Increasing Brand Trust through Marketing Communication and Its Impact on School principal's Loyalty

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Abstract

The purpose of this study is to determine the effect of communication marketing on school principal loyalty through brand trust. The approach in this research was quantitative. The data were obtained through a questionnaire with the Likert scaling technique. The population and sample in this study was 45 principals of high school, vocational and Aliyah private schools in Binjai and Langkat district. The sampling technique was accidental sampling was 45 respondents. The results showed that 1) marketing communication has a significant effect on brand trust. 2) Marketing communication has no effect on principal loyalty. 3) Student brand trust has a significant effect on the principal's loyalty. 4) Marketing communication has a significant effect on principal loyalty through brand trust.

I. Introduction

Education is one way to produce quality Human Resources (HR) with experience changes in knowledge, skills and attitudes. These changes can be a capital to improve selfcompetence in facing the era of globalization that always undergoes the change (Sitorus et al, 2019). Higher education, both public and private, has the task to form human resources who are ready to use in the world of work. This demand is much needed by the public/ community who wants to provide good provisions for their children (Candera, 2019). This makes universities continue to make improvements by adjusting the curriculum to meet the needs of the industrial world. The purpose of these activities is that alumni have readiness to enter the world of work (Pattiwaellapia, 2020). In addition, universities also continue to invest in human resource development by providing educational scholarships to lecturers and staff so that the availability of lecturers and staff to facilitate the needs of the wider community can be counted on.

Loyalty to higher education can come from students, lecturers or staff. Loyalty makes students, lecturers and staff sincerely want to recommend their closest relatives or friends to study at higher education (Ichsan, 2020). The survival of a university cannot be separated from existing loyalty (Candera, 2019). Building loyalty to students, lecturers and staff is not an easy and short term job, but requires long period of time and strong commitment from all parties, both management and foundations (Sunny, 2020). Loyalty does not only come lecturers and college staff but also from the school principal of SMA, SMK and Aliyah who have a strong desire to recommend their students to study at certain

universities. Higher education institutions will continue to make some efforts to make the loyalty keep exist or make it increase.

The school principal's loyalty has a tendency to direct students in choosing universities. It is not uncommon for educational foundations conduct kindergarten, elementary, junior high, high school to tertiary institutions (university). School principals and teachers will try to get students who graduate in their SMA, SMK or Aliyah to attend the colleges in the same foundation. Unless there are students who are admitted to enter Government University, the school principal and teachers are unable to prevent it.

Many foundations have no complete level of education (since kindergarten to universities), it makes universities do promotion through school visit (Sutrisno, 2019). However, for foundations with complete level of education, they will not provide opportunities for other universities to enter their high school for promotion. These foundations will block access from other universities in influencing their students. This policy is taken so that students do not get outside influence regarding the excellence of a particular university.

The inclination of a school principal in higher education will not be the same from one another (Kurniawat, 2018). Some marketers of University come to school with a letter of agreement. In general, the content of the agreement letter is about the university provides a reward if there is any student who study in their University. In addition, universities are also willing to become partners in giving training for teachers and students. Community service programs are also often carried out by universities to introduce the advantages to study in their University. However, not all school principals are loyal to higher education even though they have signed the agreement. The principal only hopes that all the graduates from the school that he manages can continue with higher education. The existing agreement letters are generally not binding the principal, but only for the convenience of University to have access in visiting the schools.

Marketing communication has an important meaning in forming a consumer's brand trust (Widajanti, 2020). Good communication will be able to make a consumer have a strong belief that the product or service he choose is right (Muharman, 2020). Marketing communication has a mix communication that can be chosen by universities in increasing the number of new students (Nasution, 2020). This depends on the financial and human resource capabilities of each university (Basri, 2021). However, direct selling by making school visit for promotion by delivering attractive presentation is the most dominant strategy to choose (Nasib, 2019).

II. Review of Litrature

2.1 Customer Loyalty

Customer loyalty is a customer commitment that can be held by a company in deciding which product to choose even though customers get a lot of stimulus from products with other brands (Keller, 2012). Loyalty of a customers will not exist without the purchase process, as loyalty is also formed because of the impression of quality and experience in consuming the performance of a product or service (Robyardi, 2019). The greater the satisfaction received by consumers and the higher the value of customer loyalty, the greater the profits the company will get. However, customer satisfaction is also strongly influenced by the attitudes and behavior of consumers themselves (Romdonny, 2019)

2.2 Brand Trust

Trust is the desire of a customer to rely on other people as we have a strong level of confidence in him. The important key in increasing high trust in a company or organization is the achievement of results (Djawoto, 2017). Furthermore, trust is defined as an awareness and feeling that consumers have to trust on a product, and service providers use as a tool to build long-term relationships with consumers (Ogi, 2016). Customers who have a good level of trust will have the urge to recommend others in choosing a brand (Subagyo, 2019).

2.3 Marketing Communications

Marketing communication can be interpreted as a media in conveying messages to customers in order to increase knowledge and awareness of company products (Susanto, 2019). Marketing communication also has a function to persuade, remind consumers, either directly or indirectly of the company's products (Keller, 2012). Marketing communication is expected to be able to change the cognitive, affective, and conative of a customer (Schiffman, 2012).

2.4 Theoretical Framework
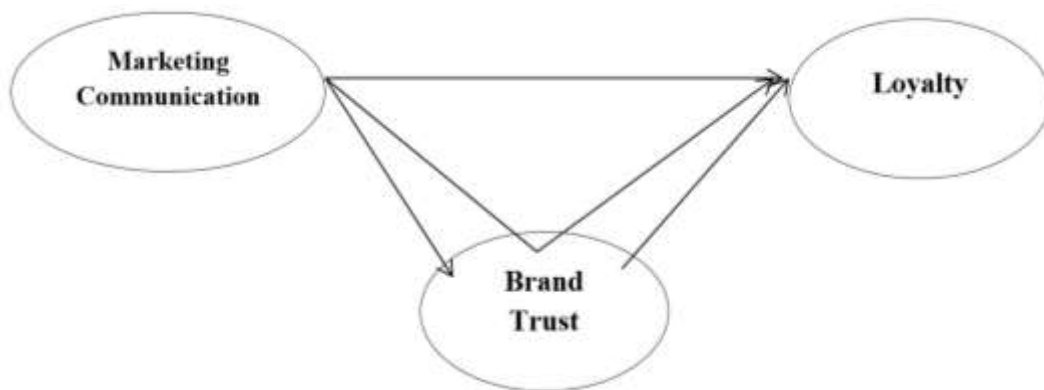
The framework in this research is as follows:

Figure 1. Theoretical Framework

2.5 Hypothesis

The research hypothesis is as follows:
1. Marketing communication affects brand trust
2. Marketing communication affects loyalty
3. Brand trust affects brand trust
4. Marketing communication affects loyalty through brand trust

III. Research Methods

The type in this research is quantitative. Data analysis using path analysis. The variables in this study are marketing communication, brand trust and loyalty. The population and sample in this study are 45 school principals of SMA, SMK, Aliyah private schools in Binjai and Langkat City. The sampling technique used is purposive random sampling. The study believes that the selected sample of 45 respondents can represent the problem in this study, which is the principal's loyalty to tertiary institutions (University).

IV. Results and Discussion

4.1 Measurement Model Analysis (Outer Model)
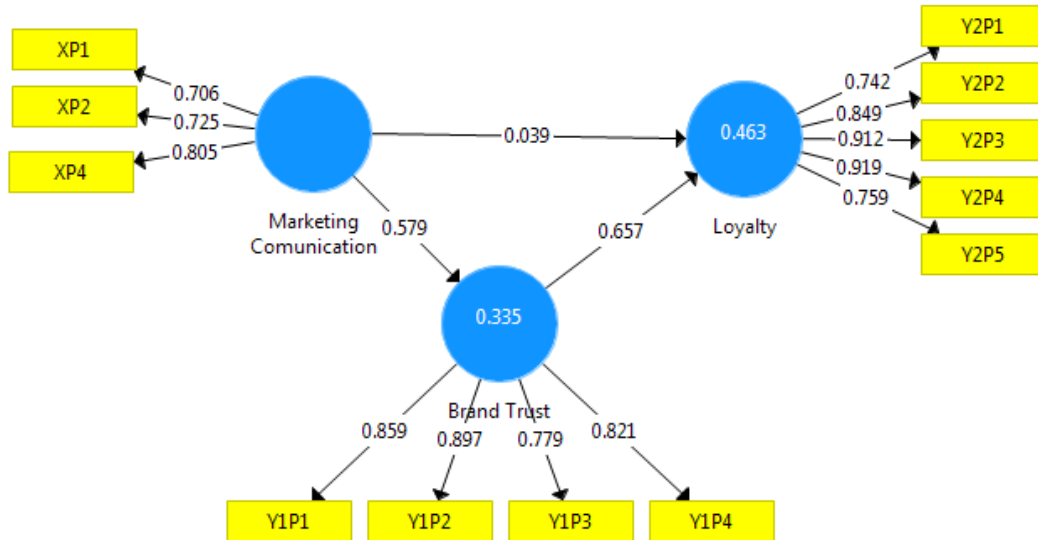### a. Convergent Validity Test

***Figure 2.** Outer Model Result*

b. Construct Reliability Test

Based on the picture above, we can find that all indicators in the model is <0.7. So that it can be declared that it is reliable for measuring the research variables. Then it can be used in the next analysis.

The results of data processing show that:

Table 3. Construct Reliability

Variable	Composite Reliability	Average Variance Extracted (AVE)
Marketing Communication	0.514	0,557
Brand rust	0.860	0.706
Loyalty	0.893	0.705

Based on table 3, it shows that the average value is> 0.5. Then the composite reliability value> 0.7. So, it can be concluded that the indicators in the study are able to measure well.

4.2 Measurement Model Analysis (Inner Model)
a. Coefficient of Determination (R2)

Table 4. R Square

Variable	R Square	R Square Adjusted
Brand Trust	0.335	0.320
Loyalty	0.463	0.436

Based on data from table 4, it is known that the value of R Square Adjusted for brand trust variables is 0.320 or 32%, while the remaining 48% is influenced by other variables which is not the variables of this study. Then for the loyalty variable the value of R Square Adjusted is 0.436 or 43.6%, while the remaining 56.4% is influenced by other variables which is not included in this study.

b. Predictive Relevance (Q2)

The value of Q2 has the same meaning with the coefficient of determination (R-Square). Q- large Value Square (Q2) = 0 indicates the model has Predictive relevance, while if a value (Q2) is less than < 0, this indicates the model has less Predictive relevance; or in other words, when the values of Q2 are higher, the model can be considered as a better fit to the data. Consideration value of Q2 can be done as follows

$Q_2 = 1-(1-R_1^2)(1-R_2^2)...(1-R_n^2)$

$Q_2 = 1-(1-0.320)1-0.436)$

$Q_2 = 1-(0.68) (0.564)$

$Q_2 = 1-0.383$

$Q_2 = 0.616$

Based on these results, the Q2 value is 0.616. It means, all variables in this study, marketing communication, brand trust and loyalty contribute to authenticity data in the existing structural model as much as 61.6%. Then the remaining 38.4 needs to be developed apart from research variables.

c. Effect Size (F2)

Effect Size (F2) is to determine the proper of the model, whether the predictors of the variable have a weak, moderate, or strong influence at the structural level.

Table 5. Effect Size (F2) test

	Brand Trust	Loyalty
Marketing Communication	0.505	0.002
Brand Trust		0.533

Based on table 5, it shows that marketing communication has a very weak effect on loyalty, while marketing communication and brand trust have a moderate effect on loyalty.

Table 6. Hypothesis Test

Hypothesis	Original Sample (O)	Average (M)	(STDEV)	t Statistics	P Value	Conclusion
Marketing Communication- Brand Trust	0.579	0.602	0.084	6.871	0.000	Significant
Marketing Communication - Loyalty	0.039	0.040	0.150	0.263	0.793	Insignificant
Brand Trust-Loyalty	0.657	0.667	0.144	4.561	0.000	Significant
Marketing Communication- Brand Trust- Loyalty	0.127	0.138	0.171	0.329	0.482	Insignificant

4.3 The Effect of Marketing Communication on Brand Trust

The results of data analysis show that marketing communication has a significant effect on brand trust. The statistical t value is 6,871> t table 2,015 with a significance value 0.000> 0.05. The results of this study are in accordance with the results of research conducted by (Dragos, 2016)(Chinomona, 2016) (Skare, 2019) which states that marketing communication has a significant effect on brand trust. Furthermore, the findings in this study indicate that marketing communication will be various among private universities. Private universities that own their luxurious buildings, have excellent accreditation, possess lecturers with doctoral qualifications, they need only to optimize social media by sharing activities that have been carried out by the university. However, for private universities with buildings that look ordinary, good accreditation, and lecturers who only have master's degrees will make direct visits to schools by presenting their strengths. Private universities will also try to build communication through telemarketing activities. This will continue until the deadline for the closing of new student admissions.

The brand trust of a school principal will get better when the agreements in the agreements letter are properly executed. A school principal certainly does not have a control function when students register to certain private university. It needs good ethics, especially private universities, to be able to provide rewards to school principals when there are any activities at the target schools. For example, when the school commemorates Independence Day. In this situation, private universities provide donations such as trophies, books, pens or phone vouchers as a form of support to their target school.

4.4 The Effect of Marketing Communication on Loyalty

The results show that marketing communication had no effect on the loyalty of a school principal. These results can be seen from the t statistical value of 0.263 <t table 2.015 then a significant value of 0.793> 0.05. The results of this study are not in line with the results of research conducted by (Agus Budi Purwanto, 2016)(Herwan Nafil, 2019)(Susanto, 2019) which states that marketing communication has a significant effect on customer loyalty. The implication researchers get is that good communication between private universities and schools principals will make a principal of the school recommend it to the students. The principal considered that the decision to continue and the University chosen by the students are the right of students and parents. If there are other universities propose a cooperative relationship, the school principals still have right to accept it. However, the school will not guarantee that the students will choose to study at the university.

4.5 The Influence of Brand Trust on Loyalty

The results show that brand trust had a significant effect on the loyalty of a school principal. These results can be seen from the statistical value of 4.561> 2.015 and a significance value of 0.000 <0.05. The results of this study are in line with (Nuralam, 2018)(Arif, 2020)(Nasution, 2020) which states that brand trust can increase customer loyalty. The implication of the findings in this study is that the principal will help to recommend a certain college when the alumni from the college are proven capable of being accepted to work in prestigious company. Although the private university will give rewards to the principal when students choose to study at the private university, the principal will be happy to direct the students even if they do not get the reward. The school principal will not ask for a reward in the form of material, but the school will ask the university to participate in providing the facilities and infrastructure needed by the students.

4.6 The Effect of Marketing Communication on Loyalty Through Brand Trust

The results show that brand trust has no a role in mediating marketing communication on the principal's loyalty. These results can be seen from the t statistic value of 0.329 <from t table 2.015 and a significant value of 0.482> 0.05. The results of this study are in line with the results of research conducted by (Amalina, 2016)(Arenggoasih, 2016)(Widajanti, 2020)(Ruslim, 2021) which states that brand trust has a role in mediating marketing communication towards the loyalty of school principals. The implication of the findings is that when private universities are able to build good communication to the target school or partner universities and provide an example of one of the proofs of alumni who have been accepted to work at prestigious companies or government department, this will have an impact on the willingness of the schools principals to recommend the students to continue their education to these private university.

V. Conclusion

Based on the results of the research, the conclusions that can be drawn are 1) marketing communication has a significant effect on brand trust. 2) Marketing communication has no effect on principal loyalty. 3) Student brand trust has a significant effect on the principal's loyalty. 4) Marketing communication has a significant effect on principal loyalty through brand trust.

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