

CHAPTER 4

DATA ANALYSIS

This section discusses the collected data used to answer the problem formulation of (1) What factors influence customer satisfaction in *Wahana Komputer* courses?

The writer has analyzed the data collected from 30 respondents in Wahana Komputer and found that the most taken course is the Microsoft office course. It is the most popular course in the business, with seven students that filled the questionnaire took the office class.

4.1 Factors of Customer Satisfaction

There are five customer satisfaction factors according to Irawan (2008). They are product quality, price, service quality, emotional factors, and convenience.

4.1.1 Product Quality

The first factor is product quality. Product quality is important because the customer will not be satisfied if the product is not good. Product quality is the driver of customer satisfaction that is multi-dimensional. Kotler and Armstrong (2014, p. 283) defined it as “the ability of a product to perform its functions, it includes the product’s overall durability, reliability, precision, ease of operation and repair, and other valued attributes”.

Table 4.1 Respondent’s Views on Course Material

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality [Course material/content meets expectations]	30	3	5	4.20	.551

Valid N (listwise)	30			
--------------------	----	--	--	--

Based on the table above, people fulfilling the questionnaire are generally satisfied with the course material, which meets their expectations as proved by the score of 4.20. It matches the research by Marzo-Navvaro et al. (2005) that the content of the course mainly determines satisfaction along with other factors.

Table 4.2 Respondent's Views on The Proportion Between Theory and Practice

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality [Proportion between theory and practice is balanced]	30	3	5	4.17	.531
Valid N (listwise)	30				

The table above shows that the respondents felt that the proportion between theory and practice is balanced as proved by the score of 4.17. A course should give its theory and practice. If there is too much theory, there will not be enough practice.

Table 4.3 Respondent's Views on Wahana's Amount of Material

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality [Wahana provides complete material about the lessons offered]	30	3	5	4.17	.531
Valid N (listwise)	30				

The table above shows the respondents agreed that Wahana provides complete material about the lesson offered as proved by the score of 4.17. A course should have good material so that it does not confuse the student about the lesson.

Table 4.4 Respondent's Views on Material Relevance

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality [Course materials/content are up-to-date]	30	3	5	4.23	.568
Valid N (listwise)	30				

The table above shows the respondents felt that the course materials are up to date as proved by the score of 4.23. In the computer world, programs and how to use them tend to change if there are updates. If the materials are still old, they may not be relevant for the students.

Table 4.5 Respondent's Views on The Number of Hours Included on The Course

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality [The number of hours included in the course is sufficient to study the material]	30	3	5	4.20	.551
Valid N (listwise)	30				

According to the table above, the respondents felt they had sufficient hours to study the material as proved by the score of 4.20. The students must have enough hours to study the material. If not, they might be messed up in the test.

Table 4.6 Respondent's Views on The Quality of The Product

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality [Type of product is appropriate to the quality]	30	3	5	4.27	.583
Valid N (listwise)	30				

The respondents felt that the type of product is appropriate to the quality as proved by the score of 4.27. It means that they felt that the product is of good quality.

The product quality factor that is being looked at is durability (up-to date materials), ease of operation (the number of hours included in the course is sufficient to study the material).

Table 4.7 Average on Product Quality

No	Average
1. Course material meets expectations	4.20
2. Proportion between theory and practice is balanced	4.17
3. Wahana provides complete material about the lessons offered	4.17
4. Course Material are up-to-date	4.23
5. The number of hours included in the course is sufficient to study the material	4.20
6. Type of product is appropriate to the quality	4.27
AVERAGE	4.20

Based on the results above, the respondents agree that they are satisfied with the product quality as proved by the average score of 4.20.

4.1.2 Price

Price is another factor in customer satisfaction. If the customers are sensitive to the price, they will be satisfied if they get a high value for a low price. According to Irawan (2008), price is the specified amount of exchange rate inherent in a product, calculated based on the costs incurred to profit.

Table 4.8 Respondent's Views on The Price

N	Minimum	Maximum	Mean	Std. Deviation
---	---------	---------	------	----------------

Price [The price offered is affordable]	30	3	5	4.23	.568
Valid N (listwise)	30				

According to the table above, the respondents felt that the price offered was affordable as proved by the score of 4.23. This means that they look at the price and feel they get a high value for that price. Value for money is an indicator of satisfaction.

Table 4.9 Respondent's Views on The Price to The Results Obtained

	N	Minimum	Maximum	Mean	Std. Deviation
Price [The price is appropriate to the results obtained]	30	3	5	4.33	.547
Valid N (listwise)	30				

The respondents agree that the price they paid is appropriate to the results obtained during the course as proved by the score of 4.33. This means that the price set by Wahana is in line with the results they obtained in the course.

Table 4.10 Average on Price

No	Average
1. The price offered is affordable	4.23
2. The price is appropriate to the results obtained	4.33
AVERAGE	4.28

Based on the results above, the respondents agree that they are satisfied with the price as proved by the average score of 4.28.

4.1.3 Service Quality

Irawan (2008) said that service quality significantly connects to customer satisfaction. Good service quality will likely give more satisfaction to the customers

who use the company's services. Companies that are committed to quality and consistently provide quality service will enjoy a competitive advantage so that companies can easily build customer loyalty and build customer relationships successfully.

Table 4.11 Respondent's Views on The Teachers

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality [Teachers teach clearly and patiently]	30	3	5	4.33	.547
Valid N (listwise)	30				

The table above indicates that the teachers teach the respondents clearly and patiently as proved by the score of 4.33. Marzo-Navarro et al. (2005) said that teaching staff is logically the most important element affecting customer satisfaction in courses. (But, the first interviewee points out that his teachers do not speak clearly and make it hard to understand. So, the teachers must do their best to make the students satisfied, including speaking clearly).

Table 4.12 Respondent's Views on The Teaching Staff Attitude

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality [The attitude of the teaching staff towards students is positive]	30	3	5	4.33	.547
Valid N (listwise)	30				

The table above indicates that the respondents felt a positive attitude from the teaching staff towards them as proved by the score of 4.33. A staff's positive attitude can impact customer satisfaction because the customer sees the teacher's attitude during their course.

Table 4.13 Respondent's Views on The Teaching Method

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality [The teaching method is appropriate]	30	3	5	4.33	.547
Valid N (listwise)	30				

The respondents felt that the teaching staff used appropriate methods to teach them as proved by the score of 4.33. Appropriate teaching methods mean that the teacher does not force the students to use weird methods to teach their ineffective students.

Table 4.14 Respondent's Views on The Instructors Coordination

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality [Good coordination between instructors]	30	3	5	4.27	.521
Valid N (listwise)	30				

The table above indicates that there is good coordination between instructors in Wahana as proved by the score of 4.33. If a student is struggling, the instructor will tell the other instructor to help the troubled student.

Table 4.15 Respondent's Views on Course Management

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality [Sufficient course organization/management]	30	3	5	4.37	.556
Valid N (listwise)	30				

The table above stated that the respondents think the course management is sufficient as proved by the score of 4.37. A good course management is essential in

the business because if the business management is terrible, it can ruin the business. For example, the first interviewee said he was not sent his certificate after finishing the course. This must be fixed and coordinated to give a better satisfaction.

Table 4.16 Average on Service Quality

No	Average
1. Teachers teach clearly and patiently	4.33
2. The attitude of the teaching staff towards students is positive	4.33
3. The teaching method is appropriate	4.33
4. Good coordination between instructors	4.27
5. Sufficient organization/management	4.37
AVERAGE	4.326

Based on the results above, the respondents agree that they are satisfied with the service quality as proved by the score of 4.326.

4.1.4 Emotional Factor

The emotional factor is another one of the factors of satisfaction. Emotions can significantly impact them because sometimes, it changes how we think. According to Irawan (2008), emotional factors that underlie customer satisfaction include a sense of pride, self-confidence, a symbol of success, and being part of an important group of people.

Table 4.17 Respondent’s Views on The Promotion

	N	Minimum	Maximum	Mean	Std. Deviation
Emotional Factor [Good promotion to attract interest in taking a course there]	30	3	5	4.30	.535
Valid N (listwise)	30				

The respondent felt that the promos attract their interest to do a course there as proved by the score of 4.30. Promotion can be considered an emotional factor

because they have a sense of pride. After all, the promotion is not a false promotion, and they prove that. So, they are satisfied with the emotional factor of customer satisfaction.

4.1.5 Cost and Convenience

Cost and convenience are the last factors of satisfaction, according to Irawan (2008). He defined it as the customer's satisfaction if it is relatively easy, convenient, and efficient to get the product or service.

Table 4.18 Respondent's Views on Registration Process

	N	Minimum	Maximum	Mean	Std. Deviation
Cost and Convenience [In general, the registration process is adequate]	30	3	5	4.27	.583
Valid N (listwise)	30				

The registration process for the respondents is adequate, according to them as proved by the score of 4.27. The convenience of registration is important because a problematic registration process may impact the customers' satisfaction.

Table 4.19 Respondent's Views on The Payment

	N	Minimum	Maximum	Mean	Std. Deviation
Cost and Convenience [Convenient form of payment]	30	3	5	4.27	.521
Valid N (listwise)	30				

The respondents agree that the form of payment is convenient as proved by the score of 4.27. A convenient form of payment means that many payment methods are accepted, including cash, credit cards, and online payment. If the company only

accepts one form of payment, it may be difficult for the students to pay for the course.

Table 4.20 Average on Cost and Convenience

No	Average
1. In general, the registration process is adequate	4.27
2. Convenient form of payment	4.27
AVERAGE	4.27

Based on the results above, the respondents agree that they are satisfied with the cost and conveniences as proved by the score of 4.27.

4.2 Interviews with The Respondents

To validate the questionnaire results, the researcher has interviewed some of the respondents who have taken the questionnaires. The writer has talked to five respondents about their experience in Wahana Komputer courses. These will, in turn, reveal more about what makes the respondents satisfied.

The first respondent said he felt he was not satisfied enough while taking the course. His mentor seems to speak not clearly, and when he asks for a replacement, the management does not fulfill his request. Furthermore, he reveals that he has not got his certificate after finishing the course. Even though a lot of customers are satisfied, but this respondent said that he is not satisfied. So, teachers and management in this business have to improve their service quality if they want to make their customers satisfied.

The second respondent said he usually takes online classes because he cannot do classes during working hours. He also said that he still has five classes left but did not take them because of the time constraints. He also thinks that the

price is still a little bit expensive. However, he appreciates that the registration and payment are easy and convenient. So, the service quality must be improved, especially the teachers in this business, if it wants to satisfy its customers. The price is also a factor in customer satisfaction because if the price is too high, then the customer will feel that the price is not appropriate to the product quality offered.

The third respondent said that he was satisfied with the course on Wahana. He said that his mentor teaches clearly and can explain in detail. He appreciates the private course because his mentor is communicative and can help him if he has trouble. He finds that the primary material is complete for beginners, and the price is average, but it is appropriate for what he got. He also appreciates that the payment and registering process is easy. The promo still needs to be improved, according to him. This must be improved because promotion is also an important factor in customer satisfaction as they cannot feel pride if the promo is minimum and the business is not famous.

The fourth respondent also said she was satisfied with her time at Wahana. She appreciates the lesson saying that it is complete and up to date. She also said that the price was right according to what she got. This makes her satisfied and should be maintained if the business wants to satisfy more customers.

The final respondent said that he is overall satisfied with the complete product quality and the teacher who is patient and can guide him. However, he noted that the price could go a little bit lower, and he is neutral about that. This means he is already satisfied with all the factors that make up customer satisfaction, but the price can be improved by lowering it.