Analytical Investigation Of The Customers Satisfaction On Higher Education

Suyatno, Arnis Budi Susanto

Abstract: This study aims to determine the effect of: (1) physical environment on consumer satisfaction, (2) service quality on customer satisfaction, (3) price on customer satisfaction. The research approach used in this research is quantitative research. The population in this study are college students. The sample in this study amounted to 220 respondents who were drawn from college students. In connection with the use of a confirmatory regression model with the Analysis of Moment Structure (AMOS) 5 program package, the size of the sample size has a very important role in the interpretation of SEM results. The test results show that physical environment variables significantly influence college student satisfaction. Service quality variables significantly influence college student satisfaction. Price variable has a significant effect on college student satisfaction.

Index Terms: physical environment, service Quality, Satisfaction

———————————————— ◆ ————————————————

1. INTRODUCTION

Business development and competition in Indonesia shows that every business actor or company must face very tight and increasingly competitive competition. Where every company is required to know the market or its customers as well as possible in order to be successful in competition. The success of a company in achieving its goals depends on the ability of the company, especially management in running its business. The increasingly intense competition, the more producers are seen in meeting the needs and desires of consumers, which causes companies to put orientation on consumers as the main goal.Consumers are parties who use a product or service and tend to provide an assessment of the quality of the product or service sales. The assessment that comes from the process of comparison of what they receive with what they expect. Starting from the ease and comfort, satisfying facilities and services are calculated by consumers. In order to attract and capture the attention of consumers, the university needs to know the tertiary environment of the university in order to create customer satisfaction, so marketers are forced to improve the quality of their management.The rapid growth and the number of competitors that appear, then the company must be able to survive or even win the competition in the business world in its struggle. In order to survive and win the competition, employers must be able to offer advantages possessed by universities. For example the physical environment such as a strategic location, good layout, the atmosphere expected by consumers, and good service quality that can attract consumers to shop at the place (Peter and Olson, 1999: 457).Location determines achievement, which is why location selection is so important. The location of the college is an important aspect in the distribution channel strategy. A good location ensures fast access (vehicle traffic, parking facilities, and urban transport transportation), can attract a large number of consumers and is strong enough to change consumers' shopping and purchasing patterns. In addition, the location selection decision also reflects the company's long-term commitment in financial matters, so that changing locations is bad, sometimes difficult to implement

and very expensive (Peter and Olson, 1999: 459).Service quality is the fulfillment of consumer expectations or consumer needs that compares the results with expectations and determine whether consumers have received quality service. If there are demands from consumers, consumers expect the company to provide services in the form of answers that are given in a friendly, fast, and accurate manner. Quality of service will be very influential in addition to the quality produced and the price offered. Regardless of the price charged if the service quality is poor, the company will find it difficult to get many customers. Many companies are competing to provide good service to their customers with the aim that consumers do not move to other products. Service can also be defined as an invisible and easily lost. This variable is very important in the purchase decision process. The physical environment and service quality are factors that can affect customer satisfaction and can be used as a reference by companies in order to remain competitive with competitors. Price is one of the important factors in terms of service providers to win a competition in marketing their productsConsumer satisfaction is the core of marketing, and marketing is the spearhead of every business venture. Business institution managers need to change the mindset from production orientation to marketing orientation with the main emphasis on customer satisfaction. According to Irawan, et al., (1996: 4), providing satisfaction to consumers is the goal of every type of business. This is because consumers will provide repeat business to the company and be an effective channel for the company. According to Peter Drucker as quoted by Irawan, et al., (1996: 16), said that sales are only the tip of a marketing iceberg. This concept holds that the key to achieving organizational goals consists in determining the needs and desires of the target market and delivering satisfying products more effectively and efficiently than competitors.The hypotheses in this study are: (1) the physical environment has a significant effect on college student satisfaction. (2) service quality has a significant effect on college student satisfaction. (3) the price has a significant effect on college student satisfaction.

2 METHODOLOGY

The research design used in this research is the rationalization process research.The type of data used in this study is primary data obtained from interviews and questionnaires related to the variables studied. Secondary data in this study include data obtained from college students, previous research

————————————————

- Suyatno is lecturer in program studies of Management   in STIE AKA, Semarang, Indonesia, Email: suyatno_aka@yahoo.co.id
- Arnis Budi Susanto is Lecturer and researcher of Human resource Management Strategy in Faculty of Economics and Business in University of jember, Indonesia,. E-mail: arnis.feb@unej.ac.id

results, and supporting sources in this study.The population in this study are college students. The sampling method in this study uses a nonprobability sampling where each member of the population has no known chance or possibility of being selected as a sample. The number of samples used in this study amounted to 220 respondents.In connection with the use of a confirmatory regression model with the Analysis of Moment Structure (AMOS) 5 program package, the size of the sample size has a very important role in the interpretation of SEM results.

3   RESULTS AND DISCUSSION

3.1. Model Conformity Test
Testing the model in SEM aims to see the suitability of the model. The results of testing the suitability of the models in this study are presented in Table 1.

Table 1 Model Goodness of fit Test Results

Model fit criteria	value	Standard	Information
X_2-chi-square	289,368	Expected small	Fit
Significance Probability	0,00	≥ 0,05	Marginal
RMSEA	0,071	≤ 0,08	fit
GFI	0,991	≥ 0,90	fit
AGFI	0,923	≥ 0,90	Marginal
CMIN/DF	2,243	≤ 2 atau 3	fit
TLI	0,920	≥ 0,90	fit
CFI	0,964	≥ 0,90	fit

Source: data processed 2018

Based on Table 1, it is known that from the eight criteria used to assess whether a model is good or not, six criteria are met and two marginal criteria are met. Thus it can be said that the model is acceptable, which means that there is a match between the model and the data.

Table 2. Hypothesis Testing result

Path Coefficien	CR	Probabilitas	Ket
0,028	0,318	***	Sig
0,145	0,680	***	Sig
1,250	2,674	0,003	Sig

Source : data processed 2018

Based on Table 2, the interpretation of each path coefficient is as follows:
1) Hypothesis 1: The physical environment is influential on college student satisfaction. Physical environment has an effect on college student satisfaction, which can be seen from the positive path coefficient of 0.028 with a C.R of 0.318 and a significant probability of (p) 0,000 is obtained. This means that the physical environment affects consumer satisfaction in college students, which means that if the perception of the physical environment increases, it will also increase consumer satisfaction, conversely if the perception of the physical environment decreases it will reduce the perception of consumer satisfaction of college students. These results accept the hypothesis one which means the physical environment influences the satisfaction of college students.
2) Hypothesis 2: Service quality influences college student of

higer education satisfaction. Service quality affects the satisfaction of college students as seen from the positive path coefficient of 0.145 with a C.R of 0.680 and a significant probability (p) of 0.000 is obtained. This means that service quality affects customer satisfaction, which means that if the perception of service quality increases, it will also increase the satisfaction of college students, on the contrary if the perception of service quality decreases it will reduce the satisfaction of college students. This result accepts the second hypothesis which means that service quality has an effect on college student satisfaction.
3) Hypothesis 3: Price influences satisfaction college student of hiher education. Price affects the satisfaction of college students, as seen from the positive path coefficient of 1.250 with a C.R of 2.674 and a significance probability (p) with a value of 0.003 is obtained. Price directly affects consumer satisfaction, which means that if the price increases, it will also increase college student satisfaction, otherwise if the price decreases, it will also decrease college student satisfaction. This result accepts the third hypothesis which means that the price influences student satisfaction College .

4.   DISCUSSION

4.1. Physical environment towards college student satisfaction
Physical Environment Influences College Student Satisfaction. According to Mowen and Minor (2002: 110) the physical environment influences consumer satisfaction. Viewed from several perspectives such as: store location, layout, and store atmosphere can provide a level of customer satisfaction.The results of this study support research from Mayangsari (2007) in his thesis entitled "Effect of Location, Layout and Atmosphere of Stores on Consumer Satisfaction in Shopping at the Toga Mas Jember Discount Bookstore". The number of respondents used in this study were 60 respondents. Methods of data collection using questionnaires, observations, and interviews.

4.2. Quality of service to college student satisfaction
Service Quality Influences Higher Student Satisfaction. According to Mowen and Minor (2002: 95) if the service quality of employees is below expectation, they will experience dissatisfaction if the service quality of employees exceeds expectations, then they will feel satisfaction The results of the path testing (Table 4.14) show the quality of service consisting of the Reliability indicator (X2 .1), Responsiveness (X2.2), Assurance (X2.3), Empathy (X2.4), and Tangible (X2.5), have an effect on proven customer satisfaction (accepted). This shows that if the quality of service is getting better, the better the customer satisfaction.

4.3. Prices for college students
Prices Influence Higher Education Student Satisfaction. According to Mowen and Minor (2002: 80) High prices cause companies to reduce error rates or reduce waste. A product that has quality is a product The path coefficient test results show that prices consist of indicators of Price Affordability (X3.1), Price conformity with product quality (X3.2), Price competitiveness (X3.3), and Price match with benefits (X3.4), significantly influence consumer satisfaction. This accepts the third hypothesis: price influences college student satisfaction. The results of this study do not agree with the research

conducted by Muhtarom (2015) in his thesis entitled "Analysis of Service Quality, Price and Location of Consumer Satisfaction at Semarang SBC Restaurant". The number of respondents used in this study was 100 respondents. Methods of data collection using questionnaires and interviews.

CONCLUSION

Based on the results of the study showed that the physical environment, service quality, and price will affect college student satisfaction this can be a consideration for the core of higher education to pay attention to aspects of the physical environment, quality of service and appropriate pricing arrangements. This research is limited to students, for future research it is necessary to conduct research on university governance management.

REFERENCES

[1] Enggel, James F, Roger D, Blackwell, Paul P, Miniard. 1994. Consumer Behavior. Issue 6, Volume 1. Interpreting. Jakarta: Bina Aksara.
[2] Ferdinand, A. 2002.SEM in Management Research. Issue 2. Semarang: Semarang University Publishing Board.
[3] Ghozali, Imam, 2006, Multivariate Analysis with SPSS. Semarang: Diponegoro University Publisher Agency.
[4] Hasan, Ali. 2009 Marketing. Yogyakarta: Media Pressindo
[5] Hasan, M. Iqbal. 2002. Research Methodology and Its Application. Jakarta: Ghalia Indonesia Publisher.
[6] Hermawan Kertajaya, 2004, Hermawan Kertajaya on Marketing Mix, Jakarta. Gramedia Reader
[7] Irawan, Faried Wijaya and M.N. Sudjoni. 1996. Marketing: Principles and Cases.
[8] Yogyakarta: BPFE.
[9] J. Paul Peter and J. C. Olson, 1991, Consumer Behavior: Consumer Behavior and Marketing Strategy, Fourth Edition. First volume. Jakarta: Erlangga Publisher.
[10] J. Paul Peter and J. C. Olson, 1999. Consumer Behavior and Marketing Strategy. Fifth edition. United States of America. Copyright by The Mc Grow.
[11] Kotler, Philip, Armstrong, Gray. 1997, Fundamentals of Marketing, Volume 1, Jakarta: Prehalindo.
[12] Kotler, Philip. 1997. Marketing Management: Analysis, Planning, Implementation and Control. Jakarta: Erlangga.
[13] Kotler, Philip.2000. Marketing Management, Millennium Edition, Jakarta: Prehalindo.
[14] Kotler, Philip and Garry Armstrong, 2005, Fundamentals of Marketing, Jakarta: Prenhallindo.
[15] Kotler, Philip & Kevin Lane Keller. 2009. Marketing Management, Issue 13. Volume 1. Interpreting Bob Sabran, Jakarta: Erlangga Publisher.
[16] Malhotra, Naresh K. 1996. Advanced Statistical Methods, Bandung: Ganesha.
[17] Mangkunegara, A, A, Anwar Prabu. 2005. Consumer Behavior. Bandung: PT Refika Aditama.
[18] Mayangsari, Princess. 2007. Effect of Location, Layout, and Store Atmosphere on Consumer Satisfaction in Shopping in Mas Jember Bookstore Bookstore. Jember: Jember State University.
[19] Mowen, Jhon C & Michael Minor. 2002. Consumer Behavior. Issue 5, volume 2. Interpreting Dwi Kartini Yahya. Jakarta: PT Publisher Erlangga.
[20] Muhtarom. 2015. "Analysis of Service Quality, Price and Location of Consumer Satisfaction in Semarang SBC Restaurant". Journal of Management 1.1.
[21] Rambat, Lupiyoadi. 2001. Marketing Services Management. First edition. Jakarta: Salemba Empat.
[22] Rambat, Lupiyoadi & A. Hamdani. 2006. Marketing Management Services. Jakarta: Salemba Empat.
[23] Setiawan, Petrus Dwi. 2014. The Effect of Service Quality on Consumer Satisfaction at the Cethe Jember Café. Jember: Jember State University.
[24] Singarimbun, Masri & Efendy Sofian. 1995. Survey Research Methods. Jakarta: LP3ES.
[25] Sugiyono 2002. Statistics for Research. Bandung: Alfabeta.
[26] Sugiyono 2005. Business Research Methods. Bandung: Alfabeta.
[27] Supranto J. 1993. Statistics Theory and Application. First Printing. New Volume. Jakarta: Erlangga.
[28] Tjiptono, F.2004. Marketing Strategy. Edition 2. Yogyakarta: Andi.
[29] Tjiptono, F. 2007. Marketing Services. Malang: Bayumedia.
[30] Tjiptono, F and Chandra, G. 2011. Service, Quality and Satisfaction. Issue 3.
[31] Yogyakarta: Andi
[32] Umar, Hussein. 2003. Application Research and Marketing Methods. Jakarta:
[33] Gramedia Main Library.
[34] Umar, Hussein. 2007. Business Feasibility Study. Third Edition. Jakarta: Gramedia Main Library

Appendix

Appendix 1. Outer Loading

	Firm Size (X1)	SCSR (Y1)	Financial Performance (Y2)
TA	0,076		
TS	0,654		
NE	0,744		
ISR		1,000	
ROA			0,812
PBV			0,820

Appendix 2. Contruct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Firm Size (X)	0,161	-0,069	0,519	0,329
SCSR (Y1)	1,000	1,000	1,000	1,000
Profitability (Y2)	0,499	0,499	0,800	0,666

Appendix 3. Path Coefficients

	Profitability (Y2)	SCSR (Y1)	Firm Size (X1)
Profitability (Y2)			
SCSR (Y1)	-0,021		
Firm Size (X1)	-0,136	0,283	