

Brand Equity Influence, Quality of Service towards Student Loyalty through the Satisfaction of Students in Private Universities Ldikti Region Ix in Makassar City

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Abstract: This Research aims to: (1) test and analyze the influence of brand equity on student satisfaction, (2) test and analyze the influence of quality of service on student satisfaction, (3) test and analyze the influence of student satisfaction on student loyalty, (4) test and analyze the influence of brand equity towards student loyalty, (5) test and analyze quality of service towards student loyalty, (6) test and analyze the direct and indirect influence of brand equity towards student loyalty through student satisfaction, (7) test and analyze the direct and indirect influence of service quality towards student loyalty through student satisfaction. The study used primary data through a survey of 384 as a sample, survey. The Data is analyzed by using Path analysis with AMOS SPSS 24 tool. The results of this research show that:(1) brand equity has a direct effect positive and significant to the satisfaction of students, (2) quality of services directly influence positive and significant to the satisfaction of students, (3) positive and significant direct student satisfaction towards student loyalty, (4) brand equity directly influence positive and significant towards student loyalty, (5) Quality of service does not directly affect the (negative) and is not significant to the loyalty of students, (6) Brand equity has a direct effect positive and significant towards the loyalty of the students and does not affect indirectly through student satisfaction, (7) Quality of service does not directly affect the loyalty of students

Keywords: Brand equity, quality service, Kepuasan studentsatisfaction, Loyalitas student Loyalty

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I. Introduction

Customer loyalty plays an important role in business organizations or businesses that are done. Customer loyalty involves the attitude of attitudes and compen customer behaviour. Kompenen customer attitude is an idea such as intention return to buy additional products or services from the same company, then recommend the company to others, Domontarn commitment to the company by showing resistance if there is a desire to switch to other competitors and to pay at the premium price. On the other hand, the aspect of consumer loyalty behaviour is the actual recurring purchase of a product or service, which includes more purchases of the same product or service or alternative products from the same company, recommending the company to others and the possibility of long-term product for the brand is still awake (Saravanakumar,2014).

Customer loyalty expresses the behavior intended to relate to a product or service for the company. Customer loyalty as a customer mindset holds a profitable attitude towards the company, committed to re-purchasing the company's products or services as well as recommending products or services to others. Customer loyalty can be created when the product matches what the customer expects. Customer loyalty with the current different situation, where marketing is no longer be recorded offline but already online. The existence of similar products and services are already performing online and realtime using a Vitur-Vitur digitisation which then if the business entity does not follow the current conditions of this marketing, then the consumer will gradually turn towards a rival company that is an intense kind of imaging and marketing revolution.

Customer loyalty is considered very important to be maintained, this is if the company continues to exist and maintain the existing customers then the company must follow the current condition of globalization that gives effect on the change of a major evolution of the revolution that has been done by humans. Along with the development of information and communication that menggobal, the role of human Resources (SDM) in the activities of producing products and services has been replaced by artificial technology with the mission to realize the optimization (resulting in a minimum cost benefit). Globalization is the acceleration of change when each nation in the world and its economic powers will integrate with each other as a function of increasing "cross border economic activity".

Loyalty is a manefestation of human fundamental needs to possess, support, gain a sense of security,

and build engagement and create emotional attachments. While consumer Loyalties is an encouraging behaviour to make purchases repeatedly and to establish customer loyalty to a product or service services,

Along with the current dynamics, service institutions such as higher education, have also felt the impact of globalization that requires links with information and technology computerized and cyber devices. According to Richard C. Atkinson, President of the University of California in Indrajit & Djokopranoto (2016), globalization in college is a force that changes the college of an institution that has been a science that has become an institution among the different types of organizations that provide information and from an institution that is always limited by time and geography into an institution without limitation. Thus, for the University of Globalization is: technology of information and communication, such as the Internet and the World Wide Web, provides a very powerful new equipment in shaping the global network for Teaching and research.

Today, the learning process may still rely on insufficient foundations for the high-quality interaction process. However, in the other moment, it certainly develops a more sophisticated runway that supports better audio and video, fast-paced action to student input. The organizational environment, both university and other information providers, can fulfill the needs and earn revenue from existing markets. Global universities will teach students anywhere and anytime and similarly, can take any lecturer. The university has not monopolized the production of science. They must compete with information service providers and other knowledge that do not require a campus with a costly capacity.

Thus, in college the impacts and challenges that need to be anticipated are there are three areas of competition, namely in the management of colleges, teaching and learning process, and value education. Then there are also other forms of challenges that are not only faced by the University of the country that has developed, but also faced by the developing country. There are four important things to challenge; 1) challenges on Management, 2) challenges on the learning process, 3) challenges to the value approach, 4) other challenges. Management expert Peter Drucker has indeed predicted: "Thirty years from now, a large university campus will be a relic. The university will not be able to survive in its form as it is now. The main reason is the shift in the ongoing education of adults who have been highly educated and become the center and sector of education growth.

In the context above, it becomes the main reason how each college follows the rhythm of globalization, it becomes a necessity that must be met in order to maintain and maintain consumer loyalty. In general, consumer loyalties will be influenced by several factors, among them are (1) Contentment or satisfaction, (2) bonding or emotional bonding, (3) Trust (trust), (4) Ease or choice reduction and habit, (4) experience with the company or history with Company (Maulina, 2019) in Indonesia there are two types of universities namely State College (PTN) and private Universities (PTS). Amount Per-high education in Indonesia as many as 4,706 units are is from 432 units PTN and PTS as many as 4,274 units. The number of universities in Indonesia is divided into group of academies, polytechnics, high schools, institutes, universities.

Table 1.Indonesia's high-Level reduction in units

No	Type PT	Ptn	PTS	Amount
1	Academy	77	974	1,051
2	Polytechnic	124	159	283
3	High School	85	2,469	2,554
4	Institute	65	157	222
5	University	81	515	596
	Amount	432	4,274	4,706

SOURCE : database of Higher Education (PDPT): 2019

For universities in South Sulawesi, the number of 267 units consist of 27 units and PTS as many as 240 units divided in the group of Academies, Polytechnic, High School, Institute, University and Community academies.

No	Type PT	Ptn	PTS	Amount
1	Academy	5	72	77
2	Polytechnic	8	4	12
3	High School	7	136	143
4	Institute	3	5	8
5	University	3	23	26
6	Community Academies	1	-	1
	Amount	27	240	267

According to the infographic obtained from PDPT (2019), the number of lecturers in South Sulawesi as many as 15,815 people consisting of males 8,666 people (55%) and women as many as 7,149 people (45%) Who became a regular lecturer in PTN and PTS with the number of students for all universities in South

Sulawesi as many as 290,250 people consisting of 123,042 men (42%) and women as many as 167,208 people (58%)

Both types of PT have a fundamental difference consisting of strengths and weaknesses. For PTN has strength and differentiator with private universities (PTS) so never have anxiety to the sustainability of its management, especially reduced consumers (students) because until now, people in Indonesia PTN become the main target to continue college. Other strengths owned by the PTN are the full support from the government ranging from funding, facilities and infrastructure, the quality of lecturers, other facility. Inversely proportional to PTS condition. A private college if it is linked as a service provider institution or if it can be said as a service corporate institution that offers the excellence of products and services, then the marketing of the college services become a strategy in maintaining the customer Loyalties (students). Some of the things that are very urgent to be noticed by the educational institutions in conjunction with building and maintaining customer loyalty is the product excellence, product image, as well as the trust of the community as an external consumer.

Students who are loyal to their institutions in general are those who have felt that their hopes are fulfilled so that they are satisfied and have a positive perception of the quality of education services that have been in the fifth (Wardhati, 2017). Loyalty is often measured using the included indicators; retention, referral and repeat. Retention is a student immune to education services from other colleges and is not interested in continuing education in other colleges and has a concern to defend the majors. Referrals are students willing to provide positive recommendations about the quality of the perceived education services so that others become interested and encouraged to register. Repeat is an interested student to continue their education to higher level at the majors or colleges. It is shown a sense of pride to be alumni and keep communicating (Wardhati, 2017).

In addition to those outlined above, other factors affecting consumer loyalty according to Dharmamesta (1999) in (Nurullaili, 2013) are product quality and promotion. Consumers who have gained the satisfaction of a product that it bought tend to re-purchase the same product. One important factor that can make consumers satisfied is quality. This can be used by marketers to develop brand loyalty from consumers. Marketers who lack or do not pay attention to the quality of products offered will bear the risk of not loyalnya consumers. If marketers are very concerned about quality, even strengthened by intensive advertising, their consumer loyalty to the offered brand will be easier to obtain. It's quality and advertising is a key factor for creating long-term brand loyalty. Some research suggests that consumers will become loyal to high-quality brands if they are offered at reasonable prices.

Mardalis (2005) in (Nurullaili, 2013) There are factors that influence customer loyalty, which is customer satisfaction, service quality, and image. Customer satisfaction as a feeling of like or not a person against a product after he compares the performance of the product to his expectations. Customer satisfaction as a positive response to the evaluation of experience in using a product or service. In addition, the factor that makes customers satisfied is the quality of service. Marketers can increase kua-litas services to develop their customer loyalty. Products that have low quality will assume the risk of Unloyal customers. If the quality is observed and strengthened by advertising, the loyalty of the PE-subscribe will be easier to obtain can even increase the loyalty of the consume

This problem, dragged a number of universities in Indonesia and South Sulawesi in particular entered as a list of colleges in the status of coaching and supervision. The strict online system implemented by DIKTI which provides realtime information that can detect the college violations are called, resulted in the PTS into the list of problematic colleges. PTS from 2014 in the year, that more or less 243 PTS is active. The government in this case DIKTI to continue to carry out the construction and supervision, and the year 2017 the number of PTS that berma-wrong to decline to 140 PTS, and from the amount of Kemenristekdikti finally closed the 25 PTS. (Setiawan, 2017) PTS in South Sulawesi are experiencing similar fate, from 140 PTS which was closed by the government, as many as 14 PTS from South Sulawesi and 2018/2019 are not allowed to accept new students. (East, 2017) In addition to the violation of the administration as outlined above, the problem that often occurs in PTS in South Sulawesi is a problem among the foundation's officers, thus causing negative effects in the management of universities. Organs of the foundation that do not obey AD and ART that thinks the personal interests of the dispute and the effect of impact on the management and image of the college. The phenomenon resulted in a decline in the students ' acceptance annually. How to maximize the role of the college as a provider of products and services that can satisfy and building customer loyalty? This question becomes a blueprint and becomes a college marketing concept and sustainability.

Some of the above phenomena, become blueprint and as well as the issue of PTS which is then used as an opportunity to improve the imaging and marketing revolution of higher education institutions as well as the strength of strategy in creating excellence, product and services and reconstruct branding Equitas. The usual marketing strategy applied in today's business world, has been implemented in universities in order to bring excellence, brand, institutional image of PT. Some examples of PT in the state developed with marketing strategies and in relation to the public interest of higher education institutions abroad; Trenton State College in New Jersey changed its name to the College of New Jersey and also increased the criteria for student acceptance

on the campus. Beaver College, a small campus near Philadelphia,

Competition is increasingly tight and the growing expectation of customers encourages the company to focus on efforts to retain existing customers. In the long run, customer loyalty is an important base for the development of sustainable competitive advantage, which is a realized advantage. The increasingly intense competition and the growing expectation of customers encouraging the company to focus more on efforts to retain existing customers, maintaining existing markets through the development of customer loyalty is the strategic goal of friendship to maintain their business and profit. To keep customers one of the factors influencing is the brand equity. It is according to (Apriliani, 2019) who research on the influence of brand trust on customer loyalty, the influence of brand equity on customer loyalty, influence of brand image on customer loyalty with the research showed that Brand Trust is influential towards customer loyalty, Brand Equity positively impact to customer loyalty and Brand Image positively impact customer loyalty. Another study discussing the influence of brand equity on customer loyalty is research (Jonah & Rianto, 2019) showing that brand equity has an effect on consumer loyalltas.

II. The

A. Brand Equity Concept

The brand actually also acts as a symbols that points to historical value and identity, as it generally depends on the materialistic culture; such as clothes, homes, religions, etc. Brands in particular can be a strong establishment to designate the status, lifestyle, politics and various aspirations of social identity. When a symbolic value becomes an ordinary thing in a culture, it will encourage a strong halo effect on the other dimension of the brand value. (Assauri, 2018) . Brand or brand is not only a name for the product, but more than that it is an identity to distinguish from competitors ' products produced by other companies, with specific identity of certain products will be easier to recognize by consumers and in turn will certainly facilitate the re-purchase of the product. (Ming, 2012)

Brand Equity (A. Aaker, 2018) is a set of brand assets and values relating to a brand, its name and its symbol, which augments or reduces the value given by an item or service to a company or its customers. In order for assets and liabilities to underlie brand equity, both must relate to a brand's name or symbol. If a brand name and symbol is changed, some or all of its assets or liabilities may be affected and lost, although some may have been transferred to a new name and symbol. Assets and liabilities that are the basis of brand equity will differ from one context to another

Based on consumer perspective, Brand equity is a form of response or response from consumers to a brand (Riadi, 2017). A brand that is launched by a manufacturer of a specific manufacturer's promise, and a benefit that is presented to the sumen. A good and well-known brand guarantees a name or quality level. Kotler in the Buhari Alma (2018:158) states, "There are 6 core of the brand namely Atrubutes, benefits, Value, Culture, Personality, User". Furthermore Kotler Amstrong (1999) in the Buhari Alma (2018:159) Menya-takan that, "Brand Equity the value of brand, based on the extent to which it has high brand loyalty, name Awariness, perceived quality strong brand associations, and other assets such as patents, trademarks, and channed relationship (brand quality is the value of a brand, based on the high strength of a brand, this brand equity is a mistake of brand perception on the consumer's mind , starting from the presence of brand assurance (brand awareness), brand acceptability (brand acceptance), brand preference (there is a differentiator brand) or brand priority, finally arise brand loyalty will not be shaken with other brands).

B. L quality concept of Secretarial

It is actually not easy to specify the quality appropriately, but generally the quality can be detailed. In the perception of TQM (Total Quality Management), the quality is viewed more broadly, which is not only the results of the outcome, which is emphasized, but also includes the process, the environment, and the human. This is evident in the defendant formulated by Goetsh and Davis (1994) That quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations. According to Richard F. Gerson, quality is whatever the customer considers quality. Meanwhile, Philip Kotler characterizes quality is the whole characteristic and nature of a product or service that affects the ability to satisfy expressed or implied needs. Through this sense, it is evident that an item or service will be assessed in quality when it meets consumer expectations of the value of the product, meaning that quality is one of the factors that determines the student satisfaction assessment (Mts. Arief, 2018). The American Society for Quality Control (Kotler, 2000) defines quality as the totality of features and characteristics of products or services that have the ability to satisfy expressed or implicit needs. This means that the product or service feature determines the quality that will affect the student satisfaction. The manufacturer is said to have "to" sabotage "quality if the product or service is offered in accordance with or exceeding customer expectations (Arief, marketing services and quality of service, 2018)

The quality of service is centered on fulfilling customer needs and wishes and delivery accuracy to

offset customer expectations. The quality of service Wykop in (Lovelock,1988) Quality of service is the level of excellence expected and control over such level of excellence to fulfill the wishes of customers (Arief, marketing services and quality of service, 2018).

According to Juran (1992) in (Arief, marketing services and service quality, 2018), the quality of services elements consist of: (1) Features (service Privileges), (2) Performance (service performance), (3) Competitiveness (High Power), (4) Promptness (timeliness), (5) Courtesy, (6) Process capability (Opportunity process), (7) Freedoms from errors (free of errors or omissions), (8) Conformance to standards, procedures (compliance with standards, procedures).

According to Zeithaml & Bitner (2001) in Geta Ambarsari et.al (2017) The quality of service was described as a consumer assessment of the superiority or privilege of a product or service thoroughly. Service quality is usually measured based on how well the level of service is and can satisfy users ' expectations. Then Gronroos (2001) in Geta Ambarsari et.al (2017) "Service quality has been conceptualized as the difference between customer expectation regarding a service to be received and perceptions of the service being received", the quality of service has been conceptualized as the difference between expectations regarding services to be received and perceptions of services received.

C. Satisfaction Concept

Islamic Sharia standard is a benchmark to assess the satisfaction of students in Islam. Student satisfaction in Islamic view is a comparison between the expectations of a product both goods and services, which should be in accordance with the fact received. According to Qardawi (1993) in Zainal, Djaelani, Basalamah, Yusran & Veithzal (2017), "student satisfaction is a guideline to test the level of satisfaction that is perceived by consumers, a Peruvian-goods and services must see the performance of the company that is related to some things that is honest and true nature and trust

According to Kotler (2001), in Thomas Aditya Wicaksana, DKK (2018,74-81) Student satisfaction is a function of how close the buyer hopes to a product with the perceived power of the product. When a consumer hopes against a product is not fulfilled, the feeling of disappointment or dissatisfaction will be felt by the consumer. But when the expectation of a consumer to a product is fulfilled then the satisfaction that will be felt by consumers.

Further Kotler (2002) in (Mts. Arief, 2018) Student satisfaction is the level of one's feelings after comparing the performance he felt to his expectations. According to Richard F. Gerson (1993), student satisfaction can occur when his expectations are fulfilled or in the past (Mts. Arief, 2018).

According to Yulian Zamit (2018:78), the "satisfaction of the goods is a result that is felt by the use of products and services, equal or exceeding the desired expectation". From the students ' satisfaction, the company must try to test what consumers have made from the products and services produced. Consumers ' expectations can be identified precisely when the company understands the perception of the subscription to satisfaction. Testing the consumer's perception of the content is crucial, so that there is no gap in the perception of the company with consumers. (Zamit, 2018)

D. Loyalty Concept

According to Hasan (2013) in Abas Bambang and Meyzi Heriyanto (2017:1-12) loyalty is a concept that looks easy to talk about in the daily context, but becomes more difficult when analyzed the Mak-Nanya. In the literature, shows on:

- a. Generic concepts; Loyalty indicates a tendency to buy a specific brand with a higher concentration.
- b. Concept of behavior; Repurchase is linked with loyalty. The difference, when loyalty reflects a psychological commitment to a particular brand, repurchase behaviour concerns the same brand purchase over and over again.
- c. Repurchase concept; Is the result of a company's dominance that manages to make its products the only available alternative to continuously conduct promotions to lure and persuade consumers to buy back the same brand.

The characteristic of this loyalty is that consumers do regular and regular rebuys, they also buy other products instead of one product. They recommend their friends to also buy the same product to the same place, and they are not easily switched to rival products.

III. Research Method

Hasil from the data analysis has been conducted based on the quantitative descriptive research methods that have been outlined in the previous chapter. This discussion begins with the profile description of the research respondent and the description of the research variable, the data explanation of validity testing and instrument reliability. Then continued with the discussion of processing results and analysis of data, and concluded with the conclusion and advice obtained based on the analysis of the data that has been conducted the

research Site is carried out at several private colleges (PTS) in Makassar. Selection of research locations based on based; (1) Age PTS (2) Institutional accreditation Clusters (accreditation of A, B, C), (3) advantages and differentiator of PTS Populations To do kreteria The dimaksud aforementioned Creed, so the dijadikan sample PTS is the University of Muslim Indonesia (UMI) with the predicate the best University in eastern Indonesia with accreditation a with various advantages that have. The University of Muhammadiyah Makassar dengan accredited with B + as the University with its dimilikinya advantages. STIE-Ypup as an usianya experienced campus (± 40) as the first to open Accounting Department in eastern Indonesia and alumni have spread in various institutions both private and government. STIE Nobel Indonesia as the best PTS terbaik in East Indonesia skala High School scale and also known as Campus of entrepreneur printers. Polinas LP3i Makassar is pts berada in the management group LP3i who have the name and imagery as pts that have an image and achievement as an institution with a direct Pass tagline work. As populations from South to the three Colleges Tall swasta (PTS) studied are as follows:

No	PTS	Population
1	Muslim University of Indonesia	27,330
2	Muhammadiyah University of	16,292
3	The	3,094
4	Indonesia-NOBEL PRIZE	2,321
5	National Informatics Polytechnic	1,267

The size of the sample should be as much as possible; the greater the sample taken will generally be more representative of its population and the results of the research are more Generalized. The problem of sample magnitude is difficult to answer because it is sometimes influenced by the funds available to conduct research. However, hal The important thing to Note is that there is a logical reason for the selection of sampling techniques as well as the magnitude of samples seen from the perspective of the research Methodology. Based on The above, maka the authors set a sample of research using the formula slovin (sugiono, 2013) with a fault tolerance level of 0.05 or 5% Hence the sample in peneltian This study amounted to 397 Samples of research. Data Analysis methods for validity test, reliability test, prerequisite test Analysis

IV. Results and Analysis

MExplain the results of the data analysis that has been conducted based on the quantitative descriptive research methods that have been outlined in the previous chapter. This discussion begins with the profile description of the research respondent and the description of the research variable, the data explanation of validity testing and instrument reliability. Then continued with the discussion of processing results and analysis of data, and concluded with the conclusion and suggestions obtained based on the analysis of the data that has been done.

Koefisien Jalur (Path Analysis)

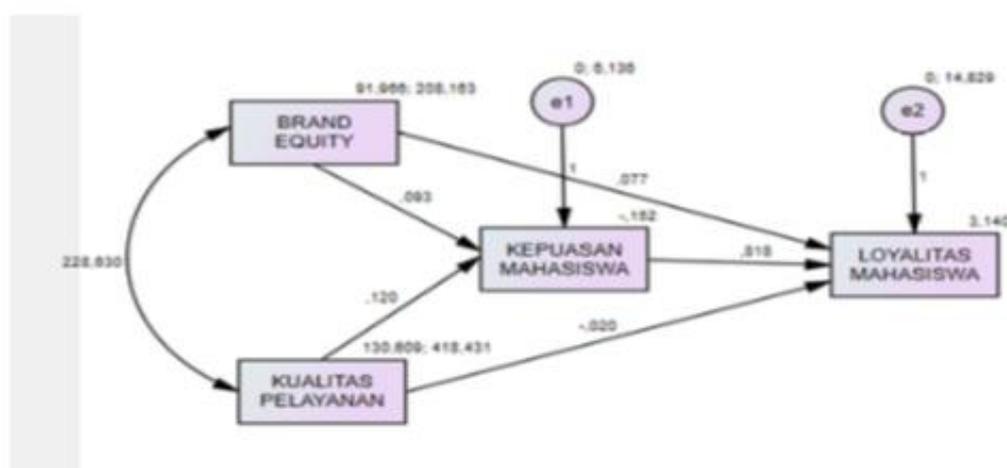
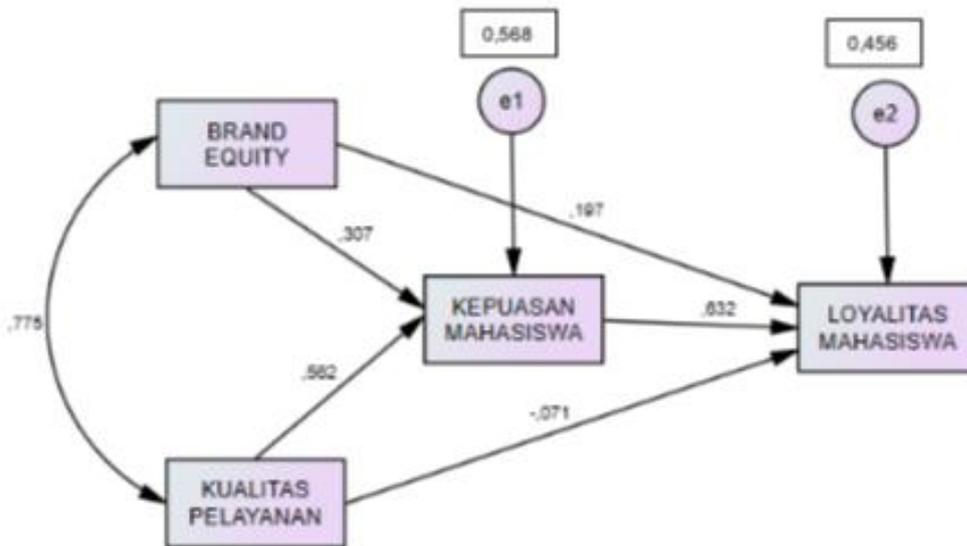


Figure 1. Analysis of Line 1 (Unstandarized Estimate)



Picture 2. Digram Path Impact analysis of Brand Equity variables, quality Service towards student loyalty through customer satisfaction

From the picture above can be explained that in equation structure 1 is $Y_1 = \beta_{11}X_1 + \beta_{12}X_2 + e_1$ and the equation of structure 2 is $Y_2 = \beta_{21}X_1 + \beta_{22}X_2 + e_2$. If the Beta value of the line coefficient is inserted into the equation, then The structure of the structures 1 and 2 are as follows:

Model structure 1: $Y_1 = 0,307X_1 + 0,562X_2 + 0,568e^1$

Model structure 2: $Y_2 = 0,197X_1 + -0,071X_2 + 0,632X_2 + 0,456e^2$

From the equation of structure 1 and structure 2 above, and if it is inflorated with the purpose of the path analysis is to do the parsing of the correlation between variables by looking at the direct influence, indirect influence, total influence and influence of other factors. Based on these objectives and based on the results of AMOS SPSS, it can be calculated how much direct influence and indirect influence as well as the total influence and influence of other factors beyond research.

Calculating Direct Effect (DE)

Based maka on the test result of the line analysis using AMOS SPSS 24, the results of direct influence as seen in the standardized direct effect table are as follows

Variabel	X2	X1	Y1
Y1	,562	,307	,000
Y2	-,071	,197	,632

Sumber: Output SPSS

Based on the table above, the direct influence of variables exogenous X1, X2, Y1 (variable intervening) is as follows:

1. Direct influence of brand equity variable to student satisfaction i.e . X_1 to $Y_1 = 0.307$
2. Direct effect of variable quality service to student satisfaction i.e . X_2 to $Y_1 = 0.567$
3. Direct influence of student satisfaction variables on student loyalty i.e . y_1 to $y_2 = 0.632$
4. Direct influence of brand equity variables towards student loyalty i.e . X_1 to $Y_2 = 0.197$
5. Direct effect of variable quality service towards student loyalty i.e . X_2 to $Y_2 = -0.171$

Calculating indirect influence (indirect Effect or IE) indirect influence of variable exogenous through student satisfaction towards student loyalty can be seen on the output AMOS spss as follows:

Variabel	X2	X1	Y1
Y1	,000	,000	,000
Y2	,355	,194	,000

Sumber : Ouput AMOS SPSS : 2020

The effect (p) is indirect by using the view path analysis in the tabel standardized indirect effects table with a result of $X1 \rightarrow Y2 = 0.194$ and $X2 \rightarrow Y2 = 0.335$. These results are obtained in the following ways :

1. Influence of brand equity variable towards students loyalty through Student satisfaction is $PY_1 X1 \times PY_2 Y1 = (0.307 \times 0.632) = 0.194$
2. The influence of service quality variables on Student loyalty through student satisfaction is $PY1 X2 \times PY2 Y1 = (0.562 \times 0.632) = 0.355$

Variabel Exegenous dan Endogenous	Direct	Indirect	Total
	Effect (PL)	Effect (TL)	Effect (TE)
BE -->KM	0,307	0	0,307
KP-->KM	0,562	0	0,562
BE-->LM	0,197	0,194	0,391
KP-->LM	-0,071	0,355	0,284
KM-->LM	0,632	0	0,632

Sumber: Data diolah;2020

Total Direct Effect by using the AMOS SPSS output as follows:

Variabel	X2	X1	Y1
Y1	,562	,307	,000
Y2	,284	,391	,632

Sumber: Output Amos SPSS:2020

In the table above can be explained that; The Total brand equity influence on Student Satisfaction of 0.307, The effect of total service quality on student satisfaction of 0.562, the total brand equity influence on student loyalty of 0.391, the effect of total kualitas service quality on Student loyalty of 0.284 and the impact of total kepuasan student satisfaction on student loyalty of 0.632.

1. Influence of Brand Equity on student satisfaction

The result of a descriptive analysis is the analysis of the response of respondents, especially the variable brand equity consisting of the first indicator is brand awareness (brand Awareness) consisting of 2 question items. With the average response of the 3.90 respondents in the high category. The respondent's statement to that before entering the education in PTS in their main minds is the PTS where they are now studying and only 1 PTS is the choice of their continuing education to the college and no alternative. The third indicator is the perception of quality (perceive quality) with a number of 13 question items consisting of (1) PTS have a permanent lecturer who is qualified and experienced, (2) The process of learning with modern media in every class, (3) complete and modern facilities, (4) good relations with outside parties (industry, institutional, community), (5) a conducive atmosphere and learning environment, (6) A diverse study process that corresponds to the development of the era, (7) Fast and responsive system of student administration services, (8) Open harmonious relationship between the institution, students and Lecturers, (9) computerized administrative and academic system, (10) superior quality of alumni and recognized by external customers (community), (12) Various students' interests and talents sponsored by PTS.

Based on the two discussions that are frequency distribution of respondents answers and statistical hypothesis testing, the concern of the PTS through the brand equity variable in increasing consumer satisfaction is by increasing the average score of the brand equity indicators with an average score of 4.0. Indicators that need to be improved are (1) Brand awareness with an average score of 3.90, (2) brand associations with an average score of 3.95, (3) brand loyalty with average score 3.95 and quality perception 4.06. The emperor's findings above, in line with previous empirical research by researchers Yunus & Rianto (2019), Aluregowda (2011), Lukman (2014), Susanty and Kenny (2015) found that brand equity has a significant positive effect on consumer satisfaction.

2. Effect of service quality on student satisfaction

Discussion This Started By Analysis Distribution Answer Respondents Related With Quality Service With 5 Indicators To Measure Effect Against Variable Satisfaction Students I.e Reability, assurance, tangible, responsiveness, The Empaty. Indicators Variable Quality Service Consists From; Reability (9 items Questions), assurance (6 items Questions), tangible (9 items Questions), empathy (2 Items Questions), responsiveness (4 items Questions). On Principle Students In Every PTS on City Makassar Understand How Important Quality Service College High Private PTS In Satisfying Students. Next, Indicators To 2 I.e Guarantee (assurance) that Consists From 5 Items Questions That Consists From 1 Staff Administration Academic Polite In Give Service With Value Score Average 4.13 (High), (2) Problems Dan Complaints Students Handled by PA With Full Heart With Advice That Good With Value Average Score 4.26 With Value Very High, (3) Every Job Dan Task Always Given To Students With Score Average 3.83 (High), (4) Staff Administration Academic Give Service Dan Not Delay With Score Average 3.91 (High), (5) Time Used Lecturer With Effective With Score Average 4.24 (Very High) and (6) Sanctions For Students That Have Set by PTS and Apply For Students An Overall Without Except With Value Score Average 4.22 (Very High). By To Two Results Analysis Description Answer Respondents, Testing Respondents And Opinion Expert, Then Findings Research This Is Quality Service Influential Positive Dan Significant Against Satisfaction Students PTS on City Makassar. Things This Means That If Quality Service Good, Then Will Created Satisfaction Students With Good Dan Instead If Quality Service Less Good (Ugly) Then Not Will Ever Created Satisfaction Students. Findings The Line With Findings Researchers Previous I.e Rizki Dawn Kusumo Son (2009), Zera Ha, Dkk (2014), Rokhmat Calmarine, Dkk (2017), Panca Winahyuningsih, DKK (2012), Pael & Diana (2006) and Aloysius Rangga Aditya Nalendra (2018) That Quality Service Have Influence Significant Against Satisfaction Customers Dan Refuse Results Research That Done By Mularsih & Aritonang (2017) That Quality Service Not Influential Against Satisfaction Students

3. Student satisfaction effect on student loyalty

Based on the achievement level of student satisfaction variables, can be explained using 3 indicators namely service quality, emotional and price. On the first indicator "Kualitas services" with 2 question items consisting of; Fulfillment of students' needs for services provided by PTS with a score of 3.93 average (high category) and PTS has kept the appointment during the promotion and in accordance with the expectations of students with an average value of 3.85 (High category). The respondent's answer can be explained that students can have an assessment that the quality of service provided to students is good, especially in the quality of lecturers and the quality of administration services. In addition, student satisfaction is also caused by availability complete learning facilities and good campus conditions (places) as well as the environment and conditions of the college are conducive so that on this indicator students feel a good level of satisfaction (high). In addition, messages received from both friends, family and employees or academic civitas in the PTS at the time of promotion or socialization have been perceived by the students that what has been delivered at the time of

promotion by PTS has been reported and students have felt and able to assess, so that on the 2nd question item, students stated that what has been promised is fulfilled. The two items above question in this service quality indicator by PTS should maintain the trust of the students as the main consumer PTS.

The second indicator is emotional. The emotional feeling of students can be read from 2 questions with a score that is achieved both (high) i.e. Banga and satisfied with the PTS. This emotional feeling or expression was adopted by students with an average score of 4.21 (very high category) This means that the level of satisfaction that has been accepted by the student makes the students become very fast and proud to be in the PTS. The 3rd indicator is the price that is the size or value of the services provided by PTS and becomes the obligation of the student. According to students' perception that the costs in the PTS can be reached and the financing in the PTS is transparent. To these two questions got an average score of 4 (high). From the description, it can be explained that the indicator of service quality provided by PTS has been good/high, the emotional feelings of students at PTS in the city of Makassar is very good (very high) it is explained by the statement of students who are very proud and satisfied

4. Influence of Brand Equity on student loyalty

Brand equity strategy is a strategy that can be used by private universities (PTS) in gaining student loyalty. In this research, brand equity used in as an indicator consists of; Brand awareness, brand loyalty, quality effects, brand associations with an average score of 4.0 (with high Criteria). The response of the high respondent provided the basis for the interpretation that the indicators of the brand equity that is high-conception by students at PTS in the city of Makassar impact on student loyalty in the PTS where they continue or temporarily follow the education process. Next on the hypothesis test results, based on the table above, the line coefficient (PY2. X1) = 0.197, value Thitung = 3,375 while value = 1,966. This fact reveals that Thitung > Ttabel means H1 is accepted and H0 is rejected. That is, the line coefficient is significant. These findings can be interpreted that the brand equity (X1) variable has a direct positive impact on student loyalty variables (Y1) which means that any increase in the brand's equity will be influential or impactful to increasing student loyalty.

Based on the findings above, the brand equity has a direct positive effect on the loyalty student of PTS in the city of Makassar. The findings of this study were in line with the empirical research of Fariza Maulidiah (2013), Muamar Izar Meizan (2017) who found that brand equity has significant effect on customer loyalty.

5. Influence of quality of student loyalty service

In this study, there were 5 basic indicators of service quality used (Parasuraman in Lupiyoadi; 2006) namely Reability, assurance, responsiveness, tangible, empathy. In this study, obtained results based on respondents' responses, that the ability of universities in carrying out the activities of education services that have been promised in a timely manner. In the second indicator is the assurance (assurance) that the knowledge, ability and politeness of private college officers in the city of Makassar has grown the confidence of students to private universities (PTS) in the city of Makassar. The third indicator is tangible, namely private universities (PTS) in the city of Makassar able to show its existence to the internal party, namely students, and to external parties are users of PTS products and services. The 4th indicator is the response (responsiveness), namely private universities (PTS) in the city of Makassar can help and provide fast and precise service to the students, with the delivery of clear information. And lastly, empathy (empathy) is the ability of a private college (PTS) to give genuine and individual attention that is given to the students by trying to understand what is the need for students.

The quality of service for PTS in Makassar City becomes something to be considered because with good quality of service will impact the loyalty of students. Based on the research results of Hilman Ardianta Putra (2017), Yulia Larasati Putri (2017), Johan Budiyanto (2013). Endah Irjayanti (2017) with the results of his research is a significant quality of service to customer loyalty.

The results of the above studies are inversely proportional and not in line with the findings of this research that, the quality of service has no significant positive effect on student loyalty at PTS in Makassar City. This is evidenced by the result of a statistic hypothesis test of the line coefficient (PY2. X2) = -0.071, the value of Thitung = -0.089 while the value = 1,966. This fact reveals that Thitung < Ttabel means H0 accepted and H1 rejected. This means that the path coefficient is not significant. This finding can be interpreted that the variable service quality (X2) has no direct and insignificant effect on student loyalty variables (Y1), meaning that any improvement in service quality has no influence or impact on the increased loyalty of PTS students in Makassar City.

6. Brand Equity influence on student loyalty through student satisfaction as a intervening variable

The direct effect of the brand equity variable on the student loyalty is X1 to Y2 = 0.197, while the influence of (p) is not directly the brand equity variable towards the loyalty of the students through student satisfaction of PY1 X1. PY2Y1 = (0.307 x 0.632) = 0194. It can be interpreted that brand equity can improve

student loyalty either directly or indirectly, towards student loyalty. From the foregoing, the direct influence of 0.197 and the indirect influence of 0.194 meaning the contribution of Lang-sung influence is more dominant than indirect influence and under the required provisions, that the indirect influence of it has a significant influence when the results obtained are greater than the direct influence ($ID > DE$). The explanation above can be explained that the brand equity variable is dominant against increasing student loyalty without going through student satisfaction variables. It can therefore be concluded that the brand equity has a direct positive and significant impact on student loyalty and indirectly

Significant effect through the satisfaction of students, so it can be concluded that the student satisfaction variables are not able to irradiate the brand equity variables affect the customer loyalty variables, so it can be concluded that the student satisfaction variables are not variable (intermediate) pemediation. The findings of this study did not support the research results of Susanto & Mudjisabar (2016) that consumer satisfaction capable of the dissemination of brand equity influence on consumer loyalty.

7. Effect of service quality on student loyalty through student satisfaction as a intervening variable (variable between)

The direct influence of quality service variables towards student loyalty is $X2 \text{ to } Y2 = -0.171$, while the influence of quality variable service towards student loyalty through student satisfaction is $PY1 \text{ X2. } PY2Y1 = (0.562 \times 0.632) = 0.355$. The direct influence of the variable quality of service -0.171 is smaller than the indirect influence of 0.355 or $ID > DE$. It can be explained that the variable quality of service is predominantly an indirect influence of a significant positive against the student loyalty and directly negative effect.

Based on the explanation above it can be explained that, the findings of this research that, the variable quality of service effect significantly positive to the variable student loyalty through student satisfaction variables, and it can be concluded that the student satisfaction variable is a intervening variable. The findings are in line with the research results of David Firmansyah, Dorajatun Prihandono (2018) and Rezki Fajar Kusumo Putra (2009) that customer satisfaction of the quality of the ministry

V. Conclusions And Suggestions

Brand Equity berpengaruh variables have a positive and significant impact on student satisfaction variables with $P \text{ (sig.)} = 0.000$ and koefisien line coefficient ($PY1. X1$) = 0.307. This suggests that the private brand equity perguruan variable has a significant positive effect on the student satisfaction of 30.7%. It ini can be explained that any increase in the brand equity variable will Influential significantly (real) influence on the improvement of studentsatisfaction. The quality of Service variables positively and significantly affect the student satisfaction with $P \text{ (sig.)} = 000$ and the line coefficient of 0.567 or 56.7%. This indicates that the quality of service provided by PTS to students has a positive and significant influence on student satisfaction that can be interpreted that any improvement in service quality will affect or impact the improvement of student satisfaction. Variables Contentment Student influential Positives significant against Loyalty Student with $P \text{ (sig.)} = 0.000$ and koefisien line coefficient of 0.632 or 63.2%. This shows that the perceived satisfaction of the dirasakan student has a direct positive impact on The value of the Student's loyalty , or it can be explained that any increase in student satisfaction will be influential or impactful to the increase in studentloyalty.Brand equity variables have significant positive impact on student loyalty, $P = \text{(sig.) } 0.000$, line coefficient ($PY2. X1$) = 0.197 or by 19.7%. This can be explained that the brand-equity variable has a significant positive effect on the student loyalty variables, meaning that every increase in brand equity will have an effect or impact on the increase in student loyalty. The variable quality of service is negative and not significant to the loyalty of students with $P \text{ (SIG.)} = 0.000$ and line coefficient ($PY2. X2$) = -0.071 . It can be demonstrated that the variable quality of service has no direct and significant effect on the student loyalty variables, meaning that any decline in service quality has no influence or impact on the decline in the student loyalty level of PTS in Makassar City.

Variable brand equity menjadi is very important to Note for the pts, considering the current PTS are so many and become competitors. All PTS with his skills and strategy with the imaging and the marketing Revolution , strive to improve and increase The quality of the college brand to maintain and increase the number of consumers (students). Increased brand equity will be the value added for pts to retain the main consumer (student) and bring new students who make the intended pts is the ideal pts. The existence of good brand equity is baik made by the students will result in the level of achievement of the student ratio is increasing annually (PAR) and to leverage the brand (brand) of private universities and also become Pride of alumni and academic civitas akademik (lecturers and students) to build a brand and involve themselves as a trusted advocate (Al-Amin) with the main objective is to help a private College increase the profitability (BAR) to maintain the concorinitas of private College Operations .

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