Factors Affecting Image and Trust in Private Universities

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Abstract

This research was conducted to reveal the factors that influence the image and trust through service marketing management and customer relations to the image of private universities and their implications for customer trust. The research method used is the explanatory survey method. The unit of analysis in this study is a private university located in North Sumatra Province which is in LLDIKTI I, totaling 222 private universities. The number of samples had taken as many as 73 PTS. Based on the distribution of questionnaires, only 50 private universities were willing and fully included in the unit of analysis so that the number of respondents was 550 people who were selected as the unit of analysis. Data analysis method using Partial Least Square-Path Modeling (PLS-PM).The results of hypothesis testing indicate that the university's image variable is a full intervening variable where it is proven that service marketing management and customer relations do not have a direct influence on customer trust but provide a significant indirect effect. The magnitude of the influence of service marketing management variables, customer relations, and university image shows that the largest influence on customer trust is given by service marketing management, followed by the second place is the image of the university and the third position is customer relations.

I. Introduction

Education is the foundation of a successful career, financial freedom, the ability to think and reason critically and to make informed decisions. Without education we will be limited to perform tasks and we will be ignorant to the things that are happening in and around our surrounding, and according to Martin Luther King, a people without knowledge is like a tree without roots. For education to be of great value, curriculums should be implemented. (Philips, S. 2020)

Higher education as a "knowledge factory", as a center of civilization, and an intellectual center, is expected to produce creative and innovative graduates with special skills needed in various sectors of life, including technology, arts, economics, law, health, agriculture and socio-culture. The limited capacity of State Universities (PTN) in accommodating the number of student requests has provided opportunities for Private Universities (PTS) to provide higher education, either in the form of Universities, Colleges, Academy and Polytechnics.

The development of private universities still depends on the number of students they have successfully obtained, with the fulfillment of the student body of private universities, it is possible to develop still high and vice versa, private universities that are not able to meet the minimum student body will be difficult to develop.

The hot discussion among the education world in North Sumatra is related to several educational problems that have not been good, possibly due to the weaknesses found in private universities and public perceptions of the world of education, such as the weak management of higher education institutions, namely the weak ability to manage universities in an integral and comprehensive manner in optimizing allocations and the use of resources owned by universities, poor quality inputs and limited funds in the development of educational services. There is a misguided public opinion that makes material and economic conditions an indicator of success, and to achieve this, a person is perceived as having to achieve higher education. Indirectly,

Furthermore, there are several private universities that have not provided comfort to their students. This is indicated by frequent student demonstrations in various campuses. Among the demands of students, among others, are refusing the plan to increase the contribution of education costs, questioning the existence or status of universities, requesting, and asking campus managers to realize learning facilities. From this phenomenon, people's doubts about the role of private universities in carrying out educational mission activities are still not believed to be successful. Where in principle, trust is formed or exists when one party has confidence and feels confident in the integrity and reliability of his partner, Raoul (2005).

Image is a very important thing to sell to potential consumers. As stated by Kotler and Keller (2012), image is a set of beliefs, ideas and impressions that a person has of an object. Belief in an object can be owned by someone if there is a transfer of the right message. In other words, how to communicate a message about an object will produce a positive effect and create a positive image in the minds of potential consumers if the delivery of the message uses the right packaging. The low customer trust based on the existing phenomenon is due to the low image of universities in meeting the demands of today's customers, the current emerging phenomenon is indicated by studying at private universities that are intended to be able to educate to become real scholars, given the high tuition fees at private universities. often disproportionate to the quality of education produced. Most of them are often amazed by the appearance of the brochure without ever seeing the contents in the PTS they are going to. In addition, it is suspected that private universities are still weak in creating cooperation with the industrial world in empowering alumni and in supporting teaching and learning program development activities. Based on the background of the problems that have been stated, the authors are interested in conducting research with the title "Analysis of factors that affect the image and public trust in private universities in North Sumatra"

II. Review of Literature

2.1 Public Trust

Trust is the most vital thing in the business of Luarn and Lin, (2006). Emphasizes that trust arises when one party believes that the other party's actions will produce positive results for him or her. So, if the customer gets a positive impression of quality then he will believe in a brand. Morgan and Hunt, in Gunnar (2009) explain that trust is an important indicator for the success of customer relationships with companies. Therefore, it can be stated that there is a positive relationship between trust in a company and customer loyalty. This statement is also consistent with previous research by Chaudhuri and Holbrook (2001).

The study of customer trust, proposed by Solomon and Fernado (2003), which states that customer trust is a customer's view in the long term which is the attachment and human interaction between customers and service providers. This requires to focus more on relationship relationships by building a relationship of commitment and trust between providers of goods and services and customers.

Banwari (2004) states that from the relationship is trust. Several other opinions say that commitment and trust are the central role of relationships (Boyle in Bejou, and Andrian 2006). Likewise, Kotler (2009) provides a view of the importance of how to build customer trust and confidence and if it is so, customers will be able to follow companies that provide goods and services. Companies must provide value to products or services that contain an element of trust to customers. For customers who already feel confident, their emotions will be moved and will cause customers to commit to the company.

Morgan and Hunt, in Gunnar (2009) explain that trust as an important indicator for the success of customer relationships with companies and the existence of trust is considered a central issue of marketing strategy, and the main problem by which effective relationships between sellers and buyers can be severed (Bejoe and Palmer in Egan, 2008). While Pressey and Mathews, in Egan (2008), that trust and commitment are often used together in the relationship marketing literature. According to Ganesan, in Ebert (2009), trust can be divided into two types: 1) Trust in the honesty of business partners; 2) belief in good intentions.

If the company can show trustworthiness to the customer, the customer will trust the company and its relationship pattern (Andreas and Simon, 2005). Griffin (2009) said that what is on the customer's mind when he wants to enter into a relationship is whether the company can be trusted. Susan Dobscha and David, in Egan (2008), explain that to gain customer trust, companies must act in such a way that shows customers that the company has value when made partners and proves by action that relationships with customers must have meaning and be made as good as possible. Kasper, in Jurgen (2008) states that in business, customers often want to have a partner who he trusts and of course pays attention to him.

2.2 Private College Image

Image is a picture of the thoughts, perceptions, views of a customer and the wider community that is built based on the information they get. Levitt argues in Buckhari Alma (2008) that: image is an impression, feeling or conception that exists in the public about a company, about an object, person or about an institution. This image cannot be printed like printing goods in a factory, but this image is an impression that is obtained according to someone's understanding of something. Corporate image in its formation is influenced by various aspects. This is confirmed by Harrison in Buckhari Alma (2008) who argues that corporate image occurs from four interrelated elements, the four elements can be explained, namely (1) Personality; (2) Reputation; (3) Values/ethics;

The image of the university begins with the public perception of a university that is formed in the minds of customers. This type of image is related to the figure of the university so that the main goal is how to create a positive image of the university, which is better known and more accepted by the community. Jefkins, in Soemirat (2007) suggests that: "Image is the impression obtained based on one's knowledge and understanding of facts or reality." This is in line with the opinion of Soloman, in Soemirat (2007) that "The attitude of someone or something depends on our image of the person or object." Based on the above statement, it can be said that a person's image will be formed from experience and knowledge of objects and facts or actual facts and this will affect consumer views of the company, consumer behavior, consumer loyalty and others. The image dimension is an impression that students have of a university as a reflection or evaluation of the university concerned. Image can be formed through two factors, namely communication factors and student experiences during education. The image dimension is an impression that students have of a university as a reflection or evaluation of the university concerned. Image can be formed through two factors, namely communication factors and student experiences during education. The image dimension is an impression that students have of a university as a reflection or evaluation of

the university concerned. Image can be formed through two factors, namely communication factors and student experiences during education.

2.3 Service Marketing Management

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and managing customer relationships, all of which can provide benefits to the organization and its stakeholders (Kotler & Keller, 2012). In line with this meaning, the marketing management of higher education services is a function that universities need to have in creating, communicating and delivering value (information and knowledge) to students/students and organizations (target market) as well as managing relationships with those who can all benefit from it generate benefits for universities and their stakeholders. Based on this illustration, Higher education actually does not only have a target market in the form of students/students and government organizations as users of their services, but can also deal with a number of other stakeholders. They have various expectations, demands, and perceptions of the offer of higher education as an 'agent of development' or an institution that can bring change to their environment. For this reason, universities have a great duty, authority, and responsibility in meeting the needs and desires of their stakeholders.

According to Faisal (2008), higher education stakeholders consist of, among others: actual and potential students/students, accreditation bodies, parents/guardians, lecturers, researchers, employees and leadership staff, board of trustees, similar universities, suppliers , business and public organizations, foundations, alumni, local communities and the mass media. Understanding the needs and desires of higher education stakeholders is an ability in itself. In this case, universities need to have a priority scale in meeting their choices and demands. The performance of the marketing mix in higher education/college education services which is the application of the service marketing mix in providing the maximum possible customer/student needs, by increasing the marketing mix elements consisting of product, price, promotion, distribution channels, people, processes, and physical evidence. In accordance with what was conveyed by Andrew and Maria (2007) which stated that "the way this is to be achieved by concentration on the four P‟S of marketing mix, namely: Product, Price, Promotion, and Place". Marketing is concerned with making sure the organization will take proper advantage of its opportunities in marketing, ensuring that it can meet the needs of its customers as much as possible.

Furthermore, Lovelock and Wirtz (2011) added the marketing mix of four major groups, namely the so-called 4Ps of marketing, including: product, price, place and promotion. Then in the service company, the marketing mix is added by 3 (three) more variables, namely people, process, and physical evidence. Services as a system consist of service operating systems, service delivery systems, which are embodied in the service marketing mix. In the service operating system created are elements of the service marketing mix, thus in the service delivery system, the service elements delivered to customers are elements of the service marketing mix as well.

In an effort to satisfy the needs, wants and tastes of customers, both individual customers and organizational or corporate customers, marketers need to explore customer behavior in depth. Marketers need to understand why and how customers make buying decisions or not, so marketers can design marketing strategies better . Marketers who understand customer behavior will be able to predict how customers tend to react to the information they receive, so that marketers can develop appropriate marketing strategies. There is no doubt that marketer who understands customers will have better competitive capabilities, namely the ability to create, communicate and deliver value to customers.

2.4. Customer Relations

Along with the changing concept of current business dynamics, the role of the customer is constantly changing where the customer is increasingly involved in active and explicit communication with the company as a producer of products or services. More importantly, communication is no longer controlled by the company. Given the high level of customer relations for a company, it is deemed necessary to establish deeper and longer-term relationships with customers or what is known as customer relations.

Kotler & Keller (2012) define customer relationship as:

Customer Relationship is the process of carefully managing detailed information about individual customers and all customer "touch points" to maximize loyalty. A Customer touch point is any occasion on wich a customer encounters the brand and product-from actual experience to personal and mass communicatios to casual observation.

Whereas Winer and Ravi (2011) describe customer relationships as: "Strategic activity where the purpose is to develop and manage long-term relationships on a customer-by-customer basis".

Based on this definition, it can be concluded that there are several similarities, namely: (a) there are activities in all parts of the company (b) the reason for the existence of customer relations is to create a company that focuses on customer relations.

The core concept of Anderson and Vincze (2002) customer relationship is shaping customer value. The goal is not to maximize the profit from a single transaction but rather to build a long term relationship with the customer. Formation of customer relationships demands a thorough familiarity with the process by which customers create value for themselves. According to this approach, competitive advantage is not based specifically on price, but on the ability of service providers to help customers create value for them through customer relationship management.

III. Research Methods

3.1 Research Approach

This study uses an explanatory survey method. While the object and scope of this research is the performance of the service marketing mix, relationships, image and trust.

3.2. Population and Sample

The population in this study is the entire unit of analysis which is the focus of attention in the study. The population in this study was all private universities in North Sumatra totaling 222 institutions (LLDIKTI, July 2020). Determination of the number of samples using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Description:
n = sample size
N = Population size
E = Allowance for inaccuracy due to tolerable sampling error or what is known as precession (10%).

Based on the above formula, the sample for this research is 73 private universities in North Sumatra. Furthermore, the technique of determining the sample uses simple random sampling, which is a method of selecting samples from members of the population by using randomly regardless of the strata (levels) in the members of the population. This is done with

the assumption that the members of the population are homogeneous (of the same type). Meanwhile, the unit of observation in this study consisted of 3 elements, namely: 1) Higher Education Managers, 2) Lecturers and 3) Students as the entire unit of observation.

3.3. Variable Operations

Based on the research design that is prepared as a mechanism for the research to be carried out, the operationalization of further research translates into operational variables which are explained as follows:

1) Service Marketing Management (X1)

Service marketing management controls the 7P's of service marketing as suggested by (Pasaribu and Widia, 2021; Kotler and Keller, 2012; Haris and Denis, 2002; Lovelock and Wirzt, 2011; Zeithhaml, Bitner and Gremler, 2009; Anderson Vincze, 2005; Olson and Paul, 2009) Thus the dimensions of the variables according to the condition of the object of research from the dimensions of the higher education service marketing mix used in this study consist of:
1. Private Higher Education Service Products
2. Private Higher Education Service Fee
3. Promotion of Private Higher Education Services
4. Location of Private College Campus
5. Private Higher Education HR
6. College Service Process
7. Private Higher Education Physical Facilities

2) Customer Relationship (X2)

Several concepts about customer relations were proposed by (Shet, Partivatiyar and Shainesh, 2002; Hamidin, 2008, O'Brien, 2008; Winer and Ravi, 2011; Astuty and Fajar Pasaribu, 2020; Asstuty et al, 2021) then in this study the dimensions of the customer relationship used are adjusted to the object of research being studied consisting of:
1. Long Term Customer Focus
2. Interpersonal communication
3. Partnership Program
4. Application of Information Technology

3) Image of Private Universities (Corporate Image) (Y)

Based on the opinion about the concept of corporate image according to Polat and Tugba, (2011), the dimensions used in this study consist of:
1. Quality of education services at PTS
2. Complete facilities at PTS
3. The image of the study program at PTS
4. PTS social image

4) Customer Trust (Z)

The concept of customer trust proposed by (Sirdeshmukh, Singh & Sabol, in Andreas and Simon, 2002; Ganesan in Ebert, 2003; Mitchell in Egan, 2008;), refers to the concepts of customer trust that have been put forward by several previous authors. The dimensions used in this study are:
1. Confidence in the services of private universities
2. Honesty of PTS Management

3. Integrity of PTS management
4. Assurance of Private Higher Education services

3.4. Data Collection Techniques and Testing Research Instruments

Research data collection was carried out by distributing questionnaires. Before being used to collect data in the field, the questionnaire to be used must first be tested for its validity and reliability. Based on data processing, all items have a coefficient of validity that is greater than their R-Critical (0.361). These results inform that all items in each sub-variable of the research variables are concluded to be valid. Furthermore, reliability testing for all research instruments conducted for each sub-variable shows that all sub-variables have a value greater than 0.50 which indicates that each instrument consistently and reliably measures each research variable.

3.5. Data Analysis Technique

In accordance with the research paradigm, the analysis design is used to prove the presence or absence of factors that affect the image of the university and customer trust by using the Partial Least Square (PLS) statistical tool.

IV. Result and Discussion

To prove the research hypothesis related to the effect of service marketing mix performance and customer relations on the image of private universities and their implications for customer trust, an analysis was carried out using the Structural Equation Modeling (SEM) method based on the variance structure, better known as Partial Least Square - Path Modeling (PLS-PM). The reason for using the PLS-PM technique is because the relationship structure in this research model is quite complex but the sample data that may be collected is less than 100 so that the use of the covariance structure SEM method which is better known as SEM-LISREL often gives results that are less fit.

Here hasThe calculation results are presented in a path diagram for estimating model parameters in PLS-PM with the help of XLSTAT 2011 software, as follows:
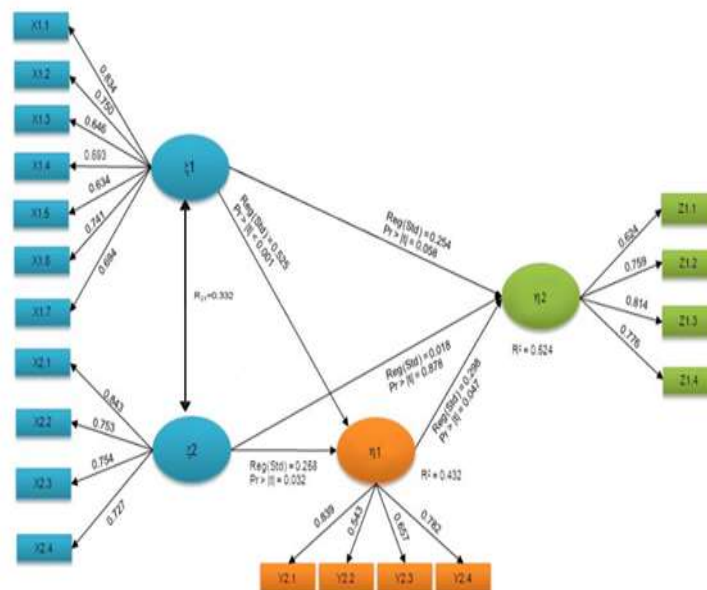

Figure 1. *The Influence Model of Service Marketing Management and Customer Relationships on the Image of Higher Education and Its Implications on Customer Trust*

Table 1. *Goodness of Fit Model*

	GoF	GoF (Bootstrap)	Standard error	Critical ratio (CR)
Outer model	0.996	0.982	0.012	80.177
Inner model	0.815	0.768	0.064	12.797

Table 2. Discriminant Validity

	$\xi 1$	$\xi 2$	$\eta 1$	$\eta 2$	$\eta 3$	Mean Communalities (AVE)
$\xi 1$	1	0.110	0.140	0.373	0.316	0.512
$\xi 2$	0.110	1	0.155	0.186	0.128	0.593
$\eta 1$	0.140	0.155	1	0.285	0.338	0.653
$\eta 2$	0.373	0.186	0.285	1	0.399	0.510
$\eta 3$	0.316	0.128	0.338	0.399	1	0.558
Mean Communalities (AVE)	0.512	0.593	0.653	0.510	0.558	0

4.1. Relationship between Service Marketing Management Variables and Customer Relationship

The results of the analysis show that there is a relationship between service marketing management and customer relations with a relationship coefficient of 0.332.

Table 3. Hypothesis Testing the Relationship between Service Marketing Mix Performance and Customer Relationship (Hypothesis 1)

Hubungan			Koefisien Korelasi	R^2	t-hitung	t-tabel	Keterangan
Kinerja Bauran Pemasaran Jasa (ξ_1)	↔	Kerelasian Pelanggan (ξ_2)	0.332	0.110224	2.438	2.011	Ho Ditolak

These results indicate that there is alignment between service marketing management and customer relations, meaning that if there is an increase between service marketing management, it is in line with improvements in customer relations. Armstrong and Kotler (2005) state that the marketing process is necessary to understand consumers, create value for customers, design marketing programs and build strong customer relationships. Thus, PTS Managers in North Sumatra Province need to design marketing programs related to efforts to improve service marketing management which include PTS service products, PTS service rates, PTS service promotions, PTS campus locations, PTS HR, Education process at PTS.

4.2. The Influence of Service Marketing Management and Customer Relationships on the Image of Private Universities, Partially or Simultaneously

To test this hypothesis, the t-student test statistic was used as described in the previous chapter. The test results are summarized in the table di the following:

Tabel 4. Hypothesis 2 and 3 (Partial) tests

Latent variable	Koefisien Jalur	R^2	Standard error	f^2	T	t-tabel	Keterangan
$\xi1$	0.525	0.276	0.117	0.235	4.056	2.011	H_0 Ditolak
$\xi2$	0.258	0.066	0.117	0.123	2.088	2.011	H_0 Ditolak

The influence of service marketing management on the image of universities reaches 0.525 standard deviations and the influence of customer relations on the image of universities reaches 0.258. To partially categorize the influence of service marketing management and customer relations on the image of universities, the effect size (f) can be used.[2]). Value of effect size f^2 men close to 0.02, thenthe effect is weak, if it is close to 0.15, then the effect is medium, and if it is close to 0.35, the effect is large (Henseler, 2009). The result of the calculation of the effect size for service marketing management is 0.235, which is closer to the value of 0.35, so it can be concluded that the influence of service marketing management on the image of universities is in the strong category. Furthermore, the effect size of customer relations is 0.123, which is closer to 0.15, so it can be concluded that there is also a moderate effect of customer relations on the image of private universities. It appears that marketing management has a greater influence on the image of private universities compared to customer relations. This is of course very reasonable because the image of universities, especially related to higher education products, is one of the important factors that must be considered related to building the image of universities. This is in line with the results of the measurement model analysis where the dimensions of PTS service products are the dominant factors related to service marketing management.

It is proven that there is a partial effect of service marketing management and customer relations on the image of private universities, then the hypothesis testing is carried out simultaneously as follows:

Table 5. Hypothesis 4 test (Simultaneous)

R^2	F-hitung	F-tabel	Keterangan
0.432	17.850	3.195	Ho Ditolak

The results of hypothesis testing give an F-count value greater than the F-table value so that the conclusion of the test is to reject the null hypothesis, which means that there is an influence of service marketing management and customer relations on the image of private universities simultaneously. The great diversity of the university image variable which can be explained by the service marketing management variable and the customer relationship variable reaches 0.432 or 43.2%.

The results of this study are reinforced by the opinion of KOtler and Keller (2012) who state that the marketing mix is referred to as a creation tactic. This is because the marketing mix must be the creation of differentiation in terms of content, context, and infrastructure. Furthermore, in the selection of educational institutions, students are influenced by the role of parents, friends, the location of the place of education, and the amount of education costs (Schmidt, 2002).

4.3. Influence of Service Marketing Management and Customer Relations on Customer Trust Partially or Simultaneously, Directly or Through the Image of Private Universities

To test this hypothesis, the t-student test statistic was used as described in the previous chapter. The test results are summarized in the following table:

Table 6. Hypothesis test 5 and 6 (Partial)

Latent variable	Koefisien Jalur	R^2	Standard error	f^2	T	t-tabel	Keterangan
$\xi1$	0.254	0.0647	0.131	0.084	1.947	2.011	H_0 Diterima
$\xi2$	0.018	0.0003	0.117	0.001	0.155	2.011	H_0 Diterima

The influence of service marketing management on customer trust reaches 0.254 standard deviations and the influence of customer relations on customer trust reaches 0.018. To partially categorize the influence of service marketing management and customer relations on customer trust, the effect size ($f2$) can be used. The value of effect size $f2$ is close to 0.02, then the effect is weak, if it is close to 0.15, it is stated that the effect is medium, and if it is close to 0.35, it is stated that the effect is large (Henseler, 2009). The results of the calculation of the effect size for service marketing management of 0.084 are closer to the value of 0.15 so that it can be concluded that the effect of service marketing management on customer trust is in the medium category. Furthermore, the effect size of customer relations is 0.018, closer to 0.02, so it can be concluded that there is a low influence of customer relations on the image of universities. It appears that marketing management has a greater influence on customer trust than customer relations.

The calculation results for the indirect effect significance test are presented as follows::

Table 7. Test Hypothesis 7 Indirect Effect

Pengaruh				Koefisien Jalur	SE	t-hitung	t-tabel	Keterangan
ξ^1	$\rightarrow$ η^1	$\rightarrow$	η^2	0.157	0.052	3.035	2.011	Ho Ditolak
$\xi2$	$\rightarrow$ η^1	$\rightarrow$	η^2	0.077	0.036	2.126	2.011	Ho Ditolak

The results of testing the indirect effect hypothesis indicate that there is an indirect effect of service marketing management and customer relations on customer trust through the image of private universities, and previously it has been shown that the intervening variable of private university image has a direct effect on customer trust and also marketing and relationship management variables. customers have a direct effect on the image of private universities so that these results indicate that customer trust is indirectly influenced by service marketing management and also customer relations.This study shows that the variable image of private universities is a full intervening variable where it is proven that marketing management and customer relations do not have a direct influence on customer trust but provide a significant indirect effect.

Furthermore, hypothesis testing is carried out simultaneously using the F test statistic, with the test results summarized below:

Table 8. Hypothesis 8 test (Simultaneous)

R²	F-count	F-table	Keterwish
0.149	4.131	3.195	Ho

The results of hypothesis testing give an F-count value greater than the F-table value so that the conclusion of the test is to reject the null hypothesis, which means that there is a simultaneous effect of service marketing management and customer relations on customer trust. The great diversity of the customer trust variable which can be explained by the service marketing management variable and the customer relationship variable reaches 0.149 or 14.9%.

The results of this study are reinforced by the opinion of Pride and Ferrell (2010); Astuty (2020) which states that to build long-term relationships with consumers, marketers need to conduct marketing research and use information technology. Focus on using consumer information to create marketing strategies in an effort to build and maintain ongoing customer relationships by creating superior value over time. Furthermore, according to Kotler and Keller (2012) customer relationship is the whole process of building and maintaining profitable customer relationships by providing superior customer value and customer satisfaction.

V. Conclusion

Based on the research analysis and discussion, the following conclusions can be drawn:
1. There are the relationship between marketing management and customer relations. Likewise, there is a partial effect of service marketing management and customer relations on the image of private universities in North Sumatra Province. Simultaneously, it is proven that service marketing management and customer relations have an effect on the PTS image.
2. There is a partial direct effect of service marketing management and customer relations on customer trust in private universities in North Sumatra Province. However, there is a simultaneous effect of service marketing management and customer relations on customer trust from the diversity of customer trust in PTS in North Sumatra Province which has been able to be explained by the service marketing management variables and customer relations.
3. In testing the hypothesis, it is known that the university image variable is a "full intervening variable" in other words, service marketing management and customer relations have an effect on customer trust and PTS image, where it is proven that the marketing mix performance and customer relations do not have a direct influence on trust. customers but provide a significant indirect influence.

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