

The Influence of Service Quality and Brand Image on Middle School Student Satisfaction

Udik Kristyono¹, Nurul Qomariah², Muhammad Thamrin³

^{1,2,3} Universitas Muhammadiyah Jember, Indonesia

nurulqomariah@unmuhjember.ac.id

Abstract

Education is an important thing that every individual must have. With education, people's knowledge will increase. This article is a concept about the impact of service quality and brand image on user satisfaction of educational services at State Middle Schools in Jember Regency. The population in this study were users of educational services at State Middle Schools in Jember Regency. The number of respondents was determined at 100 respondents provided that the respondents were for regional research. The analytical method used is multiple linear regression. The results of this research are expected to show that service quality and brand image can increase customer satisfaction at State Middle Schools in Jember Regency.

Keywords

Service quality; brand image; student satisfaction; junior high school



I. Introduction

Education is important in today's modern life. With education, it is hoped that the quality of life of the community will improve. Whether a country is advanced or not can also be seen from the quality of its people's education. With increasing awareness of the importance of education, people's enthusiasm for entering educational institutions is also increasing. In this way, competition for students is also increasing. Considering the increasing competition, it is important for institutions providing educational services to continually increase customer satisfaction or recipients of educational services.

Student satisfaction is a major challenge for educational institutions, including at the junior high school level. This is because it is the main source of competitive advantage and student satisfaction leading to student attraction, retention and the spread of positive word of mouth communication with student satisfaction. Therefore, increasing student satisfaction must receive serious attention from the management of educational institutions. According to (P. Kotler & Keller, 2016), the definition of consumer satisfaction can be defined as the feelings of a consumer, whether in the form of pleasure or dissatisfaction that arises from comparing a product with the consumer's expectations for that product. If consumer expectations exceed product performance, consumers will feel satisfied, and conversely, if consumer expectations are less than product performance, consumers will feel dissatisfied or disappointed (Qomariah, 2016). As a service provider, you must strive to ensure that consumers are satisfied with the services or products provided to consumers. Good service quality and brand image can be categorized as factors that can make consumers feel satisfied with the products and services provided.

According to (Parasuraman, 1998), the definition of service quality can be interpreted as a reflection of consumers' evaluative perceptions of the services received at a certain time from a service organization. Thus, service quality is determined based on the level of importance of service dimensions. Service quality has 5 (five) indicators which include: tangible, reliability, responsiveness, assurance, empathy. It should be noted that service quality is closely related to the level of satisfaction of a consumer, this is because

service quality can provide special motivation for consumers to establish mutually beneficial relationships. This mutually beneficial relationship can be for a long period of time, with the company so that this allows the company to thoroughly understand the expectations and needs of a consumer. Much research has been conducted on the relationship between service quality and customer satisfaction with different results. Research from: (Kuntari et al., 2016), (Harun, 2015), (Putro et al., 2014), (Pahlevi et al., 2021), (Dewi et al., 2018), (Juniantara & Sukawati, 2018), (Firmansyah & Prihandono, 2018), (Suhendra & Yulianto, 2017), (Harpadeles et al., 2016), (Guspul, 2014), (Nursaid et al., 2020), (Meesala & Paul, 2018), (Lee & Kim, 2014), (Shi et al., 2014), (Khoo et al., 2017), (Omar et al., 2016), (Aliman & Mohamad, 2016), (Samal & Pradhan, 2014), (Qomariah, Fahrurrozi, et al., 2020), (Anggriana et al., 2017), (Qomariah, 2018), (Mulyawan & Rinawati, 2016), (Sutrisno et al., 2017), (Yulisetiari & Prahasta, 2019), (Setyawati et al., 2018), (Qomariah, 2008), (S. Purnomo & Qomariah, 2019), (Maskur et al., 2016), (Muharmi & Sari, 2019), (Heidy, 2022), (Budiyono et al., 2022), (Halimah et al., 2022), (Yanuar et al., 2017), (Setiawan et al., 2019), (Verriana & Anshori, 2017), (Subagiyo, 2015), (Nursaid et al., 2020), (Efnita, 2017), (Izzuddin & Muhsin, 2020), (Fadli, 2018), (Mardianty, 2018), (Asnawi, 2014), (Sukmamedian et al., 2022), (Ayunda, 2016), (Purnamasari & Budiarmo, 2019), (Septiandari et al., 2019), (Susilo et al., 2018), (Putri & Farida, 2020), (Swatyas et al., 2022), (Purnomo et al., 2023), (Qomariah et al., 2022), (Ambarwati et al., 2022), (Sanosra et al., 2022), (Qomariah & Lestari, 2020), (Qomariah, et al., 2020), (Qomariah, Firdaus, et al., 2023), (Nikmah et al., 2022), (Ariska et al., 2020), (Soliha et al., 2019), (Fahrurrozi et al., 2020), (Muzaki et al., 2023), (Qomariah, et al., 2023), (Qomariah, et al., 2023), (Fahmi et al., 2020) which states that service quality can increase customer satisfaction. Meanwhile, research conducted by (Qomariah, 2012) states that service quality has no impact on customer satisfaction.

Consumers get to know organizations that provide products and services usually through pictures and words. So that every organization or company will create images or signs that are easy for consumers to remember, or that can make consumers interested in using the products and services provided. Brand image or image is the perception of a brand as reflected by the brand associations that exist in consumers' memories about a product or service (Kotler & Keller, 2016). Thus, it can be concluded that brand image is consumers' understanding of a brand as a whole with their beliefs and views towards a brand. According to (Tjiptono & Chandra, 2016), brand image can be defined as the image formed in consumers' minds when they 'interact' with a brand. Brand image is a subjective perspective about a brand that is formed through several things such as logos, designs, and personal consumer experiences. The brand image will be created in such a way as to provide customer satisfaction. Thus there is a close relationship between brand image and customer satisfaction. Several studies have been conducted that link brand image with customer satisfaction. Study (Usvela et al., 2019), (Prameswari & Mahestu, 2019), (Atmanegara et al., 2019), (Purnomo et al., 2023), (Sutrisno et al., 2017), (Atmanegara et al., 2019), (Nursaid et al., 2020), (Upamannyu, 2014), (Chao, 2015), (Neupane, 2015), (Pusparani & Rastini, 2014), (Dimiyati & Subagio, 2016), (Djanas, 2016), (Mutmainnah, 2018) which states that brand image has an impact on customer satisfaction. Meanwhile, research conducted by (Sukamuljo et al., 2021) states that brand image has no impact on customer satisfaction.

II. Review of Literature

2.1 Marketing Management

According to (Kotler & Keller, 2016), marketing management is the art and science of selecting target markets and reaching, retaining and growing customers by creating, delivering and communicating superior customer value. According to (Tjiptono, 2020), the definition of marketing management is the process of analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target buyers to achieve organizational goals or objectives. company goals.

2.2 Customer satisfaction

According to (Kotler & Keller, 2016), the definition of consumer satisfaction can be defined as the feelings of a consumer, whether in the form of pleasure or dissatisfaction that arises from comparing a product with the consumer's expectations for that product. If consumer expectations exceed product performance, consumers will feel satisfied, and conversely, if consumer expectations are less than product performance, consumers will feel dissatisfied or disappointed (Qomariah, 2016). As a service provider, you must strive to ensure that consumers are satisfied with the services or products provided to consumers. Good service quality and brand image can be categorized as factors that can make consumers feel satisfied with the products and services presented.

2.3 Service Quality

According to (Parasuraman, 1998), the definition of service quality can be interpreted as a reflection of consumers' evaluative perceptions of the services received at a certain time from a service organization. Thus, service quality is determined based on the level of importance of service dimensions. Service quality has 5 (five) indicators which include: tangible, reliability, responsiveness, assurance, empathy. It should be noted that service quality is closely related to the level of satisfaction of a consumer, this is because service quality can provide special motivation for consumers to establish mutually beneficial relationships.

2.4 Brand Image

Consumers get to know organizations that provide products and services usually through pictures and words. So that every organization or company will create images or signs that are easy for consumers to remember, or that can make consumers interested in using the products and services provided. Brand image or image is the perception of a brand as reflected by the brand associations that exist in consumers' memories about a product or service (Kotler & Keller, 2016). Thus, it can be concluded that brand image is consumers' understanding of a brand as a whole with their beliefs and views towards a brand. According to (Tjiptono & Chandra, 2016), brand image can be defined as the image formed in consumers' minds when they 'interact' with a brand.

III. Research Method

This research was designed as a quantitative causality study. According to (Sekaran, 2006), quantitative causality research is research that aims to find out how the independent variable impacts the dependent variable. The independent variables in this research are

service quality (X1) and brand image (X2), while the dependent variable is customer satisfaction (Y). The population of this research is all public junior high school students in Jember Regency. The analysis that will be used is descriptive analysis, validity and reliability testing, and hypothesis testing.

IV. Result and Discussion

4.1 The Influence of Service Quality on Student Satisfaction

According to (Parasuraman, 1998), the definition of service quality can be interpreted as a reflection of consumers' evaluative perceptions of the services received at a certain time from a service organization. Thus, service quality is determined based on the level of importance of service dimensions. According to (Kotler & Keller, 2016), the definition of consumer satisfaction can be defined as the feelings of a consumer, whether in the form of pleasure or dissatisfaction that arises from comparing a product with the consumer's expectations for that product. Service user satisfaction is usually determined by the services provided by the service provider. If consumer expectations are more than service performance, consumers will get satisfaction. Research conducted by (Soliha et al., 2019), (Fahrurrozi et al., 2020), (Muzaki et al., 2023), (Qomariah, et al., 2023), (Qomariah, et al., 2023) , (Fahmi et al., 2020) stated that service quality has a positive impact on customer satisfaction. Thus, the first research hypothesis (H1) is that service quality influences customer satisfaction.

4.2 The Influence of Brand Image on Student Satisfaction

Brand image or image is the perception of a brand as reflected by the brand associations that exist in consumers' memories about a product or service (Kotler & Keller, 2016). Consumers get to know organizations that provide products and services usually through pictures and words. So that every organization or company will create images or signs that are easy for consumers to remember, or that can make consumers interested in using the products and services provided. According to (Kotler & Keller, 2016), the definition of consumer satisfaction can be defined as the feelings of a consumer, whether in the form of pleasure or dissatisfaction that arises from comparing a product with the consumer's expectations for that product. The relationship between brand image is that if the service provider organization provides an attractive description of the products or services provided, it will make customers interested in these products and services so that a purchasing process will occur which can have an impact on customer satisfaction. Research on the relationship between brand image and customer satisfaction was conducted by (Usvela et al., 2019), (Prameswari & Mahestu, 2019), (Atmanegara et al., 2019), (Purnomo et al., 2023), (Sutrisno et al. ., 2017), (Atmanegara et al., 2019), (Nursaid et al., 2020), (Upamannyu, 2014) whose results show that brand image has a positive impact on customer satisfaction.

4.3 Conceptual Research Framework

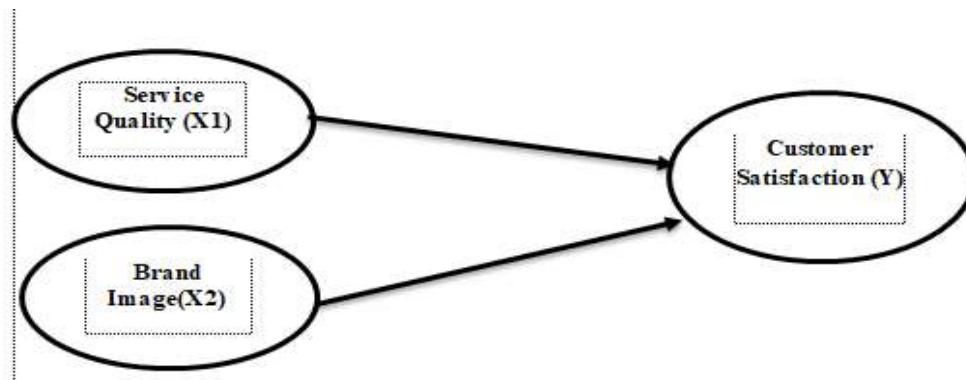


Figure 1. Conceptual Framework

V. Conclusion

Research on the relationship between service quality and brand image which is associated with customer satisfaction has been widely carried out and it turns out that the results are still inconsistent, so this research is necessary, so the conclusions from this research design are:

1. First research hypothesis (H1): service quality has a positive effect on student satisfaction at State Middle Schools in Jember Regency.
2. Second research hypothesis (H2): brand image has a positive effect on student satisfaction at State Middle Schools in Jember Regency.

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