The Influence of Information Quality and Public Relations Services at SMAN 7 Depok Using Whatsapp Group on Student Parent Satisfaction

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KEYWORDS	ABSTRACT
information quality, service quality, school public relations, parent satisfaction, whatsapp communication, digital platform	This study aims to analyze the influence of information quality and public relations (PR) service quality at SMAN 7 Depok, delivered via WhatsApp Group, on student parent satisfaction. Along with technological developments, digital communication platforms like WhatsApp have become essential for schools to deliver information and services to parents. In this context, accurate, relevant, and timely information, along with responsive and professional service, is crucial for enhancing parental satisfaction with school services. This research uses a quantitative approach with a survey method. The sample for this study comprises parents of 10th-grade students at SMAN 7 Depok who actively use WhatsApp Group as a communication medium with the school. Data collection was conducted through online questionnaires, and data analysis utilized regression testing to examine the relationship between the variables of information quality, service quality, and parent satisfaction. The results show that the quality of information and services provided through WhatsApp Group significantly influences student parent satisfaction. High-quality information, such as timeliness and accuracy, along with responsive service from the school, positively impacts the level of parental satisfaction. These findings provide valuable insights for schools in managing communication and services through digital media and encourage improvements in PR strategies to maintain strong relationships with parents.

Future investments that have been considered promising by most people for a long time, one of which is education. This reality makes education a necessity in people's lives. Along with the times, there are many changes, especially rapid and unpredictable technological advances, so that all elements move to adapt. Changes in the digitalization era occur in various sectors such as industry, health, agriculture, including the education sector. The government continues to make efforts to improve the quality of education, one of which is the development of digitalization. Many educational programs in their development are now through digital media, either the internet, social media or educational platforms that can be easily accessed by educators, students, parents and the community.

In the era of industry 4.0 towards society 5.0 that we are currently experiencing, the use of digital technology is urgently needed by managers of educational institutions to facilitate interaction and transition to the digital era. As a form of government support in accelerating digitalization through Permendikbudristek RI Number 63 of 2023 concerning Technical Guidelines for the Management of Operational Assistance Funds for Education Units in details of the components of the use of operational assistance funds for education units, school digitalization is a component used for financing such as strengthening electricity infrastructure, internet, school digitalization and other relevant activities in the context of implementing

digitalization School.

The concept of school digitalization involves the use of information and communication technology (ICT) in various aspects of education in the school environment, ranging from the learning process, school administration, interaction of students, teachers, parents, and school staff, to school management. This concept as a transformation.
What was originally conventional has become interactive, responsive, and technology-oriented.

School digitalization in its journey does not always run smoothly, there are various challenges and obstacles. The main challenge often faced in the digital era is the public relations part according to David Meerman Scott, a digital marketing expert and author of the book The New Rules of Marketing and PR, said that educational institutions must face challenges in managing their reputation online. Negative or inaccurate information circulating on social media and online platforms can significantly affect the image of a school or university. (Scott, D. M. (2020). The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. Wiley.

The development of Information and Communication Technology (ICT) in schools has encouraged a major transformation in the way of communicating and accessing information in the field of public relations. The internet has evolved into a network that connects schools with various parties into a global infrastructure that supports various digital services and applications. In this context, new media, including digital platforms and communication applications, have emerged as important tools in the dissemination of information and social interaction.

Social media, one of the key components of new media, has changed the way individuals and organizations communicate. Platforms like Facebook, Instagram, and Twitter allow users to share information and interact with their audience in real-time. However, instant messaging apps like WhatsApp, which allow for live communication and group chats, have become a very popular communication tool in various sectors, including education.

The percentage of internet users who use each social media platform [survey-based]. The Indonesian Internet Service Providers Association (APJII) announced that the number of Indonesian internet users in 2024 will reach 221,563,479 people out of a total population of 278,696,200 people in Indonesia in 2023.

From the results of the 2024 Indonesia internet penetration survey which was also released by APJII, Indonesia's internet penetration rate touched 79.5%. Compared era previously so there was an increase of 1.4%. "This indicates a consistent increase in the positive trend graph of Indonesia's internet penetration   deep   five   year   last   that   up Significant. Since 2018, Indonesia's internet penetration has reached 64.8%. Then sequentially, 73.7% in 2020, 77.01% in 2022, and 78.19% in 2023. Based on gender, Indonesia's internet penetration contribution is mostly sourced from men 50.7% and women 49.1%. Meanwhile, in terms of age, the majority of people who surf in cyberspace are Gen Z (born 1997-2012) as much as 34.40%. Then, the millennial generation (born 1981-1996) is 30.62%. Then next, Gen X (born 1965-1980) as much as 18.98%, Post Gen Z (born less than 2023) as much as 9.17%, baby boomers (born 1946-1964) as much as 6.58% and pre boomers (born in 1945 as much as 0.24%). Meanwhile, the penetration rate of internet users based on their region, APJII found that urban areas are still the largest with a contribution of 69.5% and rural areas contribute 30.5% based on a survey conducted. In conducting this survey of Indonesian internet users, APJII engaged Indektat consultants with a face-to-face interview survey method involving 8,720 respondents from 38 Indonesian provinces. Meanwhile, this survey has been conducted since 18 December 2023 to January 19, 2024

The sample determination method used the multistage random sampling method, margin of error 1.1% and relative standard error 0.43%. The following is a visualization of the

methodology of the internet user survey in Indonesia conducted by APJII. This survey involved **8,720 respondents** from **38 provinces** in Indonesia, conducted from **December 18, 2023 to January 19, 2024**. The method used was a **face-to-face interview** with **a multistage random sampling** technique, having a margin of error **of 1.1%** and a relative standard error **of 0.43%.**
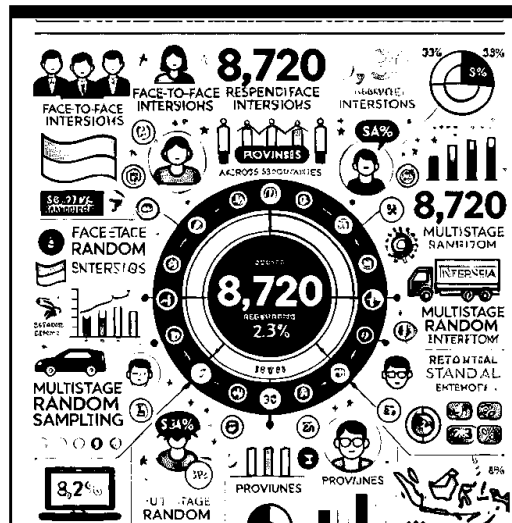

Figure 1. visualizes the data collection process involving various regions with strict procedures, producing representative data to describe internet usage throughout Indonesia. . (source: https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-penetrating-221-million-people)
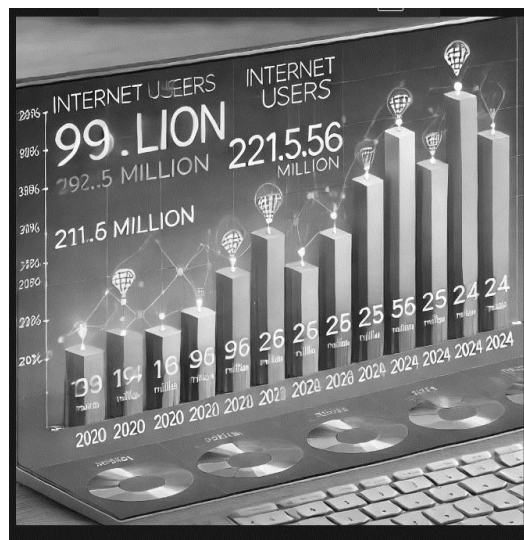

Figure 2 Graph depicting the growth of internet users in Indonesia from 2020 to 2024. (source : https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-penetrating-221-million-people)

From the data obtained:
- In 2020, internet users in Indonesia were recorded at around **196 million** person.
- In 2021, this number increased to **202 million**.
- In 2022, there were **210 million** users.
- In 2023, the number of internet users will reach **217 million**.

- In 2024, internet users will increase again to **221.56 million** people, with the internet penetration rate reaching **79.5%** of the total population (<u>Indo Data</u>).

From this graph, it can be seen that the trend of internet use continues to increase significantly every year. This growth reflects the increasing access and importance of the internet in daily life in Indonesia, both in urban and rural areas. This internet access affects various aspects, including school information services through digital platforms such as WhatsApp.
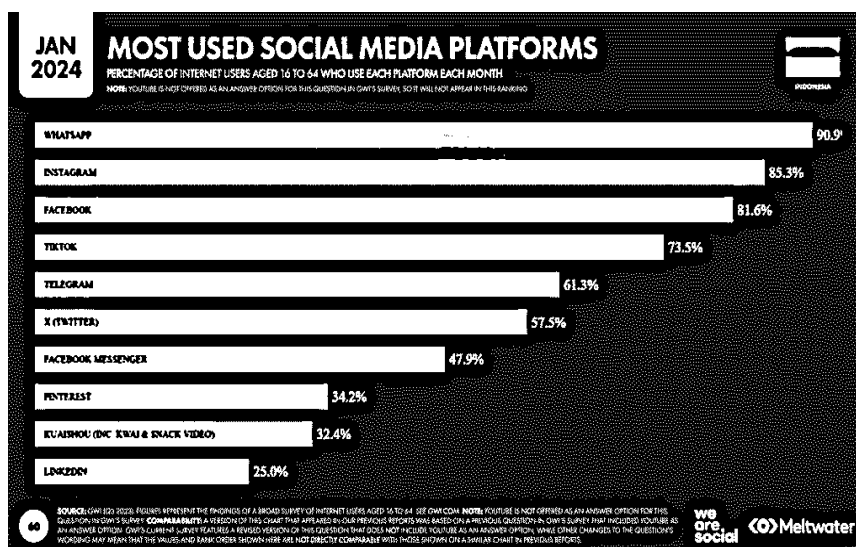

Figure 3
Source : We Are Social and Meltwater survey conducted globally, including in Indonesia.

Figure 3. indicates that
- Whatsapp users in Indonesia are 90.9% of the total population.
- Instagram users in Indonesia account for 85.3% of the total population.
- Facebook users in Indonesia account for 81.6% of the total population.
- Tiktok users in Indonesia are 73.5% of the total population

Based on the data above, whatsApp has become the main choice for communication of the Indonesian people. With a group chat feature that supports the exchange of information quickly and efficiently, WhatsApp is also used by educational institutions such as schools to improve the quality of information and services they provide to stakeholders.

The survey was conducted at the place where the author worked, namely at SMAN 7 Depok City, regarding information media and services needed by stakeholders. The author found that 86% of teachers depend on whatsup communication while others can use telegram, 67% of students use whatsup the rest are telegram, wechat, line or discord, the most of which is the need for whatsup as information and school relationship services with parents as much as 96% and the other parents' choice is telegram.

From the above data, the author will focus the research on the need for information and services for school relations with parents. In this context, how the quality of information and the quality of services delivered through WhatsApp Groups can affect the level of satisfaction of students' parents.

In the context of education, WhatsApp Groups have become an important means of communication between schools and parents of students. The quality of information delivered through this platform, including accuracy, relevance, and completeness and the quality of services provided by the school, such as responsiveness and professionalism, affect the satisfaction of students' parents. Good information quality and responsive service can increase

parental satisfaction with communication with the school, while dissatisfaction may arise if the information is inadequate or the service is not satisfactory.

This study aims to explore the influence of information quality and service quality delivered through WhatsApp Group on student parent satisfaction at SMAN 7 Depok. By focusing on parents' interest in using WhatsApp as a medium of communication, the study will analyze how these factors contribute to their satisfaction levels. The findings of this study are expected to provide valuable insights for the development of more effective communication strategies in the educational environment.

Public relations is one of the most important parts in running an organization or educational institution. There are two important points that must be applied in running an organization or educational institution, including consolidation which is a form of internal structuring activities, and expansion is a development activity that must be carried out by public relations in achieving the goals of the organization or educational institution. This is the responsibility of public relations as image building, especially in educational institutions in updating and exposing all information related to organizations and educational institutions to the outside world until it is conveyed to the public.

To realize this, of course, creative and innovative steps are needed. Therefore, the position of public relations in schools is very important, related to the existence of these duties, of course, the performance of public relations must also be good, because if the performance of public relations can be achieved well, it will automatically support the smooth process to achieve the goals that have been set.

Public Relations in a school as mandated in the independent curriculum must act as a liaison between the school and the community so that it is well maintained because the school will always be in contact with the community, inseparable from it as a partner of the school in achieving the success of the school itself. The prestige of the school is even higher in the eyes of the community if the school is able to produce students who are intelligent, have a personality and able to apply the knowledge they have gained in advancing society. The creation of harmonious relationships with the community or certain parties outside the organization, in order to get support for the efficiency and effectiveness of the implementation of work consciously and voluntarily. To get aspirations and sympathy from the community. And to seek good cooperation between schools and the community for the common good, or specifically for schools to establish such relationships is to succeed programs in a school.

After the school program is made, the next step is to provide information on the work program to parents and the wider community. The purpose of providing this information is to provide an understanding of school programs. If parents already understand the school program, they are invited to participate in efforts to educate their children in school. Meanwhile, the community is also invited to work together to advance the development of the children's learning process, as well as help in advancing educational programs through their expertise or skills.

The information provided to parents must certainly be conveyed properly by the school. In order for information to be received properly, of course, good communication is also needed. Communication in daily life is very important. Humans cannot avoid various forms of communication because with communication humans can build the relationships they need as social beings. Communication is the process of conveying messages from one person to another with a specific purpose. The process of delivering messages using an effective way will be easily understood by the recipient of the message. The delivery of this message can be in the form of gestures, oral, or written. It can be said that in communicating requires good communication skills so that the purpose to be conveyed can be well received and understood by the recipient of the message. One of the aspects that requires good communication skills is in the field of education or it can be called educational communication.

The establishment of good communication will certainly reflect the excellent quality of service. The quality of educational services is a measure of the extent to which a service provided by an educational institution meets the expectations of parents. If the service provided exceeds what the consumer expects, then the service can be said to be of high quality, on the other hand, if the service provided is less than expected then the service is said to be of poor quality, then if the service received is the same as expected, then the service is satisfactory.

Customer satisfaction is one of the most important factors to increase customer trust and loyalty to a product or service offered. Meanwhile, the student's parents are customers of an educational institution. If the student's parents are satisfied with the education or school services, then the trust and loyalty of the student's parents in the institution or school will be better. The factors that are an integral part of the school are the National Education Standards which consist of four standards based on **Government Regulation Number 4 of 2022 concerning Amendments to Government Regulation Number 57 of 2021 concerning National Education Standards**. National Education Standards are the key to realizing a quality education system. that is:

1) development achievement level standards,
2) standards of educators and education personnel,
3) content standards, processes and assessments,
4) standards of facilities and infrastructure, management and financing.

Therefore, to increase the satisfaction of education service users, institutions or schools must improve services to these four standards. In a study, conducting a review of previous studies is very important to understand the position of our research in a broader scientific context. The research entitled "The Influence of the Quality of Information and Public Relations Services of SMAN 7 Depok Using WhatsApp Groups on Student Parent Satisfaction" can be analyzed and compared with the research previously discussed the role of WhatsApp Group as a communication medium. There are two relevant studies to compare: the first study that examines the influence of the use of WhatsApp Group in meeting the career information needs of final students, and the second study that examines the influence of digital communication through WhatsApp Groups and motivation on employee performance in an MSME. Through this comparison, we can identify similarities and differences in terms of the variables studied, the subject of the study, and the context in which they are used, which ultimately enriches the understanding of the contribution of this research in the existing literature.
Some of the previous studies that support this research include:

The first study conducted by Mujiyana, Edy Prihantoro, Vani Sugiani, and Sariyati discusses the impact of using WhatsApp Groups (WAG) in meeting the career information needs of final-year students at Gunadarma University. The title of this research is "The Effect of the Use of WhatsApp Groups on Fulfilling Career Information Needs for Final Year Students of Gunadarma University." The findings indicate that WAG can serve as an effective medium for disseminating the career information necessary for students, supporting their smooth transition into the workforce.

Meanwhile, the study by Lisfatri, Rini, and Ratna examines how digital communication via WhatsApp Group and motivation affect employee performance in MSMEs. The title of this research is "The Influence of WhatsApp Group Digital Communication and Motivation on Employee Performance in Macaroni Ashobar Gobyos MSMEs, Malang." This study integrates the concepts of information quality and service quality provided through WAG in the context of education, focusing on parent satisfaction as service users. Unlike previous research that emphasized meeting career information needs and improving employee performance, this study prioritizes the relationship between schools and students' parents. Based on this background, the author is interested in conducting research titled "The Influence of Information

Quality and Quality of Public Relations Services of SMAN 7 Depok Using WhatsApp Group on Student Parent Satisfaction."

The objectives of this study are to analyze the influence of the quality of public relations information and services of SMAN 7 Depok using WhatsApp Group on student parent satisfaction. Specifically, it aims to assess how the quality of public relations information and the quality of services impact this satisfaction. The research is expected to provide several benefits, including contributing to the understanding of the importance of quality public relations and communication services in meeting information needs in schools. Additionally, it aims to offer recommendations to schools for enhancing public relations services and communication effectiveness to better satisfy the information needs of parents, students, and the community. Furthermore, this study serves as a reference for other researchers interested in conducting similar research in the future.

RESEARCH METHOD

Research methods are procedures for how a research is carried out (metdhos: procedures), in this research it includes research procedures and research techniques. The word method is derived from the Greek word methodos, a conjunction of the prepositions meta (towards, vias, follows) and the noun hodos (path, way, direction). The word methodos means research, scientific method, scientific description, that is, a way of acting according to a certain system of rules. Meanwhile, methodology is derived from the words method and logos, which means science that talks about methods.

Methods are orderly, well-thought-out ways to achieve an intention. Meanwhile, methodology is the process, principles, and procedures that we use to approach problems and find answers. Research is basically an activity and method of thinking. These thinking activities and methods are used to solve or answer a problem, carried out because of impulse or curiosity, so that what is still unknown or understood at first, can later be known and understood. This study uses a qualitative research method with a descriptive approach.

This study uses a quantitative approach with the type of explanatory research. This approach was chosen because this study aims to explain the causal relationship between the independent variable (Quality of Information and Public Relations Services) and the dependent variable (Student Parent Satisfaction). The survey method was used to collect data from respondents who were parents of SMAN 7 Depok students. Explanatory quantitative research uses numerical data to analyze and explain the cause-and-effect relationship between the variables studied. This method helps researchers understand why a phenomenon occurs, not just describe it.

RESULTS AND DISCUSSION
Validity Test

The validity test aims to determine the extent to which research instruments (in this case, questionnaires) can measure the variables studied, such as Information Quality and Public Relations Services on Student Parent Satisfaction. In this study, the analysis was carried out using Pearson correlation, with a significance value (Sig. 2-tailed) which shows the reliability of the relationship between the variables. This can be seen from the Corlation test table using the SPSS application

Table. 1 Validity Test Correlations

		Satisfaction with Information	Response Quality	Recommendations	TOTAL
Accuracy	Pearson Correlation	,827**	,357*	,253	,860**
	Sig. (2-tailed)	,000	,032	,137	,000
	N	36	36	36	36
Relevance	Pearson Correlation	,754**	,386*	,255	,826**
	Sig. (2-tailed)	,000	,020	,134	,000
	N	36	36	36	36
Completeness	Pearson Correlation	,344*	-,069	,379*	,353*
	Sig. (2-tailed)	,040	,689	,023	,035
	N	36	36	36	36
Clarity	Pearson Correlation	,812**	,178	,259	,842**
	Sig. (2-tailed)	,000	,299	,127	,000
	N	36	36	36	36
Ease of Access	Pearson Correlation	,840**	,247	,154	,908**
	Sig. (2-tailed)	,000	,146	,370	,000
	N	36	36	36	36
Responsiveness	Pearson Correlation	,164	,047	,185	,096
	Sig. (2-tailed)	,340	,785	,281	,579
	N	36	36	36	36
Hospitality	Pearson Correlation	,904**	,310	,250	,917**
	Sig. (2-tailed)	,000	,065	,142	,000
	N	36	36	36	36
Speed	Pearson Correlation	,180	,072	,177	,279
	Sig. (2-tailed)	,293	,678	,303	,099
	N	36	36	36	36
Clarity of Information	Pearson Correlation	,765**	,256	,132	,834**
	Sig. (2-tailed)	,000	,132	,443	,000
	N	36	36	36	36
Satisfaction with Information	Pearson Correlation	,865**	,186	,312	,942**
	Sig. (2-tailed)	,000	,278	,064	,000
	N	36	36	36	36
Satisfaction with Public Relations Services:	Pearson Correlation	,900**	,155	,241	,921**
	Sig. (2-tailed)	,000	,366	,158	,000
	N	36	36	36	36
Satisfaction with Information	Pearson Correlation	1	,155	,241	,894**
	Sig. (2-tailed)		,366	,158	,000
	N	36	36	36	36
Response Quality	Pearson Correlation	,155	1	-,089	,315
	Sig. (2-tailed)	,366		,607	,061
	N	36	36	36	36
Recommendations	Pearson Correlation	,241	-,089	1	,322
	Sig. (2-tailed)	,158	,607		,056

	N	36	36	36	36
TOTAL	Pearson Correlation	,894**	,315	,322	1
	Sig. (2-tailed)	,000	,061	,056	
	N	36	36	36	36

Source : spss data processing

The results of the validity test from the author's analysis are as follows:
1. Quality of Information

The analysis of the Quality of Information submitted by SMAN 7 Depok City shows several important aspects that affect Parents' Satisfaction with the information provided. The results of the analysis show that there is a significant relationship between various dimensions of Information Quality and parental satisfaction, as follows:

1) Information accuracy had a very significant relationship with satisfaction with information, with values r = 0.827 and p = 0.000. This shows that the more accurate the information conveyed, the higher the level of satisfaction of parents with the information they receive. Information accuracy is one of the key factors that determine parental satisfaction.

2) The relevance of the information also showed a significant relationship with parental satisfaction, with values of r = 0.754 and p = 0.000. This indicates that information that is relevant and appropriate to the needs of parents is essential to improve their satisfaction. In other words, relevant information can help parents feel more connected and understand the situation their children are facing.

3) The completeness of information had a moderate but significant relationship with parental satisfaction, with values of r = 0.344 and p = 0.040. Although not as strong as accuracy and relevance, the completeness of information still affects the level of satisfaction. This shows that parents feel more satisfied when the information they receive covers all the necessary aspects, so they can make better decisions regarding their children's education.

4) The clarity of information showed a very significant relationship with satisfaction, with values r = 0.812 and p = 0.000. This emphasizes the importance of conveying information clearly and easily understood. Clarity in communication can reduce confusion and ensure that parents can understand the information provided without difficulty.

5) Ease of access to information also has a very significant relationship, with values r = 0.840 and p = 0.000. This suggests that the easier it is for parents to access information, the higher their satisfaction. Information accessibility is an important factor to consider, as it makes it easier for parents to stay connected to the school and get the information they need quickly. Overall, the results of the analysis show that all dimensions

Information Quality has a significant influence on Parent Satisfaction. This emphasizes the importance of schools to continue to improve the accuracy, relevance, completeness, clarity, and ease of access to information in order to meet the needs and expectations of parents in supporting their children's education.

2. Public Relations Services

An analysis of Public Relations Services at SMAN 7 Depok City shows various dimensions that affect parental satisfaction. The results of the analysis revealed the following:

1) Service responsiveness did not show a significant relationship with parental satisfaction, with values of r = 0.164 and p = 0.340. This figure indicates that the responsiveness of the Public Relations has not fully met the expectations of parents. This may indicate that there is room for improvement in terms of how quickly and effectively the PR team answers questions or addresses parents' concerns.

2) The friendliness of the Public Relations staff showed a very significant relationship with parental satisfaction, with values of r = 0.904 and p = 0.000. These findings underscore the

importance of friendliness and courtesy in interactions between PR staff and parents. Friendliness can create a positive experience and increase parents' satisfaction with the services provided.

3) Service speed also did not show a significant relationship with parental satisfaction, with values r = 0.180 and p = 0.293. This suggests that the speed at which services are delivered may not be the main factor considered by parents in assessing their satisfaction. While speed is important, there may be other, more influential factors, such as the quality of the interaction.

4) The clarity of information conveyed by the Public Relations also showed a significant relationship with parental satisfaction, with a value of r = 0.765 and p = 0.000. This emphasizes that clarity in the delivery of information plays a very important role in determining the level of parental satisfaction. Clear and easy-to-understand information helps parents to feel more involved and provides confidence in their relationship with the school.

Overall, the results of the analysis show that friendliness and clarity of information are the two aspects of Public Relations services that contribute the most positively to parental satisfaction, while responsiveness and speed of service require further attention to be able to meet parents' expectations. Therefore, improvements in the aspects of responsiveness and speed can be the focus of development to improve the quality of Public Relations services at SMAN 7 Depok City.

3. Parent Satisfaction

The analysis of satisfaction with information and satisfaction with Public Relations services at SMAN 7 Depok City shows significant and interrelated findings:

1) Satisfaction with information has a very significant relationship with other variables, with values r = 0.865 and p = 0.000. These findings confirm that the level of parental satisfaction with the information provided has a great effect on their overall satisfaction. The higher the parents' satisfaction with the quality and relevance of the information received, the higher their satisfaction with the services provided by the school. This shows the importance of effective communication in building a positive relationship between the school and parents.

2) Satisfaction with Public Relations Services also showed a significant relationship, with values of r = 0.900 and p = 0.000. These results indicate that parents' satisfaction with the services provided by Public Relations has a direct impact on their overall satisfaction. When parents are satisfied with the services they receive, they tend to have a positive view of the institution as a whole. This shows that the performance of Public Relations in providing responsive and quality services is very important to increase parental satisfaction.

Overall, the results of this analysis show that both satisfaction with information and satisfaction with public relations services have a crucial role in determining the level of parental satisfaction. Therefore, schools need to continue to improve these two aspects to build a better and satisfactory relationship between the institution and parents.

From the results of the analysis, it can be concluded that most of the variables of information quality and Public Relations services have a significant relationship with student parent satisfaction. Variables such as accuracy, relevance, clarity, and friendliness had a strong influence on parental satisfaction, while responsiveness and speed of service did not show a significant influence. These results show the importance of improving the quality of information and public relations services to increase the satisfaction of parents of students at SMAN 7 Depok. The validity test conducted shows that the instruments used in this study are valid and reliable in measuring the variables studied.

Reliability Test

The reliability test was carried out to measure the consistency and reliability of the research instrument, in this case a questionnaire used to collect data regarding Information

Quality, Public Relations Services, and Student Parent Satisfaction. One of the commonly used methods to measure reliability is to calculate Cronbach's Alpha value.

The reliability test aims to measure the extent to which the research instrument (in this case, the questionnaire) can provide consistent results, the results of this research can be seen from the following table:

Table 2. Case Processing Summary
Case Processing Summary

		N	%
Cases	Valid	36	100,0
	Excludeda	0	,0
	Total	36	100,0

Source : Analysis in SPSS softwear

Table 3. Reablatability Test
Reliability Statistics

Cronbach's Alpha	N of Items
,931	14

Source : Analysis in SPSS softwear

From the table, it can be seen that the total respondents used in the analysis are 36, from the data above in Cronbach's Alpha: The Cronbach's Alpha value obtained is 0.931. Number of Items: There are 14 items of questions or statements in the questionnaire that are tested by the author before being distributed.

From this data, the authors can interpret that the result of Cronbach's Alpha value of 0.931 shows that the research instrument has excellent reliability. In general, Cronbach's Alpha values can be interpreted as follows:

Table 4. Cronbach's Alpha Values

Cronbach's Alpha Values	Interpretation
0,00 - 0,60	Unreliable
0,60 - 0,70	Fairly reliable
0,70 - 0,80	Reliable
0,80 - 0,90	Highly reliable
> 0.90	Very good/very high reliability

Source : Analysis in SPSS softwear

With a value of 0.931, the instrument used in this study is classified as very reliable, which indicates that the questionnaire prepared is consistent and able to accurately measure the variables studied.

According to Nunnally (1978), in the book "Psychometric Theory", good reliability is one of the main requirements to ensure the validity of an instrument. An instrument that is not reliable cannot possibly be considered valid. In addition, Sekaran (2003) in his book "Research Methods for Business" states that Cronbach's Alpha above 0.70 is generally accepted as an adequate measure of reliability in social research.

The results of this reliability test give confidence that the data collected from the questionnaire is consistent and reliable. Therefore, the results of this research based on this data can be considered valid and can provide valuable information about the influence of the quality of information and public relations services on the satisfaction of parents of students at SMAN 7 Depok.

Descriptive Analysis

In today's digital era, effective communication between educational institutions and parents of students is very important. WhatsApp Group has become one of the media used by schools, especially the Public Relations section, to convey information quickly and easily. This service provides easy access to information for parents of students, ranging from school activity schedules, academic information, to other important announcements.

However, the effectiveness of this service does not only depend on how quickly the information is conveyed, but also on the quality of the information itself and how the PR service manages the interaction with parents. Therefore, this study aims to measure the extent of quality information and the quality of services provided by SMAN 7 Depok Public Relations through WhatsApp Group affect the level of satisfaction of students' parents.

The descriptive analysis conducted in this study will focus on describing the data obtained from the respondents, namely students' parents, regarding their perception of the quality of the information and services they receive. Through this descriptive approach, researchers can provide an overview of the level of parental satisfaction and identify areas that need to be improved by SMAN 7 Depok Public Relations to improve the quality of their communication and services.

Based on the descriptive statistical results of this study, the following is a narrative of the results supported by the theories and views of experts, as well as relevant references:

Table 5 Descriptive Statistics
Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
X1	274	18	7	25	16,88	4,079
X2	274	13	7	20	13,51	3,343
Y1	274	14	6	20	13,55	3,399
Valid N (listwise)	274					

Variable X1 (Quality of Information)

The mean for information quality is 16.88, which indicates that in general, parents have a fairly positive view of the quality of information provided by SMAN 7 Depok public relations through WhatsApp Group. This value is above the midpoint of the rating scale, indicating a tendency toward positive perceptions among the majority of parents.

The minimum value for this variable is 7, while the maximum value is 25. This indicates a significant variation in parents' perception of the quality of information, with some rating very low and others very high.

The standard deviation of 4.079 indicates a moderate variation in the assessment. This means that while most parents rate the quality of information to be around average, there are also a number of parents who rate it lower or higher, reflecting the diversity of views among them.

According to Lillqvist and Louhiala-Salminen (2014), good digital communication requires information that is relevant, highly accurate, and easily accessible to users. If these elements are met, then the quality of the information conveyed will be considered good by the audience, which in this case is the student's parents. Therefore, a high average on the X1 variable indicates that the information provided by SMAN 7 Depok Public Relations meets these standards.

1. Variable X2 (Public Relations Services)

The average rating of public relations services is 13.51, which shows that in general, parents give a moderate assessment of SMAN 7 Depok's public relations services through

WhatsApp Group. This value is close to the midpoint of the rating scale, which means that while public relations services are not considered bad by the majority of parents, there is still considerable room for improvement and improvement in the quality of those services.

The value range for the public relations service variable is 13, with a minimum value of 7 and a maximum value of 20. This shows that there is a significant variation in parents' experience or perception of the services provided, reflecting a difference in the way public relations services are perceived among parents.

The standard deviation of 3,343 indicates a moderate variation in the assessment. In other words, even though most parents give judgments that are not too far from average, there are still some

parents who give higher or lower ratings, but not in too extreme ranges.

This opinion is reinforced by Cutlip, Center, and Broom (2010) who stated that the quality of communication services can affect audience satisfaction. Factors such as responsiveness and clarification of information are important elements that affect the perception of PR services. In this study, the average score that is not too high on X2 indicates that there are aspects of public relations services that need to be improved to achieve a more optimal level of satisfaction.

2. Variable Y1 (Parent Satisfaction)

According to expert opinions, the average parental satisfaction of 13.55 shows that in general, parents feel quite satisfied with the information and services provided by SMAN 7 Depok public relations through WhatsApp Group. According to Cutlip, Center, and Broom (2013), in the context of organizational communication, this moderate level of satisfaction indicates that school public relations has been able to meet most of the expectations of parents, but it is not fully optimal. Consistent and structured communication, as well as responsive responses to parental needs, play an important role in maintaining and improving this level of satisfaction.

Customer service experts, such as Zeithaml, Berry, and Parasuraman (1996), argue that variations in satisfaction levels, indicated by a minimum value of 6 and a maximum of 20, indicate the presence of a diverse experience among parents. A variation of 14 indicates that while most are quite satisfied, there are segments that are less satisfied and others are very satisfied. According to them, this is common in services that use digital platforms such as WhatsApp, where factors such as response speed, clarity of information, and personalization of communications can affect the customer experience.

The standard deviation of 3,399, in the opinion of statisticians, as pointed out by Hair et al. (2010), indicates a moderate variation in the level of parental satisfaction. This means that although most parents are around moderate levels of satisfaction, there are a number of parents who rate higher or lower. Zeithaml et al. also added that understanding this variation can be a guide for school PR to improve aspects that some parents feel are lacking, so as to increase the overall level of satisfaction.

Meanwhile, based on the results of the descriptive statistics presented above, the following standard deviations and variances of the variables X1 (Information Quality), X2 (Public Relations Services), and Y1 (Parent Satisfaction) can be seen from the following table:

Table 6 Standard Deviation
Descriptive Statistics

	Variance
X1	16,638
X2	11,174
Y1	11,553
Valid N (listwise)	

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. Based on Descriptive Statistics data regarding the variables of Information Quality (X1), Public Relations Services (X2), and Parent Satisfaction (Y1), which involve variance (variants), the following is a narrative and interpretation from an expert perspective in researching the relationship between information quality, public relations services, and satisfaction.

The variant for Information Quality (X1) of 16,638 shows that there is a significant difference in parents' perception of the quality of information provided by school public relations through WhatsApp Group. Kotler and Keller (2016) argue that information quality is very important in organizational communication, because clear, precise, and relevant information can increase positive perceptions from stakeholders. Information submitted effectively helping to meet the information needs of parents, which ultimately increases their satisfaction.

The variant for Public Relations Services (X2) was 11,174, indicating a moderate variation in parents' experience of school public relations services. According to Cutlip, Center, and Broom (2013), good public relations services involve quick responses, clear messaging, and effective problem solving. Responsive PR through digital communication channels like WhatsApp Groups allows parents to feel more connected and heard, ultimately affecting their satisfaction levels.

The variant for Parent Satisfaction (Y1) of 11,553 indicates that there is a difference in the level of parental satisfaction. According to Parasuraman, Zeithaml, and Berry (1988), customer satisfaction is influenced by the quality of service and communication provided by the organization. When the quality of information and public relations services is felt to be good, satisfaction will increase. Conversely, unclear information and ineffective public relations services can lower the level of parental satisfaction with the school.

Information Quality has a greater variance than Public Relations Services and Parent Satisfaction, indicating that the difference in perception related to information received by parents is greater than that of public relations services. Inconsistent or untimely information can lead to wider differences in perception.

The variation in Parent Satisfaction was moderate, which may reflect that satisfaction is influenced by each parent's individual experience in receiving information and services from the school's public relations. This is in line with the findings of Grönroos (2007), which states that customer satisfaction (in this case parents) is greatly influenced by their interaction with the service provider and the quality of the information received.

Normality Test

Based on the results of the Tests of Normality conducted using Kolmogorov-Smirnov and Shapiro-Wilk for the Y1 variable (Parental Satisfaction), the following is an explanation of the results of the test:

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Y1	274	100,0%		00,0%	274	100,0%

Descriptives

		Statistics	Std. Error
Y1	Mean	13,55	,205
	95% Confidence Interval for Mean Lower Bound	13,14	
	Upper Bound	13,95	
	5% Trimmed Mean	13,56	
	Median	13,00	
	Variance	11,553	

Std. Deviation	3,399	
Minimum	6	
Maximum	20	
Range	14	
Interquartile Range	5	
Skewness	-,015	,147
Curtosis	-,830	,293

Descriptive Statistics and Central Tendency

The mean (average) for the parent satisfaction variable (Y1) is 13.55, which shows that overall, parents feel quite satisfied with the public relations services and the quality of information provided by SMAN 7 Depok through WhatsApp Group. According to Kotler & Keller (2016), customer satisfaction—in this context, parents—is the result of a positive assessment of quality information and services received. This shows that parents feel that the services provided have met their expectations.

The Confidence Interval of 95% ranges from 13.14 to 13.95. This suggests that, with a 95% confidence rate, the average value of parental satisfaction is expected to be within this range. This range indicates the stability of the calculated average and the consistency of parents' assessments of the services received. The narrow trust interval also reflects that parental assessments tend to be uniform and do not vary much.

A median of 13.00 indicates that half of parents have satisfaction below that value, while the other half have satisfaction above that value. According to Hair et al. (2010), medians are often used to provide information regarding central tendencies in the distribution of data that may not be symmetrical. The use of the median here is particularly relevant, given that parental satisfaction data may be unevenly distributed, so the median provides a more accurate picture of the central position of the satisfaction assessment.

Overall, these descriptive statistics provide important insights into the level of parental satisfaction and the consistency of the assessments provided, which can be the basis for schools to further evaluate and improve the public relations services provided.

Dispersion and Variation

The variance of 11,553 and the Standard Deviation of 3,399 indicate a moderate variation in the level of parental satisfaction with public relations services and information quality. According to Parasuraman, Zeithaml, and Berry (1988), the standard deviation that is not too large shows that the majority of respondents gave assessments that were relatively close to the mean. However, there are a number of parents who give more assessments high or lower than the average value, indicating that there are several diverse views in the perception of the services provided.

A range of 14, calculated from a minimum score of 6 to a maximum score of 20, indicates a fairly wide range in parental satisfaction levels. This indicates a significant difference in parents' perception of public relations services and the quality of the information provided. These findings are in line with the opinion of Grönroos (2007), who stated that perceptions of service quality can vary greatly between individuals, reflecting the unique and subjective experiences that each parent has.

Skewness and Curtosis

A skewness value of -0.015 indicates that the distribution of parental satisfaction data is almost symmetrical. This means there is no significant bias towards higher or lower judgments, so most of the parents' judgments tend to be around average in the absence of outliers or extreme judgments. This indicates that the assessments given are quite consistent and are not dominated by assessments that are too positive or negative.

Meanwhile, a Kurtosis value of -0.830 indicates that the data distribution is somewhat platykurtic, which means that the peak of the distribution is lower than the normal distribution.

In other words, this distribution has a longer and thinner tail. Weston & Gore (2006) explained that negative curtosis indicates that data tends to be more evenly distributed and less concentrated at one particular point. This gives an idea that parental satisfaction is not only centered on a few values, but spreads across the entire assessment range.
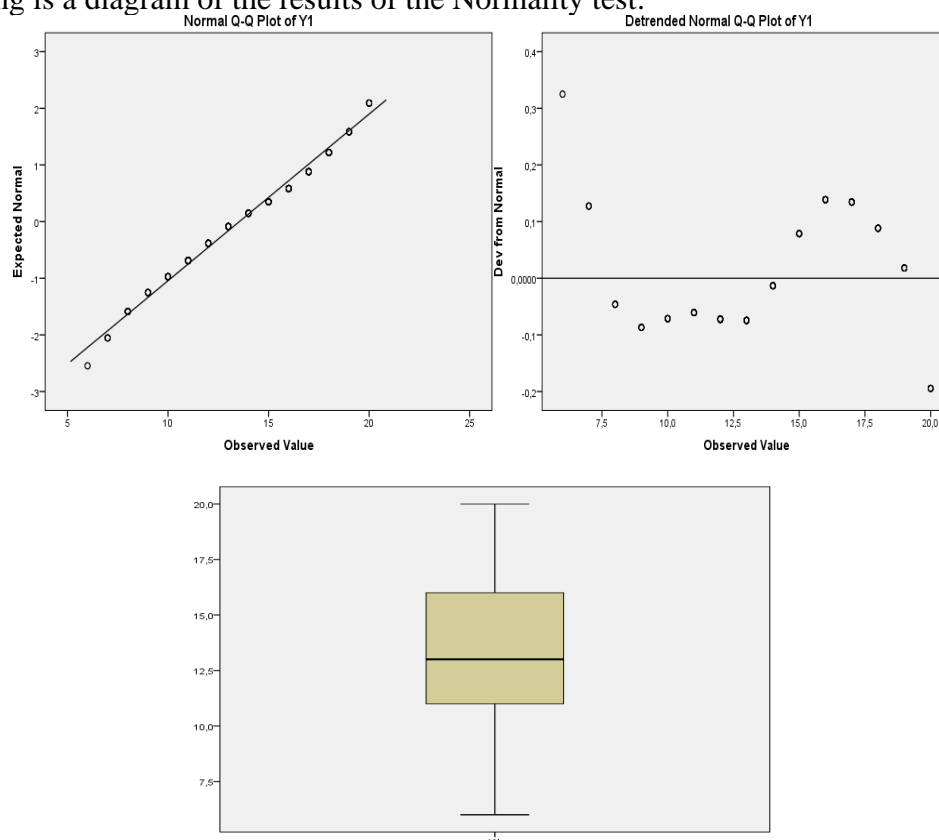
Normality Test

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistics	Df	Sig.	Statistics	Df	Sig.
Y1	,090	274	,000	,975	274	,000

a. Lilliefors Significance Correction

The results of the Kolmogorov-Smirnov and Shapiro-Wilk tests showed that the parental satisfaction data was not normally distributed, with a significance value of 0.000. This indicates a deviation from the expected normal distribution. However, Field (2009) argues that in large samples, violations of the assumption of normality are not always a serious problem in regression analysis. He emphasized that the results of statistical tests can still provide an accurate picture of the relationship between variables, so that the analysis remains valid even if the data does not meet the assumption of normality.

Overall, the analysis of dispersion, skewness, curtosis, and normality tests provides in-depth insights into the characteristics of the distribution of parental satisfaction data, which can be the basis for the evaluation and improvement of services provided by school public relations. The following is a diagram of the results of the Normality test:

According to Ghozali (2016), normality tests are an important procedure in statistical analysis, especially to test whether the data follows a normal distribution, which is one of the assumptions in many parametric statistical tests. If the data

Not normally distributed (P < 0.05), it is recommended to use non-parametric methods or data transformation. Similarly, according to Sugiyono (2018), normality tests need to be

carried out before conducting regression or correlation analysis, because the assumption of normality is important for the accuracy of the interpretation of results.
Correlation Test
Based on the Pearson correlation results presented in the table below, here is a narrative description of the relationship between the variables X1 (Information Quality), X2 (Public Relations Services), and Y1 (Parent Satisfaction):

Descriptive Statistics

	Mean	Std. Deviation	N
X1	16,88	4,079	274
X2	13,51	3,343	274
Y1	13,55	3,399	274

Correlations

		X1	X2	Y1
X1	Pearson Correlation	1	,760[**]	,680[**]
	Sig. (2-tailed)		,000	,000
	N	274	274	274
X2	Pearson Correlation	,760[**]	1	,688[**]
	Sig. (2-tailed)	,000		,000
	N	274	274	274
Y1	Pearson Correlation	,680[**]	,688[**]	1
	Sig. (2-tailed)	,000	,000	
	N	274	274	274

**. Correlation is significant at the 0.01 level (2-tailed).

The Influence of the Quality of Information and Public Relations Services of SMAN 7 Depok Using WhatsApp Group on Student Parent Satisfaction

Descriptive Statistics

In this study, the mean of information quality (X1) was 16.88 with a standard deviation of 4.079, showing that in general, parents felt quite positive about the quality of information provided through WhatsApp Group by SMAN 7 Depok public relations. As revealed by Kotler & Keller (2016), good information quality can increase the satisfaction of users, who in this context are parents of students.

The average rating for public relations services (X2) is 13.51, with a standard deviation of 3.343. This score shows that parents give a moderate assessment of the public relations services provided. According to Zeithaml et al. (1996), services that are perceived to be of good quality are essential to create a positive experience for customers, so that they can drive higher satisfaction.

As for parental satisfaction (Y1), the average was 13.55 with a standard deviation of 3.399, which shows that overall, parents feel quite satisfied with the information and services provided. This is in line with the statement of Parasuraman et al. (1988) that customer satisfaction is the result of a positive assessment of the quality of information and services received.

Correlation

The correlation test showed a significant relationship between the three variables. Pearson's correlation between information quality (X1) and public relations services (X2) is 0.760, which means there is a strong and positive relationship between the two. In other words, the improvement in the quality of information provided by public relations is in line with the improvement of public relations services. This is in line with the findings of Grönroos (2007), who affirmed that service quality and information are intertwined in shaping a positive user experience.

The relationship between information quality (X1) and parental satisfaction (Y1) showed a correlation value of 0.680, which also showed a significant positive relationship. This means that the better the quality of the information provided, the higher the level of parental satisfaction. This is in line with Kotler & Keller's (2016) statement that quality information can improve customer satisfaction.

The correlation between public relations services (X2) and parent satisfaction (Y1) was 0.688, which shows that the improvement of public relations services also contributes to the increase in parental satisfaction. According to Zeithaml et al. (1996), good and responsive service is essential to create customer satisfaction, and these results reflect this.

From the results of this correlation analysis, it can be concluded that the quality of information and public relations services of SMAN 7 Depok has a significant positive influence on student parent satisfaction, which means that these two variables play an important role in improving the parent experience.

Regression Test

According to Ghozali (2016), regression tests are used to determine the influence of several independent variables on dependent variables. A significance value smaller than 0.05 indicates a significant influence of the independent variable on the dependent variable. Meanwhile, Sugiyono (2018) emphasized that regression analysis helps understand how much influence independent variables have on dependent variables, especially in quantitative research.

Based on the results of the regression test presented below, the following is an explanation of the influence of independent variables (X1 - Information Quality and X2 - Public Relations Services) on the dependent variable (Y1 - Parent Satisfaction):

Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,729a	,532		,5282,334

a. Predictors: (Constant), X2, X1

In this study, regression analysis was used to evaluate the influence of information quality (X1) and public relations services (X2) on the satisfaction of parents (Y) of students at SMAN 7 Depok. The results of this regression analysis provide in-depth insight into the contribution of the two independent variables to the dependent variable, namely parental satisfaction.

R (Correlation Coefficient): An R value of 0.729 indicates a strong positive relationship between the quality of information and public relations services and parental satisfaction. This means that the better the quality of information and public relations services provided, the higher the level of satisfaction of parents with the services they receive. This positive relationship is in line with the theory that quality information and good service will increase stakeholder satisfaction (Grönroos, 2007).

R Square (Coefficient of Determination): An R Square value of 0.532 indicates that about 53.2% of the variation in parental satisfaction (Y) can be explained by the quality of information (X1) and public relations services (X2). In other words, the model has good predictive power, since more than half of the variation in parental satisfaction can be understood through these two independent variables. According to Hair et al. (2010), a high R Square value indicates that the regression model provides a better explanation of the dependent variable.

Adjusted R Square: An Adjusted R Square value of 0.528 indicates that the model has taken into account the number of variables entered, giving a more realistic picture of the model's ability to account for data variations. This value indicates that although there is

variation explained by the model, there are other factors that may also affect parental satisfaction that are not covered by this model.

Std. Error of the Estimate: The Std. Error of the Estimate value of 2.334 gives an indication of the accuracy of the model's estimate. The smaller this value, the more accurate the model is in predicting the value of parental satisfaction. In this context, the relatively small value shows that the regression model has quite good accuracy in predicting parental satisfaction based on the quality of information and public relations services.

Overall, the results of this regression analysis show that both the quality of information and public relations services have a significant influence on the satisfaction of students' parents at SMAN 7 Depok. This model is able to explain most of the variations that occur in parental satisfaction. Therefore, improving the quality of information and public relations services can be a strategic step in increasing parental satisfaction, which in turn can contribute to the success of schools in carrying out their communication functions.

ANOVAa

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1677,287	2	838,644	153,916	,000B
	Residual	1476,596	271	5,449		
	Total	3153,883	273			

a. Dependent Variable: Y1
b. Predictors: (Constant), X2, X1

The Influence of the Quality of Information and Public Relations Services of SMAN 7 Depok Using WhatsApp Group on Student Parent Satisfaction

In this study, regression analysis was carried out to assess the impact of two independent variables, namely Information Quality (X1) and Public Relations Services (X2), on the dependent variable, Parent Satisfaction (Y1). The results of the ANOVA analysis provide important insights into the relationship between these variables.

ANOVA Sum of Squares results for Regression: The results show a value of 1677,287, which reflects the total variation that can be explained by the regression model involving the quality of information and public relations services. This suggests that both independent variables have a significant contribution in explaining the variation that occurs in parental satisfaction. According to Hair et al. (2010), this value indicates that the regression model can capture a substantial proportion of variation in the dependent variable.

Mean Square for Regression: With a value of 838.644, the average of the described variation per degree of freedom is generated from the division of Sum of Squares by degrees of freedom (df = 2). This gives an idea of how much influence the independent variable has on the dependent variable. According to Field (2009), this value is important to understand the effectiveness of the regression model used.

An F value of 153.916 indicates the strength of the regression model. This value indicates that the regression model as a whole is significant, which means that the quality of information and public relations services simultaneously contributes meaningfully to the satisfaction of students' parents. Field (2009) revealed that a high F-value indicates that the model can predict dependent variables well.

Sig. (p-value): With a significance value of 0.000, it indicates that there is a significant relationship between independent and dependent variables at a significance level of 0.05. This means that there is strong evidence to reject the null hypothesis that there is no effect of the quality of information and public relations services on parental satisfaction. As stated by Hair et al. (2010), a p-value smaller than 0.05 indicates that the independent variable is statistically significantly influencing the dependent variable.

The results of ANOVA analysis show that the quality of information (X1) and public relations services (X2) significantly affect parental satisfaction (Y1). This regression model is able to explain significant variations in satisfaction parents, where the two independent variables contribute positively to the level of satisfaction. Therefore, improving the quality of information and public relations services at SMAN 7 Depok can be an effective strategy in increasing student parent satisfaction.

Coefficientsa

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,743	,632		4,338	,000
	X1	,310	,053	,3725,822		,000
	X2	,412	,065	,4056,343		,000

In regression analysis, intercept values or constants serve as a starting point for understanding the relationship between dependent variables and independent variables. In this case, the value of B for the constant is 2.743.

This value shows that if there is no contribution from Information Quality (X1) and Public Relations Services (X2), parental satisfaction (Y1) is estimated at 2,743. This means that, in a scenario where the two independent variables do not play a role, parental satisfaction will remain at this baseline level.

Furthermore, the resulting significance value (p-value) is 0.000, which is very low and indicates that the value of this constant is significant. In other words, there is strong evidence that this constant is not the result of chance, but rather provides an accurate picture of the basic value of parental satisfaction when the factors analyzed do not contribute. This emphasizes the importance of considering the role of Information Quality and Public Relations Services in influencing the satisfaction of parents of students at SMAN 7 Depok.

X1 (Quality of Information)

In the regression analysis, the B value for Information Quality (X1) is 0.310. This shows that every improvement of one unit in Information Quality will increase parental satisfaction (Y1) by 0.310. This means that if the school improving the quality of information provided to parents, they can expect a significant increase in parental satisfaction.

Furthermore, a Beta value of 0.372 confirms that Information Quality has a strong influence on parental satisfaction. Beta is a standardized coefficient, which allows us to compare the relative influence of each independent variable. In this case, a Beta value close to one indicates that Information Quality is an important factor that affects the level of parental satisfaction.

The significance value (p-value) for Information Quality is 0.000, which is very low. This shows that the influence of Information Quality on parental satisfaction is statistically significant ($p < 0.05$). In other words, there is strong evidence to state that consistently improving Information Quality will have a positive impact on student parent satisfaction at SMAN 7 Depok.

X2 (Public Relations Service)

In the regression analysis, the B value for Public Relations Services (X2) was recorded at 0.412. This means that every increase of one unit in Public Relations Services will increase parental satisfaction (Y1) by 0.412. Thus, the improvement in the quality of services provided by school public relations will have a positive impact on the satisfaction of students' parents.

In addition, the Beta score obtained was 0.405, indicating that Public Relations Services had a strong influence on parental satisfaction. Betas close to one indicate that Public Relations Services are a significant factor in influencing the level of parental satisfaction. This shows

that the better the public relations services provided, the higher the satisfaction of parents.

The significance value (p-value) for Public Relations Services was 0.000, which showed that the influence of Public Relations Services on parental satisfaction was statistically significant ($p < 0.05$). This provides strong support to state that the improvement of Public Relations Services will consistently contribute to the improvement of student parent satisfaction at SMAN 7 Depok.

Overall, the results of the analysis show that the Quality of Information and Public Relations Services has a positive and significant effect on Parent Satisfaction at SMAN 7 Depok. Increasing these two variables can increase parental satisfaction, so a development strategy that focuses on improving the quality of information and public relations services in WhatsApp Group is highly recommended.

Coefficientsa

	Type	95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	1,498	3,988
	X1	,205	,415
	X2	,284	,540

In regression analysis, the intercept value or constant provides insight into the starting point of the dependent variable when all independent variables do not contribute. For this study, the 95% confidence interval for the constant shows that the real value of the constant is estimated to be in the range of 1,498 to 3,988.

This range describes the acceptable level of uncertainty in the estimation of constant values. In other words, in situations where Information Quality (X1) and Public Relations Services (X2) do not contribute, parental satisfaction (Y1) can be estimated to be within that interval.

The confidence interval that includes positive values shows that even though there is no influence from independent variables, parental satisfaction still has a not low base value. This emphasizes the importance of understanding the role of Information Quality and Public Relations Services in influencing satisfaction

parents, because even though there is a basic value, the positive contribution of both variables can result in a significant increase in student parent satisfaction at SMAN 7 Depok.

The 95% confidence interval for Information Quality (X1) shows that an increase in one unit in information quality will have an impact on an increase in parental satisfaction (Y1) in the range of 0.205 to 0.415. This means that, with 95% confidence, each additional unit in information quality can be expected to increase parental satisfaction by between 0.205 and 0.415 points.

This range confirms that there is a significant positive influence of Information Quality on parental satisfaction. However, it is important to note that this interval includes a value of zero, which indicates the possibility that this influence is not statistically significant. In this context, if the confidence interval includes zero, it may indicate that in some conditions, improved Information Quality may not always result in the expected impact on parental satisfaction.

According to Hair et al. (2010), confidence intervals that do not include zero provide a stronger indication of the significance of the influence of independent variables on dependent variables. Therefore, although confidence intervals indicate the potential for significant improvement, attention needs to be paid to conditions where the influence can be insignificant.

In the regression analysis, the 95% confidence interval for Public Relations Services (X2) showed that every increase of one unit in public relations services would increase parental satisfaction (Y1) between 0.284 to 0.540. This means that the positive impact of improving the

quality of public relations services on parent satisfaction can be estimated to be within that range.

It is important to note that since this range of trust intervals does not include zero values, it indicates that the influence of Public Relations Services on parental satisfaction is significant. According to Hair et al. (2010), if the confidence interval for a coefficient does not include zero, then it can be

It was concluded that the variable statistically affected the dependent variable. Thus, Public Relations Services are an essential factor in increasing student parent satisfaction at SMAN 7 Depok.

Research by Parasuraman, Zeithaml, and Berry (1988) also supports this statement by stating that good service quality will create customer satisfaction, which in this context is the student's parents. An increase in public relations services can contribute not only to the satisfaction of parents, but also to their trust and loyalty to educational institutions

Based on the results of regression analysis, both Information Quality (X1) and Public Relations Services (X2) have a positive influence on Parent Satisfaction (Y) at SMAN 7 Depok. The value of the confidence interval shows that the change in these two variables can be considered significant, especially in Public Relations Services which show a higher range. Therefore, strategies to improve the quality of information and public relations services through WhatsApp Groups are very important in increasing student parent satisfaction.

Hypothesis Test

The results of the hypothesis test for Information Quality (X1) show a B coefficient of 0.310 with a Standard Error of 0.053. The Beta value (Standard Coefficient) was recorded at 0.372, and the t-value reached 5.822. In addition, the significance value (p-value) for this test is 0.000.

Interpretation:

(H0) : The quality of information (X1) did not have a significant effect on Parent Satisfaction (Y).

  (H1) : Information Quality (X1) has a significant effect on Parent Satisfaction (Y).

Based on the results of the analysis, the p-value of 0.000 is smaller than the commonly used level of significance, which is $\alpha = 0.05$. Therefore, the Zero (H0) hypothesis is rejected. This shows that Information Quality (X1) has a positive and significant influence on Parent Satisfaction (Y).

A B coefficient of 0.310 indicates that every improvement of one unit in Information Quality will increase parental satisfaction by 0.310. A high t-score (5.822) also provides strong evidence that the influence of Information Quality on parental satisfaction is not only statistically significant, but also practical. Thus, it can be concluded that improving Information Quality is an important step in increasing student parent satisfaction at SMAN 7 Depok

The results of the hypothesis test for Public Relations Services (X2) show a B coefficient of 0.412 with a Standard Error of 0.065. The Beta value (Standard Coefficient) was recorded at 0.405, and the t-value reached 6.343. In addition, the significance value (p-value) for this test is 0.000.

(H0) : Public Relations Services (X2) do not have a significant effect on Parent Satisfaction (Y).

(H1) : Public Relations Services (X2) have a significant effect on Parent Satisfaction (Y).

Just like the test results for Information Quality, the p-value of 0.000 for Public Relations Services is also smaller than the commonly used significance level, which is $\alpha = 0.05$. Therefore, the Zero (H0) hypothesis is rejected. This shows that Public Relations Services (X2) have a positive and significant influence on Parent Satisfaction (Y).

A B coefficient of 0.412 indicates that every increase in one unit in Public Relations Services will increase parental satisfaction by 0.412. With a high t-score (6,343), these results

confirm that the influence of Public Relations Services on parental satisfaction is not only statistically significant, but also substantial. This indicates that there is an improvement in the quality of the Service Public Relations can contribute significantly to the satisfaction of students' parents at SMAN 7 Depok.

CONCLUSION

Based on the analysis conducted in this study regarding the influence of the quality of information and public relations services of SMAN 7 Depok using WhatsApp Group on student parent satisfaction, several conclusions can be drawn. First, the quality of information (X1) has a positive and significant effect on parent satisfaction (Y), with a coefficient of B of 0.310, indicating that each increase in information quality is expected to boost parental satisfaction by 0.310, supported by a low p-value of 0.000. Second, public relations services (X2) also demonstrate a positive and significant influence on parent satisfaction, with a B coefficient of 0.412, suggesting that every one-unit increase in public relations services can enhance parental satisfaction by 0.412, similarly validated by a p-value of 0.000. Additionally, the regression model incorporating both independent variables explains significant variations in parent satisfaction, as confirmed by the ANOVA test, which indicates that the quality of information and public relations services together make a meaningful contribution to parental satisfaction. Overall, the findings highlight that both information quality and public relations services are crucial factors affecting student parent satisfaction at SMAN 7 Depok, and improvements in these areas are expected to enhance parental satisfaction and support educational success in schools.

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