ANALYSIS OF SERVICE QUALITY ON TRAINING PARTICIPANTS' SATISFACTION IN EDUCATIONAL AND TRAINING INSTALLATIONS OF PROF. DR. RD KANDOU MANADO

Meilita Mamosey, S.L.H.V.Joyce Lapian, Imelda W.J.Ogi

Master of Management Study Program, Faculty of Economics and Business,
Sam Ratulangi University, Indonesia

Email Correspondence: tissymeilita88@gmail.com

ABSTRACT

The development of the business world is currently experiencing very rapid growth, both businesses engaged in services and non-services sectors. There is also competition in itincreasingly stringent, reinforced by the emergence of new companies both large and small scale. Quality servicegiven is a very important factor and determines the success of a company, so it must be owned by the company. with pQuality service will be created and will affect customer satisfaction. The aim of this research is to find out the quality of service (physical evidence, reliability, responsiveness, guarantee, empathy) simultaneously affects the satisfaction of trainees at the Education and Training installation of Prof. RSUP. Dr. RD Kandou Manado. The approach taken is a quantitative approach, with multiple linear analysis methods. The research location was Prof. Dr. RD Kandou Manado General Hospital, in this case the Education and Training section/installation. The population in this study were all participants both internal and external to the hospital who attended the training. Samples are taken by*random sampling*The number of samples is obtained by using the formula fromslovinso that a sample of 179 respondents was obtained. The results showed that the quality of service (physical evidence, reliability, responsiveness, assurance, empathy) simultaneously affected the satisfaction of the training participants at the Education and Training installation of Prof.Dr.RDKandou Hospital, Manado.

Keywords: Quality of service, job satisfaction

INTRODUCTION
Background

The development of the business world is currently experiencing very rapid growth, both businesses engaged in services and non-services sectors. There is also competition in itincreasingly stringent, reinforced by the emergence of new companies both large and small scale. Companies that are unable to compete will be left out and bankrupt. To be able to compete and survive, companies must make new breakthroughs, especially by providing quality services. Quality servicegiven is a very important factor and determines the success of a company, so it must be owned by the company. According to Worang (2013), problems in corporate governance occur when relationships are disrupted. A good relationship means that the supervisory board and the management board work closely together to achieve the company's agreed goals, so it is important that there is good cooperation to achieve the goal, namely customer satisfaction. with pQuality service will be created and affect consumer satisfaction. Good quality service will be one of the attractions for consumers to return to using or buying the services and goods that we sell. In addition, it becomes a positive stigma for other people so that customers will increase in number. According to Hartini et al (2021), higher quality levels result in higher levels of customer satisfaction, which supports higher prices and (often) lower costs.

According to Kotler (2019) defining service quality is a form of consumer assessment of the level of service received with the expected level of service. If the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory.Service quality is the level of service related to the fulfillment of consumer expectations and needs. This means that a service can be called quality if it meets most of the

expectations of consumers. A company can be said to be good if it is able to provide goods and services in accordance with the wishes of customers. But sometimes there are services that are not in accordance with what consumers expect.Customer satisfaction depends on the product's perceived performance relative to the buyer's expectations. If product performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted.According to Tjiptono (2019) service quality is a dynamic state that is closely related to products, services, human resources, processes and the environment that can at least meet or even exceed the expected service quality. Therefore, the quality of service needs to be improved intensively, so that the services provided can satisfy consumers or customers.

Currently the hospital has developed into an industry which is not only a "socio service", but also a "profit center". This shows that the hospital is not only a health service for the community, it is also for profit (profit) for the continuity of the hospital. Without profit, it is felt that the hospital is difficult to develop. As an effort to gain profit, quality health services to the community are needed by creating customer (patient) satisfaction.

Prof. central general hospital. Dr.RDKandou Manado is one of the hospitals in the province of North Sulawesi, which is included in the International Type A category. As well as being a teaching hospital as wellproviding health services to the community and health service referral centers for the provinces of North Sulawesi and eastern Indonesia.As a teaching hospital there are education and training activities managed by the education and training installation. Participants in the training apart from within the scope of the hospital (internal) and from outside the hospital (external), namely internal employees of the Hospital, prospective specialist doctors (PPDS), health students, external employees. In 2020, even during the Covid-19 pandemic, Education and Training installations will continue to carry out training activities, even though some activities must be carried out online. Throughout 2020, there were 18 training activities with 1,267 participants (internal and external participants). Of the number of participants, 321 of them took part in online activities. The duration of the training for each group is between 3-5 days depending on the amount of material provided. (Education and Training annual report, 2021). In the services provided by the Education and Training installation of Prof.R,D. Kandou, the quality of service is very necessary so that the goals and expectations of students can be fulfilled. Service quality of education and training installations provides special encouragement for participants to establish long-term mutually beneficial relationships with agencies. This kind of emotional bond allows companies to understand carefully the expectations and needs of customers, which in turn, the company (RSUP) can increase customer satisfaction. Tjiptono (2018). Service quality of education and training installations provides special encouragement for participants to establish long-term mutually beneficial relationships with agencies. This kind of emotional bond allows companies to understand carefully the expectations and needs of customers, which in turn, the company (RSUP) can increase customer satisfaction. Tjiptono (2018). Service quality of education and training installations provides special encouragement for participants to establish long-term mutually beneficial relationships with institutions. This kind of emotional bond allows companies to understand carefully the expectations and needs of customers, which in turn, the company (RSUP) can increase customer satisfaction. Tjiptono (2018).

Seeing that there is a link between the satisfaction of Education and Training participants and the implementation of Education and Training activities, so the authors are interested in studying the effect of service quality on the satisfaction of training participants at the InstallationProf. Hospital Education and Training Dr. RD Kandou Manado.

Research purposes
1. To analyze the effect of service quality (physical evidence, reliability, responsiveness, assurance, empathy) simultaneously on the satisfaction of training participants at the Education and Training Installation of Prof. RSUP. Dr. RD Kandou Manado
2. To analyze the effect of physical evidence on the satisfaction of training participants at the Education and Training Installation of Prof. RSUP. Dr. RD Kandou Manado
3. To analyze the effect of reliability on the satisfaction of training participants at the Education and Training installation of Prof. Hospital. Dr. RD Kandou Manado
4. To analyze the effect of responsiveness on the satisfaction of training participants at the Education and Training Installation of Prof. RSUP. Dr. RD Kandou.

5. To analyze the effect of guarantees on the satisfaction of trainees at the Education and Training Installation of Prof. Hospital. Dr. RD Kandou Manado.
6. To analyze the effect of empathy on the satisfaction of training participants at the Education and Training installation of Prof. Hospital. Dr. RD Kandou Manado.

LITERATURE REVIEW

Service quality

According to Kotler (2019), defining service quality is a form of consumer assessment of the level of service received and the level of service expected. People (2023), also stated that The quality of service received by customers can be measured by how big the difference is between the expectations or desires of customers and their level of perception. If the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory. The definition above shows that the word quality is a condition that moves forward and develops related to various aspects that meet what is expected.KThe quality of service products is difficult to define, describe and measure when compared to the quality of goods. Service quality according to Rambat Lupiyoadi (2019), service quality is how much the difference between the expectations and reality of customers falls for the service they receive.Based on the definition above, it can be concluded that service quality is an action taken by the company in the form of things that are intangible but can be felt by consumers. Measurement of service quality can be seen from a service that has been received by consumers to meet theirneedsandexpectations.

Customer satisfaction

Tjiptono (2018) consumer satisfaction is the difference between expectations and perceived performance or services. Also according to Kotler and Keller (2019), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question with the expected performance. Satisfaction is an emotional state, the consumer's post-purchase reaction can be anger, dissatisfaction, irritation, neutrality, excitement, or pleasure. Angry or dissatisfied consumers will cause problems because they can move to other companies and spread negative word of mouth. According to Tjiptono (2018) customer satisfaction is the customer's response to the evaluation of perceived discrepancies between previous expectations (other performance norms) and the actual performance of the product that is felt after its use. In addition, customers also have an understanding as people who receive the work of a person or an organization, so that they can determine what quality is like and what their needs are.

Training

Dessler (2020), training is a process of pursuing the skills needed by employees in carrying out their work, where employee training provides practical knowledge and its application in the company's work world to increase work productivity in achieving the goals desired by the company organization. According to Mondy (2018), states that "training aims to improve short-term performance in certain jobs (positions) currently occupied by increasing the competence (knowledge and skills) of employees"Training is an individual activity in improving skills and knowledge so as to have professional performance results in their field. Training is an activity process of equipping employees with competence, knowledge and attitude,Cashmere (2016). Based on the opinions of the experts stated above, it can be concluded that training is a form of increasing the abilities, knowledge and skills of trainees that are practical in nature in order to achieve certain goals.

Previous research

Dekanawati (2023), Analysis of the effect of the quality of customs education and training services on the satisfaction of training participants. Studyit aims to analyze the effect of service quality through tangible, reliability, responsiveness, assurance and empathy variables on the satisfaction of cadets participating in Customs Education and Training. This type of research is quantitative causal research using descriptive analysis techniques. Data collection techniques using a questionnaire. In this study the data processing method used the IBM SPSS Statistics application and the data was tested and analyzed using path analysis or path analysis. The results showed that service quality consisting of tangible, reliability, responsiveness, assurance and empathy variables was able to explain the satisfaction of cadets participating in Customs Education and Training.

Ahmad (2022)The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyaltyy.This study aims to determine the effect of e-service quality on customer satisfaction, the effect of e-trust on customer satisfaction, the effect of e-service quality on customer e-loyalty, the effect of e-trust on customer e-loyalty and lastly, the effect of e-satisfaction on e- -Loyalty online store customers. Partial Least Square (PLS) based Structural Equation Model (SEM) approach. The sample or respondents used in this study were 432 online shop consumers in Banten, Indonesia. The results showed that E-Service Quality had a positive but not significant effect on E-Satisfaction, E-Trust had a positive but not significant effect on E-Satisfaction, E-Service Quality had a positive but not significant effect on E-Loyalty,y.

Selim (2022) The impact of Islamic Shariah compliance on customer satisfaction in Islamic banking services: mediating the role of service quality.The aim of this research is to investigate the impact of Islamic Sharia compliance on customer satisfaction through the mediating effect of service quality in Islamic banking services. Respondents A total of 334 complete and usable questionnaires were collected from customers of Islamic banks in Bangladesh to test the hypothesis. Data were analyzed using smart PLS. The findings of this study indicate that Islamic sharia compliance has a positive and significant effect on service quality and customer satisfaction of sharia banking services. The results also show that service quality partially mediates the relationship between Islamic sharia compliance and customer satisfaction of sharia banking services.

Novitasari (2022) Hospital Quality Service and Patient Satisfaction: How The Role of Service Excellent and Service Quality.The purpose of this study was to analyze the relationship between excellent service and service quality, the relationship between excellent service and patient satisfaction, the relationship between excellent service and service quality, the relationship between service quality and patient satisfaction. Data were obtained through questionnaires that were distributed online through social media. The respondents to this study were 400 hospital employees in Banten who were selected using a simple random sampling method. Analysis of data processing using structural equation modeling (SEM) with smart PLS software. From the results of the study it can be concluded that Service Excellent has a positive and significant effect on Service Quality, Service Excellent has a positive and significant effect on Patient Satisfaction,

Wenyi (2022) Impacts of service quality, brand image, and perceived value on outpatient's loyalty to China's private dental clinics with service satisfaction as a mediator.This study explores the effects and pathways of influence of service quality, brand image, perceived value, and service satisfaction on outpatient loyalty to Chinese private dental clinics. Methods A cross-sectional survey study was conducted in Dongguan City, Guangdong Province, China in January 2019. 230 correspondents were surveyed, 125 of whom had received services at private dental clinics as the valid sample for this study. A multiple linear regression model was used to explore the factors that influence patient loyalty. Furthermore, path analysis was used to investigate the relationship between service quality, brand image, perceived value, patient satisfaction, and patient loyalty. Research results Perceived service quality affects patient loyalty through patient satisfaction effects, which plays a key role in promoting patient loyalty. This study implies that managers in private dental clinics can gain support from customers by building customer loyalty tothe dental clinic.

Alkatiri, Sulthan (2022) Customer Satisfaction Analysis Using Service Quality (SERVQUAL) and House of Quality (HOQ) Methods (Study Case: Eye Clinic X).The purpose of this research is to analyze kCustomer satisfaction in terms of service at Eye Clinic X. In measuring customer satisfaction, the service quality (SERVQUAL) and house of quality (HOQ) methods are used where the level of customer satisfaction and suggestions for improvements to services from Eye Clinic X can be identified. The results obtained were that the X Eye Clinic needed to improve services on the friendliness and courtesy of nurses, the speed of the patient admission process, the speed of actions taken by doctors and nurses, as well as the addition of appropriate medical devices and drug supplies. Proposals for improvement include training, improving more efficient administrative processes, recruiting staff and doctors, and providing more complete equipment and medicines.

Research Model and Hypothesis
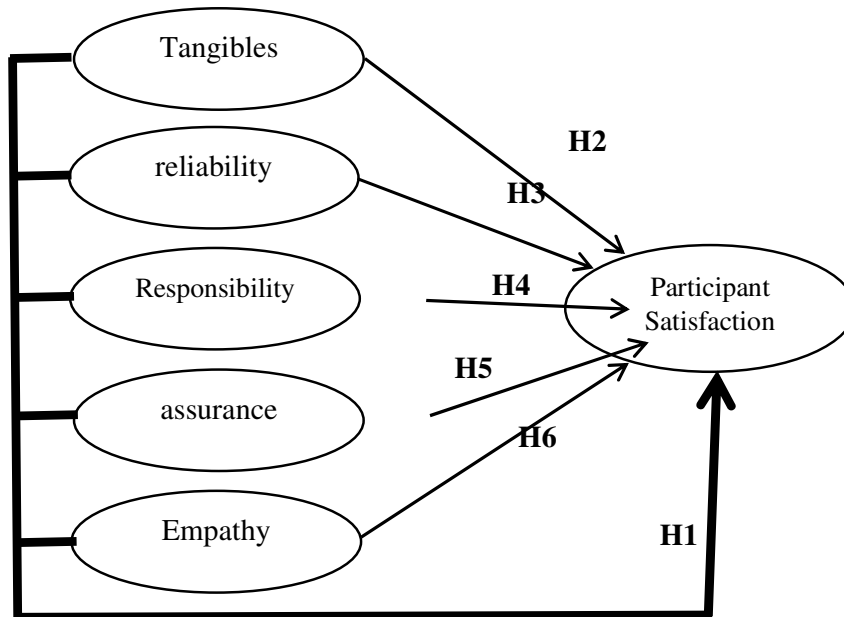
Figure 1. Research Model
Source: Literature Reviews, 2023

Research Hypothesis

The hypothesis in this study is as follows:

H1 = It is suspected that there is a simultaneous influence of service quality (physical evidence, reliability, responsiveness, assurance, empathy) on the satisfaction of training participants at the Education and Training installation at Prof. Dr. RD Kandou.

H2 = It is suspected that there is an effect of physical evidence on the service satisfaction of the trainees at the Education and Training installation at Prof. Hospital. Dr. RD Kandou.

H3 = It is suspected that there is an effect of reliability on the service satisfaction of the trainees at the Education and Training installation at Prof. Hospital. Dr. RD Kandou.

H4 = It is suspected that there is an effect of responsiveness on the service satisfaction of the trainees at the Education and Training installation at Prof. Hospital. Dr. RD Kandou.

H5 = It is suspected that there is an effect of guarantee on the service satisfaction of the trainees at the Education and Training installation at Prof. Hospital. Dr. RD Kandou.

H6 = It is suspected that there is an influence of empathy on the service satisfaction of the trainees at the Education and Training installation at Prof. Hospital. Dr. RD Kandou.

RESEARCH METHODS

Types of research

The approach taken is the quantitative approach is paradigma that emphasizes theory testing through measuring research variables with numbers and conducting data analysis with statistical procedures. Research that uses a deductive approach that aims to test hypotheses is research that uses a quantitative paradigm. This paradigm is also called the traditional (traditional), positivist (positivist), experimental (experimental), or empirical (empiricist) paradigm. Explanation research is also called by Sugiyono as causal associative research. According to Sugiyono (2010: 74), causal associative research is intended to reveal problems that are causal in nature between two or more variables. The approach used to determine the relationship between the independent variables (tangible, reliability, responsiveness, assurance,

Location and Research Object

The research location is Prof. Hospital. Dr.RD Kandou Manado, in this case the EducationandTrainingsection/installation.

Population and Research Sample

Riduwan (2009:56) says population is an object or research subject that is in an area and fulfills certain requirements related to research problems.Population is a generalized area consisting of objects and subjects who have certain quantities and characteristics determined by the researcher to be studied and then drawn conclusions. The population in this study were all internal and external participants at Prof. Hospital. Dr.RD Kandou Manado has attended face-to-face training from 2020 to early 2021 with a total of 321 participants.

Sugiyono (2013) said that the sample is part of the number and characteristics possessed by the population. The sample can be interpreted as a picture or part that represents the population studied.Given the limited time and the size of the population, a sample was taken. Samples are taken by*random sampling*to participants who have attended or are currently attending training. The number of samples is obtained by using the formula fromslovin.This tolerance value is expressed in percentage, with an error rate of 5%. Based on the calculation using the Slovin Formula. then obtained a sample of 179 participants.

RESULTS AND DISCUSSION

Research Instrument Test

Validity test

Validity test is a measure that shows the level of validity/validity of an instrument.If the instrument created is valid, then the instrument can be distributed to sample members. The validity test in this study is the Pearson product moment test. The Pearson product moment test states that if the value of r count > r table, then the instrument is valid (r count > r table). The number of questions tested was 40 questions which were divided into28 questions on the independent variable (in 5 dimensions) and 12 questions on the dependent variable.The sample in this study were 179 members of the sample. Members of the sample are participants in Education and TrainingEducation and Training department/installationRSUP Prof. Dr. RD Kandou Manado.If the sample consists of 179 members, then the r table value is 0.145 with an error rate of 5%. The results of the instrument validity test using SPSS version 23.0as shown in the following table:

Table 1.Instrument validity test results
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
P1	170.5251	291,768	,548	.	,969
P2	170.4302	293,336	,551	.	,969
P3	170.4358	293,000	,569	.	,969
P4	170.3240	295,827	,453	.	,970
P5	170.4637	294,419	,476	.	,970
P6	170.6760	290,760	,606	.	,969
Q7	171.2123	291,573	,543	.	,969
Q8	171.0559	288,615	,613	.	,969
Q9	170.4134	289,884	,737	.	,969
P10	170.5251	288,835	,737	.	,969
P11	170.4860	289,026	,719	.	,969
Q12	170.3687	291,436	,669	.	,969
P13	170.6145	288,575	,689	.	,969
P14	170.5196	289,656	,667	.	,969
P15	170.5810	286,436	,728	.	,969
Q16	170.6034	285,196	,787	.	,968
Q17	170.6369	285,233	,771	.	,968
P18	170.4804	287,229	,751	.	,968
P19	170.5698	284,842	,800	.	,968
P20	170.5810	290,380	,650	.	,969
P21	170.5419	290,744	,671	.	,969

P22	170.2291	293,357	,645	.	,969
P23	170.3855	291,283	,702	.	,969
P24	170.5531	288,462	,684	.	,969
P25	170.5698	287,876	,705	.	,969
P26	170.4078	288,602	,753	.	,968
P27	170.5140	288,813	,704	.	,969
P28	170.3520	291,050	,655	.	,969
P29	170.3352	290,584	,692	.	,969
P30	170,1955	294,799	,589	.	,969
P31	170.4022	289,781	,718	.	,969
P32	170.5140	289,094	,682	.	,969
P33	170.8547	289,181	,564	.	,969
P34	170.6257	289,202	,702	.	,969
P35	170.5196	288,813	,737	.	,969
P36	170.3296	292,290	,627	.	,969
P37	170.5196	287,420	,731	.	,969
P38	170.7654	290,147	,504	.	,970
P39	170.2402	292,431	,652	.	,969
P40	170.2849	291,958	,590	.	,969

Source: Processed Data, SPSS, 2023

In the table above (column,*Corrected Item-Total Correlation*)shows that all questions no (1-40) have a value of r count > from the value of r table (0.145). This means that all questions are valid and can be continued.

Reliability Test

The reliability test is used to test whether the research instrument is reliable. Reliability test, aif the Cronbach's alpha value is greater than 0.145, then the research instrument can be declared reliable. In this study, using SPSS 23.00 in calculating cronbach's alpha. Based on the processed data using SPSS version 23, the Cronbach's alpha results were obtained as shown in the following table.

Table 2. Value*cronbach's alpha*
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,970	,970	40

Source: Processed Data, SPSS, 2023

From the table above it can be explained that the value of cronbach's alpha count variable is 0.970. When compared with the value of r table (0.145), then the value of r count > from the value of r table. This means that all research questions are declared reliable and can be used as research instruments.

Hypothesis test
F test

This F test is to determine the significance level of the effect of the independent variables simultaneously (simultaneously) on the dependent variable (Riduwan, 2003:255).Based on processed data with a significance level of 5% or a = 0.05, using the help of the SPSS version 23 program, the results are shown in table 3 below.

Table 3.F grade
ANOVAa

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	3873,362	5	774,672	84,251	,000b
	residual	1590,694	173	9.195		
	Total	5464,056	178			

a. Dependent Variable: Participant Satisfaction (Y)

b. Predictors: (Constant), Empathy (X5), Physical Evidence (X1), Assurance (X4), Responsiveness (X3), Reliability (X2)

Source: Processed Data, SPSS, 2023

From the table above shows that nilai count significance of 0.000. This means that nthe calculated significance value for X1, X2, X3, X4 and X5 (0.000) < of the significance value (0.05).Thus the Ho hypothesis which says there is no influence between the independent variables (X1, X2,X3, X4 and X5) on the dependent variable (Y) is rejected, which means accepting the H1 hypothesis which states that there is an effect of the independent variable on the dependent variable.

T test (t)

Significance test to testpartiallyresearch hypothesis which is suspected of having the influence of the independent variables on the dependent variable. (Sugiyono, 2001: 184; Riduwan, 2003:229).The formulation of the hypothesis is as follows: By using a significance probability number.

a) When Sig. > (0, 05), then H0 is accepted and H1 is rejected.

b) If Sig. < (0, 05), then H0 is rejected and H1 is accepted.

Based on the processed data using the help of the SPSS version 23 program, the results are obtained as shown in table 4 below.

Table 4.Test Value t
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	std. Error	Betas	t	Sig.
1 (Constant)	7,225	2,553		2,829	,005
Physical Evidence (X1)	,283	, 117	,138	2,425	,016
Reliability (X2)	,259	, 113	, 184	2,297	.023
Responsiveness (X3)	,330	,125	,190	2,628	,009
Guarantee (X4)	,775	, 187	,267	4.155	,000
Empathy (X5)	,392	,138	,195	2,843	,005

a. Dependent Variable: Participant Satisfaction (Y)

Source: Processed Data, SPSS, 2023

From the table above shows that:
1. The significance value for physical evidence is 0.016
2. The significance value for reliability is 0.023
3. The significance value for responsiveness is 0.009
4. The significance value for collateral is 0.000
5. The significance value for empathy is 0.005

Ha hypothesis:
1. Ha: Physical evidence has a significant influence on the satisfaction of Education and Training participants.If the significant value of tcount is <0.05 then the H1 hypothesis is accepted.
2. Ha: Responsiveness has a significant influence on the satisfaction of Education and Training participants.If the significant value of tcount is <0.05 then the H1 hypothesis is accepted.
3. Ha: Reliability has a significant influence on the satisfaction of Education and Training participants.If the significant value of tcount is <0.05 then the H1 hypothesis is accepted.
4. Ha: Assurance has a significant influence on the satisfaction of Education and Training participants.If the significant value of tcount is <0.05 then the H1 hypothesis is accepted.
5. Ha: Empathy has a significant effect on the satisfaction of Education and Training participants.If the significant value of tcount is <0.05 then the H1 hypothesis is accepted.

Hypothesis testing namely:
1. Physical evidence value (0.016) < the significance value (0.050). This shows that the H1 hypothesis is accepted, meaninghypothesis Ho is rejected.

2. MarkReliability (0.023) < of the significance value (0.050). This shows that the H1 hypothesis is accepted, meaning that the Ho hypothesis is rejected.
3. Responsiveness value (0.009) < of significance value (0.050). This shows that the accepted hypothesis H1 meanshypothesis Ho is rejected.
4. Physical evidence value (0.000) < the significance value (0.050). This shows that the H1 hypothesis is accepted, meaninghypothesis Ho is rejected.
5. Physical evidence value (0.005) < the significance value (0.050). This shows that the accepted hypothesis H1 meanshypothesis Ho is rejected.

Determination Coefficient Test(r2)

To find out or measure the size (percentage) contribution of the independent variable to the dependent variable) (Sugiyono 2018).Based on the processed data using the help of the SPSS version 23 program, the results are obtained as shown in the following table.

Table 5.R2 Test Value
Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,842a	,709	,700	3,032

a. Predictors: (Constant), Empathy (X5), Physical Evidence (X1), Assurance (X4), Responsiveness (X3), Reliability (X2)

From the table above, the results obtained are R square or R2 of 0.709. This figure means that the independent variables simultaneously (simultaneously) affect the dependent variable by 70.9%, while sthe remaining 29.1 percent are influenced by other variables outside the regression equation that are not examined.

Discussion

1. Validity test as shown in table 5.2 above (in column,*Corrected Item-Total Correlation*) shows that all questions (1-40) have varying scores. The lowest score is 0.504 and the highest is 0.800. All of the question items have a calculated r value > from the r table value (0.145). This means that the whole question is valid (accurate). As a requirement, if there are questions that score lower/below than the r table value, then these questions cannot be used for further analysis. As stated by Sugiyono, (2015: 126) that if the correlation of each of these factors is positive and the magnitude is 0.3 and above, then this factor is a strong construct.
2. Reliability test as shown pthere is table 5.3 mentioned above (Column, C*ronbach's Alpha*) shows that it has a value of 0.970 > from the value of r table (0.145). This means the whole question is reliable (reliable). As stated by Sugiyono (2015), it is called significant if the value of r count > r table, in table r moment product.
3. Univariate descriptive analysis, namely describing or describing the overall data that has been collected includes data on respondent characteristics, service quality and satisfaction of Education and Training participants. In the questionnaire there are 40 questions divided into questions: 5 characteristic questions, 28 independent variable questions (in 5 dimensions) and 12 dependent variable questions.
4. This F test is to determine the significance level of the effect of the independent variables simultaneously (simultaneously) on the dependent variable. Analysis resultsshows that nilai count significance of 0.000. This means that the calculated significance value for X1, X2, X3, X4 and X5 (0.000) is < than the significance value (0.05).Thus the Ho hypothesis which says there is no influence between the independent variables (X1, X2,X3, X4 and X5) with the dependent variable (Y) being rejected, means accepting the H1 hypothesis which states that there is an influence of the independent variable on the dependent variable.

   The effect of service quality on customer satisfaction also applies to the research conductedDeanawati 2023 Analysis of the influence of the quality of customs education and training services on the satisfaction of training participants. This study aims to analyze the effect of service quality through tangible, reliability, responsiveness, assurance and empathy variables on the satisfaction of cadets participating in Customs Education and Training. The results showed that service quality through tangible, reliability, responsiveness, assurance and empathy variables was able to explain the satisfaction of cadets participating in Customs Education and Training.Honored 2019the influence of facilities, speakers and service quality on the satisfaction of Education and Training participants at the Public Works and Public Housing Education and Training Center in Surabaya withthe Simple Random sampling technique of 100 people was collected using a

questionnaire and is expected to represent all Education and Training participants in 2019. The results showed that facilities, speakers and services had a positive and significant effect on participant satisfaction both partially and simultaneously.Sutarga 2022 Analysisthe effect of service quality on the satisfaction of participants in the e-learning learning method training at the Geospatial Education and Training Center of the Geospatial Information Agency.With statistical tests, it was found that the independent variables of service quality (appearances, reliability, responsiveness, empathy and assurance) simultaneously influenced the dependent variable on training participant satisfaction.

Seeing the results of the analysis above shows that physical evidence, reliability, responsiveness, assurance and empathy have an effect on the satisfaction of Education and Training participants. Therefore the quality of service of an agency or company needs to be done, because this is beneficial not only for the agency but also for the customer. By paying attention to the quality of service, it can increase the satisfaction of Education and Training participants. Agencies that pay less attention to service quality can decrease student satisfaction levels. This is a sign that student satisfaction is very important to be considered by implementing agencies.

It is as said byTjiptono (2018)excellent service quality, can create a good image of the organization, because usually service providers cannot hide behind the distributor's name or brand. In most cases the customer can see and know the company, its resources and how it operates. Therefore corporate and/or local image is very important in most services. This factor can affect the perception of quality through various images. If the service has a positive image in the customer's mind, minor mistakes may still be forgiven. But if it happens repeatedly, then the positive image will be damaged.

In line with what was stated by Tjiptono (2018) in accordance with the results of this study which stated that superior and consistent service quality can foster customer satisfaction which in turn will provide various benefits.Likewise Christono, AB said in his research results that service quality and price have a significant effect on customer satisfaction, which means that customers are satisfied with the quality of service and the price provided. (Christono AB, 2019).

5. T test (t) or significance test to partially test the research hypothesis which is suspected of having the influence of the independent variables on the dependent variable.In the t test table shows that, nthe significance value for physical evidence is 0.016; The significance value for reliability is 0.023; The significance value for responsiveness is 0.009; The significance value for collateral is 0.000; The significance value for empathy is 0.005.

Hypothesis testing shows that:
1. Physical evidence has a significant influence on the satisfaction of Education and Training participants, as can be seen fromsignificant value t count 0.016 < than 0.05. This means that the H1 hypothesis is accepted and the Ho hypothesis is rejected.
2. Reliability has a significant influence on the satisfaction of Education and Training participants, as can be seen fromsignificant value t count 0.023 < than 0.05. This means that the H1 hypothesis is accepted and the Ho hypothesis is rejected.
3. Responsiveness has a significant influence on the satisfaction of Education and Training participants, as can be seen fromsignificant value t count 0.009 < than 0.05. This means that the H1 hypothesis is accepted and the Ho hypothesis is rejected.
4. Assurance has a significant effect on the satisfaction of Education and Training participants, as can be seen fromsignificant value t count 0.000 < 0.05. This means that the H1 hypothesis is accepted and the Ho hypothesis is rejected.
5. Empathy has a significant influence on the satisfaction of Education and Training participants, as can be seen fromsignificant value t count 0.005 < 0.05. This means that the H1 hypothesis is accepted and the Ho hypothesis is rejected.
6. Test the coefficient of determination(r^2) to find out or measure the amount (percentage) of the independent variable's contribution to the dependent variable).

The data value of R square or R^2 is 0.709. This figure means that the independent variables simultaneously (simultaneously) contribute or influence 70.9% to the dependent variable, while sthe remaining

29.1% percent is influenced by other variables outside the regression equation that are not examined. Judging from the percentage contribution of the independent variable to the dependent variable, this figure is quite high, which means that the effect is quite large.According to Hartini et al, product and service quality, customer satisfaction and company profitability are closely related. Higher quality levels result in higher levels of customer satisfaction, which supports higher prices and (often) lower costs. Studies have shown a high correlation between relative product quality andfirmprofitability (2021).

CONCLUSION

Research conducted at Education and Training installationsRSUP Prof. Dr. RD Kandou Manado, in analyzing the effect of service quality on the satisfaction of Education and Training participants, the following conclusions are drawn:

1. Service quality(Physical Evidence, Reliability, Responsiveness, Assurance, Empathy) simultaneously affects the satisfaction of training participants at the Education and Training installation of Prof. RSUP. Dr. RD Kandou Manado.
2. Physical evidence has a significant influence on the satisfaction of trainees ininstallation of Education and Training RSUP Prof. Dr. RD Kandou Manado.
3. Reliability has a significant influence on the satisfaction of the trainees ininstallation of Education and Training RSUP Prof. Dr. RD Kandou Manado.
4. Responsiveness has a significant influence on the satisfaction of training participants at the Education and Training installation of Prof. RSUP. Dr. RD Kandou Manado.
5. Assurance has a significant influence on the satisfaction of the trainees' satisfaction ininstallation of Education and Training RSUP Prof. Dr. RD Kandou Manado.
6. Empathy has a significant influence on the satisfaction of trainees ininstallation of Education and Training RSUP Prof. Dr. RD Kandou Manado.

Suggestion

From the results of data analysis and discussion, we can suggest a number of things here, namely:

1. Looking at the results obtained, both the variables and indicators as a whole, although the value can be said to be high, it has not yet reached the maximum value, because the organizers of Education and Training (Education and Training installations) can at least maintain the value obtained and even improve the quality of service in this aspect. physical evidence, reliability, responsiveness, assurance and empathy because they have a positive and significant influence on the satisfaction of Education and Training participants.
2. There are indicators whose values are still low, so the Education and Training installations need to make repairs/improvements so that the values obtained increase so as to achieve a high level of patient satisfaction.
3. Leaders and staff organizing Education and Training need to evaluate and improve on aspects that still score low so that the problems encountered can be minimized.
4. Improvement and improvement of facilities and infrastructure/facilities to support education and training activities.
5. Improving the performance of the implementation of Education and Training is accompanied by an increase in the welfare of the organizers so that the scores obtained are high so as to achieve optimal patient satisfaction.
6. There is a strong commitment from hospital leadership, education and training leaders and staff to improve service quality.

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