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Customer Value And Customer Satisfaction As Mediation Of Mis And Service Quality To Brand Trust And Reputation Of Private Universities In Kepulauan Riau Province

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ABSTRACT

his study aims to test and analyze brand trust and reputation variables of private universities from the aspects that influence the Management Information System (MIS), service quality, customer value and customer satisfaction. Structural Equation Modeling is used to find out the conceptual model of brand trust and reputation of private universities. The population of this study are students from the study program of private university management in Kepulauan Riau Province in 2016 who have used Academic Information System and B accredited that is 3,513 students. The sample size is 360 which is distributed proportionally at each location at each private University. The results showed that the better the MIS in the college will be the better the college in students value, but good or bad the existing MIS does not determine the satisfaction or dissatisfaction of students to services provided by the university. Better service quality will make students satisfied and add good grades of college in students value. If the better the value of college for the students will further increase the students' trust toward the good name of the college and improve the reputation of the college for the students. The more satisfied of student will be satisfied for the services provided will also brand of trust of the college and improve the reputation of the college. Study of brand trust and reputation of the college that is influenced by Management Information System, the quality of service with customer value mediation and customer satisfaction variables is still infrequent, so with the present research can give a positive contribution to the development of private universities and to further improve the quality of universities high private sector in producing graduates who excel and competitiveness, especially with state universities.

Keywords : Brand Trust, MIS, Private Universities, Service Quality, and Reputation

1. Introduction

The phenomenon of many private universities that service excellence and quality is a challenge for private universities in Riau Archipelago, to win the competition and challenge university managers, especially in recruiting prospective students, this is where the importance of universities to identify factors that become the consideration of a prospective student choosing a private university. Private university offers different attractions to increase the number of students, brand trust factors, and reputations of private universities will increase the likelihood of the community's decision to choose private universities.

The key success factors of colleges and universities are the extent to which they can acquire new students in an efficient way, and the ability to retain students [1]. A college reputation is an approach that can be used to promote colleges, where colleges with good track record will have good graduate as well [2]. In the context of education in the era of globalization, reputation is a crucial issue for higher education institutions [3].

This study examines the brand trust and reputation of the college that is influenced by the Management Information System, the quality of service with the mediation of customer value and customer satisfaction variable because it still less in the study, with the present research is

expected to give positive contribution to the development of private universities to further improve quality and produce excellent graduates competitively, especially with state universities.

Literatur Review

Information and Communication Technology has become a necessary tool for easily completing administrative tasks, especially in the areas of student administration and staffing, but the level of use for general administrative activities is still relatively small [4]. Information technology in the University environment has a significant role in user activity in this case teachers, employees, students or other interested parties [5]. customer satisfaction as a wholly positive or negative feeling about their purchasing experience from a given online shopping company, which is a subjective assessment of personal emotions [6]. There is a positive and strong relationship in business organizations using Management Information System (MIS) applications with customer satisfaction [7]. Information technology is positively related to customer satisfaction in the fast food industry, while customer satisfaction reflects the things about repurchasing, customer retention and practical loyalty presented by information technology and hospitality services [8].

Service quality is a centralized evaluation that reflects customer awareness of specific service contributions that include reliability, responsiveness, assurance, empathy, and tangibility [9]. Service Quality and customer value are correlated to one another. It can be seen that friendliness and professional interaction have a great impact on customer value, followed by reliability, policy, physical aspects and problem-solving. Improving service quality will result in the greatest benefit to customer value [10].

All the attributes of service quality are positive with customer satisfaction, Empathy shows the highest positive correlation between customer satisfaction and tangibility shows a positive correlation with customer satisfaction. SERVQUAL is a suitable instrument for measuring service quality [11]. Enhancement the quality of banking services can satisfy and develop customer satisfaction that ultimately retains valuable customers [12]. The better the quality of service, customer satisfaction will increase. Service quality dimensions play an important role in this equation. Five factors of service quality is the right tool to measure customer satisfaction in the banking sector in Arab Bank [13].

If the information technology is used in administrative activities at the college will increase customer value, and also improve customer satisfaction as well if the quality of services provided either will increase customer value and increase customer satisfaction. Based on these relationships we propose the following hypotheses:

H1: There is a significant influence between Information Management System and customer value
H2: There is a significant influence between Information Management System and customer satisfaction
H3: There is a significant influence between service quality and customer value
H4: There is a significant influence between service quality and customer satisfaction

Trust is the foundation of business. A business transaction between two or more parties will occur if each trusts each other. This trust will not simply be acknowledged by the other party/business partner, but must be built from the beginning and can be proven. Trust has been considered as a catalyst in various transactions between the seller and the buyer so that customer satisfaction can be realized as expected [14]. Brand trust is the expectation or high likelihood that the brand will result in a positive outcome for the customer [15].

Other research suggests that belief in brands as a trust or trust of customers in the face of risks associated with the brand purchased, this is because customers expect that the brand they buy will provide positive and profitable results for customers [16]. Based on these relationships we propose the following hypotheses:

H5: Ada pengaruh yang signifikan antara customer value dan brand trust
H6: Ada pengaruh yang signifikan antara customer value dan reputasi
H7: Ada pengaruh yang signifikan antara service quality dan brand trust
H8: Ada pengaruh yang signifikan antara service quality dan reputasi

2. Research Method

The methodology used in this study is based on questionnaires distributed to students of Private University management courses in the Province of Kepulauan Riau who has used the Academic Information System and have the same accreditation uniformity that is B of 6 Private Universities there are 4 private Universities that already have information systems and accredited B in Province of Kepulauan Riau. The sample size is 360 which is distributed proportionally at each location at each private University in the Province of Kepulauan Riau.

3. Discussion

To test the proposed conceptual model, we use structural equation modeling considering that the causal relationship formulated in this study is a complex relationship. This form of relationship requires an analysis that is able to explain simultaneously about the relationship. It can be seen in the Fig 1.

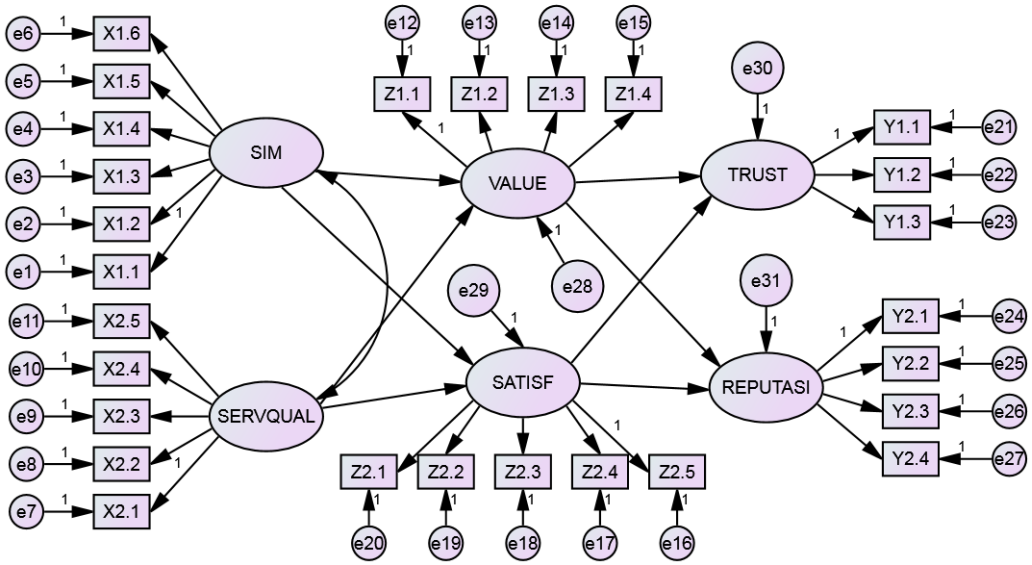

Fig. 1. Research Analysis Model

From a Goodness of Fit judgment, the probability is equal to zero (chi-square is greater) so that the null hypothesis can be rejected, or accept the null hypothesis that the sample covariances and the population covariance are not the same. From several criteria of goodness of fit only criteria of RMSEA that have met other good criteria have not fulfilled good criteria such as GFI, AGFI, Cmin / df, TLI and CFI the value is only close to the desired range.

Table 1. HYPOTESIST TEST RESULT

Relationship between Variables			Estimate	S.E.	C.R.	P	Label
VALUE	<---	SIM	.319	.082	3.903	***	par_22
SATISF	<---	SERVQUAL	.605	.081	7.457	***	par_23
VALUE	<---	SERVQUAL	.360	.071	5.052	***	par_24
SATISF	<---	SIM	.133	.086	1.555	.120	par_25
TRUST	<---	VALUE	.539	.085	6.368	***	par_26
REPUTASI	<---	SATISF	.232	.069	3.348	***	par_27
REPUTASI	<---	VALUE	.500	.082	6.097	***	par_28
TRUST	<---	SATISF	.212	.070	3.042	.002	par_29

Hypotheses of the research can be listed as it follows:

1. H1: significant value of MIS variable to customer value (0,000) <0.05 and CR (3.903) > 1.96 which means there is a significant influence between customer value and the meaning of the higher quality of existing MIS will increasingly increase student ratings of universities private
2. H2: significant value of SIM variable to customer satisfaction (0,120) > 0,05 and CR (1,555) <1,96 which means there is influence between MIS and customer satisfaction, but not significant in good or bad meaning the existing MIS does not affect the satisfaction students to private universities
3. H3: significant value of the service quality variable to customer value (0.000) <0,05 and CR (5,052) > 1,96 meaning there is significant influence between Service Quality to customer value in the sense of better service quality to student will increase student assessment of private universities
4. H4: significant value of service quality variable to Customer satisfaction (0,000) <0,05 and CR (7,457) > 1,96 which means there is significant influence between Service Quality to Customer satisfaction in the sense that the best service quality for the student will increase student satisfaction at private universities
5. H5: The significant value of customer value variable to brand trust (0,000) <0,05 and CR (6,368) > 1,96 meaning there is significant influence between customer value to brand trust in the sense that the better value given by the student will increase student's belief in private university's brand
6. H6: The significant value of customer value variables on reputation (0,000) <0.05 and CR (6.097) > 1.96 which means there is a significant influence between customer value of reputation in the sense that the better the value of the students will increase the reputation of the college high private sector
7. H7: significant value of Customer satisfaction variable to brand trust (0.002) <0.05 and CR (3.042)> 1.96 which means there is a significant influence between customer satisfaction on brand trust in the sense of increasingly satisfied students will increase student confidence against private universities brands
8. H8: the significant value of the Customer satisfaction variable against reputation (0,000) <0.05 and CR (3.348)> 1.96 which means there is a significant influence between customer satisfaction on reputation in the sense that more satisfied students will further enhance the reputation of private universities

4. Conclusion

Research on brand trust and reputation of higher education, especially private universities is still very rare in the study. The results of this study found that a good Management Information System does not determine the satisfaction of students to services provided by the college but a good Management Information System will

further improve the assessment of students (customer value) as well as the influence between service quality to customer value and customer satisfaction, thus also customer value to brand trust and reputation, customer satisfaction to brand trust and reputation have a positive and significant influence.

Related to the limitations in this study, it is suggested that further research can be done on the respondents of companies, banks, and government agencies in order to obtain more diverse empirical evidence, thus the discussion of SIM implementation and service quality will be extended to various sector sectors which is profit or non-profit oriented

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