The Effect of Service Quality, Trust and Brand Image on Customers' Satisfaction

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In this paper we examined the impact of service quality, trust, and brand image on customers' satisfaction in the graduate program of educational administration at Universitas Bengkulu. We found that (1) service quality has a positive influence on customers' satisfaction; (2) brand image has a positive influence on customers' satisfaction; (3) trust has a positive influence on customers' satisfaction; and (4) service quality, brand image and trust togetherness have a positive influence on students' satisfaction.

Keywords: *Service Quality, Customers' Satisfaction, Brand Image, Trust.*

Introduction

Competition in various sectors today is increasing both in manufacturing and in services. Likewise, the competition that occurs in the educational service industry, achieving the title of educated individual is an important human need and becomes a priority and is fundamental for life. Therefore educational development is the main thing in Indonesia and involves various institutions because educational development has a dynamic relationship with various other sectors. The better public education, the better the level of life and ultimately it will have an impact on the smooth activities of daily life of the community itself.

Increasing the degree of education is done through improving the quality and feasibility of education that is equitable and affordable to the whole community (Tobari et al, 2018; Irmayani et al, 2018; Apriana et al, 2019). For this reason, the provision of educational services is a must do in various regions throughout Indonesia. This is in line with the increasing public awareness of the importance of education in life. One of the institutions that

deals with the problems of educational services is an institution in the form of higher education. For this reason, strategic planning for non-profit organisations, such as tertiary educational institutions, is needed to achieve its goals (John, 2004; Indrajit and Djokopranoto, 2006; Soedijarto, 2008).

Higher education as one of the institutions engaged in the field of educational services which has a function as a tool that can provide an appropriate assessment of a level of community intelligence. In higher educational service facilities there will be a lot of expertise with multidisciplinary fields of science (Shattock, 2004; Uhar, 2015; Allen, 2002). Not much different from other businesses, customers are the most important thing for universities. In the absence of customers, there is no activity in the college. At present, the number of universities especially in Indonesia is increasing up to 4670, both implemented by the government and the private sector continues to grow and develop (Higher Education Data of Indonesia, 2018). Thus the level of college competition is also getting tougher. For this reason, every tertiary educational service in various study programs is demanded to be able to provide good services.

Universities are like an industry. Student input that is accepted is the raw material, while the results of the learning and teaching process carried out are the resulting services. The results of the learning and teaching process must be of a guaranteed quality. The quality of a higher educational service is defined to the extent that the ability to satisfy the needs and expectations of customers, namely students, so that service orientation is achieved in improving the marketing performance of an educational service.

The quality of service according to (Parasuraman et al. 2005; Solnet and Kandampully, 2008; Haryanti, 2010) is determined by five dimensions are direct evidence, reliability, responsiveness, assurance and empathy. Basically, excellent service quality is one of the determinants of customer satisfaction, including educational services. Therefore, in order to increase students' satisfaction with higher educational services, universities must be able to display and provide quality and grade academic services, while at the same time changing the culture of higher education (Bargh et al, 1996; Sallis, 1993; Sofyan, 2006). The experience that is received by customers for excellent service quality will have an impact on student satisfaction and at the same time improve the quality of graduates (Rosul, 2005). Another factor that influences customer satisfaction is customer confidence in educational products or services. Good performance of an organisation will lead to customer confidence which in turn will create customer satisfaction. Crosby et al. (2000) states that trust is the belief that service providers can use it as a tool to establish long-term relationships with customers. On the other hand, a good brand image will also be able to build a higher impression on customers of the products or services offered by universities. Setiadi (2010) revealed that the image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Customers who

have a positive image of a brand will be more likely to make a purchase. Furthermore, Aaker (2006) says that corporate competition is no longer limited to the functional attributes of a product or service, but has been linked to a brand or institution name that is able to provide a special image for the user, meaning that the brand has experienced a shift. Therefore, brand image has to be managed properly in order to encourage higher customer satisfaction.

Based on the description stated, in this study we examined the effect of service quality, customer trust and brand image on customers' satisfaction of the Graduate Program of Educational Administration at Universitas Bengkulu.

Literature Review
Customers' Satisfaction

According to Kotler (2009), satisfaction is the level of a person's perceived state which is the result of comparing the outcome of a product that is felt in relation to one's expectations. According to Pasurraman et al, (2005), that expectation is the basis of customer satisfaction in educational services. In this case, hope is formulated as a service that is thought by customers to be received. According to Damayanti (2012), satisfaction is a feeling or condition of someone who has experienced an action or treatment in accordance with his expectations. From the three opinions above it can be seen that the level of customers' satisfaction is closely related to aspects of customer expectations and ratings of the service it receives.

Customer satisfaction will depend on employee performance and university leadership in providing the best service. According to Jarvis, (2000; 2001), satisfaction is the feeling happy to the performance of the product. Mas'ud (2012) explains in his research about the indicators of customer's satisfaction: 1) competitive price level, 2) product utilisation, and 3) positive experience in the field of customer satisfaction.

Furthermore, Oliver (2009, Kotler, Philip. 2009) states that overall satisfaction is determined by the mismatch of expectations which is a comparison between perceived performance and expectations. It can be concluded that satisfaction can be seen from several indicators, namely: a) Satisfaction with the ability to perform the promised service; b) Satisfaction with the willingness to help customers; c) Satisfaction with knowledge and politeness; d) Satisfaction with customer care; e) Satisfaction with the appearance of physical facilities.

Service Quality

According to Jasfar (2015) and Kotler (2009) service quality is a very complex discussion because the assessment of service quality is different from product quality, especially because

it is not intangible and production and consumption run simultaneously. Besides these different characteristics, in terms of evaluating service quality, customers are directly involved and participate in the production process of the service. Thus the quality of service in the service sector is defined as how customers respond to the services consumed or perceived.

Understanding the quality of service cantered on efforts to meet the needs and desires of customers and the accuracy of its delivery to offset customer expectations. Service quality is the expected level of excellence and control over the level of excellence to meet customer desires (Parasuraman et al, 2005). While Tjiptono (2011) states that quality is a dynamic condition that meets or exceeds customer expectations. Thus, the understanding of service quality can be interpreted as an effort to meet the needs and desires of customers and the accuracy of service delivery in balancing customer expectations. Therefore, service quality is determined by the ability of the organisation to meet the needs and desires of customers in accordance with customer expectations. In other words, the main factors affecting service quality are the services that customers expect and the perception of service (Parasuruman, et al, 2005).

Lovenia (2012) said that service quality is more difficult to evaluate compared to product quality because its characteristics include intangibility, inseparability, variety and are not long lasting. So the criteria used to evaluate service quality become more complex. Customers do not merely evaluate the quality of service based on the final results, but also consider the service process provided. The perception of service quality arises from how far the service provider provides services as expected by customers. Groonroos (2014), states that service quality is a function of what is actually received by customers, how the service is delivered. Furthermore, service quality refers to the customer's assessment of the core of the service, namely the service provider itself or the whole service organisation. Most customers begin to show demands for excellent service, they no longer just need quality services but they prefer to enjoy the comfort of the services provided.

Service benchmarks are measurements that have been determined as a standardisation of good service. The service measure is in the form of a documentation containing technical details of a service. According to Moenir (2006), the characteristics of good service that must be followed by employees in charge of serving customers include: a) Availability of good employees; b) Availability of good facilities and infrastructure; c) Responsibility to every customer from the beginning to the end; d) Able to serve quickly and precisely; e) Able to communicate; and f). Having good skills and knowledge. On the other hand Parasuraman et al (2005) state that the dimensions that determine the quality of service include: 1) tangibles, including physical facilities, equipment, employee, and means of communication; 2) reliability, the ability to provide the promised service immediately, accurately and

satisfactorily; 3) responsiveness, which is the desire of employees to help customers and provide services swiftly; 4) assurance, including knowledge, abilities, politeness and trustworthiness that have staff or employees free from danger, risk or doubt; and 5) empathy, including ease of relationships, good communication, personal attention and understanding the needs of many people.

Trust

Trust is the belief that service providers can use it as a tool to establish long-term relationships with customers to be served. Trust is a willingness or confidence of exchange partners to establish long-term relationships to produce positive work (Crosby et al. 2000). The ability to communicate effectively is an instrument to generate customer trust. Then effective communication will help customers to increase knowledge and understanding the importance of creating trust in service provider companies, because frequent and high quality communication will generate greater trust (Morgan & Hunt, 2014).

Furthermore, Lisa (2009) said there are several factors that influence trust 1) experience is relevant to the work carried out by companies regarding business and company achievements in the economic field and so on. A lot of experience and interest in business will make the company better understand the wants and needs of customers; 2) quality of work is the process and results of company work that can be assessed by some customers or the public; and 3) intelligence is the company's ability to manage problems that occur within the company. Intelligence can also build trust, because high credibility without being based on intelligence in attracting customers is not able to increase customer trust.

Brand Image

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Setiadi (2010) stated that the image of a brand is related to attitudes in the form of a belief in a brand. Customers who have a positive image of a brand will be more likely to make a purchase. Brand image according to Tjiptono (2011) is customer's choice in certain brands.

Furthermore, the dimensions of brand image as follows 1) corporate image, which is related to the existing image within the company itself. The company as an organisation tries to build an impression with the aim of not wanting the name of this organization to be good, so that it will influence everything about what the organisation does; 2) product image, which is related to the customer image of a product that can have positive or negative impacts related to the needs, desires and expectations of customers. The impression of the product can support the creation of a brand image or image of the brand; and 3) customer image can be

formed directly from experience and contact with the use of certain brands. According to Hidayati (2013), brand image is often used as a collection of all associations associated with a brand. Brand image is very closely related to what people think of, feel towards a particular brand, so that in the brand image psychiatric factors play a role more than the physical factors of the brand.

Analytical Framework

Figure 1. Research Framework
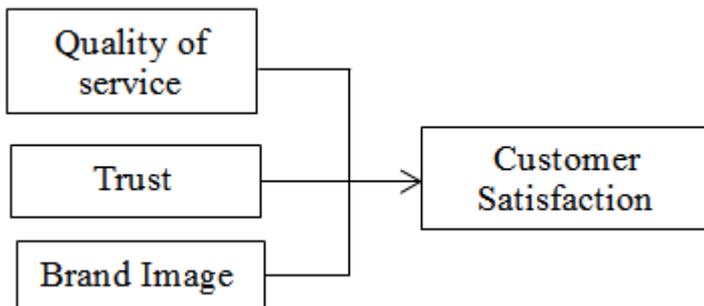
Based on the literature review and analysis of various previous studies, this research formulated the analytical framework as shown in Figure 1 above. From the research framework it can be seen that the variables of service quality, trust and brand image have an influence on customer satisfaction.

Research Hypothesis

Based on the literature review and previous studies that have been carried out above, the following formulation of the hypotheses used in this study is presented.
H1: Service quality variables affect customer satisfaction.
H2: The variable of trust affects customer satisfaction.
H3: Brand image variables have an influence on customer satisfaction.

Methods

This research was conducted to find out and analyse the extent of the influence of service quality, trust and brand image on customer satisfaction in educational services, especially in the Graduate Program of Educational Administration at Universitas Bengkulu.

The study was conducted with a quantitative descriptive approach and the type of research was a case study conducted through a survey of customers of the Graduate Program of Educational Administration at Universitas Bengkulu. This study is also an explanatory

research that aims to describe and explain the nature of a state of the variables studied at the time the research was conducted on the research object (Sugiyono, 2000). Data was collected by using questionnaires.

The data was analysed using the Multiple Linear Regression approach, the attachment assessment between the independent and dependent variables is then performed. The following description will reveal the results of the research hypotheses both for partial tests and simultaneous tests. These results are obtained through the data processing using SPSS.

Results

Based on facts and data that have been analysed and processed using the SPSS program, (Imam, Ghozali, Imam, 2005) data processing is then performed. Data processing is done to answer the stated research objectives. The results obtained using multiple regressions show the effect of each independent variable on the dependent variable. Based on the regression equation, the results of this study can be formulated as follows.

$$Y = 0,342X_1 + 0,075 X_2 + 0,363X_3$$

From this equation, it can be explained the influence between variables as follows:
a) The effect of Service Quality variables on the Customer Satisfaction variable is 0.342. Thus it can be interpreted that if Service Satisfaction through its 5 dimensions, namely the manifestation of physical appearance, reliability, responsiveness and assurance as well as empathy is enhanced it will be able to increase customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu.
b) The influence of the Trust variable on the Customer Satisfaction variable is 0.07 and is positive. This implies that increasing customer confidence through the dimensions of experience, quality of work and employee skills at the Graduate Program of Educational Administration at Universitas Bengkulu will be able to increase student satisfaction.
c) The influence of the Brand Image variable on the Customer Satisfaction variable is 0.363 is positive. This implies that increasing the Brand Image of the Graduate Program of Educational Administration at Universitas Bengkulu will be able to increase student satisfaction

Determination Test Results

The determination test is used to find out how much influence all independent variables have on the dependent variable. The coefficient of determination for the independent variable used is adjusted R square. The data processing for this test calculation is carried out using the SPSS Program. From the results of data processing it can be seen that the coefficient of determination (adjusted R2) obtained was equal to 0.356. R2 is the simultaneous coefficient

between the predictor variables and the dependent variable. This value indicates that the independent variable consisting of Trust, Service Quality and Brand Image has an influence on the variable of student satisfaction by 35.6%. This means that 35.6% of variations in customer satisfaction at the University of Bengkulu MAP Program can be explained by variations of the three independent variables. While the remaining 64.4% of student satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu is influenced by other variables not included in this research model.

First Hypothesis Test

From the results of data processing, it can be seen that the Service Quality variable (X_1) has a positive and significant influence on customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu. This is evidenced by the significance value of 0.009 from this variable which is smaller than the alpha value of 0.05. Thus it can be proven that the Service Quality variable has an influence on student satisfaction.

Second Hypothesis Test

Based on the results of data processing, it is proven that the Trust variable (X_2) has a positive and significant influence on customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu. This result is supported by the P_{value} of this variable with a value of 0.032 and the value is smaller than the alpha value of 0.05. Thus stating that the Trust variable has an influence on customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu can be proven.

Third Hypothesis Test

It is shown that the variable Brand Image (X_3) is proven to have a positive and significant effect on customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu. This is evidenced by the significance value of this variable (0.001) which is smaller than the alpha value that is set at 0.05. Thus it can be proven that the Brand Image variable has an influence on customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu.

Simultaneous Research Hypothesis Test (F Test)

The F test, also known as the fit model, basically shows whether all independent variables included in the model have a joint influence on the dependent variable. Based on the results of testing the Anova Test hypothesis, or the F Test, it can be seen that the F_{count} value is 5.118 with a significance value of 0.002. Thus it can be stated that the F test carried out is

significant. In other words, the hypothesis (Ho) tested in this study was rejected and the alternative hypothesis (Ha) accepted. The results of this test also prove that the model used in the study is appropriate so that the verification of the hypothesis and further analysis to answer the research intentions can be carried out.

Discussion
Effect of Service Quality on Customer Satisfaction

Referring to the results of the analysis using multiple linear regression results obtained that the service quality variable significantly affects customer satisfaction of the Graduate Program of Educational Administration at Universitas Bengkulu significantly. The magnitude of the effect value is positive at 0.342. This illustrates that the quality of service carried out in the Graduate Program of Educational Administration at Universitas Bengkulu has an influence on the satisfaction of students and alumni. This suggests that if the management of academic service quality continues to be improved, customer satisfaction will also continue to increase. In other words, the customers will increase in using the services provided by the Graduate Program of Educational Administration at Universitas Bengkulu.

Furthermore, it is illustrated that from the five dimensions used to measure service quality, a total average of 3.81 was obtained. This illustrates that the quality of services provided by service personnel in the Graduate Program of Educational Administration at Universitas Bengkulu has been qualified. On average, of the five dimensions used, it can be seen that respondents' responses on each dimension reached an assessment that was in a quality position. This illustrates that the management of service quality on all dimensions that has been done well in the Graduate Program of Educational Administration at Universitas Bengkulu received a positive response illustrated by the satisfaction of students and alumni. In marketing organisations or universities, service becomes important (Zeithaml and Mary, 2006).

Furthermore, the information from the respondents' responses it is illustrated that the highest response to the service quality dimension in the Graduate Program of Educational Administration at Universitas Bengkulu is empathy. This shows that the level of empathy that is developed in every employee of the Graduate Program of Educational Administration at Universitas Bengkulu has been going well. This condition shows that the growth of organisational culture through the jargon "giving the best service" has been going well. The culture of "giving the best service" requires every teaching staff member and lecturer to carry out their duties responsibly by prioritising service to students, because the quality of service has a positive and strong influence in shaping customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu. This is a strong indication that the service management strategy at Universitas Bengkulu has been implemented well and in

accordance with student expectations. This means that Universitas Bengkulu has been able to develop a good strategy in creating student satisfaction. This condition is in line with what was stated by (Parasuraman et al, 2005; Wahyuningrum and Astuti, 2011; Handono, 2004; Solnet and Kamdampully, 2008) that building customer satisfaction through service quality is one of the determining indicators of the success of higher education in the future.

Effect of Service Trust on Customer Satisfaction

Based on data information, confidence in the Graduate Program of Educational Administration at Universitas Bengkulu has a positive influence on customer satisfaction. This is indicated by the results of the regression coefficient 0.075. On the other side of the results of the hypothesis test it was found that the influence of this confidence variable on the satisfaction of students Graduate Program of Educational Administration at Universitas Bengkulu has a significant effect. This proves that the confidence of students in the services provided by the Graduate Program of Educational Administration at Universitas Bengkulu significantly influence the formation of student and alumni satisfaction.

Based on the results of this study it can be seen that customer trust has a positive and significant influence in shaping student satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu. Good customer trust will make customers not feel disappointed with the costs incurred to get knowledge and skills. Customers will feel satisfied and confident that the results of the Graduate Program of Educational Administration at Universitas Bengkulu program can be trusted. This is reinforced by in-depth interviews with "Ari" saying that the Graduate Program of Educational Administration at Universitas Bengkulu is held by an accredited institution at the National Accreditation Board for Higher Education and several study programs have received very good titles, namely the predicate A. Furthermore Kotler (2009) explain that the consistency of trust in a service can provide a long-term benefit for the organization by creating a positive perception of the customer towards the organisation and generating satisfaction. Customers who are satisfied with the services they have received will make them believe in the Graduate Program of Educational Administration at Universitas Bengkulu and have high expectations that they will use and convey to others the trust in the future.

Effect of Brand Image on Customer Satisfaction

The following discussion illustrates that the influence of the image of the peacock on the quality of service in the Graduate Program of Educational Administration at Universitas Bengkulu is positive with the magnitude of the effect coefficient reaching 0.363. This coefficient value is the greatest value of the three quality variables used in this study. It can

be said, the influence of brand image value is the most dominant variable affecting customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu.

Furthermore, the value of the positive coefficient with a much larger magnitude than the others, illustrates that the brand image has a positive influence on the creation of satisfaction of students of Graduate Program of Educational Administration at Universitas Bengkulu. On the other hand, based on the results of hypothesis testing, the influence between brand image variables and customer satisfaction also proved to have a significant effect. This gives meaning that the management of a well-done brand image will be able to increase student satisfaction.

Of the three dimensions measured in seeing the description of respondents' perceptions of brand image in the Graduate Program of Educational Administration at Universitas Bengkulu, the highest response was stated in the aspect of corporate image. Universitas Bengkulu is the largest tertiary institution in the region, thus forming the confidence of prospective students to enter this tertiary institution. Through such a good impression, it forms a high degree of confidence and trust in the services provided by this institution for customers as a whole. The positive image of the university's reputation certainly also forms a large influence on their satisfaction with the services that customers receive on an ongoing basis and ultimately forms an independent university (Slaught and Larry, 1997).

In other words, the respondent's response to the brand image is also determined by the service image perceived by the customer. The value of respondents' responses to the image of good service categories, illustrates that the services carried out by education staff have been able to foster customer confidence in the image of the services provided by the Graduate Program of Educational Administration at Universitas Bengkulu. The professionalism of the teaching staff and lecturers of Graduate Program of Educational Administration at Universitas Bengkulu gives positive service image. Such a service image will certainly also have an impact on strengthening the overall brand image of Universitas Bengkulu as the largest tertiary institution in Bengkulu Province, Indonesia. Furthermore, a positive brand image is created with evidence of accurate service which will certainly affect customer satisfaction. This can be proven through this study which is illustrated from the significance value of the influence of the image of the institution on customers' satisfaction of Graduate Program of Educational Administration at Universitas Bengkulu.

Based on these explanations, it is illustrated that the power of information from the Graduate Program of Educational Administration at Universitas Bengkulu has been fully embedded in the minds of students and alumni, thereby helping this institution to expand the influence of brand image on society and develop a specific university market position. The stronger the image of a well-formed brand is in the customer's mind, the stronger the customer's

confidence to remain loyal to the services they buy. Competition is increasing among universities operating in Indonesia. Only universities that have a strong brand image are still able to compete and are able to dominate the market (Kotler, 2000; Nguyen and Leblance, 2001; Rangkuti, 2009; Andreassen, 2004).

Conclusion

The service quality variable has a positive and significant effect on customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu, with a coefficient value of 0.342. Thus, this implies better management in the Graduate Program of Educational Administration at Universitas Bengkulu. Managing services through the five dimensions measured will be able to increase customers' satisfaction. Furthermore, the trust variable has a significant influence on customers' satisfaction with an influence value of 0.075. This shows that the higher the customer's trust in the services provided by the Graduate Program of Educational Administration at Universitas Bengkulu, the more students' satisfaction will increase, and eventually the number of students will also increase. Data processing is carried out. Brand image has a significant effect on the formation of students and alumni satisfaction with the value of 0.363. This variable is the determining variable forming student satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu.

Suggestion

Based on the results of the study, some suggestions can be put forward as follows: The quality of service from the five dimensions studied needs to be managed well. This is because these five dimensions have a strong influence on the formation of customer satisfaction in the Graduate Program of Educational Administration at Universitas Bengkulu. Brand image is a variable that needs to be maintained well because the good reputation held by the Graduate Program of Educational Administration Universitas Bengkulu is still the most dominant variable that shapes the satisfaction of students. The variable of customer confidence in the services produced by the Graduate Program of Educational Administration at Universitas Bengkulu needs to be continuously improved. In essence, a strong trust in the services obtained by students will be able to form a positive impression or image of the institution and will ultimately have an impact on students' satisfaction with Universitas Bengkulu as a whole.

Limitation
This paper is limited to the independent variables service quality, trust, and brand image and the dependent variable customers' satisfaction. This paper is limited to the object in graduate program educational administration Universitas Bengkulu.

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