

THE SIX DIMENSIONS SERVICE OF QUALITY ON LOYALTY MEDIATED STUDENT SATISFACTION BATAVIA UNIVERSITY

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Abstract: Research problem is there are many complaints of students such as delays in the announcement of supplementary exams, information about socialized as some students do not yet know if the supplementary exams timeless, lecture hall facilities are less well-maintained as projectors, computers, chairs, toilets, and places of worship. The purpose of this study was to determine the effect of the six dimensions of service quality, satisfaction to loyalty student at the Batavia University. This study take samples of several students numbering 187 people consisting of students of economics 45, physiotherapy 29, law 39, psychology 33 and communications 41, respondents aged between 20-24 years, totaling 91 men and women amounted to 96 people. This study aims to examine the effect of six service quality dimensions, satisfaction to loyalty Batavia University students. Institutions of higher education are aware of the importance of the customer in their process decision-making, need to know the satisfaction and loyalty of students. The research method using field surveys with analysis tools Equation Structural Modeling. Samples selected research purposive sampling over semesters four students. The analysis shows that the six dimensions of quality of service consisting of reliability, tangible, responsive, time, empathy and assurance affect satisfaction. Student satisfaction affects loyalty. Six dimensions of satisfaction directly affect student loyalty. The theoretical contribution of many previous studies tested five dimensions, but this study tested six dimensions of service quality, may be able to complete the confirmation of the theory. Managers are expected to improve the quality of service six dimensions in order to increase satisfaction and create loyalty student.

Keywords: Six Dimensions of Service Quality, Satisfaction, Loyalty.

INTRODUCTION

Service quality can be seen as one of the important factors in business management has been widely discussed and implemented in academic and commercial (Chen and Chen, 2007). Definition of the overall service quality is impression a customer or judgments about the relative inferiority and superiority or excellence of the organization and its services (Bitner and Hubert, 1994). It can be measured by

comparison of customer expectations with customer perception of the actual service performance, (Ruswanti, 2012) in the service of the Bank, service quality can be defined as the gap between customers' expectations and perceptions. Customers expect what he wants in the service of the bank therefore should be served well and customer perception can be considered as an evaluation of the tribute special services relative to their expectations. Operationally, service quality depends on the bank's balance customers' perceptions and expectations.

Zeithaml (2003) suggests that the quality of service to meet the needs of customers, and customers to evaluate service quality of the bank put out of service, service process and service environment. Berry (1983) introduces the concept of relationship marketing has been tested empirically based theoretical principles of relationship marketing. Build long-term profitable and sustainable relationships with customers. Improve customer retention, develop and maintain the trust and commitment between the seller and the customer (Gaur and Xu, 2009), customers achieve customer satisfaction and loyalty is high (Hafeez and Muhammad, 2012), is central to the theory of relationship marketing. The implementation of relational marketing in theory even has expanded into financial services, the deregulation (Yavas and Yasin, 2001). However, despite previous literature has emphasized the importance of relationship marketing, especially in the financial sector customers look very different relationship marketing.

Quality of care in economic activity has the same role with the economy in other developing countries. But the total economic impact is less than the service activities that encourage service providers in order to find the right method to give satisfaction to the customer. Customer satisfaction is a concept that is widely known and independent. In same fields of marketing, consumer behavior and marketing research. Some studies literature, there is a dimension of service quality has not been observed by some researchers as the time dimension in resolving administrative (Ruswanti, 2012). Time in serving customers has been demonstrated in the ritel Gramedia (Wibowo *et al*, 2013) showed a significant positive dominant. But at universities has not been widely studied. Several studies have shown that service quality has a significant relationship with customer satisfaction (Cronin and Taylor, 1992), loyalty (Zeithaml and Bitner, 2009), service assurance (Kandampully and Butler, 2001).

Universities need to develop a better understanding about the quality of service to be the best possible benchmarks (Parasurahman *et al*, 1985 and 1988). To measure the service was not easy because the services are not visible but can be felt by the customer. The interactive nature of the results of the service process when evaluated by the customer, the customer will assess whether the services received is in accordance with expectations, if at the customer feel satisfied. Zeithaml *et al* (1996) suggested that the performance is trending as a means of competition in the service business. Performance is not only separates one company to another company,

but also create loyal customers are profitable in the hope of spreading information service offered (Ruswanti, 2012).

Some customers if it is not satisfied when making a purchase is seen rarely complain. But when the quality offered does not correspond to reality, the customer switched to a competitor, even bias conveyed through word of mouth. One way that businesses can take is to make sure that customers are satisfied with the performance offered by the company.

LITERATURE REVIEW

Relations Six Dimensions of Service Quality, Student Satisfaction to Loyalty

Perceptions of service can be defined as a global service through consumer attitudes related to superiority in service (Oliver, 1991; Parasuraman *et al*, 1988). Customer satisfaction is a major factor in assessing the quality of services, where consumers rate the performance of services received and perceived directly against a service (Cronin and Taylor, 1992). To understand the relationship between perceived service quality and customer satisfaction in detail can be used tolerance zone concept proposed by Reimann *et al* (2008). According to the definition of Zeithaml *et al*. (1996) quality is the customer's perception of how to meet customer satisfaction or exceed what they expect and the quality can be judged by the customer, not the organization. The concept appears from the literature service management and consumer behavior (Reimann *et al*, 2008), stated that the quality of service under the tolerance zone the customer is the impact of high consumer disappointment. While the quality of service above the tolerance zone indicates that the predicted performance provides satisfaction for the customer (Berry and Parasuraman, 1991; Davis and Heineke, 1994). In contrast to Johnston (1995) which states that the tolerance zone was divided into three phases: first, a pre-performance expectations of services cannot be denied, it is acceptable or more acceptable.

Service process that is directly related to the perception of quality is the tolerance zone and appears inadequate services, next to the adequate performance. The third zone is the status results indicating disappointed customer, satisfied customers or customer happy (Kennedy and Thirkell, 1988) and the findings of Johnston (1995) shows that while the marketing managers play an important role in influencing the expectations of pre-performance, operational managers could play a role in regulating perception main customers for the delivery of services. The concept of tolerance zones is very useful, when companies are trying to understand the variability of consumer expectations and perceptions of service as variable customer satisfaction (Mengi, 2009). Therefore, these zones can be used as a valuable diagnostic device for determining the quality of service perceived by consumers (Kretzinger and Lee, 2005; Parasuraman *et al*, (1988). Quality of service is defined as follows: (1) quality is the adjustment specification (2) quality is a fair

exchange between the price and the value of a service (3) quality is the potential for the use of (4) the quality is the stage where the consumer specifications can be met.

Gronroos (2001) argues that there are two dimensions of service quality that is the functional quality and technical quality. The technical quality is determined by the answers to four questions that obtained the consumer. For example, if consumers buy food at the restaurant then consumers will get food that is nutritious and quick in the presentation. However very important if the technical quality is given to the customer, while the functional quality is a way to get the service. For example bus transportation services reach the destination on time. Six dimension functional quality will increase customer value is greater for customers and enable competitive advantage it needs. Rust and Oliver (2000) supports the two-dimensional model developed by Gronroos (2001) is the technical quality, functional quality by adding an environmental dimension of service. Parasurahman *et al* (1990) have examined the four branches including banking services, credit card companies, stock brokerage services and household appliance. His findings indicate that the expectations and perceptions of service quality is affected by the ten dimensions include: reliability, sensibility, competitiveness, accessibility, ethics, communication, credibility, security, understanding and commitment to the consumer, and tangible.

Further developments in service quality measurement model concluded that the ten dimensions are acceptable then pursued into five dimensions as follows: (1) Intangible is a form of physical objects, equipment facilities, service display. (2) Reliability is the ability to deliver the promised services. (3) Sensitivity is hopes to serve customers and provide service quickly. (4) Insurance is the knowledge and courtesy of employees and their ability to be trusted. (5) Empathy is a concern or attention to individual consumers. From the methodological point of view it is not always easy to adopt approaches this gap. Because life is realistic setting requires the collection of data twice, before and after the consumer receives the services consumers use services. However, from the viewpoint of management to identify gaps that need their evaluation of customer service. The strategy was designed with the aim to close the gap to predict satisfaction with the intention to re-purchase. Past studies have shown that the evaluation of service quality is closely related to the intention of positive behavior and customer loyalty.

As explained purchase intent is a major factor to determine purchasing behavior. Traditionally quality of service has been conceptualized as the difference between the expectations of consumers regarding a service that will be accepted and the perceptions of perceived service (Zaithaml *et al*, (2008). After going through several comprehensive review of studies on quality of service, Asubonteng, McCleary and Swan (1996) have concluded that the number of dimensions of service quality varies in different industries. While Sureshchandra *et al* (2003) have

identified quality of service into five if viewed from the perspective of consumers or customer. Among the core services, the human element, and the delivery of social responsibility. Service quality effect on customer satisfaction and the subsequent impact on customer loyalty. Customer satisfaction is determined by how the level of compatibility between the services provided by the service expected customer (Parasurahman *et al*, 1994) the higher the perceived quality of service will be higher customer satisfaction levels.

Some studies suggest that service quality has a close relationship with the customer satisfaction. Affects service quality and customer satisfaction affect ultimately quality the customer loyalty (Cronin and Taylor, 1992). The number of requests for services of high quality university that is important to achieve customer satisfaction which is reflected positively in the competition. Acceleration of the internationalization of the seller agency services today and a number of studies examined various have quality of service assessment in some countries of different cultures. The quality of service perceived among consumers with different cultures has been investigated by Sureshchandra (2003). Six dimensions of service quality effect on student satisfaction directly found by Wibowo *et al* (2013). A study comprehensive of the differences in cultural values have made Hofstade (2007). Culture is not mentioned, but emphasis on the individual characteristics of the group that is conditioned by education and life experiences are the same.

H1: Six dimensions of service quality effect on student satisfaction

Satisfaction is feeling happy or disappointed someone who emerged after comparing the perception with the results or performance of services with the expectations. Satisfaction is predictive of consumer confidence in what is going to happen. While Chen (2008), suggested that the concept of 'total satisfaction is an overall evaluation of the consumer, after the consumer perceives a service on previous experience. The findings show that service quality and significant direct effect on satisfaction and positive effect on perceived value.

Zeithaml and Bitner (2003) suggested that satisfaction is an evaluation of a consumer who bought a product or service to meet their needs and expectations. Components representing notions such as consumer attitudes, re-purchase, recommend to other consumers desire, and commitment to the firm does not switch to competitors (Cronin and Taylor, 1992). The satisfaction of a judgment that a product or service features, or products and services itself, provide a level of consumption-related fulfillment fun. It has been mentioned that customer satisfaction is a broader concept than on the quality of service due to include an evaluation of what consumers think and feel and evaluation of service quality is the main cognitive procedures.

Satisfaction is a feeling that results from a process of evaluation of what is acceptable to what is expected to include the purchase decision for a product or

service itself, as well as the needs and desires that are associated by the customer. The research of some previous researchers showed that customer satisfaction has positive influence on loyalty mediated by customer satisfaction. Understanding what customers expect from an important organization such as universities, hoping to provide a standard comparison to what is valued customer base on the organization's performance (Figen and Ebru, 2010).

H2: Affect satisfaction student of the loyalty students

Numerous studies in the literature of the quality of services in marketing management indicate that both constructs between service quality and customer satisfaction very strongly related have been found by Cronin and Taylor (1992). Zeithaml *et al* (2009) suggested that quality of service is a component of service satisfaction. The important factor in determining the quality of service is perceived quality is perceived levels of quality of service consumers and influenced by the experiences of the previous service purchases. The value of the perceived quality is the overall approach of the utility of a product or service based on the perception of what is perceived, or the value of a tradeoff between the amount of benefits received by the perceived costs of customer (Zeithaml, 1996; Chen, 2008). Service Performance is the performance of the services received by consumers themselves and value the quality of service actually perceived customer.

Service Performance can answer the problems that arise in determining the quality of services for consumers however can judge the quality they receive from a particular manufacturer, not on their perceptions of the quality of services in general (Cronin and Taylor, 1992). Kretzinger (1994) defines loyalty is the propensity to consume is more directed to the behavior exhibited by making routine purchases based decision-making process. Consumers who have high loyalty to the company is a valuable asset for the company. The characteristics of consumers who will have high loyalty has a characteristic that a customer makes a purchase on a regular basis, the customers in buying also interested in buying out the product line, customers are willing to invite other people to make a purchase or customers showing loyalty by not buying the products or services of a competitor.

Satisfaction is predictive of consumer confidence in what is happening. Chen (2008) put forward the concept of total satisfaction is an overall evaluation after the consumer perceives previous experience. Satisfaction is predictive of consumer confidence in what is going to happen (Akbar and Parvez, 2009). Components of consumer attitudes represented as re-purchase, recommend to other consumers desire and commitment to the company's consumers do not switch to a competitor company by Cronin and Taylor (1992). Boseline *et al* (2002) stated that satisfaction is a positive state, generated by the affective aspects of the overall assessment of the relationship between the two parties. The hypothesis is:

H3: Affects six dimensions of service quality the loyalty of the students.

Framework Study

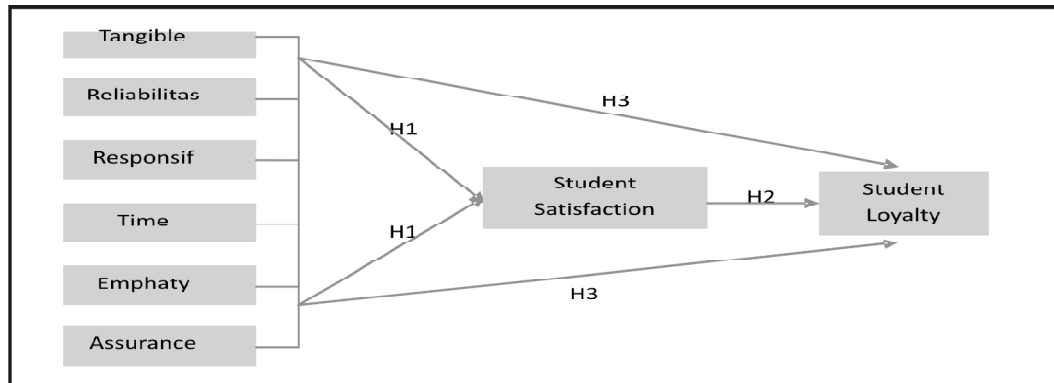


Figure 1: Model Research

The (Figure 1) shows that the six dimensions of service quality affects student satisfaction, and impact on student loyalty. But the six dimensions of quality of service likely to affect the loyalty directly.

METHOD

The data collection is done in two step, the first data were collected through a questionnaire consisting of two parts. The first section declaration 19 point to measure six dimensions of service quality, four-point declaration to measure student satisfaction and the 4-point declaration to measure the loyalty of the students. Point statement adopted from Parasurahman *et al* (1988). The second to determine the respondent data include name, gender and age. Respondents were asked to identify the universities that have undergone a minimum of three semesters of study to provide a report relating to the evaluation of colleges that have been identified. All statements in Part I is measured on a five-point likert scale Agree-Disagree.

Scale six service dimensions have previously been implemented by previous researchers, the next section contains four questions whether they are satisfied with the quality of service college that they evaluate or were not satisfied and the last measure of loyalty is if students are satisfied they will pass on to others via word of mouth. Samples were taken from students living in Jakarta who are above the age of eighteen. The sample size was set at 187 with a 95% confidence level. With reference to the sampling purposive sampling. The number of respondents who will be selected from each faculty make a total 187 respondents.

DATA COLLECTION

This research use survey of students to see the difference in student satisfaction and loyalty. This study was conducted using a survey of causality because this research suggests a causal relationship between the independent variables, intervening with the dependent variable and propose hypotheses The type of data in the form of primary data, primary data collection method was conducted using a survey to students at the University of Batavia Jakarta. Research assistant explained the purpose of the survey and submit a questionnaire to the respondent then give a gift for their participation. The research hypothesis testing using structural equation modeling analysis tools, and to examine the effect sequal loyalty. Structural equation modeling complete basically, it consists of measurement model or measurement model that aims to confirm a factor based on empirical indicators. Structural equation modeling is a model of the structure of relationships that form or explain causality between factors (Hair *et al*, 2007).

THE RESEARCH SAMPLE

SampleThe large number of samples according to (Hair *et al*, 2007) in the estimation using maximum likelihood with a sample size of 100 - 300. The unit of analysis in this study are individuals such as students. The way to measure is through a questionnaire to be filled respondents who describe the quality of service, satisfaction and loyalty. Technique of research approach empirical study of students who have the purchasing activities of educational services. Research paradigms are positivism, research survey with positivism approach is realistic means to science discovered the true nature of reality, objectively based on the explanation, prediction and control. The analyzer uses Structural Equation Modeling with LISREL, purpose of use Structural Equation Modeling to confirm a factor based on empirical indicators. Structural models are models that describe the structure of causality relationship between factors.

RESEARCH VARIABLE

Study variables according to Ferdinand (2002) are classified as follows: First of exogenous variables known as independent variables are independent variables that are not influenced by other variables in the model. Exogenous variables in this study are the six dimensions of quality of service (X1). The second mediating variable is the student satisfaction (X2) and third endogenous variables are factors that are affected by one or several exogenous construct. Exogenous variables consist of causal variables are referred to as the dependent variable is the student loyalty (Y).

DATA COLLECTION PROCEDURES

The data collected are primary data this research were 187 respondents, comprising 91 female and 96 male respondents. Respondents economics faculty are 45 people,

29 people physiotherapy faculties, law schools numbered 39 people, students psychologi totaling 33 people, and communication amounted to 41 people, aged between 20-24 years old respondents. Primary data were obtained using a structured questionnaire. Before the questionnaire distributed to respondents in the study, needs to be implemented through a quality test questionnaire pre-test or try out to students as many as 30 people. The purpose of the pre-test the questionnaire is to examine whether it is valid and reliable. Reliability testing is performed by calculating Cronbach alpha of each item in a variable. Instruments used in the variable is said to be reliable (reliable) if it has more than 0.60 Crombach alpha (Nunnally, 1978). As for knowing the questions in a valid variable done using factor analysis.

SIMILARITIES STRUCTURAL EQUATION MODELING

Structural equation modeling is a tool of analysis in accordance with the paradigm adopted in this research are positivism (Bagozzi, 1994). Structural equation modeling and can be used in this experiment because some advantages as follows. First, this research focused on a causal relationship and a confirmation study to test the theory. SEM is to provide an understanding in technical confirmation (Tabachnick and Fidell, 1996) which is based on the theory.

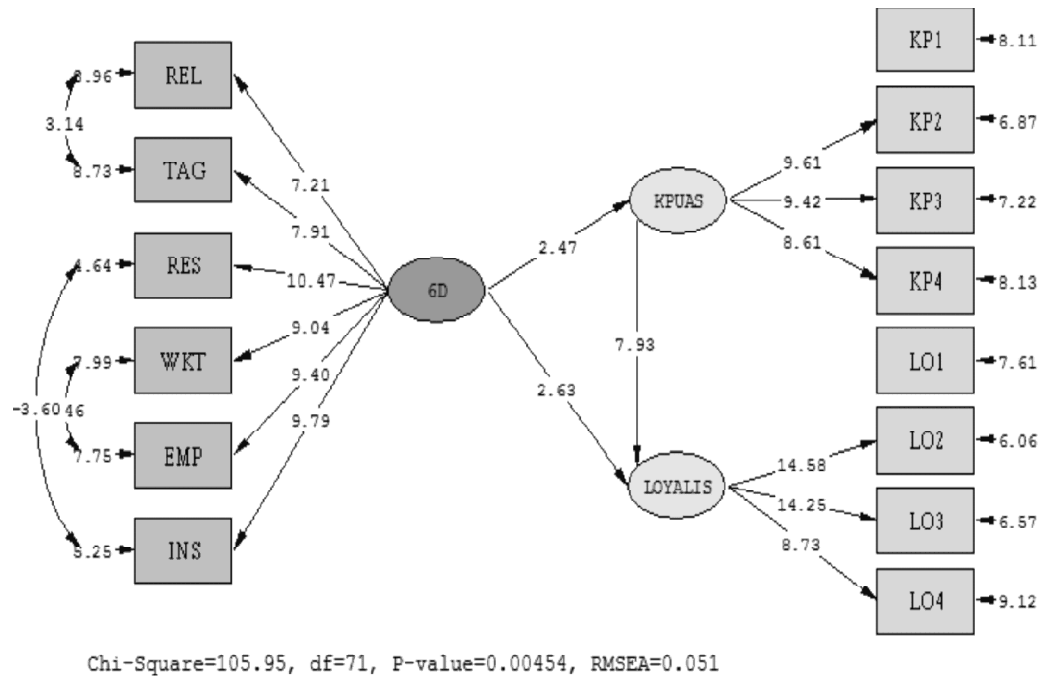


Figure 2

The influence of these six dimensions to the satisfaction of the students have a R^2 of 0.045, it shows that 4.5% of the variance of satisfaction can be explained by the six dimensions of quality of service (6D), while the remaining 96% is explained by other variables that influence student satisfaction (kpuas) and six dimensions of quality of service together -Same explain the loyalty (loyalis) of 40%, the remaining 60% is explained by other variables not included in this study.

Table 1
Hypothesis Test

| <i>Hypothesis</i> | <i>Statement of Hypothesis</i> | <i>t-value</i> | <i>Information</i> |
|-------------------|--|----------------|--------------------|
| H1 | Six dimensions of service quality affects student satisfaction. | 2, 47 | Accepted |
| H2 | Student satisfaction effect on student loyalty | 2, 67 | Accepted |
| H3 | Six dimensions of service quality affect the loyalty of students | 7, 93 | Accepted |

RESULT AND DISCUSSION

Based on the analysis that has been carried out, showing that the indicator six dimensions of quality of service consisting of reliability, tangible, responsive, time, empathy and assurance effect on student satisfaction directly and the results of this study support the results of the study (Wibowo, *et al*, 2013; Beigi *et al*, 2016). This is shown in the results that the CR value and the probability of each of the indicators showed significant positive effect on student satisfaction. The first dimension of reliability affect student satisfaction and has a CR of 7, 21 ($P > 1.96$). The second dimension tangible affect on student satisfaction with CR value of 7, 92 ($P > 1.96$). The third dimension is responsive employees affect student satisfaction with the value of CR at 10, 47 ($P > 1.96$). The fourth dimension of time waiting affect student satisfaction with CR is indicated by 9, 04 ($P > 1.96$). The fifth dimension of empathy employees affect student satisfaction with CR is indicated by 9, 40 ($P > 1.96$). The sixth dimension insurance or guarantees affect student satisfaction with CR is indicated by 9, 79 ($P > 1.96$). Overall the six dimensions of service quality affect student satisfaction of 2.47 ($P > 1.96$).

While the hypothesis 2 shows that the loyalty of students affected by the student satisfaction it is indicated on satisfaction indicators showed $P > 1.9$. These results support the findings (Akbar and Parvez, 2009). The first indicator that affect student satisfaction perceived loyalty of the students, the first indicator has a CR of 7.0 ($P > 1.96$) this value is lower than the value of other indicators. The second indicator of students will help prospective students to choose the University image and influence loyalty with CR value of 9, 61 ($P > 1.96$). A third indicator that students have a positive attitude towards the University image and affect the loyalty of students with CR value of 9, 42 ($P > 1.96$). The fourth indicator of students are

satisfied with the services provided Batavia University influence loyalty student with a CR value of 8, 62 ($P > 1.96$), can be interpreted that the quality of service needs to be improved, especially the improvement of infrastructure, scheduling supplementary exams need to be socialized timeless week after midterms and semester exams and test scores immediately accessible to students before drawing cards the semester plan.

Hypothesis 3 shows that the six dimensions of value and the probability of CR of each of the indicators showed significant positive effect on student loyalty. The first indicator to bring you affect student loyalty indicator has a CR of 8.3 ($P > 1.96$). The second indicator satisfaction students will deliver to friends that the submission of mouth to mouth affects the loyalty of students to the value of CR at 14, 58 ($P > 1.96$). A third indicator will continue studying at Batavia University students influence loyalty with value CR at 14, 25 ($P > 1.96$). The fourth indicator determination not switch to another university student influence on the loyalty shown by CR of 8.73 ($P > 1.96$). The results of this study support the findings (Beigi *et al*, 2016; Barwana *et al*, 2013).

CONCLUSION

The first results showed that six dimensions of quality of research influence on student satisfaction, for the first hypothesis is accepted. Both student satisfaction affects loyalty of students, the second hypothesis is accepted. The third of six dimensions of quality of students affect the loyalty of students, the third hypothesis is accepted. Implications managerial as head of the University of Batavia that six dimensions of service quality program is consistently followed and effective implemented. Tangible, reliability, responsiveness, time, empathy, and assurance all very important in order to increase student satisfaction and loyalty have an impact on students. Leadership does not only focus on profit university, but must look at the needs of students well. If satisfaction is created then the student has a loyalty to the University of Batavia, for it all civitas academia together to improve the quality of service to students. Limitations of this study is these results cannot be generalized, because the sample is limited to one university, the sample needs to be expanded by extending the respondents from several universities in Jakarta. For future research needs to add other variables such as the accreditation of the faculty, whether accreditation affects loyalty student.

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