QUALITY ASSESSMENT SERVICE OF DAYCARE LIVING IN JAKARTA

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Abstract - The young mothers of careers who live in metropolis and as people with toddlers especially in Jakarta Capital Special Region, today faces a variety of challenges; one of which is how to take care of their toddlers. In the face of such phenomenon, emerging business activities that offer service programs to take care of children under five with various facilities along with all its limitations. Whether with the emergence of service businesses to take care of children under five especially in metropolis, already provide quality services for customers so feel safe and comfortable to continue their career?
***To do research of such phenomenon, selected two subjects residing in Jakarta; that are*: "The Harvest Daycare" *and* "Baby Kangaroo". *Is the quality of services provided from both day care is already in "GOOD" category according to its customers so that their satisfaction is fulfilled? This is the main attraction for case study, in order to reveal some important factors in improving the quality of daycare services. Therefore, the satisfaction of young mothers as customers feels a strong spirit and a strong emotional drive to remain committed to their careers. Research is done by taking samples of both daycare customers and the sample amount is 50 (fifty) customers for each. The research design consists of five dimensions of measurement, namely: Tangibles; Reliability; Responsiveness; Assurance and Empathy; up to the measurement indicators of each dimension. Analytical method using quantitative analysis model application with the name* "TEV".
The result of the research is the customers of both day care feel satisfied, so as to provide an assessment that the quality of services of both daycare in the category of "GOOD". Indicator which assessment needs to be improved again so that service quality can be improved to be "VERY GOOD" category; then can be read in the conclusions and suggestions chapter of the research report.
Keywords: Quality Assessment, Service Quality, Customers' Satisfaction, and daycare.

INTRODUCTION

The economy in family life in Indonesia is felt by every family in general, increasingly heavy, especially when they are just entering the family stage. To fulfill family needs, most wives take part in earning a living. Not a few of the wives who have positions in their careers are better than their husbands, so their busyness really needs extra attention. When young families do not have the presence of new family members (children), perhaps they have not felt significant difficulties. However, when wives from young families are very preoccupied with work and only have children; then new problems arise that greatly disrupt the time and privacy of the work. If the wives understand their position, they immediately resign (resign) from their jobs and this does not make a problem in taking care of children.

However, if the institution still wants a career with the reason that it is difficult to leave their jobs; then it takes a person who is able to replace his position in parenting. This number is not small, so that the profession as a babysitter (babysitter) is growing and is very necessary.

On the other hand, a child caregiver (babysitter) is required to have professionalism in the field of work. A professional child care provider generally charges a very high rate, at least above the Minimum Wage (Regional Minimum Wage). Young families who are able to pay for a professional babysitter, only those with a high social status and that number are not many. Those with middle-class social status generally use a household assistant or a babysitter that is unprofessional. A household assistant or babysitter who is unprofessional at the moment is difficult to obtain, because in general they prefer to become migrant workers (female workers) who are sent abroad. For those who did not get the opportunity to become migrant workers, most of them chose to become employees of the company or factory. Their reasons are very simple, namely the privacy of life free from various rules, even if the net income is calculated is not better than when they become household assistants.

The phenomenon of the life of the young families who are new to having children who need a caregiver, is increasing in number every day. Therefore, the idea emerged to establish a business that could represent parents who wanted to entrust their children to be cared for. In a growing reality, more and more companies are established, with the main activity being receiving care for children under the age of six to be cared for.

The business of organizing *Tempat Penitipan Anak*/TPA (Child Care Center) is one form of public service. The quality of a public service is a dynamic condition that is related to products, services, people, processes and environments where the quality assessment is determined when public services are carried out. The quality of a public service meets the following criteria (Ibrahim 2008, 22)[1]: (1) Compliance with requirements; (2) Compatibility for use; (3) Continuous improvement; (4) Free from damage / defects; (5) Meeting customer needs from the beginning and at all times; (6) Do everything right; (7) Something that can make customers happy.

The concept of service quality can be understood through consumer behavior (consumer behavior), which is a behavior played by consumers in finding, buying, using, and evaluating a product or service that is expected to satisfy their needs (Tjiptono, 1995: 24).[2]

The purpose of the research conducted is expected to be able to provide a clear picture of the quality of the TPA service.

LITERATUR REVIEW

Factors that influence service quality according to Parasuraman, et al (1998)[3] to evaluate customer service quality generally use 5 dimensions, namely:

a. Tangibles / Direct Evidence
   Tangibles is tangible evidence of the care and attention that service providers provide to consumers.
b. Reliability / Reliability
   Reliability or reliability is the company's ability to carry out services in accordance with what has been promised in a timely manner.
c. Responsiveness / responsiveness
   Responsiveness is the company's ability to be carried out directly by employees to provide service quickly and responsively. Responsiveness can foster a positive perception of the quality of services provided.
d. Assurance
   Assurance or guarantee is the knowledge and behavior of employees (employees) to build trust and confidence in consumers in consuming the services offered.
e. Empathy / Empathy
   Empathy is the company's ability to be carried out directly by employees to give attention to consumers individually, including sensitivity to consumer needs.

Service Quality

Quality is a dynamic condition that affects products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2001)[4]. So the definition of service quality can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations . Service quality can be known by comparing consumers' perceptions of services that they clearly receive / obtain with the services they actually expect / want from the service attributes of a company. If the service received or perceived (perceived service) is as expected, then the quality of service is perceived as good and satisfying, if the service received exceeds consumer expectations, then

the quality of service is perceived as very good and quality. Conversely, if the services received are lower than expected, then the quality of service is perceived poorly.

According to Kotler (2002: 83)[5] the definition of service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Production can be linked or not linked to one physical product. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction with the consumers themselves. Kotler also said that this behavior can occur at the time before and after the transaction. In general, high-level services will produce high satisfaction and more frequent repurchases. The word quality contains many definitions and meanings, different people will interpret it differently but from several definitions that can be found to have some similarities even though only the way it is delivered is usually found in the following elements:

a. Quality includes efforts to meet or exceed customer expectation.
b. Quality includes products, services, people, processes and the environment.
c. Quality is an ever-changing condition.

From the above definition it can be concluded that service quality is all forms of activities carried out by the company to meet consumer expectations. Services in this case are interpreted as services or services delivered by service owners in the form of convenience, speed, relationships, capabilities and hospitality that are addressed through attitudes and characteristics in providing services for customer satisfaction. Service quality can be known by comparing consumers' perceptions of services that they clearly receive / obtain with the services they actually expect / want from the service attributes of a company. The relationship between producers and consumers reaches far beyond the time of purchase to after-sales service, lasting forever beyond the product ownership period. The company considers consumers as the king who must be served well, considering that these consumers will benefit the company in order to continue to live.

Consumer Satisfaction

Consumer satisfaction or dissatisfaction is the response of consumers to the evaluation of discrepancies (disconfirmation) that is felt between previous expectations (or other performance norms) and the actual performance of the product that is felt after its use.

Definitively it can be said that consumer satisfaction (Basu Swastha,

2000)[5] is: An individual's desire to be directed at the goal to obtain satisfaction. In this case, knowledge is needed that a desire must be created or encouraged before fulfilling the motive. Sources that encourage the creation of a desire can be different from the person himself or in his environment.

Kotler (2001: 46)[6] emphasizes that consumer satisfaction is the level of one's feelings after comparing performance (or results) that are felt compared to expectations. If the performance exceeds the expectations they will feel satisfied and vice versa if the performance is not as expected, they will be disappointed.

The creation of consumer satisfaction can provide several benefits including (Tjiptono et al, 2003)[7]:

a. Company and consumer relations are harmonious.
b. Provides a good basis for repurchases.
c. Can encourage the creation of consumer loyalty.
d. Forming word of mouth recommendations that benefit the company.
e. Profit gained increases.

The word "satisfaction" contains many meanings, some examples of the notion of quality according to Tjiptono (1995, 24)[1] are:

a. Compliance with requirements;
b. Match for use;
c. Continuous improvement;
d. Free from damage / defects;
e. Meeting customer needs from the beginning and at all times;
f. Do everything right;
g. Something that can make customers happy.

The concept of satisfaction can be understood through consumer behavior (consumer behavior), which is a behavior played by consumers in finding, buying, using, and evaluating a product or service that is expected to satisfy their needs. In principle, the above meanings can be accepted. The question is what are the characteristics or attributes that determine the quality of public services.

These characteristics or attributes according to Tjiptono (1995, 25)[1] include:

a. Timeliness of service, which includes waiting time and processing time;
b. Service accuracy, which includes error-free;
c. Courtesy and hospitality in providing service;
d. The ease of getting service, for example, the number of officers serving and the number of supporting facilities such as computers;

e. Comfort in obtaining services, related to location, service room, parking space, availability of information and others;
f. Supporting attributes of other services such as air-conditioned waiting rooms, cleanliness and others.

Dimension and Indicator of Public Service Quality

According to Zeithaml et al. (1990)[8], Service quality can be measured from five dimensions, namely: Tangible (Tangible), Reliability (Reliability), Responsiveness (Assurance), Assurance (Guarantee), and Empathy (Empathy). Each dimension has the following indicators:

a. For the Tangible dimension, it consists of indicators: Appearance of Officer / Officer in serving customers, Convenience of place of service, Ease of service process, Discipline of officer / apparatus in performing services, Ease of customer access in service requests, and Use of assistive devices in service.
b. For the Reliability dimension, consisting of indicators: Accuracy of officers in serving customers, to have a clear service standards, Ability of officers / apparatus to use tools in the service process, and Expertise in using tools in the service process.
c. For the Responsiveness dimension, the indicator consists of: Responding to every customer / applicant who wants to get service, the officer / apparatus performs the service quickly, the officer / apparatus performs the service appropriately, the officer / apparatus performs the service carefully, Officer / apparatus do service with the right time, and all customer complaints are responded by the officer.
d. For the dimension of Assurance, it consists of indicators: The officer guarantees timely service, the officer guarantees costs in service, the officer guarantees legality in service, and the officer guarantees certainty of costs in service.
e. For the Empathy dimension (Empathy), it consists of indicators: Prioritize the interests of the applicant / customer, the officer serves with a friendly attitude, the officer serves with a polite attitude, the officer serves with no discrimination (discriminating), and the officer serves and respects each customer.

Furthermore, Lovelock (1992)[9] proposes five principles that must be considered for the implementation of public services, which include: (1) Tangible, a guarantee: such as physical abilities, equipment, personnel and material communities;

(2) Reliable (reliable), the ability to form a promised service can be precise and have stability; (3) Responsiveness, a sense of responsibility for service quality; (4) Assurance (assurance), knowledge, behavior and ability of employees; and (5) Empathy, the attention of individuals to customers.

Framework of Thinking

The analytical framework used is to develop a model for measuring the quality (quality) of the service on the basis of several dimensions described in the frame of mind.

Here are some models that become elements of the analytical method:

a. Decision tree, the application of model completion uses hierarchy (structural branches) which is an alternative branch of problem solving that is faced with conditions with various thoughts.
b. Expected value is an approach to assessing each alternative branch of problem solving and each subsidiary group of derivatives in the decision tree.
c. Delphi Method (Delphi method), as a method used to assist researchers in compiling optimal decision trees while evaluating the importance of each alternative branch of problem solving.

The essence of the problem solving discussion as an analytical method approach is the Decision Tree and Expected Value, and the Delphi Method is used as a decision tree and weighting optimization method, so the authors are more likely to name the application model as the "TEV" Quantitative Analysis Model.

Inspiration The "TEV" Quantitative Analysis Model begins with the study of several problem solving model applications with qualitative data characteristics with the application of quantitative settlement methods. The results of the study state that there is still a need for application of models with other variations to increase the number of selected materials as alternative models. Here are some application models to solve the problem in question, where some of these models are stimulants for the creation of the "TEV" Quantitative Analysis Model, namely:

1. Application of the Analytic Hierarchy Process (AHP) model, the process for evaluating each alternative problem solving branch (criteria / variables) with a preference level reflected in the consistency matrix, is considered to contain highly subjective non-operational values.

2. The application of the Technology Achievement Index (TAI) model used by the United Nations Development Program (UNDP) to measure the level of technological achievement of several countries in the world, that the probabilistic calculation results in determining index assessment for each branch of the analysis of problem solving (dimensions) is carried out by using statistical mean calculations.
3. The application of the Global Competitiveness Index model used by the World Economic Forum (WEF) in measuring the global competitiveness of a country to provide high level of prosperity for its citizens. The analytical method uses non-metric data, namely the perceptions of executives (Executive Opinion Survey) with a measuring scale of seven categories, and calculations using statistical parameters with scoring calculations.

The next stage is to accommodate the need to make decision tree optimization and provide the weight or proportion of interest for each element of the decision tree branch. The most appropriate application model for optimization of decision trees is to use the Delphi method, and at the same time to determine the score of importance for each element of the decision tree branch. Values or scores as inputs for management decision making are carried out by measuring each element of the decision tree branch from the lowest (measurable operational data).

The method for scoring is done as follows:

1. The number of experts involved as external teams in the framework of gathering opinions for scoring, ideally is 5 (five) times the maximum number of elements in the group for each optimal branch tree branch, or a minimum of 20 (twenty) experts.
2. To all the experts involved, a list of questions is offered, the point of which is to give score to each element in each of the branches of the optimal decision tree. Each expert subjectively has a different assessment, and with these differences strived to be analyzed using formulas (as an approach) so that the score results become objective.
3. Scoring analysis is carried out using the following formula:

$$A_i = \frac{\sum_{j=1}^{m} a_{ij} \quad (m+1-j)}{\sum_{k=1}^{m} nk}; \quad i = 1,2,3,.....m$$

Note :

A_i = *Score of element-i*

a_{ij} = *Number of experts who assess A: as -j rank*

N = *Number of all experts who conducting scoring*

M = *Number of elements in group of each branch of the decision tree*

After the value of the score of each decision tree element is found and the activity of collecting data on operational variables (indicators) is carried out, the assessment criteria can be applied.

The formula used to calculate the expected value is as follows:

$$EV(X) = \sum_{i=1}^{n} k_i \; p_i$$

Note:

X = Elements that are assessed start from sub-indicators, indicators, dimensions and objects

pi = Score of each element in decision tree

ki = Score category (in range interval)

n = Number of elements in group of sub-indicator, indicator, and dimension

RESEARCH METHODOLOGY

Research Design

This research is classified as a descriptive study with qualitative and quantitative analysis. According to Uma Sekaran (2006: 158)[10] that descriptive study (descriptive study) is conducted to find out and be able to explain the characteristics of the variables under study in certain situations. Research is also classified as a case study, because the subjects observed were single units, namely: TPA "The Harvest Daycare" and "Baby Kangaroo" both in Central Jakarta.

Because this study focuses on a single unit of analysis, the research design is included in the case design category. The method of data collection uses the sampling method; that is, each TPA 50 sample.

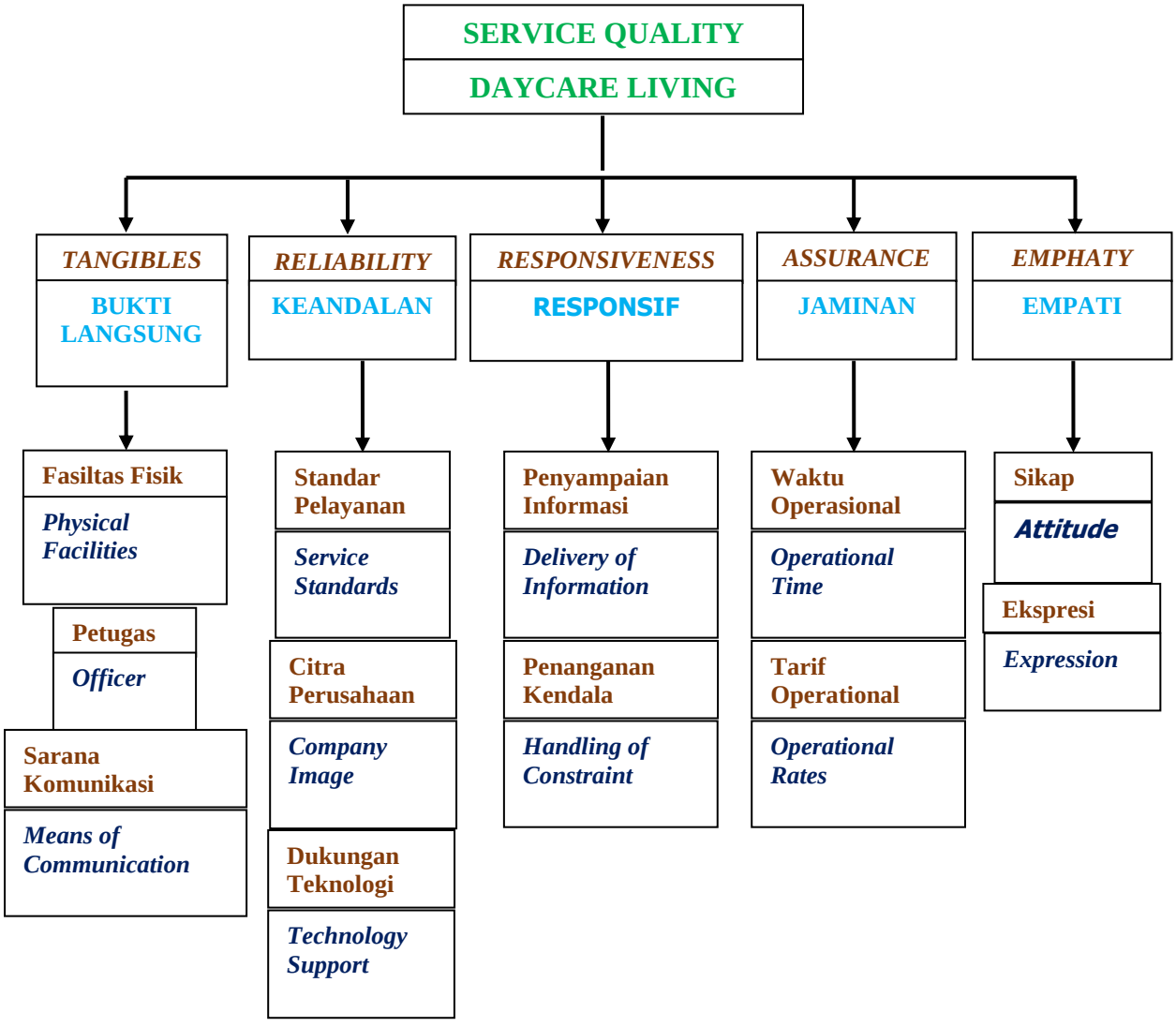
Analysis Design

The analysis design uses an approach from the "TEV" Quantitative Analysis Model (Suharso. P, 2010: 2)[11], so the initial step is to make a decision tree

The following is an illustration of a decision tree that can be arranged in full.

design. Decision tree design is based on the description of the research design described above, which as the main object of his research is TPA Service Quality.

Then, create a hierarchical structure that starts from each dimension element, namely: Tangibles (Direct Evidence), Reliability (Reliability), Responsiveness (Assurance), Assurance (Assurance) and Empathy (Empathy); up to the operational hierarchy (indicator).



(Diagram 3.1: Decision Tree)

Not every decision tree in each group (indicator dimension) must have its own score, therefore the score are carried out on the basis of the perceptions of experts who are related and involved in the study as respondents. The number of experts involved according to the provisions in the concept of the "TEV" Quantitative Analysis Model is a minimum of 20 experts. Formula for generating score values (perceptions of experts) using the formula (2.1), it is:

$$A_i = \frac{\sum_{j=1}^{m} a_{ij} \quad (m+1-j)}{\sum_{k=1}^{m} nk}; \quad i = 1,2,3,.....m$$

Note :

A_i = *Score of element-i*

a_{ij} = *Number of experts who assess A: as -j rank*

n = *Number of all experts who conducting valuing*

m = *Number of elements in group of each branch of the decision tree*

After all respondents (consumers) answers as research samples are collected, then the calculation (assessment) is carried out by using the expected scoring formula , namely: formula (2.2) as follows.

$$EV(X) = \sum_{i=1}^{n} k_i \; p_i$$

Note:

X = The elements that are assessed start from indicator, dimension to object

pi = Score of each element in decision tree

ki = Score of category (in range interval)

N = Number of elements in group of indicator or dimension

Sampling and Data Collection Methods

Research with a case design with a single unit of analysis, data collection is done by sampling or census (if subjects are less than 30 respondents).

Research design is a case study with a single subject from two landfill sites

in Central Jakarta, so the customers are determined as unit of analysis as well as being respondents of the study. The number of customers as a population can be known in number, so the sample design is classified as a probability sampling design. In relation to each customer as an analysis element has the same opportunity to be chosen as a subject, then the sample The dimensions and indicators of service quality in this study are:

Structural Officers: 35% (14 experts)

selection procedure uses a simple random sampling design.

RESULT DAN DISCUSSION

In this section Data and Discussion will be described below:

Weight Dimensions and Quality Indicators:

Functional Officials: 35% (14 experts)

Academics: 30% (12 experts)

Table 1. Score (level of interest) of each element of Dimension to Indicator

	5	4	3	2	1	∑		**SCORE**
D1 =	9	14	7	3	7	40	135	0.2250
D2 =	18	4	5	12	1	40	146	0.2433
D3 =	4	15	8	12	1	40	129	0.2150
D4 =	2	5	17	4	12	40	101	0.1683
D5 =	7	2	3	9	19	40	89	0.1483
∑	40	40	40	40	40		600	1.0000

Elements of Dimension:

D1 is *Tangibles* (Dimension of Direct Evidence) in amount of 22,50%

D2 is *Reliability* (Dimension Credibility) in amount of 24,33%

D3 is *Responsiveness* (Dimension Responsiveness) in amount of 21,50%

D4 is *Assurance* (Dimension of Guarantee) in amount of 16,83%

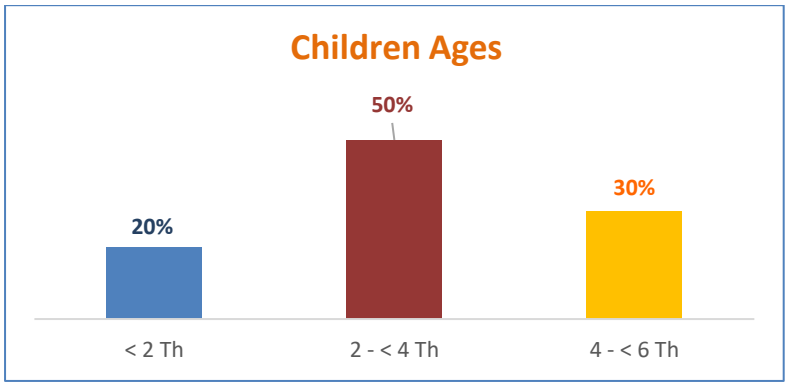
D5 is *Emphaty* (Dimension *Empati*) in amount of 14,83%

Profile and Perception of the Customers

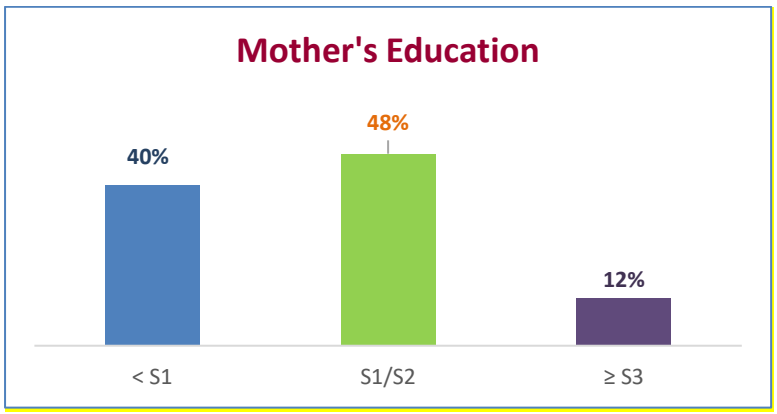
In this section we will explain the profiles and customer perceptions of each daycare center:

Profile of The Harvest Daycare which consists of: (1) the proportion of the age of the child, (2) the education of the mother, (3) the length of the child's education.

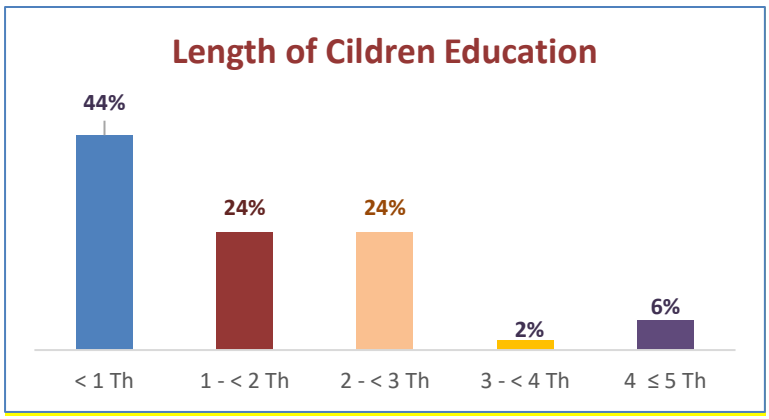
Graphic 1. Proportion of Children Ages



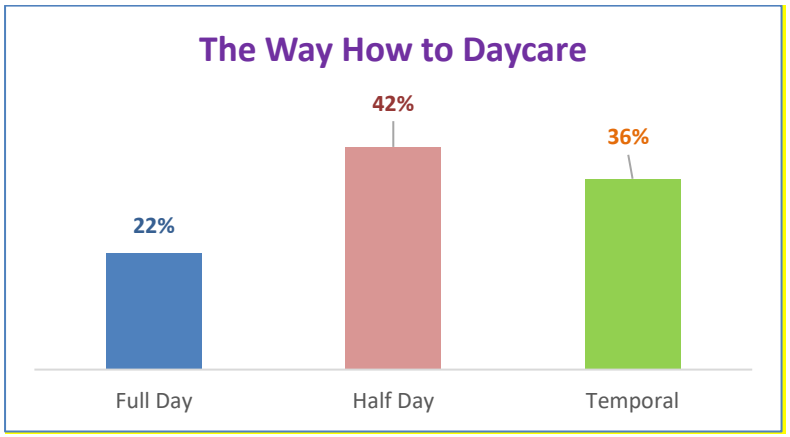
Graphic 2. Mother's Education Background



Graphic 3. Length of Children Education



Graphic 4. The Way How to Daycare



Customers' Perception to the Quality Service of "The Harvest Daycare"

Table 2. Data Result on Customers' Perception

Range Interval	Score	Category
1,00 – 1,80	**1**	Lowest or Worst
1,81 – 2,60	**2**	Low or Worse
2,61 – 3,40	**3**	Medium
3,41 – 4,20	**4**	High or Good
4,21 – 5,00	**5**	Very High or Very Good

Table 2. Indicator of Physical Infrastructure

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**Score**
Room	0	0	3	24	23	50	4.40
Accessibility	0	0	12	29	9	50	3.94
Tool Media	0	0	7	28	15	50	4.16
Building	0	0	3	27	20	50	4.34
∑	0	0	25	108	67	200	4.21

Indicator of Physical Infrastructure (D11):
Score = 4,21 (Very Good)

Table 2. Indicator of Officer/Employee

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Honest	0	0	8	27	15	50	4.14
Polite	0	0	5	27	18	50	4.26
Discipline	0	0	7	32	11	50	4.08

Skilled	0	1	4	28	17	50	4.22
∑	0	1	24	114	61	200	4.18

Indicator of the Officer / Employee (D12):
Score = 4,18 (Good)

Table 3. Indicator of Communication Means

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Oral	0	1	13	28	8	50	3.86
Written	0	0	18	22	10	50	3.84
∑	0	1	31	50	18	100	3.85

Indicator of Communication Means (D13):
Score = 3,85 (Good)

Table 4. Indicator Procedure Operational Standard (SOP)

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
SOP	0	0	13	27	10	50	3.94
Fast Accurate	0	1	10	35	4	50	3.84
Meticulous	0	0	12	26	12	50	4.00
Quality Control	0	0	10	35	5	50	3.90
∑	0	1	45	123	31	200	3.92

Indicator of SOP (D21): Score = 3,92 (Good)

Table 5. Company's Image

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Benefit	0	0	10	29	11	50	4.02
Form of Service	0	0	13	29	8	50	3.90
Service Quality	0	0	11	31	8	50	3.94
Totality	0	1	5	31	13	50	4.12
∑	0	1	39	120	40	200	4.00

Indicator of Company's Image (D22):
Score = 4,00 (Good)

Table 6. Indicator of Technology Support

STS	TS	N	S	SS		
1	2	3	4	5	∑	**SCORE**

Internet Accuracy	0	4	12	26	8	50	3.76
Service Admin	0	2	13	30	5	50	3.76
∑	0	6	25	56	13	100	3.76

Indicator of Technology Support (D23): Score = 3,76 (Good)

Table 7. Indicator of Information Delivery

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Punctuality	0	0	12	28	10	50	3.96
Greetings	0	0	6	28	16	50	4.20
Responsive	0	1	12	27	10	50	3.92
Speed of Information	0	1	14	26	9	50	3.86
∑	0	2	44	109	45	200	3.99

Indicator of Information Delivery (D31): Score = 3,99 (Good)

Table 8. Indicator of Problem Solving

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Alertness	0	2	13	21	14	50	3.94
Perfection	0	1	14	29	6	50	3.80
∑	0	3	27	50	20	100	3.87

Indicator of Problem Solving (D32): Score = 3,87 (Good)

Table 9. Indicator of Operational Time

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Preparation	0	0	18	28	4	50	3.72
Efficiency	0	0	16	27	7	50	3.82
∑	0	0	34	55	11	100	3.77

Indicator of Operational Time (D41): Score = 3,77 (Good)

Table 10. Indicator of Operational Rate

STS	TS	N	S	SS		
1	2	3	4	5	∑	**SCORE**

Low Rate	2	18	18	8	4	50	2.88
Effectiveness	0	0	15	28	7	50	3.84
∑	2	18	33	36	11	100	3.36

Indicator of Operational rate (D42): Score = 3,36 (Medium)

Table 11. Indicator of Attitude

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Service Attitude	0	0	7	33	10	50	4.06
Responsivity	0	0	9	28	13	50	4.08
Giving Priority to Customer	0	0	11	26	13	50	4.04
∑	0	0	27	87	36	150	4.06

Indicator of Attitude (D51): Score = 4,06 (Good)

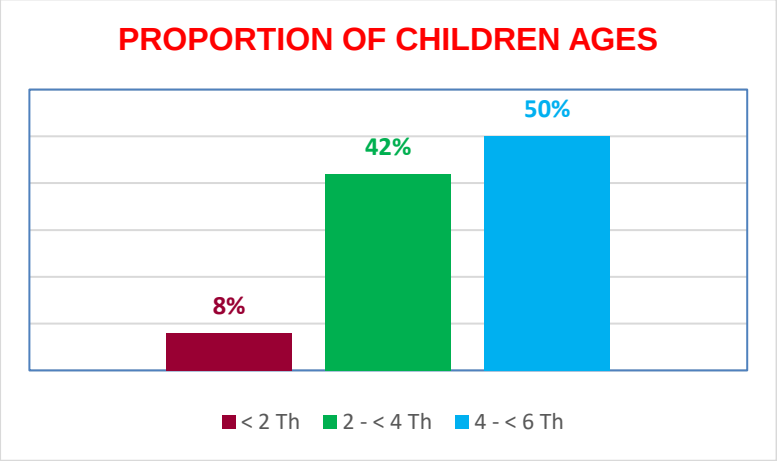
Table 12. Indicator of Expression

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Not Discriminative	0	2	15	20	13	50	3.88
Sympathy	0	0	16	20	14	50	3.96
Respect the Customer	0	0	16	20	14	50	3.96
∑	0	2	47	60	41	150	3.93

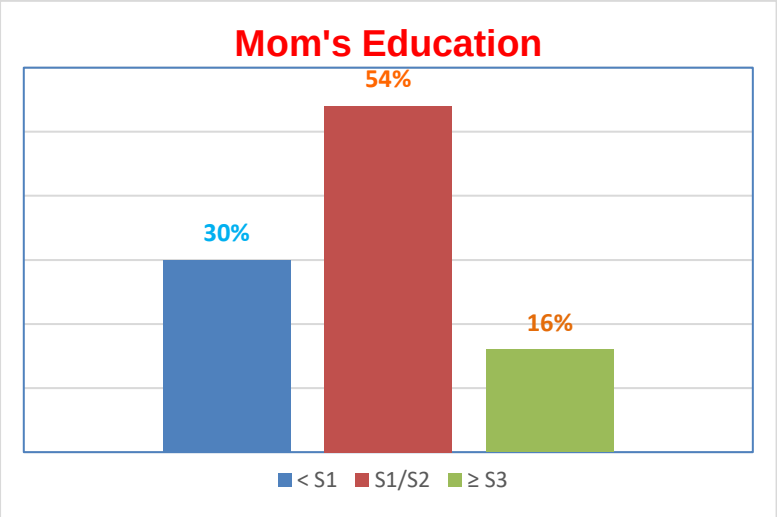
Indicator of Expression (D52): Score = 3,93 (Good)

Profile of Baby Kangaroo Child Care Center consists of: (1) the proportion of the child's age, (2) mother's education, (3) the child's education duration.

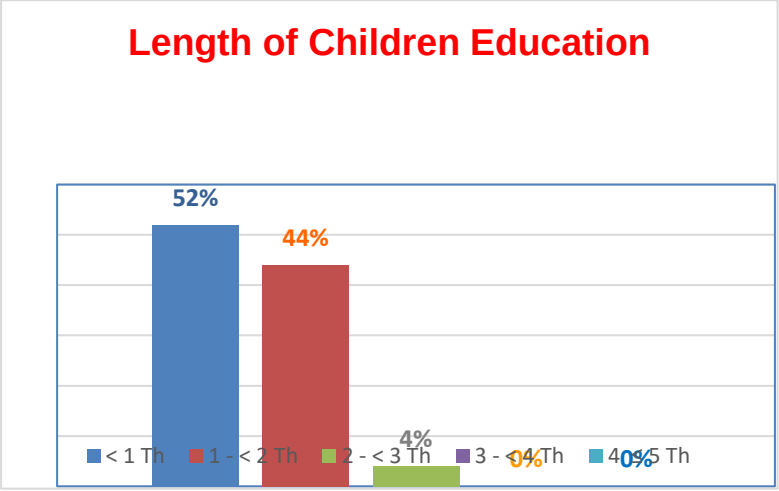
Graphic 5. Proportion of Children Ages



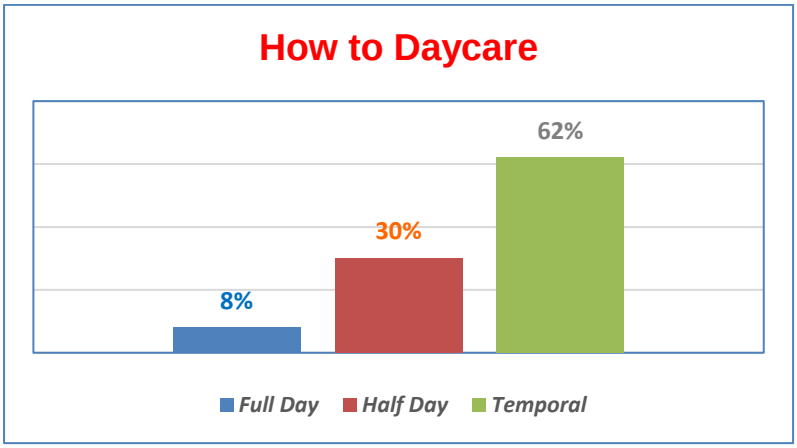
Graphic 6. Parents' Education Background (Mother)



Graphic 7. Length of Children Education



Graphic 8. The Way How to Daycare



Customers' Perception on the Service Quality of "Baby Kangaroo" Daycare

The data result of customers' perception obtained are as followed:

Range Interval	Score	Category
1,00 – 1,80	**1**	Lowest or Worst
1,81 – 2,60	**2**	Low or Worse
2,61 – 3,40	**3**	Medium
3,41 – 4,20	**4**	High or Good

4,21 – 5,00	**5**	Very High or Very Good

Table 13. Indicator of Physical Infrastructure

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Room	0	0	4	32	14	50	4.20
Accessibility	0	0	10	31	9	50	3.98
Tool Media	0	0	9	32	9	50	4.00
Building	0	0	4	36	10	50	4.12
∑	0	0	27	131	42	200	4.08

Indicator of Physical Infrastructure (D11):
Score = 4,08 (Good)

Table 14. Indicator of the Officer/Employee

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Honest	0	1	4	36	9	50	4.06
Polite	0	0	9	34	7	50	3.96
Discipline	0	0	9	31	10	50	4.02
Skilled	0	1	8	32	9	50	3.98
∑	0	2	30	133	35	200	4.01

Indicator of the Officer/Employee (D12):
Score = 4,01 (Good)

Table 15. Indicator of Communication Means

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Oral	0	0	10	32	8	50	3.96
Written	0	0	19	27	4	50	3.70
∑	0	0	29	59	12	100	3.83

Indicator of Communication Means (D13):
Score = 3,83 (Good)

Table 16. Indicator of Procedure Operational Standard (SOP)

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
SOP	0	0	14	32	4	50	3.80

Fast Accurate	0	0	8	30	12	50	4.08
Meticulous	0	1	9	33	7	50	3.92
Quality Control	0	0	14	34	2	50	3.76
∑	0	1	45	129	25	200	3.89

Indicator of SOP (D21):
Score = 3,89 (Good)

Table 17. Indicator of Company's Image

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**VALUE**
Benefit	0	0	11	33	6	50	3.90
Kinds of Service	0	0	11	35	4	50	3.86
Service Quality	0	0	10	36	4	50	3.88
Totality	0	0	9	37	4	50	3.90
∑	0	0	41	141	18	200	3.89

Indicator of Company's Image (D22):
Score = 3,89 (Good)

Table 18. Indicator of Technology Support

	STS	**TS**	**N**	**S**	**SS**		
	1	2	3	4	5	∑	**SCORE**
Internet Accuracy	1	1	18	26	4	50	3.62
Service Admin	0	1	13	33	3	50	3.76
∑	1	2	31	59	7	100	3.69

Indicator of Technology Support (D23):
Score = 3,69 (Good)

Table 19. Indicator of Information Delivery

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Punctuality	0	1	10	35	4	50	3.84
Greetings	0	0	9	35	6	50	3.94
Responsive	0	0	8	40	2	50	3.88
Speed of Information	0	0	10	34	6	50	3.92
∑	0	1	37	144	18	200	3.90

Indicator of Information Delivery (D31):
Score = 3,90 (Good)

Table 20. Indicator of Problem Solving

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Alertness	0	0	12	28	10	50	3.96
Perfection	0	0	12	32	6	50	3.88
∑	0	0	24	60	16	100	3.92

Indicator of Problem Solving (D32):
Score = 3,92 (Good)

Table 21. Indicator of Operational Time

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Preparation	0	1	11	29	9	50	3.92
Efficiency	0	0	11	33	6	50	3.90
∑	0	1	22	62	15	100	3.91

Indicator of Operational Time (D41):
Score = 3,91 (Good)

Table 22. Indicator of Operational Rate

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Low Rate	7	9	15	18	1	50	2.94
Effectiveness	0	1	14	31	4	50	3.76
∑	7	10	29	49	5	100	3.35

Indicator of Operational Rate (D42):
Score = 3,35 (Medium)

Table 23. Indicator of Attitude

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Service Attitude	0	1	6	37	6	50	3.96
Responsivity	1	0	10	35	4	50	3.82
Prioritize the Customer	1	1	17	26	5	50	3.66
∑	2	2	33	98	15	150	3.81

Indicator of Attitude (D51):
Score = 3,81 (Good)

Table 24. Indicator of Expression

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Not Discriminative	1	0	13	35	1	50	3.70
Sympathy	1	1	14	30	4	50	3.70
Respect the Customer	1	0	12	32	5	50	3.80
∑	3	1	39	97	10	150	3.73

Discussion

This section contains a discussion of several indicators that have been analyzed, namely as follows:

Score of Quality Dimensions and Indicators

The Reliability Dimension (D2) is the most important measurement dimension according to selected experts, followed by the second rank is the Direct Evidence Dimension (D1). As the third rank is the Responsive Dimension (D3), the fourth rank is the Guarantee Dimension (D4) and the last (fourth) rank is the Empathy Dimension (D5).

Table 25. Element of Indicator of Dimension D1:

	3	**2**	**1**	∑		**SCORE**
D11 =	**20**	**9**	**11**	**40**	**89**	0.3708
D12 =	**17**	**13**	**10**	**40**	**87**	0.3625
D13 =	**3**	**18**	**19**	**40**	**64**	0.2667
∑	**40**	**40**	**40**		**240**	1.0000

D11 is Physical Facilities at 37.08%

D12 is an Officer (Officer / Employee Indicator) of 36.25%

D13 is Means of Communication at 26.67%

The most important indicator in measuring the value of D1 (Direct Evidence Dimension) is the Physical Facility Indicator (D11). Indicators that have a second level of importance are Officer / Employee Indicator (D12) and Communication Facility Indicator (D13) at the last (third) level of importance.

Table 26. Indicator Element of Dimension D2

	3	**2**	**1**	∑		SCORE
D21 =	**18**	**19**	**3**	**40**	**95**	0.3958
D22 =	**16**	**3**	**21**	**40**	**75**	0.3125

D23 =	**6**	**18**	**16**	**40**	**70**	0.2917
∑	**40**	**40**	**40**		**240**	1.0000

D21 is a Service Standards (SOP Indicator) of 39.58%

D22 is a Company Image (Indicator of Corporate Image) of 31.25%

D23 is a Technology Support for 29.17%

The most important indicator in measuring the value of D2 (Dimension of Reliability) is the SOP Indicator (D21). Indicators that have a second level of importance are the Indicator of the Corporate Image (D22) and the Indicator that has the last level of interest (third) is the Indicator of Technology Support (D23).

Table 27. Element Indicator of Dimension D3

	2	1	∑		SCORE
D31 =	12	28	40	52	0.4333
D32 =	28	12	40	68	0.5667
∑	40	40		120	1.0000

D31 is a Delivery of Information of 43.33%

D32 is a Handling of Constraints of 56.67%

The most important indicators are the Handling Constraints Indicator (D32), and the Indicator that has the second importance is the Information Delivery Indicator (D31).

Table 28. Element Indicator of Dimension D4

	2	**1**	∑		**SCORE**
D41 =	**20**	**20**	**40**	**60**	0.5000
D42 =	**20**	**20**	**40**	**60**	0.5000
∑	**40**	**40**		**120**	1.0000

D41 is an Operational Time of 50.00%

D42 is Operational Rates of 50.00%

Operational Time Indicators and Operational Tariff Indicators have a level of interest that cannot be distinguished.

Table 29. Element Indicator of Dimension D5

	2	1	∑		**SCORE**
D51 =	35	5	40	75	0.6250

D52 =	5	35	40	45	0.3750
∑	40	40		120	1.0000

D51 is Attitude (Attitude Indicator) of 62.50%

D52 is Expression (Expression Indicator) of 37.50%

Indicators of attitude are considered to be of higher importance than those of Expression Indicators.

Decision tree elements (dimensions and indicators) for the assessment of "Quality of Service" are central to management's attention to improving the quality of services offered to customers. Starting from dimensions up to the level of assessment indicators, the highest level of importance is the main priority in improving service quality; although the dimensions or indicators with the lowest level of importance may not be underestimated.

Profile and Perception of The Harvest Daycare Customers:

In this section contains a discussion of the profiles and customer perceptions of each analyzed daycare center

The age of children entrusted to "The Harvest Daycare" in general (50%) are children aged between 2 (two) years and close to 4 (four) years. The age of children between 4 (four) years and close to 6 (six) years is 30%, while the age of children under 2 (two) is 20%. So, in general, the children left at "The Harvest Daycare" are included in the category of approaching elementary school age. A small proportion (20%) still need more intensive attention.

The parents (mothers) of children who were entrusted to "The Harvest Daycare" in general (48%) were tertiary education (S1 / S2). While parents who do not have a bachelor's degree (<S1) are 40%, and the rest are the highest intellectuals (≥S3) as much as 12%. So, the community of young mothers who entrust their children to be entrusted to "The Harvest Daycare" has good social quality so that it can be used by the daycare entrepreneurs to get feedback from the young intellectual mothers.

Until the time of the study, in general (44%) the children were entrusted to the "The Harvest Daycare" for a maximum of one year. While those that have reached almost 2 (two) years and almost 3 (three) years each are 24%, and the longest 4 (four) years are 2%. While those that have reached 5 (five) years are 6%.

So, the children who were entrusted to the "The Harvest Daycare" were relatively long (8%), namely: four to five years had been cared for at the TPA and they were ready in elementary school education.

The way of day care from mothers as customers at "The Harvest Daycare" in general (42%) is half day (half day). While those who entrust their children temporally at 36%, and the rest (22%) entrust their children full day (Full Day). So, a small portion (22%) of children entrusted to "The Harvest Daycare" still need high concentration and attention.

Customers' Perception to the Quality of "The Harvest Daycare" Service

The value of "Service Quality" "The Harvest Daycare" is obtained from the total decision tree value by using the formula "Expected Value" from the weight and the results of the perception value of each indicator to each dimension; is:

Table 30. Recapitulation of Score and the Result of Perception Value of Service Quality

SERVICE QUALITY OF "The Harvest Daycare" = 3,91 (GOOD)				
***TANGIBLES* (D1)** (22,50%)(4,10)	***RELIABILITY* (D2)** (24,33%)(3,90)	***RESPONSIVENESS* (D3)** (21,50%)(3,92)	***ASSURANCE* (D4)** (16,83%)(3,57)	***EMPHATY* (D5)** (14,83%)(4,01)
***Physical Facilities* (D11)** (37%)(4,21)	*Service Standards* (D21) (40%)(3,92)	*Delivery of Information* (D31) (43%)(3,99)	*Operational Time* (D41) (50%)(3,77)	*Attitude* (D51) (62%)(4,06)
Officer (D12) (36)(4,18)	*Company Image* (D22) (31%)(4,00)	*Handling of Constraint* (D32) (57%)(3,87)	*Operational Rates* (D42) (50%)(3,36)	*Expression* (D52) (38%)(3,93)
Means of Communication (D13) (27%)(3,85)	*Technology Support* (D23) (29%)(3,76)			

So, "Quality of Service" of "The Harvest Daycare" is 3.91 with the value category is "GOOD".

From the results of data analysis of customer perceptions of "Service Quality" indicators are found from the measurement dimension whose value is not good.

Indicator values that still have not shown good results are:

The Operational Tariff Indicator is 3.36 (the details of the value below) fall into the "MEDIUM" category, the details are:

Table 30 Score Indicator of Medium Operational Rate

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Low Rate	2	18	18	8	4	50	2.88
Effectiveness	0	0	15	28	7	50	3.84
∑	2	18	33	36	11	100	3.36

Even though the measurement parameters of the Operational Tariff Indicators, namely: Service Effectiveness, the value has been included in the category "Good" (3.84); which makes the value of Operational Rates in the category "Medium" is a Low Rate with a value of "Moderate" (2.88). This means that customers disagree if the service rates to be paid by customers are categorized as low rates. The data above states that 18 customers disagree (TS) and 18 customers declare neutral (N) if the tariff set by the daycare is said to be low. It could be that the service tariff is considered quite expensive or in accordance with its services. Meanwhile, on the other hand, extreme positive indicator values were found, namely in the category of "Very Good" from the Physical Facility Indicator with a value of 4.21; the details are:

Table 31. Score Indicator of Very High Facility

	STS	TS	N	S	SS		
	1	2	3	4	5	∑	**SCORE**
Room	0	0	3	24	23	50	4.40
Accessibility	0	0	12	29	9	50	3.94
Tool Media	0	0	7	28	15	50	4.16
Building	0	0	3	27	20	50	4.34
∑	0	0	25	108	67	200	**4.21**

Measuring parameters of rooms (4.40) and buildings (4.34) fall into the category of "Very Good"; while measuring accessibility (3.94) and assistive devices (4.16) fall into the "Good" category. Therefore, the measurement category from Physical Facility Indicators is in the category of "Very Good". To maintain the value of service quality, this indicator

needs to be maintained and if necessary further improved.

Profile and Customer Perception of Baby Kangaroo Child Care:

The age of children who are entrusted to the "Baby Kangaroo" daycare in general (50%) are children aged 4 (four) years up to close to 6 (six) years. The age of children between 2 (two) years and close to 4 (four) years is 42%, while the age of children under 2 (two) years is 8%. So, in general the children left at the "Baby Kangaroo" are included in the age playing category. Only 8% still need concentration and more intensive attention.

The parents (mothers) of the children entrusted to the "Baby Kangaroo" in general (54%) are higher education (S1 / S2). While in the middle of them are parents who are not scholars (30%), and the rest even though only 16% are the highest intellectuals (≥S3). So, the community of young mothers who entrust their children to be entrusted to the daycare of "Baby Kangaroo" has good social quality so that it can be used by the daycare entrepreneurs to get feedback from the young intellectual mothers.

Until the time of the study, in general (52%) children were deposited at the "Baby Kangaroo" for at least one year. In this section it contains a discussion of the profiles and customer perceptions of each analyzed daycare center.

While those who have reached nearly two years are 44%, and the remaining three years are 4%. So, the children who were entrusted to the "Baby Kangaroo" were relatively recently cared for in day care centers, this was because most of them were children of the playing age who were ready for education in elementary school.

The way how to child care from mothers as customers at the "Baby Kangaroo" in general (62%) is temporal. While those who leave their children only choose half a day (half day) by 30%, and the rest (8%) entrust their children full day (Full Day). So, most of the children entrusted to the "Baby Kangaroo" do not need attention with high concentration, because only 8% need to be paid attention to all day.

Customer Perception of Service Quality in "Baby Kangaroo" Daycare

The "Quality of Service" of the "Baby Kangaroo" daycare score is obtained from the total decision tree value by using the "Expected Value" formula from the weight and results of the perception values of each indicator to each dimension; is:

Table 32. Recapitulation of Score and the Result Score on the Perception of Quality Service

QUALITY SERVICE of the "Baby Kangaroo" daycare= 3,84 (BAIK)				
TANGIBLES (D1) (22,50%) (3,98)	*RELIABILITY* (D2) (24,33%)(3,83)	*RESPONSIVENESS* (D3) (21,50%) (3,91)	*ASSURANCE* (D4) (16,83%) (3,63)	*EMPHATY* (D5) (14,83%) (3,78)
Physical Facilities (D11) (37%) (4,08)	*Service Standards* (D21) (40%) (3,89)	*Delivery of Information* (D31) (43%) (3,90)	*Operational Time* (D41) (50%) (3,91)	*Attitude* (D51) (62%) (3,81)
Officer (D12) (36%) (4,01)	*Company Image* (D22) (31%) (3,89)	*Handling of Constraint* (D32) (57%) (3,92)	*Operational Rates* (D42) (50,00%) (3,35)	*Expression* (D52) (38,00%) (3,73)
Means of Communication (D13) (27%) (3,83)	*Technology Support* (D23) (29%) (3,69)			

So, the "Quality Service" of "Baby Kangaroo" daycare is 3.84 with the value category is "Good".

From the results of data analysis of customer perceptions of " Quality Service" indicators are found from the measurement dimension whose value is not good. Indicator values that still have not shown good results are:

The Operational Rate Indicator is 3.35 (the details of the value below) fall into the "Medium" category, the details are:

Table 33. Indicator of "Medium" Operational rate

		STS	TS	N	S	SS		
		1	2	3	4	5	∑	SCORE
Low Rate		7	9	15	18	1	50	2.94
Effectiveness		0	1	14	31	4	50	3.76
	∑	7	10	29	49	5	100	3.35

Although the measurement parameters of the Operational Rate indicator, namely: Service Effectiveness, the value has been included in the category "Good" (3.76); which makes the value of Operational Rates in the category "MEDIUM" is a Low Rate with a value of "Medium" (2.94). This means that the customers

disagree if the service tariff to be paid by the customer is a low tariff. The data above states that 7 customers strongly disagree; 9 customers disagree (TS) and 15 customers declare neutral (N) if the rate set by the daycare is said to be low. It could be that the service rate is considered quite expensive or in accordance with the service.

Policy Implication

Based on the results of the analysis and discussion above, the policy implications that can be formulated to be included in the planning for improving the the tariff that must be paid is indeed not low, it could be that the tariff is quite expensive or at least in accordance with the services provided.

On the other hand, also found a positive extreme value; namely Physical Facility Indicators which are in the position of "Very Good" category.

(2) Maintaining the condition of Physical Facility Indicators, namely: Room, Accessibility, Equipment as a Tool for the daycare and Buildings to remain in the position of the "Very Good" category. (3) If the marketing field does not yet have other tools such as registration on an online system, it needs to be increased towards the marketing of the on-line system.

Quality of Services for each landfill will be described separately.

Policy Implications for "The Harvest Daycare"

In general, all indicators of measurement of "Service Quality" applied by "The Harvest Daycare" are in the position of the category "Good". It was found that only one indicator was still in the "Medium" category, namely: Operational Rate Indicators; this is caused by the statement that "Low Rates" do not get a positive response from customers. This means that

Policies that must be established are: (1) First, improve customer perceptions for the "Medium" category, namely: Low Rates so that customer responses are more positive thinking. An alternative that can be implemented is to improve all measurement indicators for each dimension of the decision tree to increase the position of the category "Very Good".

Policy Implications for "Baby Kangaroo" Daycare

In general, all indicators of "Quality of Service" measurements applied by "Baby Kangaroo" are in the position of "GOOD" category. It was found that only one indicator was still in the position of the "MEDIUM" category, namely: Operational Rate Indicators; this is caused by the statement that "Low

Rates" do not get a positive response from customers. This means that the tariff that must be paid is indeed not low, it could be that the tariff is quite expensive or at least in accordance with the services provided.

The policies that must be set are: (1) First, improve customer perceptions for the "MEDIUM" category, namely: Low Rates so that customer responses are more positive thinking. An alternative that can be implemented is to improve all measurement indicators for each decision tree dimension to increase in the position of "VERY GOOD" category. (2) If the marketing field does not yet have other tools such as on-line system registration, it needs to be increased towards the on-line system marketing.

CONCLUSION

In general, the children left at "The Harvest Daycare" are included in the category of approaching primary school age. A small proportion who still need more intensive attention, the Community of young mothers who entrust their children to be entrusted to "The Harvest Daycare" is a community with good quality education (mostly academic graduates). The child who is entrusted to the "The Harvest Daycare" is only one year at the most, because in general what is entrusted is the age children ready to enter elementary school. Children entrusted in "The Harvest Daycare" are only half day (half day) or temporarily only. "The Harvest Daycare" needs to be more active in marketing (through an on-line marketing system) so that the market share of children those who are less than 1 year old are more numerous, and at the same time can increase the number of full day care. "The Harvest Daycare" can utilize these young mothers to obtain feedback for improving service quality.

Policies that need to be established by "The Harvest Daycare": Improve customer perceptions for the "Medium" category, namely: Low Rates so that customer responses are more positive thinking. The alternative that can be implemented is to improve all measurement indicators for each dimension of the decision tree to increase the position of the category "Very Good". Maintain the condition of Physical Facility Indicators, namely: Room, Accessibility, Equipment as an Aid for Daycare and Buildings so as not to seem inferior. there is no other marketing tool such as online registration on the system, it needs to be upgraded towards the on-line system marketing.

In general, the children left at the "Baby Kangaroo" are included in the category of approaching elementary school age. A small percentage still needs more intensive

attention. The community of young mothers who entrust their children to be entrusted to the "Baby Kangaroo" are people with good quality education (mostly academic graduates). In general, are usually only half day or temporarily deposited. "Baby Kangaroo" needs to be more active in marketing (through an on-line marketing system) so that the market share of children less than 1 year old is more numerous, and at the same time can increase the number of full day care. The TPA "Baby Kangaroo" can use these young mothers to gain feedback on improving service quality.

The policy that needs to be established by the "Baby Kangaroo" is to improve customer perceptions for the "Medium" category, namely: Low Rates so that customer responses are more positive thinking. The alternative that can be the child who is entrusted to the "Baby Kangaroo" is only one year at the most, because in general the entrusted children are ready to enter elementary school. Children entrusted to the "Baby Kangaroo" implemented is to improve all measurement indicators for each dimension of the decision tree to increase the position of "Very Good" category. If the marketing sector does not yet have other tools such as on-line registration, it needs to be improved towards the on-line marketing system.

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