4	237.641326	31.02	13.33	
2011	93.8	245.1	30.12	12.49	
2012	99.2	255.587718	29.25	11.96	
2013	74.16		28.17	11.36	3.176642
2014	91.81		28.28	11.25	
2015	97.15	255.461686	28.59	11.22	
2016	49.61	258.704986	28.01	10.86	
2017	55.30	261.890872	27.77	10.64	
2018	77.26	265.015313	25.95	9.82	4.5
2019		268.074565			
2020					

Source: [2], [3].

Many researchers have observed on orphans activities in aspects of the technical and practical, such as their basic needs, for example: to support food and nutrition, health support, educational support, preparing their vocational training, psychosocial support, shelter and care, religion education, training for planting vegetables, cultivating fish, raising goats, and how to become a good cook, also house keeping practice [1].

In 2018, the Ministry of Education and Culture of the Republic Indonesia has donated or subsidized to 980.000 orphans and distributed the Indonesian Smart Card (KIP). The orphans may withdraw their money from Automatic Teller Machine (ATM) or in the National Bank every month. The government budget allocation is IDR 15.76 T in

2020 for food, education, school equipment, shelter, and clothing. This is the idea of president Joko Widodo (the present president of the Republic of Indonesia) [3].

There are 5,540 members of National Forum in Social Wealth Fare for orphans (Fornas LKSA-PSAA), for example: The Al Kaaf Orphanage Foundation (ALKOF) that takes care of the orphans (about 70 boys and 60 girls). Some of them who live in ALKOF area are babies of the age of two weeks.

The Previous Research

Nurulwahida Hj Azid [1] stated that: “Orphans not only require the basic needs, but also had the problems of their psychosocial, thus their long term mental health would be in jeopardy or safety needs, also claimed how to eliminate from negative effects as a result of the death of their parent, thus becoming the mental down to physical and psychological risks.”

Ali Nasith [4] stated that: “... The increasing spirit of the orphans are skills, self management, and they also help each other. The increasing sustainability of the orphanage affects the foundation financial and management. The climate and ambient temperature decreased because of of planting vegetables, cultivate the fish and raising goats.”

Zainur Rozikin [5] stated that: “Training and education is different. Education has a wider scope. Therefore, the objective is to develop the individual, and education is usually considered as formal education in school, academy or college. Education represents the individual extension in which he/she will be prepared to evaluate different situation and bring about the right response. Even though all positions, such as expertise, semi-expertise, and unskilled positions, require specific training, a position as supervisor and manager needs the education element.”

The Objective of this Research

There are two objectives of this research:

1. To determine the dominant factors of the service quality in ALKOF.
2. To analyze the dominant factors of the service quality in ALKOF.

Literature Study

This sub-chapter will discuss about the dimensions of service quality and orphans perception.

Service Quality Definition

Ali Nasith [4] stated that: “Service quality is a multi-dimensional variables, designed to observed the expectations and perceptions of consumer. There are five dimensions that are believed to represent service quality. Service quality in simple terms means that service quality is understood as the gaps between the consumers' actual perceptions and pre-consumption expectations of quality. Parasuraman [6], [7] stated that: “Service quality is measured by the gaps between customer’s expectations and

actual perception of the organization’s performance and their evaluation of the services they received.”

Table 1 shows the five dimensions and their attributes of the service quality.

Table 2 shows the definition of each dimensions of the service quality.

Table 1. Service quality dimensions and attributes [4,6,8,9]

No.	Service Quality dimensions	Attributes
1	Reliability	Consistency of the provider’s services
		The right of the first time of the services
		Consistency of the provider’s inspections
		Handle of the bureaucatic issues dependably
2	Assurance	The crew/staffs trustworthy
		The competency of the staffs to answer questions
		The courteousness of the crew
3	Tangibles	Tools or physical facilities
		Advance technology or equipment
		Staffs or Personnel
4	Empathy	Personal attention
		Your best interest at heart
		Understand needs
5	Responsiveness	Willingness to help
		Prompt handling of request

Table 2. Service quality dimensions and definition [6,10]

No.	ServQual Variables	Definition
1	Reliability (REL)	The competency of the staffs to perform and to serve dependably and accurately or be able to fulfill services accurately.
2	Assurance (ASS)	The science, knowledge, ability, and courtesy of employees to convey trust and confidence or competency and courtesy extended to the users and the security provided through the activities (competency, courtesy, credibility, and safety).
3	Tangibles (TAN)	The neatly of the physical facilities, equipment, and communication skill of the personnel and materials or tools aspect has been provided to parishes.

4	Empathy (EMP)	The provision of caring, individualized attention to customer or individualized attention to the users (access, communication, and comprehension to the users).
5	Responsiveness (RES)	The willingness to help, to serve, and to provide prompt service or ability to extend to the parishes. Capturing the notion of flexibility and ability to adapt to the needs of the users.

Parasuraman’s Service Quality Diagram

Figure 1 show the diagram of Parasuraman’s Service quality [4], [6], [7].

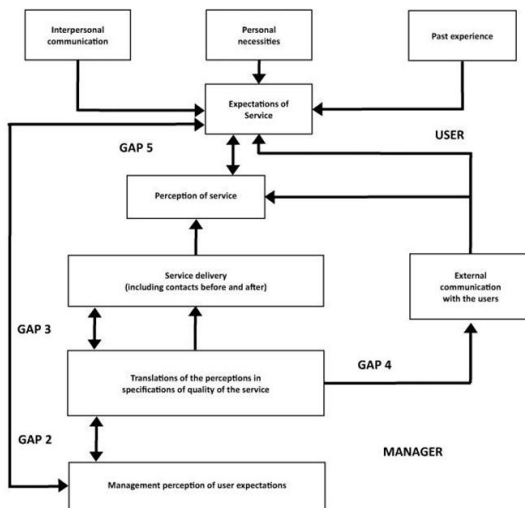


Figure 1. Parasuraman’s Service quality diagram

Research Method

The research methods will discuss about the Likert Scale and the mathematical model.

Likert Scale

Ankur Joshi [11] stated that: “The most fundamental and frequently used psychometric measurement of the respondents’ perception in educational and social sciences research is Likert scale.”

The Likert scale has a five (or seven) point scale which is used to measure the individual’s perception. The rating of a Likert scale assumes that the strength/intensity of an attitude is normative, for example: strongly disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5), and makes the perception that individual attitudes can be measured [12].

The method of analysis is quantitative approach – Factor Analysis [13] using respondent of the orphans (boys and girls), the religion teachers, and the leader of ALKOF.

Factor Analysis

Factor Analysis is one of the statistic tools to reduce and to simplify the complex or research variables become a new factors that supported by a set of observed variables, and provides into the tree structure of data [13].

Mathematical model of Factor Analysis [13]:

$$X = \Lambda f + e \tag{1}$$

Where:

X = m - research variables, $X' = (x_1, x_2, \dots, x_m)$

f = n - common factors, $f' = (f_1, f_2, \dots, f_n)$

e = p - unique factors, $e' = (e_1, e_2, \dots, e_p)$.

Λ = m x n matrix of unknown constants called factor loadings.

Figure 2 shows the Venn diagram of the mathematical model.

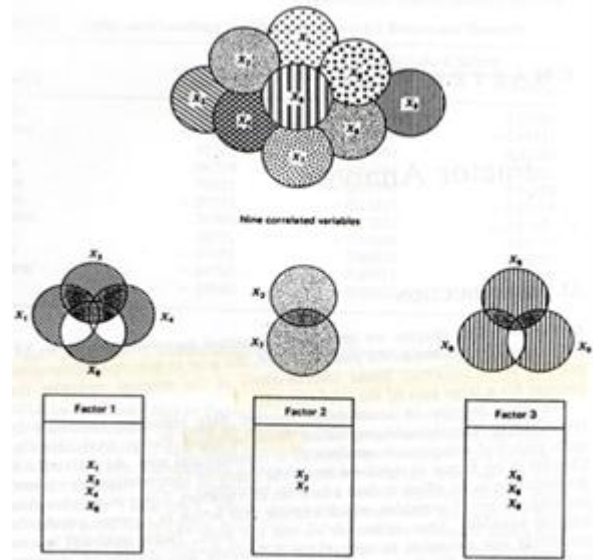


Figure 2. Nine variables are reduced to three factors (Three factor solution) [13]

Results And Discussions

The Al Kaaf Orphanage Foundation (ALKOF) takes care of the orphans (about 70 boys and 60 girls). Some of them who live in ALKOF are babies of the age of two weeks [4].

Table 3 shows the sample size of respondents who are young boys, young girls, the religion teachers, and the ALKOF leader. The total number of respondents is thirty (30) people.

Table 3. The sample size of respondents [13]

No.	Respondent	Sample Size	Percentage (%)
1	Boys	15	50
2	Girls	11	36,67
3	Abstain	4	13,33
Total		30	100

Table 4. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tangible	26	4.25	5.00	4.7500	.28284
Respons	26	3.00	5.00	4.6731	.46781
Reliabil	26	3.67	5.00	4.6027	.40058
Assuran	26	3.50	5.00	4.6988	.40004
Empathy	26	3.50	5.00	4.6731	.42290
Valid N (listwise)	26				

Table 4 shows the mean value of the Servqual dimensions (RATER) scores. The mean value of Tangibles (TAN), Responsiveness (RES), Reliability (REL), Assurance (ASS), and Empathy (EMP) perception score respectively is 4.25, 3.00, 3.67, 3.50, and 3.50 it means approach to agree.

Table 5. Total Variance Explained [13]

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.983	39.669	39.669	1.983	39.669	39.669
2	1.265	25.297	64.966	1.265	25.297	64.966
3	.795	15.895	80.861			
4	.573	11.450	92.311			
5	.384	7.689	100.000			

Extraction Method: Principal Component Analysis.

Table 5 shows a) Five variables reduced to two factors. 2). Cumulative percentage of initial eigenvalues is 64.966% (> 50%). It means the information of data accumulated is more than 50% (the representation > 50%).

Table 6. Component Matrix [13]

	Component	
	1	2
Tangible	.238	-.755
Respons	.184	.744
Reliabil	.737	.309
Assuran	.770	-.211
Empathy	.870	-.026

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Table 6 shows the five variables reduced to two factors or components. The first component supported by three RATER variables, was Reliability (loading factor = 0.737), Assurance (loading factor = 0.770), and Empathy (loading factor = 0.870) and the second component supported by two RATER variables, Tangibles (loading factor = -0.755), and Responsiveness (loading factor = 0.744).

The mathematical model are:

$$x_1 = \text{TAN} = 0.238 f_1 - 0.755 f_2 + e_1 \quad (2)$$

$$x_2 = \text{RES} = 0.184 f_1 + 0.744 f_2 + e_2 \quad (3)$$

$$x_3 = \text{REL} = 0.737 f_1 + 0.309 f_2 + e_3 \quad (4)$$

$$x_4 = \text{ASS} = 0.770 f_1 - 0.211 f_2 + e_4 \quad (5)$$

$$x_5 = \text{EMP} = 0.870 f_1 - 0.026 f_2 + e_5 \quad (6)$$

Figure 3 and 4 shows five variables reduced to two factors or tree structure [13], they are:

1. Five variables (RATER = responsiveness, assurance, tangibles, empathy, and reliability) reduced to two factors (called trustworthiness, and physical approach).
2. Factor 1 (called trustworthiness) supported by three variables (assurance, empathy, and reliability)
3. Factor 2 (called physical approach) supported by two variables (responsiveness, and tangibles)

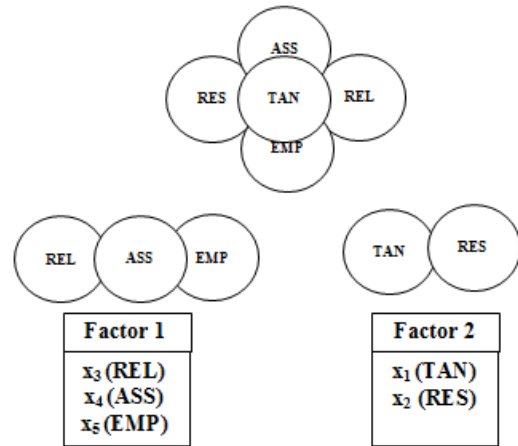


Figure 3. Five variables are reduced to three factors (Two factor solution) [13]

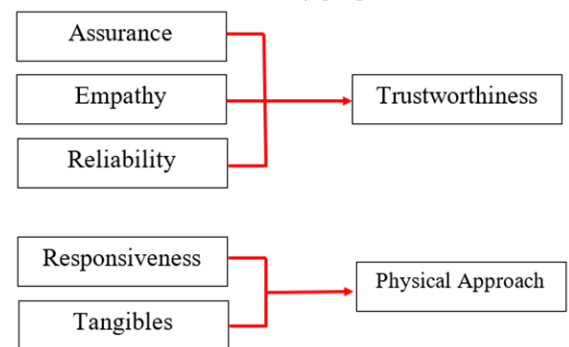


Figure 4. Tree structure (five variables reduced to two factors) [13]

Conclusion

The conclusions of this paper are:

1. Average value of the service quality dimensions scores of perception is above neutral.
2. Five variables (RATER or responsiveness, assurance, tangibles, empathy, and reliability) are
3. reduced to two factors (called trustworthiness, and physical approach).
4. The first factor is called trustworthiness and supported by three variables (assurance, empathy, and reliability)
5. The second factor is called physical approach and supported by two variables (responsiveness, and tangibles)

Acknowledgment

The authors wish to acknowledge the rector of Universitas Islam Negeri Maulana Malik Ibrahim who has supported this research.

References

- [1] Nurulwahida, Hj Azid, and Aizan Yacoob. 2016. Enriching Orphans' Potentials through Interpersonal and Intrapersonal Intelligence Enrichment Activities. *International Journal of Instruction*. ISSN: 1308-1470. Vol. 9. No. 1, pp 17-32.
- [2] <https://www.bps.go.id/statistictable/2009/02/20/1267/penduduk-indonesia-menurut-provinsi-1971-1980-1990-1995-2000-dan-2010.html>. Accessed at 12nd May, 2020.
- [3] <https://www.kemdikbud.go.id/main/blog/2017/01/buka-rembuk-nasional-presiden-jokowi-ingatkan-pentingnya-mempersiapkan-sdm-berkualitas>. Accessed at 12nd May, 2020.
- [4] Nasith, Ali, et al. 2020. Go Green Education, Management, and Implementation in Al Kaaf Orphanage (Small) Foundation. *International Journal of Test Engineering and Management*. ISSN: 0193-4120. Vol. 82, pp 12318-12321.
- [5] Rozikin, Zainur. 2020. Human Resources Development Factors toward the Employees' Performance at the Local Secretariat Office of Malang City. *International Journal of Test Engineering and Management*. ISSN: 0193-4120. Vol. 82, pp 7533-7544.
- [6] Parasuraman, A. 2002. Service Quality and productivity: a synergistic perspective. *Journal Managing Quality*, Volume 12 No. 1 Tahun 2002 (pp. 6-9).
- [7] Zeithaml, Valerie A. and A Parasuraman, Leonard L Berry. 1990. *Delivering Quality Service*. The Free Press. New York.
- [8] Mileide Morais Penal, Edenise Maria Santos da Silva, Daisy Maria Rizatto Tronchin, Marta Maria Melleiro. 2013. The use of the quality model of Parasuraman, Zeithaml and Berry in health services. School of Nursing, University of São Paulo. São Paulo, SP, Brazil.
- [9] Nasith, Ali, and BSA Purwono. 2019. Service Quality Implementation to Increase the Youngsters' Parishes Satisfaction at ABC Church. *International Journal of Advance Research in Dynamical and Control System*. ISSN: 1943-Test Engineering and Management. ISSN: 0193-023X. Vol. 11, No. 11, pp 157-162.
- [10] Oshan. M. Kothadiya. 2016. Providing Good Service Quality And Customer Satisfaction For Airline Ground Services. Master of Science Thesis, Management of Technology. Delft University of Technology.
- [11] Joshi, Ankur, Saket Kale, Satish Chandel, and DK Pal. 2015. Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*. ISSN: 2231-0843. Vol. 7, No. 4, pp 396-403.
- [12] <https://www.simplypsychology.org/likert-scale.html>. Accessed at 30 May, 2020
- [13] Dillon, William R., Matthew Goldstein. 1984. *Multivariate Analysis: Methods and Applications*. John Wiley & Sons, Inc. New York.