

The Influence of Brand Image and Service Quality on Loyalty through Satisfaction and Students Trust studying at KH University. Achmad Siddiq Jember

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Abstract : Indonesia is known as a developing country that pays great attention to the current education factor. This condition causes intense competition in the world of higher education. Loyalty is the most important component for the company's sales so that the sales strategy must be implemented properly through the Brand Image and Service Quality components which are mediated with satisfaction and trust in students studying at KH University. Achmad Siddiq Jember. However, some things do not show the success and strength of the loyalty of KH University students. Achmad Siddiq Jember tried to measure satisfaction and trust as an intervention. Determining this strategy can increase the loyalty of KH University students. Achmad Siddiq Jember will be higher than other higher education institutions. The current power of satisfaction and trust is expected to be used by KH University. Achmad Siddiq Jember as a tool to win the competition for higher education institutions in Indonesia.

Keywords: Brand Image, Service Quality, Satisfaction, Trust, Loyalty

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I. Introduction

Indonesia is known as a developing country that is very concerned about the education factor at this time. Education is also one of the most fundamental factors in an effort to improve the quality of life, and at the same time as a determining factor for social and economic development in a better direction. The education sector is experiencing intense competition in fighting over and attracting prospective students. Competition occurs among PTN and PTS. High competition requires a good marketing strategy from all universities to attract prospective students. The existence of this competition requires business actors in the field of education to create a distinct advantage in competing compared to other business actors.

KH University. Achmad Siddiq Jember as one of the organizers of Higher Education becomes very important part related to the management of education in his participation in realizing the goals of national education. UIN KHAS Jember was established based on Presidential Decree No. 11 dated March 21, 1997 to coincide with the 12th Dzulqaidah 1417 H. As a development of IAIN Sunan Ampel Jember Branch. Based on data collected by researchers, the number of prospective student registrants at UIN KHAS Jember always increases every year. The next reason the researchers chose the object of research at UIN KHAS Jember is because this campus is one of the largest and well-known State Islamic Universities in the eastern part of the Horseshoe area of East Java Province which covers seven regencies, namely, Pasuruan, Probolinggo, Lumajang, Jember, Situbondo Regencies. , Bondowoso, and Banyuwangi. In 2021, UIN KHAS already has 5 faculties, and 28 study programs provided by UIN KHAS Jember.

The empirical phenomenon in this study is that UIN KHAS Jember is not included in the top 10 best State Religious Universities in the Webometrics version. Students are valuable assets in the UIN KHAS Jember institution who must get good service quality. UIN KHAS Jember is also required to present its best image in meeting the needs and desires of its students, so that it is expected to create a sense of trust which will have an impact on satisfaction in the minds of students which will also have an effect on student loyalty.

II. Literature Review

Brand image is the perception and belief that is made by consumers, as reflected in the associations that occur in the memory of consumers. A strong brand image can provide a major advantage for the company, one of which can create a competitive advantage (Kotler and Keller, 2012: 315). One of the right strategies to gain competitive advantage in influencing purchasing decisions is to build a brand image in the minds of consumers. Companies must create an attractive brand image and describe the advantages of products that are in accordance with the wishes and needs of consumers, so that consumers have a positive brand image. Sudaryanto et al., (2019). With a positive brand image in the minds of consumers, consumers will be more interested in purchase again. Sudaryanto et al., (2019).

According to Kotler and Keller (2009:143) defined quality is the totality of features and characteristics of a product or service that depends on its ability to determine stated or implied needs. Customers can achieve a good experience when shopping, when the performance and results felt by customers are in line with their expectations, Sudaryanto et al., (2021). Service quality can be known by comparing consumer perceptions with the services received or obtained from the company. If the service received by the customer is as expected, then the quality of the service is perceived as good and can satisfy the customer.

Loyalty is a deeply held commitment to repurchase a product or service in the future and will not be affected by situations and marketing efforts that have the potential to cause customers to switch to other products or services (Kotler and Keller, 2009). :138). Hasan, (2008:83) defines loyalty as someone who makes purchases regularly and continuously. Customers can be said to be loyal to the company if they continuously and regularly come to the same place with the aim of having a product or getting a service and voluntarily paying for these products and services.

Tjiptono (2008:349) argued that consumer satisfaction is an emotional response felt by consumers on the evaluation of a product that is consumed. For every company, customer satisfaction is essential if consumers are satisfied with the company, this satisfaction encourages the possibility to make repeat purchases. Sudaryanto et al., (2021). Satisfied consumers will respond to services or products well and are willing to buy other products offered by the company and these consumers will indirectly help the marketing process through word of mouth by saying positive things (Kotler and Keller, 2009: 140

According to Kotler and Keller, (2013) trust is a company's willingness to depend on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness. Building trust can be difficult in an online situation, companies impose stricter rules on their online business partners than any other partner. Business buyers worry that they will not get the right quality product or service delivered to the right place at the right time, and vice versa.

III. Conceptual Model

The conceptual framework of this study aims to determine the relationship between the independent variables Brand Image and Service Quality, the intervening variables (intervening) Satisfaction and Trust, and the dependent variable Loyalty, so the conceptual framework of this study can be described as in the following figure:

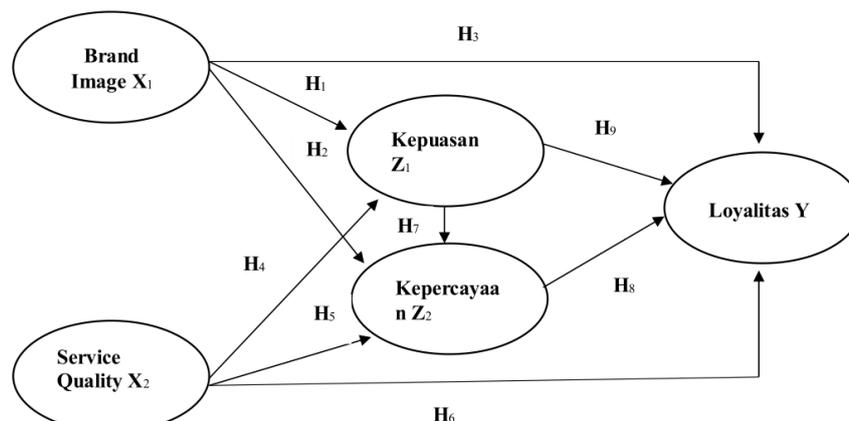


Figure 1. Conceptual Framework

HYPOTHESIS

The Effect of Brand Image on satisfaction

Brand image has an influence on customer choice of the company, namely that brand image is believed to influence purchasing decisions, where a good image will stimulate purchases Fornell, (1992). Product image can

be considered as a function of accumulation of buyer or consumer ratings of a product which in turn will be able to affect satisfaction Andreassen et al., (1997).

H1: Brand Image has an effect on student satisfaction in studying at UIN KHAS Jember

The Effect of Brand Image on trust

Brand image is a perception about a brand that is described by brand associations that exist in a person's memory. Brand image describes what a person perceives about a brand. Where this is about how people describe what they think about a brand and how they feel about the brand when they think about it.

H2: Brand Image affects student confidence in studying at UIN KHAS Jember

The Effect of Brand Image on loyalty

Loyalty is a commitment from customers to a brand which is indicated by their repurchase, providing recommendations to others, and will provide positive information about the goods consumed (Nurjanah, 2013). Corporate image is the main route to company loyalty. Sharp (2000) states that there is a significant influence between corporate image and customer loyalty.

H3 : Brand Image has an effect on student loyalty in studying at UIN KHAS Jember

The Effect of Service Quality on satisfaction

The quality of products, both goods and services is important and is expected by consumers. Syamsiah (2011) stated that the relationship between kite quality and perceived value is that quality service will increase value for customers so that it will be able to create satisfaction which will ultimately increase customer loyalty.

H4 : Service Quality has an effect on student satisfaction in studying at UIN KHAS Jember

The Effect of Service Quality on trust

Service quality refers to the consumer's assessment of the core of the service, the provider and the service organization as a whole. Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations (Tjiptono, 2007: 118). The company's efforts to create good service quality aim to form relationships between customers and the company and foster customer trust in the company.

H5: Service Quality affects student confidence in studying at UIN KHAS Jember

The Effect of Service Quality on loyalty

Service quality has a close relationship with customer satisfaction Tjiptono, (2004: 72) and service quality affects customer satisfaction and ultimately affects Sarp loyalty, (2000: 35) Research by Zeithaml et al. (1996) clearly shows that service quality has an influence on consumer loyalty. Customers generally expect products in the form of goods or services that they consume can be received and enjoyed with good or satisfactory service.

H6: Service Quality affects student loyalty in studying at UIN KHAS Jember

The Effect of Satisfaction on Trust

Customer satisfaction is an increasingly important marketing orientation to implement. Meanwhile, according to Kotler (2007) customer satisfaction is a feeling of pleasure or disappointment of someone who has appeared after comparing the perception or impression of the performance or results of a product and its expectations. Hill and Alexander (2017) see customer satisfaction as a measure that determines their level of happiness with products, services, and services.

H7: satisfaction is thought to have an effect on student confidence in studying at UIN KHAS

The Effect of Trust on Loyalty

Trust is one of the main features of the buyer-seller relationship, Lien et al., (2015). The role of trust in social exchange relationships has been the subject of research interest. Wu et al., (2010). Trust refers to positive beliefs about the reliability and dependability of a person or an object Everard & Galletta, (2006). Trust arises when customers have confidence in the reliability and integrity of the service provider (Kim et al., 2009).

H8: trust affects student loyalty in studying at UIN KHAS Jember

The Effect of Satisfaction on Loyalty

According to Lovelock and Wirtz (2011: 351) stated that the basis of true loyalty lies in customer satisfaction, where service quality is the key. A high level of satisfaction or customers who are happy with our products, will tend to be loyal to the company, entrust their purchases to one supplier and spread positive word of mouth. Meanwhile, dissatisfaction will encourage consumers to leave and switch to other products.

H9: satisfaction affects student loyalty in studying at UIN KHAS Jember

IV. Conclusion

The intense competition of state higher education institutions makes UIN KHAS Jember more competitive in providing educational services that meet student expectations. One of the changes that occur in the era of increasingly fierce competition is the decline in student loyalty. The superiority of the brand has the impact of such a big change. The development of the brand also affects the loyalty of UIN KHAS Jember students, this shows that the concept of brand image and service quality has become a necessity to show the work of the entity of the higher education institution or organization. Strategic planning and complex utilization in higher education institutions are required as a solution to the uncertain changes that occur in an era of increasingly fierce competition.

In the era of increasingly fierce competition, UIN KHAS Jember requires an effective and efficient concept of a higher education service strategy concept. With increasingly fierce competition, the concept of higher education services has become the main subject in overcoming threats and opportunities. For this reason, further research is needed to determine the role of brand image and service quality in increasing loyalty through satisfaction and trust.

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