Efforts to Increase Loyalty of UM Jember Master of Management RPL Students Based on Satisfaction and Service Quality

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Abstract
Competition is increasing in every line of business, including competition in getting students for higher education institutions, especially in Jember Regency. RPL is a university effort to appreciate people whose past performance is recognized as a course. The aim of this research is to determine and analyze the role of service quality and student satisfaction on the loyalty of RPL Master of Management FEB UM Jember students. The research population was all RPL Master of Management students at UM Jember, totaling 75 people. The sample was determined to be 1st semester RPL students because they had received services from the management master's study program, totaling 50 students. The data analysis method used is descriptive analysis, validity testing and also reliability testing for testing measuring instruments, then research hypothesis testing is also carried out. The results of data analysis show that service quality influences customer satisfaction. Service quality influences student loyalty. Customer satisfaction influences customer loyalty among RPL Master of Management students at UM Jember.

Keywords
service quality; satisfaction; customer loyalty; RPL students

I. Introduction

Higher education is a means for a country to make the nation's life more intelligent at the final level of education. Higher education is also an indicator of a country's prosperity. By pursuing higher education, a person's quality of life can improve significantly. College graduates have longer life spans, better access to health care, better nutrition and health practices, greater economic stability and security, more prestigious jobs and greater job satisfaction, lower dependence on government assistance, greater understanding of government, stronger community service and leadership, more volunteer work, more self-confidence, and less criminal activity and incarceration than high school graduates (https://worldscholarshub.com/id/importance-of-higher-education/ 2023).

With regard to the importance of higher education for every citizen, in 2023 the government issued regulations related to policies in the field of higher education, namely Regulation of the Minister of Education, Culture, Research and Technology of the Republic of Indonesia Number 41 of 2021 concerning Recognition of Past Learning (RPL). Recognition of Past Learning, hereinafter abbreviated to RPL, is recognition of a person's learning achievements obtained from formal, non-formal, informal education, and/or work experience as a basis for continuing formal education and for equivalency with certain qualifications. With this new policy, those who are already working and have gained competency while working can continue their studies via the RPL route.
With regard to this RPL policy, the FEB UM Jember Masters in Management Study Program takes advantage of the government’s policy by accepting master's students through the RPL route. Several universities in Jember also take advantage of the opportunities provided by the government to admit students through the RPL route. The existence of RPL students also needs to get attention from the management of a university's study program regarding student service and satisfaction. Acceptance of RPL Master of Management students at FEB UM Jember for 2 semesters is presented in Table 1 below.

### Table 1. Number of Master of Management RPL Students, FEB UM Jember

<table>
<thead>
<tr>
<th>No.</th>
<th>Academic year</th>
<th>Number of RPL Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Second semester 2022/2023</td>
<td>50</td>
</tr>
<tr>
<td>2.</td>
<td>First Semester 2023/2024</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>75</td>
</tr>
</tbody>
</table>

Source: FEB UM Jember 2023.

Based on Table 1, it shows that there is a fluctuation in the number of RPL Master of Management FEB UM Jember students who register as students. Therefore, it is necessary for managers to know student loyalty based on satisfaction and service quality.

According to Tjiptono (2014), Customer loyalty can be interpreted as an effort to reuse services that have been experienced. Loyalty can also be said to be an effort to recommend services to other people. Customer satisfaction and dissatisfaction with a product at the end of a sales process has its own impact on customer behavior towards the product. Consumer satisfaction can be achieved with marketing activities, because the goal of marketing is to fulfill and satisfy consumer needs. Consumer satisfaction can be shown through purchasing attitudes. The definition of customer satisfaction can be interpreted as the degree of someone's emotions after comparing their perceived performance or results with expectations (Kotler, 2013). Service provider companies must be able to make customers satisfied. Customers who are satisfied indicate that their expectations exceed the performance of the service or product they consume. Customers who are satisfied will give the best recommendations to organizations or companies that have provided these services. According to Lupiyoadi (2013), Service quality can be defined as the degree of a consumer and also their assessment of the superiority of a service from a company or organization in general. Quality is the overall characteristics and characteristics of a product or service in its ability to meet predetermined or latent needs. (Tjiptono 2007). Quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly (Simamora 2014). Services are activities that cannot be defined separately and are essentially intangible, which fulfill needs and do not have to be tied to the sale of other products or services. Service quality is how far the difference is between reality and consumers' expectations for the services they receive or obtain. Based on the theory and problems that occur in the Master of Management Study Program, FEB UM Jember, the objectives of this research are: 1) To determine and analyze the influence of service quality on the satisfaction of RPL Master of Management students at UM Jember; 2) To determine and analyze the influence of service quality on the loyalty of UM Jember Master of Management students.
II. Literature Review

According to Kotler and Keller (2016), high consumer loyalty is a customer who makes purchases with increasing presentation to a particular company compared to other companies. Consumer loyalty is something that is really needed by companies. There are six reasons why a company needs to gain consumer loyalty. First: existing customers are more prospective, meaning loyal customers will provide big profits to the company. Second: the cost of getting new customers is much greater than the cost of keeping and retaining existing customers. Third: customers who already trust the company in one matter tend to trust it in other matters as well. Fourth: a company's operating costs will be efficient if it has many loyal customers. Fifth: companies can reduce psychological and social costs because old customers have had many positive experiences with the company or company products. Sixth: loyal customers will always defend the company and even try to attract and advise other people to become customers.

2.1 Customer Satisfaction

The definition of customer satisfaction can be interpreted as a degree of emotion (Kotler (2013). Customer satisfaction must always be maintained by all service or product providers (Tjiptono 2011). Satisfied customers are customers who hope that the service provider's performance exceeds customer expectations. If the service provider's performance is below customer expectations, the customer will feel dissatisfied. Thus, it can be concluded that satisfied customers are customers who feel that the service provider's performance is above the customer's expectations.

2.2 Service Quality

Quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly (Simamora 2014). Services are activities that cannot be defined separately and are essentially intangible, which fulfill needs and do not have to be tied to the sale of other products or services. Service quality is how far the difference is between reality and consumers' expectations for the services they receive or obtain. Quality is a condition related to products, services, people, processes and the environment that meets or exceeds expectations (Lupiyoadi 2013). The most popular service quality model and which is currently widely used as a reference in service management and marketing research is the SERVQUAL (Service Quality) model (Parasuraman 1998).

2.3 Research Hypothesis Development

The influence of service quality on customer satisfaction, service quality has been widely conceptualized as the difference between expected service performance and actual perceived service performance (Buchari 2007). The service process concerns how the final results of the process are transferred to the customer (Parasuraman, et al., 1985). Good service quality will usually give a good impression to customers. Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono 2020). Research on service quality and customer satisfaction was carried out by: (Pahlevi,

2.4 The Influence of Service Quality on Loyalty

Service quality has been widely conceptualized as the difference between expected service performance and actual perceived service performance (Buchari 2007). The service process concerns how the final results of the process are transferred to the customer (Parasuraman, et al., 1985). This loyalty can be obtained if the company has provided satisfaction to their consumers. If an organization's service is good, it will make a special impression on customers. Research on service quality and loyalty was carried out by: (Mulyawan and Rinawati (2016), (Soliha et al. (2019), (Nurzhavira and Iriani (2022), (Kassim and Asiah Abdullah (2010), (Osman and Sentosa (2013), (Shi, et al. (2014), (Wu (2011) (Antanegoro, et al. 2017), (Mey and Mohamed (2010), (Putri and Farida (2020), (Pallefi (2017), (Putro, et al. (2014), (Sukamuljo, et al 2021), (Pahlevi, et al. 2021), (Kuntari, et al 2016), (Sivadas and Baker-Prewitt (2000), (Aliman and Mohamad (2016), (Lee and Hwan (2005). Thus, H2 is: service quality influences customer loyalty.

2.5 The Effect of Satisfaction on Loyalty

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono 2020). This loyalty can be obtained if the company has provided satisfaction to their consumers. If an organization's service is good, it will make a special impression on customers. Providers must provide services that can provide satisfaction to customers. Satisfied customers indicate that the expectations received are greater than the performance of the service. In this way, customers feel satisfied. Customers who are satisfied will provide the best information from service providers to other customers. Research on the relationship between satisfaction and loyalty was carried out by: (Samal and Pradhan (2014), (Nurzhavira and Iriani (2022), (Ratnasari and Gumanti (2019), (Lie et al. 2019), (Soliha et al. 2019). Thus, the third research hypothesis (H3) is: Customer satisfaction influences customer loyalty.
2.6 Research Conceptual Framework

![Research Conceptual Framework Diagram]

**Figure 1.** Research Conceptual Framework

2.7 Research Hypothesis
H1: Service quality has a positive influence on customer satisfaction
H2: Service quality has an impact on customer loyalty.
H3: Satisfaction has a positive impact on customer loyalty.

III. RESEARCH METHODS

3.1 Research design
This research is causality research. Causal research is research conducted to identify the level and nature of cause-and-effect relationships. Causal research can be conducted to assess the impact of specific changes to existing norms, various processes, etc (Sugiyono 2017). In this causality research, the influence of service quality variables (X) and satisfaction variables (Z) and customer loyalty (Y) will be analyzed on RPL students of the Master of Management FEB Muhammadiyah University of Jember.

3.2 Research variable
There are 3 types of variables used in this research, namely: independent variables, dependent variables and intervening variables. Independent variables are variables that influence the dependent variable (Ferdinand 2016). Variabel bebasnya yaitu service quality (X). The dependent variable is a variable that is influenced by the independent variable (Ferdinand 2016). The dependent variable in this research is customer loyalty (Y). An intervening variable is a variable that acts as an intermediary (means) in the relationship between the independent variable and the dependent variable, its nature can strengthen or weaken the influence on the dependent variable. (Ferdinand 2016). The intervening variable in this research is customer satisfaction (Z).
3.3 Research Variable Indicators

Service Quality, Service quality is an effort that focuses on fulfilling needs, requirements, and timeliness to meet customer expectations. According to Kotler and Keller (2016), Service quality is the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. Of course, satisfaction can be created if customer expectations are met (Qomariah 2016). The indicators of service quality are: physical evidence, responsiveness, empathy, reliability and guarantee (Parasuraman, et al., 1985).

3.4 Customer satisfaction

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono and Chandra 2016). Therefore, consumer satisfaction is a high benchmark for various marketing needs and company goals in general. The indicators of satisfaction are: satisfaction with existing facilities; satisfied with employee services; satisfied with IT use; satisfied with student data services; satisfied with employee care.

3.5 Customer loyalty

Loyalty is a complex concept containing attitudinal and behavioral dimensions. According to (Mu'ah and Masram 2014), loyalty from a behavioral perspective as ongoing repeat purchases. According to (Lupiyoadi 2013), Loyalty is an attitude referring to a consumer's ability to maintain a relationship with a service provider. This shows consumers' emotional and psychological commitment to a brand or company. Indicators of customer loyalty are: providing good information; recommend products or services; encourage colleagues to use products and services.

3.6 Research Population and Sample

Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics (Ghozali 2018). The population is all objects or individuals who have certain, clear and complete characteristics that will be studied. The population of this study was 75 RPL students of the Master of Management FEB University of Muhammadiyah Jember. A sample is a representative or part of a population that has the same traits and characteristics and is representative and describes the population so that it is considered to represent the entire population studied. (Sugiyono 2017). Sampling techniques are useful to assist researchers in generalizing to the population represented. Roscoe (1982) provides guidelines for determining sample size, including: in each study, the sample size must range between 30 and 500. The sample in this study was based on Roscoe's opinion and was determined at 50 respondents. The research sample was determined using a purposive sampling method, namely first semester RPL students Academic Year 2022/2023, totaling 50 people.

3.7 Data analysis method

Descriptive Statistical Analysis, Descriptive analysis is used to determine the average value of the variables used in the research which consist of the independent variable, namely service quality (X) and the intervening variable in the form of satisfaction (Z) and the dependent variable, namely customer loyalty (Y) in RPL students of the Master of Management FEB University. Muhammadiyah Jember (Arikunto 2016).
3.8 Data Analysis Technique

Data analysis in this study used multiple linear regression analysis with two stages. Validity and reliability tests were carried out to test the research questionnaire. Hypothesis testing is carried out to determine the effect of the independent variable on the dependent variable.

IV. Results and Discussion

4.1 Research Validity and Reliability Test Results

The results of the validity and reliability test of the research variables are presented in Table 1., below.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Squared Multiple Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality (X)</td>
<td>31,6400</td>
<td>17,745</td>
<td>.691</td>
<td>.483</td>
<td>.707</td>
</tr>
<tr>
<td>Customer Satisfaction (Z)</td>
<td>31,4800</td>
<td>23,724</td>
<td>.659</td>
<td>.436</td>
<td>.703</td>
</tr>
<tr>
<td>Customer Loyalty (Y)</td>
<td>38,0000</td>
<td>30,490</td>
<td>.671</td>
<td>.451</td>
<td>.748</td>
</tr>
</tbody>
</table>

Source: Data Processed by Researchers 2024.

Based on Table 5.1, it can be seen that the Corrected Item-Total Correlation value is above the value of 0.3 which is required as an indicator of the validity test value so it can be concluded that all research variable indicators are valid. Meanwhile, for the construct reliability test, it can be seen that the Cronbach alpha values of the research variables are all above 0.6 as the cut off value for the reliability test assessment.

4.2 Hypothesis Test Results

The results of the hypothesis test for the satisfaction variable as the dependent variable are presented in Table 2, below.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>9,705</td>
<td>1,784</td>
<td>5,439</td>
<td>.000</td>
</tr>
</tbody>
</table>
Based on the data presented in Table 2, it can be seen that the coefficient value for the service quality variable (X) is 0.496 with a significance level of 0.000, which indicates that service quality has an impact on customer satisfaction.

### Table 3. Hypothesis Test Results with Loyalty as the Dependent Variable

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>95.0% Confidence Interval for B</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>3,518</td>
<td>2,293</td>
<td>.432</td>
</tr>
<tr>
<td>Service Quality (X)</td>
<td>.251</td>
<td>.431</td>
<td>.091</td>
</tr>
<tr>
<td>Customer Satisfaction (Z)</td>
<td>.225</td>
<td>.315</td>
<td>.029</td>
</tr>
</tbody>
</table>

Source: Data Processed by Researchers 2024.

Based on the data presented in Table 3, it can be seen that the coefficient value for the service quality variable (X) is 0.251 with a significance level of 0.003 and the coefficient value for the customer satisfaction variable is 0.225 with a significance level of 0.025 which indicates that service quality and customer satisfaction impact on customer loyalty.

### 4.3 Coefficient of Determination

The coefficient of determination value for customer satisfaction as the dependent variable is presented in Table 4, below.

### Table 4. Results of the Determination Coefficient with Satisfaction as the Dependent

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>.610</td>
<td>.372</td>
<td>.359</td>
<td>2,2044</td>
<td>28,48</td>
<td>1,522</td>
</tr>
</tbody>
</table>

Source: Data Processed by Researchers 2024.

Based on the data presented in Table 4, it can be seen that the coefficient of determination value can be seen from the Adjusted R Square with a value of 0.359. Thus, it can be concluded that the service quality variable contributes 35.9% to customer satisfaction, while the rest is influenced by other variables outside those studied. The coefficient of determination value for customer loyalty as the dependent variable is
presented in Table 5, below.

**Table 5.** Results of the Determination Coefficient with Customer Loyalty as Dependent variable

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>Durbin - Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.672</td>
<td>.451</td>
<td>.428</td>
<td>1.4909</td>
<td>.451</td>
<td>19.308</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>df1=2, df2=47</td>
<td>Sig. F Change=.000</td>
</tr>
</tbody>
</table>

Source: Data Processed by Researchers 2024.

Based on the data presented in Table 5, it can be seen that the coefficient of determination value can be seen from the Adjusted R Square with a value of 0.428. Thus, it can be concluded that the variables of service quality and customer satisfaction contribute 42.8% to customer loyalty, while the rest is influenced by other variables outside those studied. The results of the hypothesis testing analysis are explained in Figure 2, below.

**Figure 2.** Path Analysis Results

4.3 The Influence of Service Quality on Customer Satisfaction

Based on the results of statistical calculations, it can be seen that the coefficient value of the service quality variable (X) is 0.496 with a significance level of 0.000. Thus, it can be concluded that the first hypothesis which states that service quality influences customer satisfaction is accepted (H1 is accepted) and H0 is rejected. Service quality has been widely conceptualized as the difference between expected service performance and actual perceived service performance (Buchari 2007). Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono 2020). Customers will feel satisfied if the service provided exceeds customer expectations. This research is in line with research conducted by (Pahlevi, et al. 2021), (Sukamuljo, et al. 2021), (Sitinjak, et al. 2017), (Kuntari, et al. 2016), (Poha, et al. 2022), (Harun 2015), (Chao, et al. 2015), (Saleem and Raja 2014), (Dimyati and Subagio 2016), (Muzammil, et al. 2017),...

4.4 The Influence of Service Quality on Customer Loyalty

Based on the results of statistical calculations, it can be seen that the coefficient value of the service quality variable (X) is 0.251 with a significance level of 0.003. Thus, it can be concluded that the second hypothesis which states that service quality influences customer loyalty is accepted (H2 is accepted) and H0 is rejected. Service quality has been widely conceptualized as the difference between expected service performance and actual perceived service performance (Buchari 2007). The service process concerns how the final results of the process are transferred to the customer (Parasuraman, et al. 1985). This loyalty can be obtained if the company has provided satisfaction to their consumers. If an organization's service is good, it will make a special impression on customers. In this way, customers will provide positive recommendations for the services they have received. Research that is in line with this research is research conducted by (Mulyawan and Rinawati 2016), (Soliha et al. 2019), (Nurzhavira and Iriani 2022), (Kassim and Abdullah 2010), (Osman and Sentosa 2013), (Shi, et al. 2014), (Wu 2011) (Antanegoro, et al. 2017), (Mey and Mohamed 2010), (Putri and Farida 2020), (Pallefi 2017), (Putro, et al. 2014), (Mu’ah et al. 2021), (Rorong et al. 2023) which states that service quality influences customer loyalty. Meanwhile, research that is not in line with this research is that conducted by (Qomariah et al. 2021), (Qomariah 2012), (Sukamuljo, et al., 2021) which states that service quality has no effect on customer loyalty.

4.5 The Influence of Customer Satisfaction on Customer Loyalty

Based on the results of statistical calculations, it can be seen that the coefficient value of the customer satisfaction variable (Z) is 0.225 with a significance level of 0.025. Thus, it can be concluded that the third hypothesis which states that customer satisfaction influences customer loyalty is accepted (H3 is accepted) and H0 is rejected. Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations (Tjiptono 2020). This loyalty can be obtained if the company has provided satisfaction to their consumers. If an organization's service is good, it will make a special impression on customers. Providers must provide services that can provide satisfaction to customers. Satisfied customers indicate that the expectations received are greater than the performance of the service. In this way, customers feel satisfied. Customers who are satisfied will provide the best information from service providers to other customers. This research is in line with research conducted by (Samal and Pradhan 2014), (Nurzhavira and Iriani 2022), (Ratnasari and Gumanti 2019), (Lie et al. 2019), (Soliha et al. 2019), (Hanny and Krisyana 2022), (Oktaviani 2017), (Antanegoro, et al., 2017), (Woor and Meliana 2019), (Quintania and Sasmitha 2020), (Mustamu, 2021), (Mardiyani and Murhatiningsih 2015) which
states that customer satisfaction has an impact on customer loyalty.

V. Conclusion

1. Service quality influences customer satisfaction at the Master of Management Study Program, FEB Muhammadiyah University, Jember.
2. Service quality influences customer loyalty in the Master of Management Study Program, FEB Muhammadiyah University, Jember.
3. Customer satisfaction influences customer loyalty in the Master of Management Study Program, FEB Muhammadiyah University, Jember.

References


