Research Paper

The Effect of the Quality of Service And the Image of the Institution on the Values Received, the Satisfaction of And The Trust of College Students on Private Colleges in the Province of Gorontalo

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ABSTRACT: *This research is intended to analyze the effect of the quality of service and the image of the institution on the values received, the satisfaction of and the trust of college students on private colleges in the Province of Gorontalo.*
The type of this research is explanatory research which is a causality relationship that explains the correlation of variables through hypothetical testing. Data used is primary data which was collected through distribution of questionnaires at private colleges in Gorontalo with a population of 17,580 people and samples of 200 people. The technique to analyze the data used a structural equation model (SEM).
Based on the statistical testing results, it can be concluded that 1) the quality of service and the image of the institution greatly affects the values received by college students, 2) the quality of service and the values received have a positive and significant correlation with the satisfaction of the college students, while the image of the institution has an insignificant effect, 3) the quality of service, the values received and the satisfaction have a positive and significant correlation with the trust of the college students, while the image of the institution has a negative correlation.
Keywords: *Quality of Service, Image, Values Received, Satisfaction, Trust*

I. INTRODUCTION

The awareness of the people on the importance of education has driven the demand to utilize educational services, especially higher education. Every year students who graduate from High Schools (SMA), Vocational Schools (SMK) and the other equivalent schools in general will determine the next step to study at academies, colleges or universities, either state colleges or private colleges.Colleges do not only express direct intellectual and scientific values through their mission to teach and research, but also realize in their practices in the organization, strong instrumental values and a wider social and cultural values (Maringe and Gibbs, 2009).

In the current condition, every college is expected to be able to develop trust. The importance of trust in the scope of colleges according to Ghosh et al. (2001) is the trust which is an alternative long-term approach in controlling the marketing costs in a competitive environment. According to Quillian (2005), to acquire trust, universities must learn how to be efficient, more productive and to understand as well as adopting the demand of their consumers while keeping up to maintain the integrity of their academic mission.Mulyono (2014) in the result of his research stated that image and perception of values have a significant effect on the satisfaction of the college students, while the satisfaction of the college students was proven to have a significant effect on trust.Leonnard, et al. (2014) in the result of his research stated that the quality of service, the image of the institution and costs have significant effects on the satisfaction and satisfaction has a significant effect on trust.Adam (2014) in his research acquired a result showing that the value of educational services and college's image are "fully intervening" variables in which were proven that the mixed performance of marketing and consumer relation have no direct effect from the trust of the consumers but it gives a significantly indirect effect through the values of the college's educational services and image.

Thalib (2015) in his research stated that the mixed variables of the marketing of services as well as the values and satisfaction of the consumers affect the college student's trust.

II. LITERATURE REVIEW

1. Quality of Service

The total service quality as customer's perception of difference between the expected service and the perceived service (Grönroos, 1982). Asubanteng, et al (1996) defined service quality as the difference between customers' expectations for service performance prior to the service encounter and their perceptions of the service received.

Parasuraman, et al (1985) defined service quality as the comparison between customer expectations and perceptions of service. In addition, they suggested three underlying themes after examination of the previous writing and literature on services:1) service quality is more difficult for customer to evaluate than goods quality,2) service quality perceptions result from a comparison of consumer expectationswith actual service performance, and3) quality evaluations are not made solely on the outcome of service; they alsoinvolve evaluations of the process of service process of service delivery.

2. Image

Corporate image is defined as the perception of a company (Bernstein, 1986; Zinknan, et al, 2001). Corporate image can also be defined as the impression of an organization created through corporate communication, e.g. mission statements and advertising, and the name, symbols or reputation to give just a few examples. (Gray & Balmer, 1998; Bernstein, 1986). Gray & Balmer (1998) define corporate image as the mental picture of the corporation and include value judgements of the companies attributes.

3. Value

Perceived value is defined as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml, 1988). The five values influencing market choice behaviour are functional value, social value, emotional value, epistemic value and conditional value (Sheth, et al 1991).

Customer value is a customer's perceived preference for an evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations (Woodruff, 1997).

4. Satisfaction

Satisfaction is defined as the outcome of the subjective evaluation that the chosen alternative meets or exceeds expectations (Engel et al., 1990). Kotler et al., (2013), defined customer satisfaction as a person"s feeling of pressure or disappointment that result from comparing a product"s perceived performance or outcome to the expectation. Juran (1998) cited by Esmaeili, Manesh, & Golshan, (2013) argues that customer satisfaction as a state of mind where the customers think that the product features are compatible with their personal expectations. According to them if the performance falls short of expectation, the customer dissatisfied and if it matches the expectation, the customer is satisfied. If it exceeds the expectation, the customer is delighted. Gronholdt et al., (2000), defined customer satisfaction as "perception of customers" towards products or services".

5. Trust

Trust is defined as the reliance on another agent to deliver an outcome that is in one's own interests, and, by implication, reliance on the other not to take advantage of this dependence to achieve contrary goals‖ (Bellaby, 2006). Trust grows out of tacit understandings about social structure, in other words, common knowledge or taken for granted assumptions that a person or entity is ‗trustworthy'. Following Siegrist et al (2003) we draw the distinction between trust, which involves some judgement of similarity of values and intentions (so called ‗morality' information) and confidence which is a belief based on past experience that events will occur as expected. This may seem a subtle distinction at first but trust, in handing over agency to another, is fundamentally a feature of a social relationship where one has to impute openness, fairness and integrity (among many other possible characteristics) to another. Confidence that something will happen on the other hand does not necessarily involve trusting the motives or values of the agents involved.

III. RESEARCH METHOD

The type of this research, which is an explanatory research as it is a causality relationship, explains a correlation among the variables through hypothetical testing. Data used is primary data which was collected through the distribution of questionnaires at nine private colleges in Gorontalo, which were Gorontalo University, Gorontalo Ichsan University, Gorontalo Muhammadiyah University, Bina Taruna Accounting Academy (Bina Taruna STIA), Bina Taruna Technological Science Academy (Bina Taruna STITEK), Ichsan Management and Financial Studies Academy (Ichsan STIMIK), Ichsan Economic Studies Academy (Ichsan STIE), Gorontalo Business Management Studies Academy (Gorontalo STIMB) and Boalemo Business Management Studies Academy (Boalemo STIMB), with a population of 17,580 people and samples of 200

people. The technique to analyze the data uses a structural equation model (SEM) by utilizing the Linear Structure Relations (LISREL) software.

IV. RESULT OF THE RESEARCH

1. Comprehensive SEM Model Testing

Output of Lisrel is summarized in Table 1 to test the SEM model comprehensively as follows:

Table 1. Goodness of fit index Evaluation

Goodness of fit index	Cut-off Value	Result	Explanation
Chi-square	Expected little	290.28	Good
Probability	≥ 0,05	0,000	Marginal
RMSEA	≤ 0,08	0,059	Goof
NFI	≥ 0,9	0,97	Good
NNFI	≥ 0,9	0,98	Good
CFI	≥ 0,90	0,99	Good
IFI	≥ 0,9	0,99	Good
RFI	≥ 0,9	0,96	Good
RMR	≤ 0,05	0,012	Good
SRMR	≤ 0,05	0,046	Good
GFI	≥ 0,9	0,88	Marginal
AGFI	0,8 ≤ AGFI < 0,9	0,84	Marginal

Source: processed primary data, 2007

The model evaluation shows that out of the twelve criteria of the goodness of fit indices there are only three which have not met the criteria – probability, GFI and AGFI – but the values are already close to critical value. Therefore, it can be concluded that the comprehensive SEM model has a good capability in fitting the sample data (good fit). In other words, the estimated covariant matrix of the SEM model is not statistically different than the covariant matrix of the sample data.

2. Construction of Validity and Reliability Testing

Table 2 Construction of Validity dan Reliability

Indicator Variable	SLF	Error	SLF^2	CR	AVE
X1	0,76	0,099	0,5776		
X2	0,77	0,092	0,5929		
X3	0,79	0,12	0,6241	0,86	0,58
X4	0,76	0,09	0,5776		
X5	0,74	0,088	0,5476		
Total	**3,82**	**0,489**	**2,9198**		
X6	0,77	0,091	0,5929		
X7	0,88	0,048	0,7744	0,91	0,70
X8	0,84	0,074	0,7056		

X9	0,86	0,062	0,7396		
Total	**3,35**	**0,275**	**2,8125**		
Y1	0,83	0,087	0,6889		
Y2	0,81	0,085	0,6561		
Y3	0,83	0,093	0,6889	0,83	0,58
Y4	0,53	0,22	0,2809		
Total	**3**	**0,485**	**2,3148**		
Y5	0,74	0,13	0,5476		
Y6	0,7	0,15	0,49		
Y7	0,77	0,14	0,5929	0,80	0,54
Total	**2,21**	**0,42**	**1,6305**		
Y8	0,79	0,1	0,6241		
Y9	0,76	0,11	0,5776		
Y10	0,77	0,11	0,5929	0,85	0,60
Y11	0,77	0,11	0,5929		
Total	**3,09**	**0,43**	**2,3875**		

Source: Processed data, 2017

Based on Table 2, the value of CR for each latent variable are 0.86 for the variable of the quality of service, 0.91 for the variable of the image of the institution, 0.83 for the variable of the values received by college students, 0.80 for the variable of the college student's satisfaction and 0.85 for the variable of college student's trust. The value of CR for each of those latent variables is $\geq$ 0.7. Hair (2010) stated that the value of CR $\geq$ 0.7 is considered good reliability. We also should pay attention to the value of AVE for each latent variable which are 0.58 for the variable of the quality of service, 0.70 for the variable of the image of the institution, 0.58 for the variable of the values received by the college students, 0.54 for the variable college student's satisfaction and 0.60 for the variable of college student's trust. All of the latent variables have a value of AVE $\geq$ 0.5. Hair (2010) stated that the value of AVE $\geq$0.5 shows an adequate convergence.

Based on the result of the three measurements, SLF, CR and AVE, they all meet the criteria of good rule of thumb. Therefore, the convergent validity can be said to have been well-achieved.

V.   DISCUSSION
1.   The Effect of the Quality of Service on the Value Received by College Students

The resulting data of the research and the hypothetical testing states that the quality of service has a positive and significant effect on the value received by college students with a coefficient value of 0.25. The positive value of coefficient shows that the latent variable of the quality of service has a positive effect on the value received by college students with the value of calculated $t = 2,13 > tablet = 1,97$. Therefore, it can be concluded that the result of the effect between the latent variable of the quality of service and the latent variable of the value received by the college students is significant.

The positive effect as a finding in this research justifies the research of Milfener et al. (2009), Lertwannawit and Gulid. (2011), Razavi, et al(2012). The previous research conducted by Milfener et al. (2009) prove that the quality of service has a positive and significant effect on the value received by college students. When a service institution or company provides services which have good quality, the value received by college students increases. Service institutions and companies must be able to provide high quality services because it is an important matter to be able to compete against the competitors.

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Raza et al. (2012) in his research found a positive and significant effect between the quality of service and the value received.

2. **The Effect of the Image of the Institution on the Value Received by College Students**

In the result of the research and the hypothetical testing, it is explained that the image of the institution has a positive and significant effect on the value received by college students with a value of coefficient of 0.56. The positive value of the coefficient shows that the latent variable of the image of the institution has a positive effect on the value received by college students with a value of calculated $t = 4,62 > tablet = 1,97$. Therefore, it can be concluded that the effect between the latent variable of the image of the institution and the latent variable of the value received by college students is significant.

Furthermore, Fernandez et al. (2010) in his research also explained that the quality of interaction between college students and the colleges, the image of the colleges and the trust of the college students are three key factors in creating satisfaction and loyalty within the college students through the process of value creation. The result of the research by Hamidizadeh et al. (2011) also found that the image has a positive effect on the value of the consumers.

3. **The Effect of the Quality of Service on the Satisfaction of College Students**

The result of the statistical data analysis proves that the quality of service has a positive and significant effect on the satisfaction of college students with a value of coefficient of 0.44. The positive value of coefficient shows that the latent variable of the quality of service has a positive effect on the satisfaction of college students with a value of calculated $t = 3,4 > tablet = 1,97$. Therefore, it can be concluded that the effect between the latent variable of the quality of service and the latent variable of the satisfaction of college students is significant.

In the research conducted by Razi-ur-Rahim (2013), Mansori et al. (2014), Leonard et al. (2014) and Sutrisno et al. (2016), the quality of service was found to have a significant effect on the satisfaction of consumers (college students).

4. **The Effect of the Image of the Institution on the Satisfaction of College Students**

The statistical testing result in this research proves that the image of the institution has a positive and insignificant effect on the satisfaction of college students with a value of 0.038. The positive value of coefficient shows that the latent variable of the image of the institution has a positive effect on the satisfaction of college students with a value of calculated $t = 0,28 < tablet = 1,97$. Therefore, it can be concluded that the effect between the latent variable of the image of the institution and the latent variable of the satisfaction of college students is insignificant.

The finding of this research is in contrast with the previous research conducted by Yu-Te Tu et al. (2013) in which he found that the image of the company directly and significantly affects the satisfaction of consumers. Such finding was also consistent with the finding of research conducted by Hermawan et al. (2014) and Leonnard et al. (2014).

5. **The Effect of the Value Received on the Satisfaction of College Students**

The result of the statistical analysis shows that the value received by college students has a positive and significant effect on the satisfaction of college students with a value of coefficient of 0.44. The positive value of coefficient shows that the latent variable of the value received has a positive effect on the satisfaction of college students with a value of calculated $t = 3,96 > tablet = 1,97$. Therefore, it can be concluded that the effect between the latent variable of the value received by college students and the latent variable of the satisfaction of college students is significant.

Kotter and Keller (2006) revealed that a company succeeds in offering its products/services to the consumers if it can give value and satisfaction. Malik (2012) explained about the other important factor regarding the importance of the consumer satisfaction: the value received, either directly or indirectly, affects the consumer satisfaction. Quality in some industries probably has a significantly positive correlation with the consumer satisfaction which possibly does not occur in other industries (Al-Hawari and Ward, 2006). Raza et al. (2012) in his research found that the value received is important and has a positive correlation with the satisfaction and the individual intention to return.

6. **The Effect of the Quality of Service on the Trust of College Students**

The result of the statistical analysis proves that the quality of service has a positive and significant effect on the trust of college students with a value of coefficient of 0.34. The positive value of coefficient shows that the latent variable of the quality of service has a positive effect on the trust of college students with the value of calculated $t = 3,34 > tablet = 1,97$. Therefore, it can be concluded that the effect between the latent variable of the quality of service and the latent variable of the trust of college students is significant.

In his research, Quoquab et al. (2013), Nejad et al. (2014), and Sutrisno et al. (2016) revealed that the quality of service provided will increase the trust of the consumers.

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7. **The Effect of the Image of the Institution on the Trust of College Students**

The result of the research's statistical analysis proves that the image of the institution has a negative and significant effect on the trust of college students with a value of coefficient of -0.26. The negative value of coefficient shows that the latent variable of the image of the institution has a negative effect on the trust of college students with a value of calculated $t = -2,68 > tablet = 1,97$. Therefore, it can be concluded that the effect between the latent variable of the image of the institution and the latent variable of the trust of college students is significant.

This finding is in contrast with the result of research by Hermawan et al. (2014) and Sutrisno et al. (2016) which stated that the image has a positive effect on the trust of college students. Yet, Leonnard et al. (2014) in the finding in his research stated that the image has a negative and insignificant effect on the trust of college students.

8. **The Effect of the Value Enjoyed on the Trust of College Students**

The result of the statistical data analysis proves that the value received by college students has a positive and significant effect on the trust of college students with a value of coefficient of 0.56. The positive value of coefficient shows that the latent variable of the value received has a positive effect on the trust of college students with a value of calculated $t = 5,59 > tablet = 1,97$. Therefore, it can be concluded that the effect between the latent variable of the value received by college students and the latent variable of the trust of college students is significant.

Thalib (2015) in his research explained that the value of the consumers (college students) has an effect on their trust on the study program and the college. This was also supported by the researches conducted by Leonnard et al. (2013), Amit et al. (2001), Chun and Chen (2014), as well as Liza and Jiewanto (2012) which explained that the value of the consumers affects the trust of the consumers at educational institutions.

9. **The Effect of Satisfaction on the Trust of College Students**

The result of the statistical testing in this research stated that the satisfaction of college students has a positive and significant effect on the trust of college students with a value of coefficient of 0.041. The positive value of coefficient shows that the latent variable of the satisfaction of college students has a positive effect on the trust of college students with the value of calculated $t = 3,55 > tablet = 1,97$. Therefore, it can be concluded that the effect between the latent variable of the satisfaction of college students and the latent variable of the trust on college students is significant.

The result of the research conducted by Leonnard et al. (2014) stated that the satisfaction of college students has an effect on the trust. Hermawan et al. (2014), and Mulyono (2014) also stated in their research that the satisfaction significantly affects the trust of college students. Moreover, the research conducted by Thalib (2015) shows that the satisfaction of college students affects the self-confidence of the college students to study at their respected college.

VI. CONCLUSION AND RECOMMENDATION

Based on the result of the data analysis and the hypothetical testing, the finding of this research can be formulated as follows:

1. Based on the result of the research, it is found that the image of the institution has no significant effect on the satisfaction of college students. This finding indicates that the factors of reputation, institutional culture, institutional characteristics and the institutional dynamics are not yet capable in significantly creating satisfaction for college students.

   Nowadays, there is a tendency that some college students will feel satisfied if colleges ease their internal academic or non-academic process by disregarding the aspect of the college's image. Yet, due to the fact, there have been many violations at private colleges, such as pre-determined scoring, purchase of other's scientific work, plagiarism and many others, which in the end desecrates the image of the educational institution's image.

2. Based on the result of research, it is found that the image of the institution has a negative and significant effect on trust. The result of this finding underlines that most of the college students at private college in the Province of Gorontalo do not base their choice in selecting and trusting an educational institution on the image of the institution, either from the factor of reputation, institutional culture, institutional characteristics or institutional dynamics.

3. The highest values of coefficient which have an effect on the value received by college students is the image of the institution. This finding reveals that the image of institution is the most dominant in determining the value received by college students, especially on the indicator of reputation of a private college. Next, it is the improvement of the quality of service provided, especially the indicator of reliability.

4. The highest values of coefficient which have an effect on the satisfaction of college students in order are the value received by college students, the quality of service and the image. This finding explains that the dominant variable directly affecting the satisfaction of college students is the value received. Therefore, colleges must improve their value received by college students, especially the indicator of emotional value. Then, they must improve the quality of service, especially the indicator of reliability. Meanwhile, the image of the institution has no significant effect; yet, the management of the college must keep paying attention on this variable, especially the indicator of reputation of the private college. Therefore, such effort will improve the satisfaction of the college students.

5. The highest values of coefficient which have an effect on the trust in order are the value received by college students, the satisfaction of college students, the quality of service and the image of institution. This finding explains that the value received by college students has the dominant effect on the trust. Therefore, colleges must improve the value received by college students, especially the indicator of emotional value, then continued with improving the satisfaction of college students, especially the indicator of handling complaints, and improving the quality of service, especially the indicator of reliability. Meanwhile, the image of the institution has a negative value which means it actually reduces the trust of college students on the private college if it is improved. Therefore, this variable of image must be re-assessed in order to improve the trust of college students on private colleges in the Province of Gorontalo.

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