


**IMPLEMENTATION SERVICE QUALITY ON PKK WOMEN IN THE CONTEXT OF PREPARING NEW ENTREPRENEURS AT SOCIAL RESPONSIBILITY ACTIVITY**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 25 August 2023</p> <p><b>Accepted</b> 27 November 2023</p>	<p><b>Purpose:</b> The method used is "Project Based-Learning", meaning that training is carried out using theoretical methods and hands-on practice and using factor analysis.</p>
<p><b>Keywords:</b></p> <p>Training; Souvenirs; New Entrepreneurs; PKK Women.</p> <div data-bbox="172 987 480 1234" style="text-align: center;">  </div>	<p><b>Theoretical framework:</b> Women entrepreneurs are defined in general as women who have initiated a business, are actively involved in managing it, own at least 50 percent of the firm, and the business has been in operation one year or longer (Nixdorff, J. L., 2010); however, women entrepreneurs did not attract academic interest until the 1980s.</p> <p><b>Design/Methodology/Approach:</b> The method used is "Project Based-Learning", meaning that training is carried out using theoretical methods and hands-on practice and using factor analysis. Training on making souvenirs that are "selling" or in high demand on the market and is being carried out by <i>PKK</i> women in the context of preparing new entrepreneurs. The trainers for making souvenirs are trainers who have experience in making souvenirs from trinkets and "clay." The number of participants increased from ten (10) people to 30 <i>PKK</i> women.</p> <p><b>Findings:</b> The research results are the participants were very enthusiastic to take part in this activity. This activity of making souvenirs has never been done, so it is a new thing and it is hoped that it can be marketed at an adequate price for souvenirs for domestic and foreign tourists and for events. The six variables include: entrepreneur, reliability, assurance, tangibles, empathy, and responsiveness reduced to three factors and known as Physical assets, Competent, and Empathy.</p> <p><b>Research, Practical &amp; Social implications:</b> We suggest a future research agenda and highlight the contributions made to the major and executive staff of Malang City.</p> <p><b>Originality/Value:</b> The results indicate that the number of participants (trainers/<i>PKK</i> women) is increasing, and the neighborhood coordinator supported this activity also trainers want to propose another topic about marketing management.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i12.3582">https://doi.org/10.26668/businessreview/2023.v8i12.3582</a></p>

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## IMPLEMENTAÇÃO DA QUALIDADE DO SERVIÇO EM MULHERES DO PKK NO CONTEXTO DA FORMAÇÃO DE NOVOS EMPREENDEDORES NA ATIVIDADE DE RESPONSABILIDADE SOCIAL

### RESUMO

**Objetivo:** O objetivo deste estudo foi identificar o perfil da pesquisa acadêmica sobre blended learning no mundo e propor uma agenda de pesquisa para o tema.

**Referencial teórico:** A literatura recente tem relatado bons resultados tanto no desempenho dos alunos quanto na satisfação dos estudantes no blended learning (Dziuban et al., 2004). No entanto, ainda há muito o que investigar e aprender sobre o BL por ser um desenvolvimento recente.

**Desenho/Metodologia/Abordagem:** Analisamos o perfil das publicações internacionais sobre blended learning em gestão e negócios de 2001 a 2021. Identificamos quando, quem, onde e o quê foi publicado sobre o assunto, destacando os autores e periódicos de maior impacto com base no índice h e CiteScore (Scopus), além de explorar a cooperação entre países.

**Resultados:** O volume de pesquisas vem aumentando nos últimos vinte anos, embora existam poucos autores, instituições e periódicos de referência contribuindo para a consolidação do tema e os países que realizam mais pesquisas conjuntas em redes de coautoria respondem pelo maior volume de publicações, autores e revistas de impacto.

**Pesquisa, Implicações práticas e Sociais:** Sugerimos uma agenda de pesquisa futura e destacamos as contribuições feitas para a educação executiva e gerencial.

**Originalidade/Valor:** Os resultados indicam que o número de publicações está crescendo, sendo a área de gestão e negócios a que mais contribui, sendo que os países que produzem em coautoria também fornecem mais publicações.

**Palavras-chave:** Educação Gerencial, Educação Executiva, Análise Bibliométrica, Gestão e Educação Empresarial

## IMPLEMENTACIÓN DE LA CALIDAD DEL SERVICIO A LAS MUJERES DEL PKK EN EL CONTEXTO DE PREPARACIÓN DE NUEVOS EMPREENDEDORES PARA LA ACTIVIDAD DE RESPONSABILIDAD SOCIAL

### RESUMEN

**Objetivo:** El objetivo de este estudio fue identificar el perfil de la investigación académica sobre aprendizaje semipresencial en el mundo y proponer una agenda de investigación para el tema.

**Marco teórico:** La literatura reciente ha reportado buenos resultados tanto en el desempeño como en la satisfacción de los estudiantes en el aprendizaje combinado (Dziuban et al., 2004). Sin embargo, todavía queda mucho por investigar y aprender sobre BL ya que es un desarrollo reciente.

**Diseño/Metodología/Enfoque:** Analizamos el perfil de las publicaciones internacionales sobre blended learning en gestión y negocios de 2001 a 2021. Identificamos cuándo, quién, dónde y qué se publicó sobre el tema, destacando los autores y revistas de mayor impacto en función on h index y CiteScore (Scopus), además de explorar la cooperación entre países.

**Resultados:** El volumen de investigaciones ha ido aumentando en los últimos veinte años, aunque son pocos los autores, instituciones y revistas de referencia que contribuyen a la consolidación del tema y los países que más realizan investigaciones conjuntas en redes de coautoría representan la mayor parte. Volumen de publicaciones, autores y revistas de impacto.

**Investigación, Implicaciones prácticas y Sociales:** sugerimos una agenda de investigación futura y destacamos las contribuciones realizadas a la educación ejecutiva y gerencial.

**Originalidad/Valor:** Los resultados indican que el número de publicaciones está creciendo, siendo el área de gestión y negocios la que más aporta, y los países que producen en coautoría también aportan más publicaciones.

**Palabras clave:** Educación gerencial, Educación ejecutiva, Análisis bibliométrico, Educación gerencial y empresarial.

## INTRODUCTION

RT 07 RW 10 Lesanpuro Village, Kedungkandang municipal, Malang City have a population of about 30 households, and most Pendidikan Kesejahteraan Keluarga (Family Wealth of Education/*PKK*) women have free time for productive activities and are expected to increase their daily income. Subjectively, housewives' daily budgets have increased relatively, but this is inevitable because the prices of basic daily necessities such as groceries are still relatively low, but tend to be inflationary. Training courses on how to make marketable, or in-demand souvenirs are conducted by *PKK* women as part of the preparation of new entrepreneurs.

There are five things that need to be said on this subject, include:

1. Inevitable life-enhancing shopping,
2. How to arrange funds in certain situations due to the ongoing Covid-19 pandemic, I felt that:
3. Increased need for income financing for daily shopping.
4. Sociability through use as souvenirs or expected souvenirs for *PKK* women.
5. The participants can sell this activity for additional income.

How easy and lovely it is to find a clever solution to your daily expenses (groceries). Although there is an improvement trend, an increase in sales and profits can be expected due to improvements in the quality of souvenirs. Souvenir media creation training focuses on increasing the knowledge of residents within the settlement and instructing other residents to start/copy. Will similar activities cost more due to the need to use packaging or special processing first?

Activities, dedication and community/training goals for all:

1. Let's use the exchange to make souvenirs for *PKK* women.
2. Take a training course on how to calculate break-even analysis.
3. Take the *PKK* souvenir-making training course for women.

There is no standardization in price selling, such as sales price performance, training forms, and profitable memorabilia. In general, handicrafts are more expensive than work machines and large quantities, so there is no need to worry that the selling price will be lower due to the higher cost. Souvenir maintenance is even easier and easier. Coat the workpiece with "transparent varnish" and wrap it in plastic.

### **The Objective of this Research**

The paper is to analyze the dominant's factor that influence the entrepreneurs and the service quality.

### **The Research Questions**

There are many Small Medium Enterprises (SMEs) and managed by *PKK* women (housewives), they needed to develop their business and increase their income or revenue.

## **THEORETICAL REFERENTIAL**

### **Entrepreneur**

Zhang Lili (2011) stated that: The entrepreneurs introduce new products and service into the market and make outstanding achievements in adopting innovation and new technology. Entrepreneurs not only should take advantage of opportunity, but also explore and discover opportunity, also can examine the environment from four perspectives – economy, society, technology and politics, so as to explore some unsatisfied demands and unsettled problems.

Women entrepreneurs are defined in general as women who have initiated a business, are actively involved in managing it, own at least 50 percent of the firm, and the business has been in operation one year or longer (Nixdorff, J. L., 2010); however, women entrepreneurs did not attract academic interest until the 1980s.

Five definitive clusters of research on women entrepreneurs: behaviors, stereotypes, and roles; performance, transitions, ownership span, and loan status; networks, the interactive approach, and affiliations; global findings on gender differences; and career typing of entrepreneurs. The following six areas of study: women owners worldwide; roles played by social capital and mentoring; business funding and venture capital access; balance between family life and business ownership; role of technology adaptation to success; and challenges, problems, and growth strategies special to the careers of female owners. An entrepreneur is a person who recognizes, creates and undertakes the risks involved in starting and operating a new business or venture.

Ausat, AMA et al. (2023) stated that: "Existentialist entrepreneurs see creative and innovative work that will help them survive in society. Indeed, they tend to develop their potential, expertise and reputation to become a useful human product or work without expecting undue rewards. In fact, their reward is the very essence of a productive life. This

means that when an existentialist entrepreneur opens a business, the main goal is not only to make a profit, but also to determine the usefulness of the knowledge he has to others in the form of a product. , the work is produced or created.”

### **Service Quality**

Parasuraman, A (2002) and Zeithainl, V.A. et al. (1990) found that: “Service quality is measured by the gap between customer expectations and their actual perception of how the organization is functioning and the evaluation of the service received.” Nasith, A. (2020) states: “Quality of service is a multidimensional variable that targets observed consumer expectations and perceptions. Simply put, quality of service means that quality of service is understood as the gap between the consumer's actual perception and their pre-consumption perception of quality.”

He is considered to have five dimensions of service quality are reliability, assurance, tangibles, empathy, and responsiveness.

### **Customer Satisfaction**

The ultimate goal of any company should be to leverage its competitive advantage to satisfy its customer group, especially since the revenue generated from customer relationships is the lifeblood of every company. In fact, building customer relationships and maintaining customer satisfaction is the most important driver for strategic and financial aspects. Indeed, a recent study by Homburg, Koschate, and Hoyer (2005a) concluded that customer satisfaction has a strong and positive impact on customers' willingness to pay. A very satisfied customer would not only use the same service provider again, but would be willing to pay more. Conversely, they concluded that poor customer satisfaction actually affects a company's market value (Ueltschy, L. C., 2008).

Customers are key stakeholders in organizations and their satisfaction is a top priority. Satisfaction is a multidimensional term conceptualized as a necessity for relationship building and is often defined as complete satisfaction with one's expectations. Product quality and consumer requirements for products have an impact on customer satisfaction (Baa, R, 2023).

## METHODOLOGY

### Likert Scale

Joshi, A. (2015) explained: "In educational and social science research, the most basic and widely used psychometric scale of respondent perception is the Likert scale." The Likert scale consists of five (or seven) items used to measure a person's perception. Ratings on Likert scales assume that the strength/intensity of an attitude is normative. For example: strongly disagree (1), disagree (2), neither (3), agree (4), and strongly agree (5), giving the impression that individual attitudes can be measured.

The analytical method is a quantitative approach, ie factor analysis (Dillon, W.R., 1984) using simulated data.

### Factor Analysis

Factor analysis is one of the statistical tools to reduce and simplify complex research variables supported by a set of observed variables and leads to proposed new factors in the tree structure of data (Dillon, W. R., 1984).

### Mathematical Model

Mathematical model of Factor Analysis (Dillon, W. R., 1984):

$$X = \Lambda f + e \quad (1)$$

Where:

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

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

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

$\Lambda$  = m x n matrix of unknown constants called factor loadings.

### Dendrogram

Dendrogram is a diagram that represents a tree. This schematic representation is often used in different contexts: In hierarchical clustering, it illustrates the arrangement of clusters generated by the respective analyses (Dillon, W. R., 1984 and Nasith, A., 2020).

## RESULTS AND DISCUSSION

The results and discussion will discuss about Descriptive Statistics, Factor analysis, and mathematical model.

### Implementation Method

Method implementation activity with approach "Project Based-Learning", that is held training with method theory and direct practice. There are stages or steps implementation solutions offered for overcome loading problem things following this. Stages/steps implementation solutions consisting of Visits to potential community service partners (Social Responsibility Activity/SRA), stages of implementing SRA and reporting.

### Descriptive Statistics

Table 1 shows the mean value of the research variables scores. The mean value of the entrepreneur, reliability, assurance, tangibles, empathy, and responsiveness as independent variables perception score respectively is 4.000, 3.5862, 4.4483, 3.4138, 3.7586, 3.6552 and service quality is 3.5862 it means exceed neutral.

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Entr	29	3.00	5.00	4.0000	.88641
Reli	29	2.00	5.00	3.5862	1.23974
Assu	29	3.00	5.00	4.4483	.57235
Tang	29	2.00	5.00	3.4138	.82450
Empa	29	1.00	5.00	3.7586	.98761
Resp	29	2.00	5.00	3.6552	.93640
Serv	29	1.00	5.00	3.5862	1.01831
Valid N (listwise)	29				

Source: Processed/research data

### The stages of community service/SRA

The stages of community service, from preparation to training, consist of:

1. Communication to prospective trainers for availability and schedule.
2. Communication to potential partners for readiness, schedule and funding and facilities (In- cash and in- kind).
3. Communication to potential resource persons for their availability and schedule.
4. Implementation preparation.
5. Implementation of activities (Figure 1).
6. Conducting Coordination Meetings between leaders and executive members.

7. Compiler of Responsible Report (Accountability Report).
8. Compiler of Financial Responsibility Report.
9. Discussion on Monitoring and Evaluation (Monev)
10. Revision of Responsible Report and Monitoring and Evaluation.

Figure 1. The trainees are engrossed in designing and making souvenirs (*PKK women uniform*)



Source: Private document (SAP, Bambang, 2023)

The participant said that: “The participants were very enthusiastic to take part in this activity. This activity of making souvenirs has never been done, so it is a new thing and it is hoped that it can be marketed at an adequate price.”

### Factor Analysis

Table 2 and 3, Figure 2 and 3 shows the six (independent) variables reduced to three factors or components. The first factor supported by three variables, it was Reliability (loading factor = 0.898), Tangibles (loading factor = 0.439), and Responsiveness (loading factor = 0.869) and called Physical assets, and the second factor supported by two variables, it was Entrepreneur (Entre) (loading factor = 0.764) and Assurance (Assu) (loading factor = 0.824) and called Competent, the third factor supported by one variable, it was Empathy (Empa) (loading factor = 0.958) and called Empathy.



Table 2. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cum. %	Total	% of Variance	Cum. %	Total	% of Variance	Cum. %
1	1.938	32.301	32.301	1.938	32.301	32.301	1.799	29.990	29.990
2	1.435	23.916	56.216	1.435	23.916	56.216	1.517	25.279	55.268
3	1.040	17.326	73.542	1.040	17.326	73.542	1.096	18.274	73.542
4	.831	13.848	87.390						
5	.566	9.428	96.818						
6	.191	3.182	100.000						

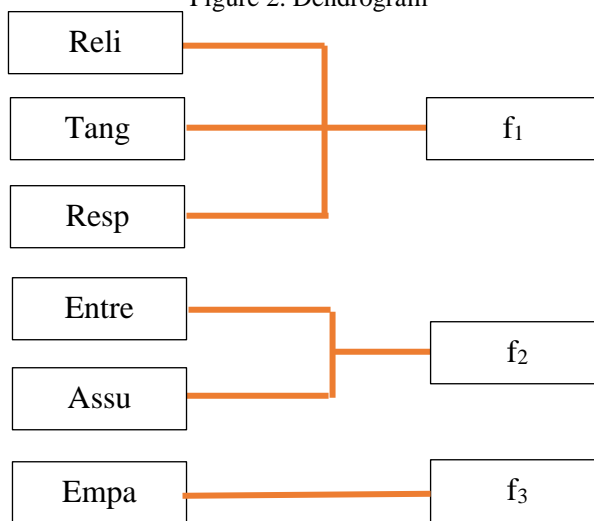
Extraction Method: Principal Component Analysis.  
Source: Processed/research data

Table 3. Rotated Component Matrixa

	Component		
	1	2	3
Entr	.138	<b>.764</b>	.159
Reli	<b>.898</b>	-.191	.002
Assu	-.121	<b>.824</b>	-.185
Tang	<b>.439</b>	.408	.228
Empa	-.108	.021	<b>.958</b>
Resp	<b>.869</b>	.228	-.259

Source: Processed/research data

Figure 2. Dendrogram



Source: Processed/research data

### The Mathematical Model

The mathematical model are (equations 2 to 7):

$$\text{Reli} = 0.138 f_1 + 0.764 f_2 + 0.159 f_3 + e_1 \quad (2)$$

$$\text{Tang} = 0.898 f_1 - 0.191 f_2 + 0.002 f_3 + e_2 \quad (3)$$

$$\text{Resp} = 0.869 f_1 + 0.228 f_2 - 0.259 f_3 + e_3 \tag{4}$$

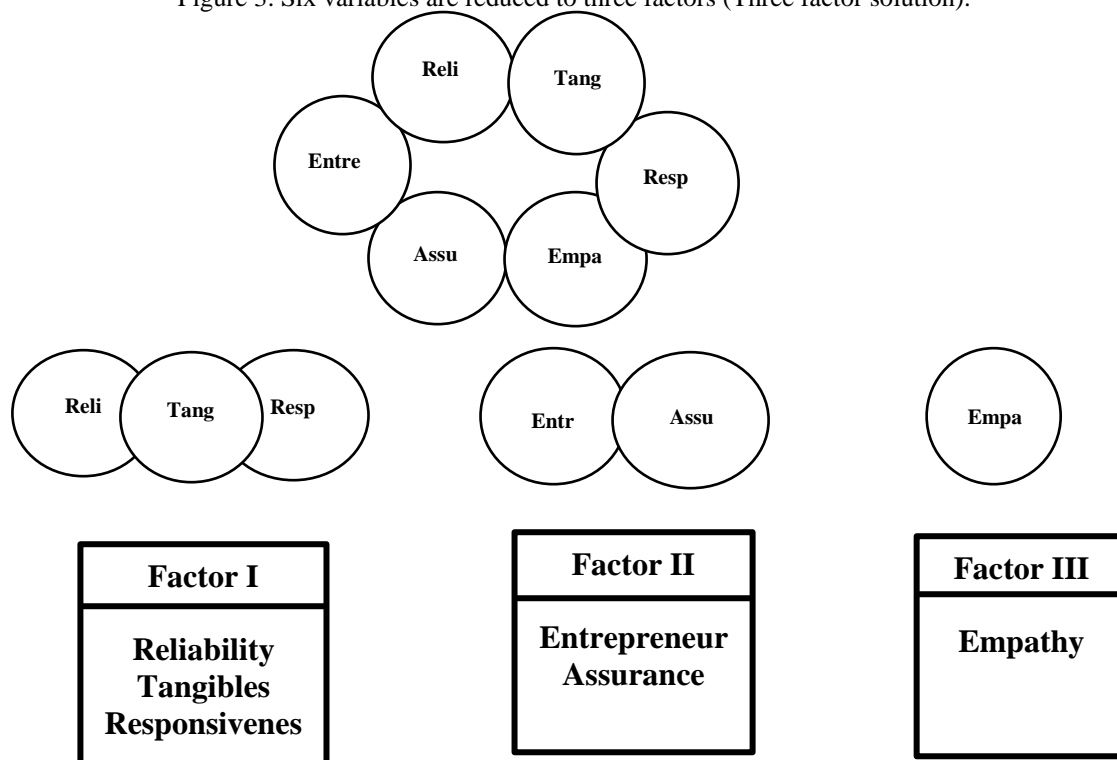
$$\text{Entre} = 0.138 f_1 + 0.764 f_2 + 0.159 f_3 + e_4 \tag{5}$$

$$\text{Assu} = -0.121 f_1 + 0.824 f_2 - 0.185 f_3 + e_1 \tag{6}$$

$$\text{Empa} = -0.109 f_1 + 0.021 f_2 + 0.958 f_3 + e_2 \tag{7}$$

Equation 2 shows the contribution of the first factor is positive (0.138), the second factor is positive (0.138), and the third factor is positive (0.159) to Reliability, and so on.

Figure 3. Six variables are reduced to three factors (Three factor solution).



Source: Processed/research data

## CONCLUSION

### Conclusion

A number of possible conclusions be delivered are:

1. The planned number of participants was ten (10) people, in fact during the implementation of the activity the number of participants increased to 30 (thirty) *PKK* women.

2. The method used is "*Project Based-Learning*", meaning that training is held with theoretical methods and hands-on practice .
3. The participants were very enthusiastic to take part in this activity. This activity of making souvenirs has never been done, so it is a new thing and it is hoped that it can be marketed at an adequate price for souvenirs for domestic and foreign tourists and for events.
4. The six variables include: entrepreneur, reliability, assurance, tangibles, empathy, and responsiveness reduced to three factors and known as Physical assets, Competent, and Empathy.

### Suggestion

Some suggestions that can be delivered are:

1. PKK women hope that similar activities can be carried out with a larger number of participants.
2. PKK members hope that the souvenirs they make can be marketed at competitive prices.
3. This activity is expected to be able to add new income.

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