❏   51

The Effects of Service Quality Towards Consumer Responses through The Image of Private University in East Java

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Article Info	ABSTRACT
	This research explained the relationships of service quality, consumer responses and the image of private university in East Java. Private universities should realize the appropriate quality requirements demanded by consumers, where quality is the issue in a consistent and efficient way to deliver what is desired and expected by consumers. In which the consumer responses is reflected in the prospective student's decision to choose private Universities that provide the best quality service in the academic field. The population was 34043 university students from 10 private universities in four cities located at East Java. Proportional random sampling was employed as sampling method in this study. Results of analysis structural equation model (SEM) on 200 private university students showed that service quality affects towards the image of private university. The image of private university affects towards consumer response. Meanwhile service quality has indirect effect towards consumer responses through the image of private university. The results of tested model from this research explained the relationship between service quality on consumer responses through private university's image in East Java.

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1.   INTRODUCTION

Consumer decisions heavily influenced by the excellence, quality antribut products, and services. In other words, consumer decisions are influenced by the Service Quality. Consumer decisions to private Universities are a prospective student's decision to choose private Universities that provide the best quality service in the academic field.

The attraction offered by each private University in East Java generally associated with Service Quality. Where the Service Quality that is described in the direct evidence (tangibles), reliability responsiveness, assurance, and concern (empathy) that in its application varies from one University to the other private Universities. These five variables are used to improve the Service Quality, which may affect The Image of Private University, which in turn affects the response of society to the private Universities. The image of a private university is made up of impressions, impressions, and feelings based on experience about the Service Quality experienced by a person against the University [1],[2].

Service Quality

In the service industry, the quality of the product being measured is the Service Quality. Management must understand the overall service offered from the consumer angle. The Service Quality that is formed from the consumer point of view can give more value to the products offered. Companies should realize the appropriate quality requirements demanded by consumers. In other words, the quality is consistent and efficient tips to give consumers what they want and expect.

Service Quality is based on a comparison between what was supposed to be offered and what is provided. Service Quality is described as a form of attitude, associated with the satisfaction obtained by comparing the performance expectation [3],[4].

The Image of Private University

Consumers buy things, not just need the stuff, but there was something else he had hoped. Something else was in accordance with the image formed in him. Therefore, it is important to inform the public organizations in order to establish a good image. The marketing imagination is the starting point of success in marketing. Image was gaining popularity since the 1950's, raised in various contexts such as organization image, corporate image, country image, brand image, self image, and so on.

The image is an impression, a feeling or a concept that is in the public about the company, about an object, person or agency [1]. The image can not be printed as the goods at the factory, but the impression that the image is obtained in accordance with one's knowledge about something. The image is made up of how the company conducts opersionalnya, which has a basis in terms of services. The image formed by the impression, they are confronted with the knowledge of something, and eventually build a mental attitude, mental attitude is what is used as consideration for a decision. The image is supposed to represent the totality of a person's knowledge about something.

Components that lead to The Image of Private University can be: the academic reputation of the University, university appearance, cost, location, distance, possible future careers and university social activities [2],[5],[6].

Consumer Responses

Consumer Responses is a consumer action as a result of the interaction process in the act of consumption in the process where a meeting was held between the social psychological attributes with the attributes of the product that produces a certain feeling or action. Consumer response is part of the process of consumer behavior is influenced by factors internal and external that drive consumer behavior on the tendency to certain actions. In this study consumer response is a response to student private universities in East Java. Consumer response was measured using three indicators, namely: extention, recommendation and price premium [5].

Relationship between Service Quality with Consumer Responses

States that the trust (the response) is a situation when the consumer is involved in the exchange process, which arises due to the belief of the stimulus sent by marketers. Confidence does not appear to go through the buying process, but it can happen for a convincing consumers receive their stimulus [7].

The strong influence of Service Quality in a particular behavior is a sign of whether customers remain loyal or switch to another. The study was conducted to look at the factors that influence Service Quality. The results of empirical studies show strong evidence that Service Quality affects the desired customer behavior (response) [3].

A direct positive relationship between Service Quality on satisfaction and behavioral intentions toward. Blomer et al., also found a direct relationship between the Service Quality deangan loyalty [8]. Meanwhile, Zeithaml et al.,found a direct correlation between the quality of Consumer service with the desired behavior (Consumer's behavioral intentions).

Significant relationship quality Consumer service and a positive response, which found that consumer satisfaction for the Service Quality can affect consumer engagement [9],[10].

Relationship between Service Quality with The Image of Private University

Service Quality affects The Image of Private University, where the two-way information distribution services can be done quickly, so that every consumer have opportunity to submit an evaluation, aspiration (criticism suggestion) without the red tape and lengthy resulting in increased The Image of Private University in the eyes of consumers [6].

A significant relationship between Service Quality and The Image of Education And Training Institute, which when Service Quality is well run, it will be pushing up the image of the institution [10].

The image of an indirect effect on loyalty through intermediaries perceived quality. Furthermore, the Service Quality either directly or indirectly have an influence on loyalty. Indirect relationship between Service Quality and loyalty through satisfaction intermediaries [5].

Relationship between Images with Consumer Responses

A significant relationship between image and consumer response. Triono also showed a significant relationship between image, customer satisfaction and trust. This suggests that with increasing image will improve customer response, it also will increase customer satisfaction and consumer confidence in the university [10].

The perceived image significantly influences university student loyalty Private Colleges in East Java, this suggests that the increase in the image of the university, will be responded positively by students, which in turn pushes up consumer loyalty in university [6].

A significant direct relationship between the image and the consumer response in terms of customer loyalty [11]. A direct and significant relationship between the image with the consumer response in expectation and satisfaction [12].

Conceptual Model

In connection with the problems that have been formulated, in this study there are three variables to be studied. The three variables are classified into three parts, namely independent variabels (X), an intervening variabels (Z), and dependent variabels (Y). Classification variables can be explained as follows: 1) Service Quality (SQL), 2) The Image of Private University (IMG), 3) Consumer Responses (RSP).

While the conceptual model of the research can be described as shown in Figure 1. below:
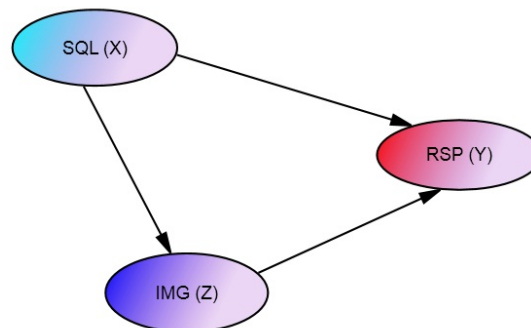

Figure 1. Research Conseptual Model

Research Hypothesis

1. Service Quality affects positively towards Private Universities Consumer Responses
2. Service Quality affects positively towards The Image of Private Universities.
3. The Image of Private Universities affects positively towards Private Universities Consumer Responses.
4. Service Quality indirectly positive affects towards Consumer Responses through The Image of Private Universities.

2. RESEARCH METHOD
Research Design

This study of the private universities in east java, which is an analysis of the responses of university students, relating to Service Quality, and The Image of Private University. This study uses multivariate analysis.

This research is explanatory research, which will be explored causal relationships between variables through hypothesis testing predetermined. Explanatory Research set of circumstances in which a phenomenon could be detected and explained but it is necessary to study more in depth why a phenomenon occurs and how a phenomenon occurs. The purpose of explanatory research is to find the cause and reason of an event by performing a series of tests of hypotheses.

The main method of research is a survey that is a study conducted by taking a sample of the population using a questionnaire as a data collection tool that subject.

Population and Research Sample

The population in this study were students of private universities in East Java, while the sample is a student at the private universities in Surabaya, Malang, Sidoarjo and Gresik. The selection of study sites was based on the consideration among other private universities are using information systems in academic activities in the towns there is. The sampling method used is proportional random sampling method.

Sample criteria are university students are at least three semesters, private universities have developed academic information system, which has a website and as a supporter of the services provided. Estimates used is Maximum Likehood Estimation (ML) and the number of samples of 200 respondents as showed in Table 1.

Tabel 1. Sample Amounts

City	Chosen University	University Student Amounts	Sample Amounts
Surabaya	6	23558	139
Malang	2	5500	32
Sidoarjo	1	3500	20
Gresik	1	1485	9
Total	**10**	**34043**	**200**

Classification and Definition of Operating Variables
Classification of Variables

The research variables are determined and classified in accordance with the hypothesis that has been formulated. Variable Service Quality (SQL) is used as an independent variable, and consumer response variable (RSP) as an dependent variable, while the variable The Image of Private University (IMG) acts as an intervening variable between Service Quality and Consumer Responses.

Operational Definition of Variables
a.   Service Quality

The Service Quality referred to in this study is the Service Quality provided by Private Universities in East Java. Terms of the underlying Service Quality are the dimensions that can be used to evaluate the Service Quality. Dimensions are tangibles, reliability, responsiveness, assurance, and empathy.

b.   The Image of Private University

The Image of Private University in question in this research is The Image of Private University formed by impressions, knowledge experienced by the students of the private universities in East Java. The Image of Private University is measured using three indicators, namely: academic reputation, future career and university performance.

c.   Consumer Responses

Consumer Responses is the response of students to Private Universities in East Java, where the response is based on the students experience to anything that has been felt for a student. Consumer Responses is the tendency of consumers to lead to certain actions. Consumer Responses is measured using three indicator variables namely; extension, recommendation, and a price premium.

3.   RESULTS AND ANALYSIS
3.1.   RESULTS
3.1.1. Validity Test

Validity of the test results for the variables in this study are: Service Quality (SQL), which includes tangibles (sql1), reliability (sql2), responsiveness (sql3), assurance (sql4), and empathy (sql5), The Image of Private University (IMG) which include: academic reputation (img1), career future (img2), and the appearance of the university (img3), and Consumer Responses (RSP), which includes: extension (rsp1), recommendation (rsp2) and the price premium (rsp3).

The validity was tested with the help of Amos version 20. Results of this test showed significant for all indicators, which means that the indicators or item-item questionnaire for each of the variables contained in the questionnaire have been eligible validity.

How to measure the internal validity consistency can use that with Pearson product moment correlation method. If the results of the correlations between each of the questions with a total score showed significant results (significance <0.05 and the correlation values> 0.4), then the item is valid, which means the question has construct validity.

The test result was known that all the Pearson correlation values indicate significance <0.05 and correlation values> 0.4, and all indicator variables (Table 2) has a critical value ratio that is two times larger than the error standard. Therefore it can be concluded that all the indicator variables used in the study is valid.

Table 2. Confirmatory Factor Analysis

Variable	Standart Error (SE)	Critical Ratio (CR ≥ 2)	Loding Factor (λ)	Probability
SQL1 ← SQL	Ref	Ref	0,711	0,000
SQL2 ← SQL	0,186	8,921	0,919	0,000
SQL3 ← SQL	0,217	6,127	0,736	0,000
SQL4 ← SQL	0,089	9,655	0,645	0,000
SQL5 ← SQL	0,096	12,511	0,829	0,000
IMG1 ← IMG	Ref	Ref	0,977	0,000
IMG2 ← IMG	0,086	15,802	0,862	0,000
IMG3 ← IMG	0,084	12,474	0,855	0,000
RSP1 ← RSP	Ref	Ref	0,787	0,000
RSP2 ← RSP	0,132	5,395	0,641	0,000
RSP3 ← RSP	0,135	4,612	0,471	0,000

Sources: analysis results.

3.1.2. Reliability Test

Realibility test results in this study indicate that all study variables were reliable, because the entire construct reliability value of the variable constructs (latent) research is greater than or equal to the value that had standardized (≥0,7), so that each indicator construct research indicates. Value variance extracted from each construct variable research is greater than or equal to the value that had standardized (≥0,5), so that each indicator has a latent construct represents that research.

Table. 3. Construct Reliability and Variant Extracted

Variable Construct	Construct Reliability	Const. Reliability Standard	Variant Extracted	Variant Extracted Standard	Results
SQL	0,763	≥0,7	0,681	≥0,5	Valid & Reliable
IMG	0,740	≥0,7	0,688	≥0,5	Valid & Reliable
RSP	0,710	≥0,7	0,526	≥0,5	Valid & Reliable

Sources: analysis results.

3.1.3. Estimation Model

At this stage of the measurement is done Confirmatory Factor Analysis / construct validity of the measurement model of Service Quality (SQL), The Image of Private University (IMG), and Consumer Responses (RSP). This is shown in Figure 2.

3.1.4. *Goodness of Fit Test*

The results of data processing using a sample of 200 indicate the level of significance to test the above hypotheses difference is 48.254 with a 0.067 probability. It shows that there is no difference between the sample covariance matrix and the population covariance matrix, so that the null hypothesis is accepted.

Meanwhile, the value of GFI, AGFI, TLI, CFI, RMSEA and Cmin / DF respectively 0959, 0922, 0984, 0990, 0044 and 1379 all of which are in the range of expected values so that the model can be accepted.

3.1.5. Parameter Test

To determine the causal relationship between each of the variables, tested the null hypothesis that says that the regression coefficient is equal to zero interrelationships through t-tests in regression models.

Having regard to the regression results in Table 5 it is known that the value of Critical Ratio (CR) which is identical to the t-test in the regression analysis shows that all the regression coefficients are significantly different from zero. Thus the null hypothesis can be rejected and the alternative hypothesis can be accepted. The existence of causality in the model is acceptable.
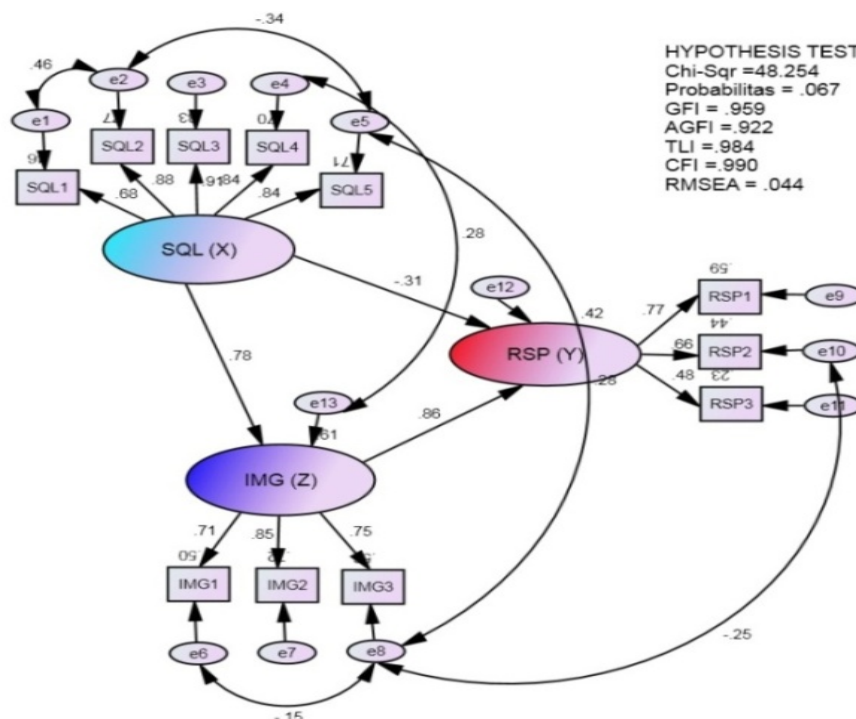
Figure 2. **Model Research** *(Final Model)*

Table 4. Goodness of Fit Index Final Model

Goodness of Fit Index	Cut-off Value	Result Test Model	Results
χ2 / Chi-Square		48,254	Good
Significance -probability	≥ 0,05	0,067	Good
GFI	≥ 0,90	0,959	Good
AGFI	≥ 0,90	0,922	Good
TLI	≥ 0,95	0,984	Good
CFI	≥ 0,95	0,990	Good
RMSEA	≤ 0,08	0,044	Good
Relative χ2 (CMIN/DF)	≤ 2,00	1,379	Good

Sources: analysis results.

Table 5. Final Model Parameter Estimation

Regression Weights:	Estimate	Standarized Estimate	S.E.	C.R.	P
IMG <-- ----SQL	0.700	0.778	0.090	7.760	0.000
RSP <------ SQL	-0.292	- 0.307	0.147	-1.993	0.046
RSP <------ IMG	0.905	0.856	0.185	4.884	0.000
SQL3 <----- SQL	1.389	0.911	0.121	11.433	0.000
SQL4 <----- SQL	1.062	0.835	0.101	10.487	0.000
SQL5 <----- SQL	1.133	0.842	0.108	10.481	0.000
SQL2 <----- SQL	1.393	0.878	0.100	13.915	0.000
SQL1 <----- SQL	1.000	0.679			
RSP2 <----- RSP	0.747	0.662	0.116	6.462	0.000
RSP1 <----- RSP	1.000	0.768			
RSP3 <----- RSP	0.641	0.476	0.119	5.375	0.000
IMG2 <---- IMG	1.075	0.847	0.103	10.398	0.000
IMG1 <---- IMG	1.000	0.708			
IMG3 <---- IMG	0.987	0.750	0.110	8.981	0.000

Sources: analysis results.

Table 5 shows that the magnitude of the regression between the variable Service Quality (SQL) with The Image of Private University (IMG) of 0.788 and the value of CR = 7.760. The magnitude of the regression

between the variables of Service Quality by the Consumer Responses (RSP) of -0.307, and the value of CR = -1.993. The magnitude of the regression between variables The Image of Private University to Consumer Responses at 0.856, the value of CR = 4.884.

3.2.   ANALYSIS

Testing of the model shows the magnitude of the direct influence of the variable Service Quality to The Image of Private University, and Consumer Responses as shown in Table 6, The following:

Table 6. Influence between Variables

Effects	Direct Effects	Indirect Effects	Total Effects
SQL → IMG	0,778	0,000	0,778
SQL → RSP	-0,307	0,666	0,359
IMG → RSP	0,856	0,000	0,856

Sources: analysis results.

Table 6 indicates that there is a positive direct effect of the variable Service Quality to the Image of Private University variables for 0.778. That is the good Service Quality, it will improve the image of Private University students before, this is evidenced by the value of t-count (critical ratio) is greater than the value of the t-Table (7760> 1.98) and the probability value or p-value less than 0.05 (0.000 <0.05). This means that **hypothesis 1 is accepted.**

There is a variable influences the Service Quality to the consumer response at -0.307. This means that Service Quality negatively affects consumer response, this is evidenced by the value of t-count (critical ratio) is greater than the value of t-table (-1993> 1.98) and the probability value or p-value less than 0.05 (0046 <0.05) . This means that **hypothesis 2 was rejected** because the value is negative.

There is a direct effect positively from The Image of Private University variable to Consumer Responses at 0.856. that means The Image of Private University goodness, will able to increase Consumer Responses to the university, this is evidenced by the value of t-count (critical ratio) is greater than the value of the t-Table (4884> 1.98) and the probability value or p value more less than 0.05 (0.000 <0.05). This means that **hypothesis 3 is accepted.**

Table 6 also shows the indirect effect of the variable Service Quality to the Consumer Responses variables through The Image of Private University by 0.666. These results show that The Image of Private University serves as a positive mediator between the quality of our services to private Universities consumer response. This means that **hypothesis 4 is accepted.**

3.2.1. The Effects of Service Quality Towards Consumer Responses

Based on the results of research testing the importance of the value of CR (critical ratio) for each indicator forming Service Quality is greater than 2, thus, the five indicators are indicators that significantly proven to form a variable Service Quality. The greatest contribution in shaping Service Quality is responseveness indicator of 0.911. This means that the private university students prefer the responsiveness of the college which includes prompt, responsive service and innovative services in terms of Service Quality.

With the dominance of the responsiveness dimension in forming the variable Service Quality, then the university should be more serious to improve services in terms of speed of response, the response is always positive and made repairs service (innovative) from time to time so that the students feel at ease and happy over the response given the university.

On the other hand the private universities should also pay more attention to reliability as the dominant factor both for consumers universities in terms of Service Quality in this study. For that private individual Universities are required to always realize all the things that have been promised to the consumer. This means also carrying out lectures on time and quality (grade), providing service to the right, consistent and satisfying.

The results of hypothesis testing in this study and previous studies support the theory, which states that *Service Quality* is formed by five dimensions namely *tangibles, reliability, responsiveness, assurance* and empathy [5],[8],[3].

The study found a negative direct relationship between the Service Quality to the consumer response. It is not aligned and do not support research conducted, which showed a direct positive relationship between *Service Quality* towards *satisfaction* and *behavioral intention* [8].

3.2.2. The Effect of Service Quality Towards The Image of Private University

Consumer response is part of the process of consumer behavior is influenced by factors internal and external that drive consumer behavior on the tendency to certain actions.

In this study consumer response is measured by three variables: *extension, recommendation,* and a *price premium.* The results showed that the three dimensions of consumer response in this study proved to significantly shape consumer response variables. Indicated by the *ratio* of the *critical* value of each dimension is greater than 2. The magnitude of the regression coefficient of 0.712 *extension* dimensions; *recommendation* 0.711; *price premium* of 0.498 [13].

These results suggest that students of private universities in East Java prioritize response to *extension* which includes a willingness to follow a new program, or the development of other programs held by the University readiness seminars, training, or courses and proud to use university attributes. It also shows that respondents prioritize *recommendation* covering willing to give advice and willing to provide positive word-of mouth, this indicates that the response of students to private Universities are very positive and very high desire for follow-up program (s2, s3) and follow each event held the University.

3.2.3. The Effects of the Image of Private University towards Consumer Responses

In this study, The Image of Private University is measured by three variables: academic reputation, future career and university performance. The results showed that the three-dimensional shape proved to be significantly variable imagery Universities, where it is indicated by the *ratio* of the *critical* value of each dimension is greater than 2. The magnitude of the regression coefficient 0.768 dimensions academic reputation; future career 0.847; 0.750 university appearance. These results suggest that students of private universities in East Java prioritize future career which includes recommended others, cooperation with other parties, and in accordance with the standards required of users *(link and match),* this suggests that consumers desire every University more serious private sector to cooperate with the user (private or government agencies), resulting in positive impact on the future of students.

Hypothesis test results showed a strong and significant relationship between The Image of Private University on consumer response, as indicated by the regression coefficient of 0.856 on the critical ratio of 4.887. This shows that The Image of Private University is very dominant influence consumer response. These results suggest that universities should be more seriously raise its image, especially in shaping the future career of students and academic reputation.

3.2.4. The Indirect Effects of Service Quality towards Consumer Responses

This study demonstrates a negative and significant correlation between the Service Quality to the University consumer response (-0.307). These results indicate that directly contribute to the Service Quality is lacking University consumer response, but indirectly through The Image of Private University, Service Quality plays a very significant impact on consumer response (0666). These results indicate to the university, for more serious conduct and improve Service Quality to consumers, resulting in increased consumer response indirectly through The Image of Private University. With good quality care will lead to increased consumer response Universities in the eye of the consumer through University a good image.

4. CONCLUSION

The results of testing the model in this study explained the relationship between service quality, image and consumer response universities private universities in East Java. Other conclusions that can be drawn from this research are:

1. Not proven service quality positively affects to private university consumer responses. It means that private university's service quality in East Java not entirely good enough, therefore the university needs to improve the service quality in order to obtain a positive response from consumers.
2. Proven service quality affects positively to the image of private university. This means with good service quality will increase the image of private university in the presence of the consumer.
3. Proven the image of private university to private university consumer responses. This means that with good image, will increased consumer responses to the private university.
4. Proven service quality indirectly affect the consumer response through the image of private university. This suggests that the role of service quality on consumer responses strongly influenced by the image of private university. That is as good as service quality provided by private iniversities, if it is negative, the image of private university, will also make a negative consumer responses.

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