



# Mediating Effect of Student Satisfaction on Student Loyalty

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## Abstract

*The existence of very large market potential of students who intend to continue their studies into higher education, make private universities grow and multiply rapidly so that they are forced to compete with each other in order to obtain a number of students and to preserve them until the graduation, continue their study to the higher level and to distribute positive information by word of mouth amongst the community as a form of persuasion to others. The purpose of this study is to examine the mediating effect of student satisfaction on student loyalty. The source of the data is secondary data taken from The Ministry of National Education (Kemdiknas), Kopertis region III and the primary data is taken from survey's of Private University students in Jakarta, with number of samples = 500, analyzed by using Structural Equation Modeling (SEM) PLS 2.0. The findings of this research are: four hypothesis take positive effect and significant. Student loyalty is influenced by Image mediated by student satisfaction (partial mediating), Student loyalty is influenced by servicescape mediated by student satisfaction (full mediating).*

**Keywords :** *Image, Servicescape, Student Satisfaction, Students Loyalty, Private Higher Education.*

## Introduction

In Indonesia, there is a rapidly increasing number of Private Higher Education Institutes compared to 2001 during which there were 1,846 institutions (95%) of the total number of 1,944 Private Higher Education, in 2010 the number had reached 3,097 institutions (97%) from the total number of 3,185 institutions. Meaning that within a period of nine years there has been an increasing number of Private Higher Education. That is 1,251 institutions or 64%. This was caused by an increased number of students from year to year (Mart, 2012: 6). In addition, Mart also stated that based on the data taken from the Indonesian Directorate General of Higher Education (DIKTI), the Ministry of Education and Culture, from the total number of about 5 million students, only about 1 million students were accepted in public universities.

The above conditions indicated the existence of a very large market potential of students who intend to continue their studies at a level of higher education. This is a great challenge for universities as the institutions of higher education service providers. This challenge becomes so real to the Private Higher Education that, since its establishment was very aware of the meaning of the competition in obtaining a large number of students. On the other hand, the Higher Education is still expected to maintain the values of academic by prioritizing the quality of education, that is to produce the competent graduates who are able to compete at work, as well as entering the working world.

Facing the national demands and the competition, the Higher Education institution must increase the organization capacity and apply the right strategy. They need to look for as





many alternative advantages as possible to be able to increase their organization capacity. Many techniques can be used as an alternative source of competitive advantages.

The students as the customers force the Higher Education Institutions to provide educational services that meet the demands and satisfy their needs. Thus, to meet the students' expectations, servicescape factor (Servicescape) such as classrooms, lab space, the room layout, the shape of the building, and various other facilities, the symbols used in the institution environment are the important factors that can determine the educational services.

Rojas-Mendez et al (2009) on the results of his research found that in order to win customers / students, the university's administrators must set the appropriate program, which is used to promote, establish, develop, and maintain long-term relationships with students, former students and alumni. However, the program should be based on a clear understanding of how long-term relationships with the students can be developed and maintained.

Image is a construct which has the most affect on student satisfaction. The affect of the image is also relevant to the Student Loyalty (Alves and Raposo, 2010). According to Kotler and Fox (1995), the institution's image and reputation are more important than quality. Which is why, image really influences the choice made by the students. Image affects the people who are involved in / use it (Landrum et al, 1998), the students' satisfaction (Clow et al, 1997; .Eskildsen et al, 1999) and the Students' loyalty (Eskildsen et al., 1999).

Based on that description, it is important to conduct research about the image of an institution and the servicescape on the Students loyalty mediated by the student satisfaction, the research questions can be formulated as follows:

1. How is the effect of the Image on Student Satisfaction?
2. How is the effect of Servicescape on Student Satisfaction?
3. How is the effect of Image on Student Loyalty?
4. How is the effect of Servicescape on Student Loyalty?
5. How is the effect of Servicescape on Student Loyalty mediated by Student Satisfaction?
6. How is the effect of Image on the Student Loyalty mediated by Student Satisfaction?
7. How is the effect of Student Satisfaction on the Student Loyalty ?

### **The Objectives of the Study**

Based on the background of the study and the problem of the study, this research is aimed to analyze:

1. The effect of the Image on Student Satisfaction?
2. The effect of Servicescape on Student Satisfaction ?
3. The effect of Image on Student Loyalty?
4. The effect of Servicescape on Student Loyalty?
5. The effect of Servicescape on Student Loyalty mediated by Student Satisfaction?
6. The effect of Image on Student Loyalty mediated by Student Satisfaction ?
7. The effect of Student Satisfaction on Student Loyalty ?

## **Literature Review**

### **Servicescape**



Lovelock and Wirtz (2011) stated that servicescape is the around Servicestyle and appearance and the customer experience encountered by them in services delivery. Kotler and Armstrong (2010) explained servicescape as "the environment in which the service is assembled and in which spectators interact with tangible commodities that facilitate performance or communication of the service offering".

Zeithalm (2009: 313) defines Servicescape as "organization physical facilities that consists of interior and exterior attributes that affect the customer at the time of evaluating the service before buying and evaluating their satisfaction with the services during and after use". The interior attributes include: interior design, layout, fixtures, air quality / temperature, lighting, sound of music, and scenery. The exterior attributes are including: parking facilities, exterior design, the environment, and signs.

According to Cokrill, Goode, and Emberson (2008), servicescape is a factor that is commonly used as a guide by the customer to judge anything from the company. On the other hand, Brady and Cronin (2001) use the term environmental services rather than servicescape. The environmental service also refers to tangible or physical elements of the organization. It comprises of the design of the facility, atmospheric conditions and social factors.

### **Image**

The image has been described as subjective knowledge, such an attitude, and a combination of the different product characteristics with the physical product but still identified with the product itself (Nguyen & LeBlanc, 1998). LeBlanc and Nguyen (1996, 45) stated that the company's image is the result of the aggregation process in which customers compare and contrast the various attributes of the company. Landrum et al. (1998) stated that the image as the sum of all the beliefs an individual has towards the university. In addition, Kazoleas et al., (2001) stated that individual images can be interpreted as positive, neutral or negative towards the organization. Kotler and Fox (1995:231) defined that the image is a set of beliefs, ideas, and impressions of a person to an object. Corporate image is formed by a diverse group of external stakeholders and can be defined as the summary of the impression or perception of a company (Chun, 2005: 95). Minkiewicz et al. (2011) defined corporate image as a stakeholder beliefs, perceptions, feelings and attitudes toward the organization. So it can be concluded that the image is a representation of a person's mental or overall impression / stakeholders of the object or attribute.

### **Student Satisfaction**

Halstead *at al.* (1994) stated that *Satisfaction is an affective response, centered on comparing the result of the product with some standard set prior to the purchase and measured during or after consumption.* Fornell (1992), *satisfaction as a general evaluation based on the result of the product perceived after the purchase and compared with expectations prior to the purchase.*

Elliott and Shin (2002:198), once said that *student satisfaction as "the favourability of a student's subjective evaluation of the various outcomes and experiences associated with education.* The Higher Education is increasingly recognizing the service industry and placing greater emphasis on meeting of the student's expectations and their





needs (Elliott & Shin, 2002:197). In addition, Kotler (2012) stated that *satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) to expectations*. If the performance perception is less than the expectation, then the customer is not satisfied, if the performance perception equals

to the expectation, then the customer is satisfied and even exceeded to the expectation itself, the customer will be highly satisfied or delighted.

Customer satisfaction can be regarded as the psychological summary evaluation or subjective summary based on customer experience compared to the expectations (Helgesen & Nettet, 2007). The definition of satisfaction according to Oliver (2010:8):

*Satisfaction is the consumer's fulfillment response. It is a judgment for a product / service feature, or the product or service itself, provided ( or is providing ) a pleasurable level of consumption-related fulfillment including level of under or over fulfillment.*

### **Student Loyalty**

Building and maintaining the *Customer Loyalty* is an important part (The heart) of marketing. Loyalty has been defined by Oliver (1997: 392) as:

*. . . a deeply held commitment to rebuy or repatronise a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour.*

The customer loyalty is the behaviour of customers to maintain a relation with an institute through purchase of its products and services (Singh & Sirdeshmukh, 2000). Lam et al. (2004: 294) defined it as 'a buyer's overall attachment or deep commitment to a product, service, brand, or organization'. Customer loyalty can be divided into two categories, one of which is long term, and is an arguably more valid relationship, the other is a short-term relationship, in which the customer may be switched if and when the alternatives are relatively better given (Jones & Sasser, 1995). Bhoite (1996) sees loyalty as the extent to which customers would recommend the services of one institution to others. The consumer loyalty can be defined as the repetition purchase behavior that has become a habit, in which there exists a relationship and high involvement in customer preferences towards a particular object, and are characterized by the absence of external information searching and the alternatives evaluation (Engel, Blackwell, and Miniard, 1995:144).

### **The Servicescape, Student Satisfaction and Student Loyalty**

Zeithaml (2009: 315) illustrated that the university organizes tours for parents and prospective students to look around the environment and campus facilities. Several previous studies of Servicescape are shown in Table 1 below:





Tabel 1 :Previous studies of Servicescape

Researcher / year	Title	Researcher results
Juhari at.al (2012)	<i>The Shopping Mall Servicescape Affects Customer Satisfaction</i>	The welcoming of customers to the shopping mall is not only important for profit, but also symbolizes prestige or increases the good name of the shopping centre. Thus, customer satisfaction must be emphasized to attract more customer visits to the shopping mall. The servicescape provided in the shopping mall must achieve a level of customer satisfaction in order to ensure continuity of customer visits
Simpeh at.al, 2011	<i>Servicescape and Customer Patronage of Three Star Hotels in Ghana's Metropolitan City of Accra</i>	It was found that positive relationship exists between the ambience of the hotels and patronage by customers. Positive relationship was also reported between spatial layout and patronage by customers. It was again found that signs, symbols and artifacts were positively associated with customer patronage.
Harris and Goode, 2010.	<i>Online servicescapes, trust, and purchase intentions</i>	A measure of e-servicescape is evaluated that comprises three dimensions and 52 items while relationships between the dimensions of e-servicescape, trust, and purchase intentions are described
Musriha, 2012	<i>Effect of Servicescape and employee communication quality on customer loyalty of bank mandiri in surabaya</i>	Service scape influences Customer Loyalty of bank Mandiri in Surabaya.
Boo Ho Voon, 2010	<i>Service Environment of Restaurants: Findings from the youth customers</i>	The impact of servicescape on customer satisfaction and loyalty was found to be relatively smaller, except for the fast food restaurants.
YanyoAzies etya	<i>The effect of Servicescape on Customer Loyalty with customer satisfaction as variable intervening and personal factor as a</i>	Servicescape significantly affects the customers loyalty.





	<i>variable moderating</i>	
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Source : International Journal

### **The Image, the Student Satisfaction, and the Student Loyalty**

Fornell (1992) shows that the image has a strong effect on customer satisfaction. The model proposed by Clow et al. (1997) suggested that the company image formed by *tangibles* such as price, advertisement and word of mouth concludes that the image both directly and indirectly affect through perceived quality on the satisfaction. Palacio et al. (2002) concluded that the overall image has an effect on the student satisfaction and affective and cognitive components also have a different effect on satisfaction. Alves and Raposo (2010) concluded that the university image has a direct and significant influence in creating the satisfaction process, also relevant on Student Loyalty. Minkiewicz et al. (2011) stated that the company image has a significant positive relationship on the customer satisfaction.

### **The Relationship of Satisfaction and Student Loyalty**

Satisfaction is considered as an important factor affecting the loyalty (Ruyter & Bloemer, 1999). Bowen and Chen (2001) stated that although their relationship is non-linear, but relationship between the two constructs is significant. Helgesen and Nettet (2007), stated that the student satisfaction directly affects the student loyalty. Kandampully and Suhartono (2000) also found the same conclusion. *Satisfaction and loyalty are closely related, and satisfaction is an antecedent variable of loyalty* (Dick, Basu, 1994). Furthermore, Morgan and Hunt (1994) on their research stated that trust and commitment as the mediating variables between the *five important antecedent and the five outcomes*. Similarly, Rojas-Me'ndez et al. (2009) in his study stated that trust and commitment is a mediating variable between satisfaction and loyalty.

*H 1 There is a positive and significant effect of image on the Student Satisfaction*

**1**

*H 2 There is a positive and significant effect of Servicescape on the Student Satisfaction*

**2**

*H 3 There is a positive and significant effect of Image on the Student Loyalty*

**3**

*H 4 There is a positive and significant effect of Servicescape on the Student Loyalty*

**4**

*H 5 There is an effect of Servicescape on Student Loyalty mediated by student satisfaction*

**5**

*H 6 There is an effect of Image on the Student Loyalty mediated by student satisfaction*

**6**



**H** There is a positive and significant effect of student satisfaction on the student loyalty.

**7**

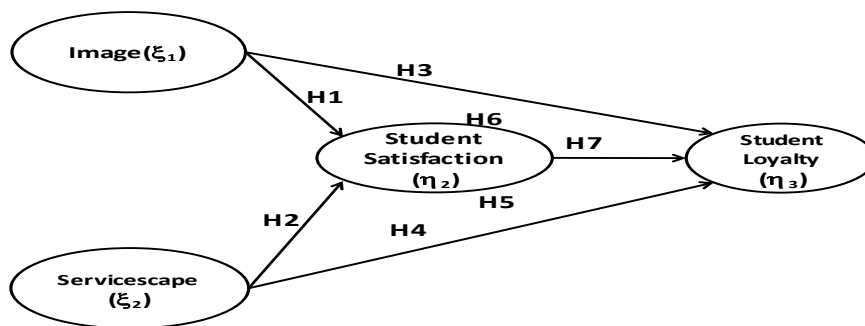


Figure 1. Research model of the Student Loyalty

### Research Methodology

The type of data in this research is subjective data (*self-report data*), thus the research data was directly taken from a source (primary data) and the secondary data is used as supporting data. The source of the data being; (1) Secondary data, taken from the Central Statistics Agency (BPS), Kopertis III, and (2) the primary data, the students of the private universities in the Kopertis III region.

The population used in this research (*unit of analysis*) are private university students (PTS) in DKI Jakarta (Kopertis III region) and is conducted by making the level for the population members into sub-populations.

By dividing the population members into several sub-populations with some existing criteria of 1 to 5, then the research population of Private Higher Education in table 2 is obtained.

Table 2: Population of Private Higher Education

No.	Private Higher Education	Population (people)	Sample(people)
1	Bina Nusantara University	4390	60
2	Gunadarma University	5544	76
3	IndonusaEsaUnggul University	1097	15





4	MercuBuana University	4228	58
5	Nasional University	1462	20
6	Persada Indonesia YAI University	3055	42
7	Tarumanagara University	5253	72
8	TrisaktiUniversiy	5657	78
9	Atmajaya Catholic University	4634	63
10	Pancasila University	1172	16
Sum		36492	500

Source : ban-pt.kemdiknas.go.id, 2012

### Hypothesis Testing and Discussion

*Convergen validity* from the *measurement* model by using a reflexive indicator can be seen from the correlation of the *score item indicator* with its construct score. The individual indicator is considered reliable if the correlation values is above 0.7 (Ghozali, 2008: 40). All results meet convergent validity since all loading factors are above 0.7.

Table 3: Cross loading factors

	Image	Services Scape	Student Loyalty	Student Satisfaction
IM1	0.8311	0	0	0
IM2	0.8406	0	0	0
IM3	0.7975	0	0	0
IM4	0.8263	0	0	0
SC1	0	0.7586	0	0
SC3	0	0.7428	0	0
SC4	0	0.7188	0	0
SC5	0	0.7799	0	0
SL1	0	0	0.8412	0
SL2	0	0	0.8344	0
SL3	0	0	0.839	0
SL4	0	0	0.8155	0
SS1	0	0	0	0.7716
SS2	0	0	0	0.8343
SS3	0	0	0	0.8357
SS4	0	0	0	0.849

Source :Result SEM PLS 2.0

(Hair et al, 2010) states Discriminant Validity reflexive indicator can be seen in the cross-loading between indicators with its construct. From the table 3, it can be seen that the image construct correlation with its indicator is higher than the image indicator correlation with other constructs. On the contrary, the commitment construct correlation with its indicator is higher than the commitment indicator correlation with its image construct. Similarly, another cross Loading value showed that the existence of good Discriminant Validity. Since the indicator correlation value on the construct is higher than the indicator correlation value with other constructs.

The construct is said to have a good reliability if the composite reliability values is above 0.8 and above 0.5 the value Ave (Ghozali, 2008: 40).From the attachment table 4, it can be seen all constructs meet the reliability.





Table 4: Reliability Tes

	AVE	Composite Reliability	R Square	Cronbachs Alpha	Communality	Redundancy
Image	0.679	0.8943	0	0.8425	0.679	0
Servicescape	0.563	0.8374	0	0.7424	0.563	0
Student Loyalti	0.6932	0.9004	0.1784	0.8527	0.6932	0.0606
Student Satisfaction	0.6777	0.8936	0.3626	0.8419	0.6777	0.1794

Source :Result SEM PLS 2.0

Table 5 :Hipoteses Testing

	Original Sample (O)	Sampl e Mean (M)	Standard Deviatio n (STDEV)	Standar d Error (STERR)	T Statistics ( O/STERR  )
Image -> Student Loyalti	0.3379	0.3305	0.1106	0.1106	3.0546
Image -> Student Satisfaction	0.3984	0.4047	0.0972	0.0972	4.1009
ServiceScape -> Student Loyalti	-0.0376	0.0151	0.1414	0.1414	0.2663
Servicescape -> Student Satisfaction	0.3011	0.312	0.1014	0.1014	2.9682
Student Satisfaction -> Student Loyalti	0.3426	0.3628	0.1166	0.1166	2.9386

Source :Result SEM PLS 2.0

From the relationship between inter-Latin constructs existed in the table 5, it can be explained as followed:

Hypothesis 1 (H1) supported, this means that the Image positively and significantly affects on the Student Satisfaction (4:10 > 1.96). It means that the higher the image, the greater the Student Satisfaction will be. Hypothesis 2 (H2) supported, this means that the servicescape positively and significantly affects on Student Satisfaction (2.97 > 1.96). It means that the higher the Servicescape, the more increasing the Student Satisfaction will be. Hypothesis 3 (H3) supported, this means that the image positively and significantly affects on the Student Loyalty (3:06 > 1.96). It means that the higher the image, the more increasing the Student Loyalty will be. Hypothesis 4 (H4) not supported. This means that the services cape do not positively and significantly affects on the Student loyalty (0.3 < 1.96). It means that the higher the servicescape, the Student loyalty will not be increasing. Hypothesis 7 (H7) supported, this means that the satisfaction positively and significantly affects on the Student Loyalty (Value T statistic = 2.94 > 1.96). Meaning the higher the student satisfaction, the greater the increase the Student Loyalty will be.

Based on the above hypothesis testing results, it can be concluded that the image positively and significantly affects on the Student Satisfaction. Then Student Satisfaction positively and significantly affects on the Student Loyalty, as well as the Image positively and significantly affects on the Student Loyalty. So it can be concluded that the Student Satisfaction is partial mediating of the relationship between image and the Student Loyalty,





or in other words that the Student Satisfaction is able to partially mediate (partial mediating) the effect of Image on Student Loyalty.

The Servicescape positively and significantly affects on the Student Satisfaction, then it can be concluded also that the Student Satisfaction directly affects on the Student Loyalty. While, servicescape do not positively and significantly affects on the Student Loyalty. Therefore, it can be concluded that Student Satisfaction mediates (full mediating) the relationship between the Services cape and the student loyalty.

### **Conclusion**

1. *There is a positive and significant effect of image on the Student Satisfaction*
2. *There is a positive and significant effect of Servicescape on the Student Satisfaction*
3. *There is a positive and significant effect of Image on the Student Loyalty*
4. *There is not positive and significant effect of Servicescape on the Student Loyalty*
5. *There is an effect of Servicescape on Student Loyalty mediated by student satisfaction (full mediating)*
6. *There is an effect of Image on the Student Loyalty by student satisfaction (partial mediating).*
7. *There is a positive and significant effect of student satisfaction on the student loyalty.*

### **Managerial implications**

Based on the results of this research, it can be obtained several findings i.e., the Student Loyalty on the Higher Education institution will increase if:

- I am satisfied with this institution which is the best institution for me to gain knowledge for my future (SS4)
- If I need to continue my study, this institution will be the first choice (SL1)
- I always have a good impression of this university because of its learning facilities (IM2)
- The aesthetic beauty of the campus room layout (SC5).

### **Limitations and Recommendations for Further Research**

1. This Research only took samples from several private universities in Kopertis Region III Jakarta, given the problems of time and place. Other researchers can continue this study by taking additional samples from several Private Higher Education institutions outside the Kopertis Region III with the availability of time.
2. There are many other factors that affect the Student Loyalty to the Private Higher Education institution besides the variables in this study, for example, communication (communication), the Student Complaint, the Reputation and other factors in order to be further investigated, because other factors apart from the factors stated in this study possibly have a dominant effect to improve the Student loyalty to the Private Higher Education institution.



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