

ANALYSYS OF THE INFLUENCE OF QUALITY OF SCHOOL SERVICE,  
SCHOOL EMAGE, AND PARTICIPATION OF PARENT SATISFACTION  
OF INTEGRATED ISLAMIC YUNIOR HIGH SCHOOL STUDENTS IN  
TANJUNGPINANG

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**ABSTRACT**

*This study aims to determine the relationship between school service quality, school image and parent participation as independent variables on parent satisfaction.*

*The population taken in this study are all parents of Integrated Islamic Yuniior High School (SMP IT) students who have Elementary School (SD) and Junior High School (SMP) levels in one foundation in Tanjungpinang, namely: SMP IT Al Madinah, SMP IT Dee Green Camp, SMP IT As Sakinah and SMP IT Duta Al Azhar.*

*This study uses a census method that is the technique of determining the sample if all members of the population are used as samples, Sugiono (2011: 68) where the total population in this study is 217 respondents.*

*This research model was tested using survey data relating to parents through the principal who would then be processed using the SPSS program version 25.0.*

*Based on the results of this study support the proposed research model, it can be concluded that the quality of school services, school image and parental participation have a significant influence on parental satisfaction.*

*Keywords in this study: Parent satisfaction, service quality, school image and parent participation*