

ABSTRACT

HERNAWAN DWI SAPUTRO. Effect of Service Quality , Image Institute , Islamic values against the Parent Satisfaction In TK Aisyiyah Bustanul Athfal 7 In the City of Madiun . (Supervised by **Dr. Heru Tri Sutiono, M.Si** and **Drs. Sudarman, MM**).

System services today has grown rapidly especially in an increasingly competitive rivalry situation, where services become the main thing in education that requires good coordination. Good quality care to encourage customers to establish close ties with service providers that can deliver and meet customer needs. Institutional image in school influence on people's views, in addition to the Islamic values that exist in the kindergarten also carry Islamic influence for their children, because the Islamic values to teach children as well as educate children to have a good personality. Given these problems and to face the competition in terms of quality of service needs to improve, the image of the institution, and Islamic values so as to give satisfaction to the parents TK ABA 7 in the city of Madiun.

The purpose of this study was : (1) Determine the influence of the quality of services to the satisfaction of parents TK ABA 7 in Madiun. (2) Determine the influence of the image of the institution by the parents of students in TK ABA 7 Madiun. (3) Determine the influence of Islamic values on satisfaction of parents TK ABA 7 in the City of Madiun.

The study was conducted on parents TK ABA 7 In the City of Madiun. The data used in this study covers the primary data. Methods of processing and analyzing data using descriptive analysis using path analysis models with SPSS 16.00. Results of pathway analysis known that total quality service and significant for 0.569 is positive and significant effect on satisfaction. Both give the standardized beta values of the image of the institution by 0.481 and that means significant and positive effect on satisfaction. The third gives the standardized beta values against Islamic values and significant for 0.489 is positive and significant effect on satisfaction.

Keywords : Quality of Service , Image Institute , Islamic values , Satisfaction .