# The Effect of Service Quality, Corporate Image, and Price Perceived in Creating Customer Satisfaction and Loyalty on Education Business

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**Abstract**

*Competition in business services, especially education services show a trend that increasingly tight nowadays. Each school is required to be able to create a level of satisfaction and loyalty for its service users. This study was conducted to determine the effect of service quality, corporate image and price perception in creating customer satisfaction and loyalty. In this study using 173 respondents as a sample by using the method of saturated sampling. This research is a quantitative research using the observation method, interview, and spreading of the questionnaire. The analysis technique used is Structural Equation Modeling (SEM) with the path diagram. Variables used include quality of service (X1), corporate image (X2), price perception (X3), customer satisfaction (Y1) and customer loyalty (Y2). The results showed that customer satisfaction is influenced by corporate image and price perception of 18.4% while customer loyalty is influenced by price perception and customer satisfaction of 60.5%. This suggests that service quality is not always a decisive factor in customer satisfaction and loyalty.*

**Keywords:** *service quality, corporate image, price perceived, customer satisfaction, customer loyalty*

**Abstrak**

*Persaingan dalam bisnis jasa, terutama jasa pendidikan menunjukkan kecenderungan yang semakin ketat saat ini. Setiap sekolah dituntut dapat menciptakan tingkat kepuasan dan loyalitas bagi pengguna layanannya. Penelitian ini dilakukan untuk mengetahui pengaruh kualitas layanan, citra perusahaan dan persepsi harga dalam menciptakan kepuasan dan loyalitas pelanggan. Penelitian ini adalah penelitian kuantitatif dengan menggunakan metode observasi, wawancara, dan penyebaran kuesioner menggunakan 173 responden sebagai sampel dengan menggunakan metode sampling jenuh. Teknik analisis yang digunakan adalah Structural Equation Modeling (SEM) dengan diagram jalur. Variabel yang digunakan meliputi kualitas layanan (X1), citra perusahaan (X2), persepsi harga (X3), kepuasan pelanggan (Y1) dan loyalitas pelanggan (Y2). Hasil penelitian menunjukkan bahwa kepuasan pelanggan dipengaruhi oleh citra perusahaan dan persepsi harga sebesar 18,4% sedangkan loyalitas pelanggan dipengaruhi oleh persepsi harga dan kepuasan pelanggan sebesar 60,5%. Ini menunjukkan bahwa kualitas layanan tidak selalu merupakan faktor penentu dalam kepuasan dan loyalitas pelanggan.*

**Kata kunci:** *kualitas layanan, citra perusahaan, persepsi harga, kepuasan pelanggan, loyalitas pelanggan*

## INTRODUCTION

Indonesia is a developing country in South East Asia. In a developing country, there are some factors which are needed to be a developed country, they are natural resources and human resources. The natural resource is worthless without the qualified human resources. Based on that, Indonesia as a developing country has to improve the quality of human resources. One way to improve Indonesia's human resources is by improving the quality of Indonesian education since as early as possible, starting from playgroup, kindergarten, elementary, junior high school, vocational school, to university. Besides, it is also necessary to improve the quality of skills training outside the academic Education is one of the needs and obligations for human beings in life, so that education is very important and the right of everyone to get it.

In law No.20 / 2003 on the national education system, it is mentioned that education is a conscious and planned effort to create an atmosphere of learning and learning process so that learners actively develop their potentials so that they have spiritual power, self-control, personality, intelligent, noble character, as well as the skills required by himself, the community, the nation, and the nation. This is in line with those outlined in the Teacher Law and Lecturer Number 14 the year 2005 stating that education is a service to the quality of educators and learners in to achieve the national goals of the nation.

Improving the quality of education should continue to be pursued, by opening wide opportunities to the population for education, to improve the quality of service and quantity of educational facilities and infrastructure. The implementation of a good education of national and international standards in this era of globalization demands strong advantages in technology, management, and human resources, quality improvement, efficient, relevant, and strong competitiveness. Efforts to improve the quality, efficiency, relevance, and improvement of competitiveness nationally and internationally stipulated the importance of the implementation of national or international education, both for public and private schools. National Plus School Development is closely linked with a global perspective to build high performing schools that are capable of producing optimal quality standards (national and international standard) with minimal financing.

Quality of service is an optimal service provided by professional company officers to customers for customer satisfaction and accompanied by professional efforts to prepare customer satisfaction service (Tjiptono, 2012). If the quality of the company's service is linked to retaining the consumer, then its influence can be known from its consumer behavior, consumer behavior trends (behavioral intentions) can be seen as indicators indicating whether the customer will remain or leave the company (Akbar & Parvez, 2009). Furthermore, (Cheng, 2008) also added that every company will try to provide the best service to create customer satisfaction and maintain customer loyalty or customer loyalty. Customers will compare the services the company provides with what they expect. If the customer is satisfied, then the customer will re-use the services of the company and become a loyal customer and will tell the experience to others, so the company will benefit from that condition that is getting loyal customers who also help the promotion of the company.

On the other hand, (Afsar, Rehman, Qureshi, & Shahjehan, 2010) states customer loyalty is a measure of consumer attachment to a brand. This measure can provide an idea

of whether or not consumers may switch to another product brand if the brand is found to be a change, both related to price and other attributes. Loyalty can also be interpreted as an expression that consumers are satisfied with the overall performance of products or services obtained. Consumer loyalty needs to be maintained and improved because retaining existing customers will be easier and can be more cost-effective compared to finding new customers (Kuusik, 2011). A loyal customer will bring many benefits to the company, including re-purchase and recommend the brand to others.

To face today's competitive competition, especially in the field of education, not only in the quality of education but also the need for customers only. But also to note is another factor such as corporate image and price perception. Quality as a dynamic state associated with service products, human resources, processes and environments that meet or exceed expectations (Tjiptono, 2012). The definition of quality is also identified as a standard that must be achieved by a person, group, institution or organization regarding the quality of human resources, workings, processes, and work or products in the form of goods and services (Tjiptono, 2012). On the other hand, something of quality has a sense of satisfying the parties served, both internal and external in the sense of optimal fulfillment of the demands of society or customers

The quality of services and services that consumers receive (perceived service quality) as the difference between expectations or consumer desires (expected service) with their perceptions (perceived service). The suitability of both things will show the level of customer satisfaction, so that can be said if knowing the quality of service means can be known as customer satisfaction (Riscinto, 2008). In line with that, (Deng, Lu, Kee, & Zhang, 2010)(Kotler & Keller, 2009) said that the quality of service is the difference between consumer expectations of the service to be accepted with the perception or reality of service received.

The corporate image is described as an overall impression made in the public mind about a company (Kotler & Keller, 2009). (Cheng, 2008) explain the image of the company describes the existence of trust in the relationship between parties (business-to-business and business-to-consumer). Corporate image is the result of the overall experience of customer use (Gregory, 2006:6). Since customer satisfaction and corporate image are measured simultaneously, customer use evaluation can serve as a satisfaction, a natural effect in the evaluation of corporate image (Kaniadi, 2010). The company's image can be seen from the competence of the company and its advantages compared to its competitors Cheng (2008: 28). Maximum corporate success can be achieved if the company is focused on the core business because it will reflect the core competencies they have. The company's expertise is reflected in the company's knowledge and experience in the industry it enters.

The perception of the price is a relative cost that must consumers spend to obtain the product or service that he wants (Han & Ryu, 2009)décor and artifacts, spatial layout, and ambient conditions. Meanwhile, price perceived is related to how price information is understood entirely by consumers and gives deep meaning to them (Deng et al., 2010). When cognitive pricing information processing occurs, the consumer can make a comparison between a set price with a price or price range that has formed in their mind for the

product. The price in the mind of the consumer used to make this comparison is called the internal reference price(Gommans, 2001). The perception of the price is measured based on customer perception that is by asking customers of the variables which he thinks are most important in choosing a product, for example for food products, the variables include raw materials, taste, durability, and manufacturing process (Rangkuti, 2017). The perception of the price is often identified with the perception of quality and perception of costs incurred to obtain the product. Price perception is formed by two main dimensions, namely the perception of quality and perception of costs incurred (Afsar et al., 2010). Price is a value that must be paid to obtain a product, so the value is defined as the price. At the level of want to buy the price into a factor that is noticed by the buyer. Some consumers consider high prices to indicate the quality of a product, others assume that quality is determined by the product design (Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, 2011). (Kotler & Keller, 2009) suggests the price is the number of sacrifices made by consumers to obtain a product or service needed. Price is one important factor that can affect consumer behavior in the brand purchase because a good or service must have value. While the value itself is based on price, which is a benchmark of goods and services concerned (Ali, 2009).

Customer satisfaction has become a central concept in business discourse. Customer is the main focus in the discussion of the satisfaction and quality of services. Therefore, the customer plays an important role in measuring the satisfaction of the products and services provided by the company (Yee, 2008). Customer satisfaction by Spreng, Mackenzie & Olshavsky (1996) in (Atiyah, 2016) will be influenced by expectations, performance perceptions, and assessment of the performance of products or services consumed. Boone and Kurtz (Wijayanti, 2008), said customer satisfaction is "the ability of the customer to satisfy the service or product provided by the company able to meet customer needs and expectations. But if the services provided can not meet the needs and expectations of customers, it will cause dissatisfaction for these customers (Kotler & Armstrong, 2008). Customer satisfaction by (Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, 2011) is an important key to maintaining customers than without customer satisfaction will be difficult to survive in the face of competitive competition. This depends on consumer perceptions of different service quality at the level of adequate services and desire service. Besides, the experience of getting problems in terms of service will affect the overall perception of consumers on service quality, which will further affect the behavioral intentions shown by the customer.

Increasing competition among institutions of product providers lately is not only due to globalization. But more due to the increasingly intelligent customers, price-conscious, demanding, less forgiving, and approached by many products (Han & Ryu, 2009)décor and artifacts, spatial layout, and ambient conditions. (Kuusik, 2011) defines customer loyalty as a customer's willingness to continue to subscribe to a company in the long run, by buying and using goods and services repeatedly and voluntarily recommend the company's products to its peers.

Kandampully (2000) in (Gommans, 2001) states that loyal customer is a customer who responds from the service provider whenever possible, and who continues to recommend

or maintains a positive attitude towards the service provider. (Kotler & Armstrong, 2008) concluded that loyal consumers showed four different buying behaviors: making repeat purchases, purchasing between product lines, giving recommendations to others, and showing immunity to the pull of competitors. Being a loyal customer, one has to go through several stages through a process that can last a long time. In looking at each stage and meeting the needs in each of these stages, the company has a greater opportunity to form potential buyers into loyal customers (Perangin Angin, 2009).
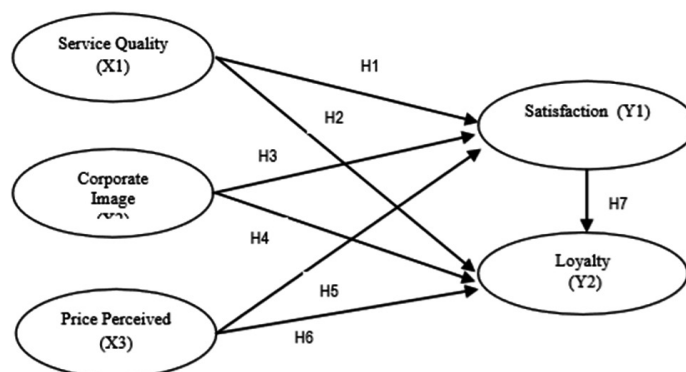
(Alfin & Nurdin, 2017) reveals that the satisfaction in each customer can be created from the optimal and the quality of service. Further (Ming-TienTsa, Chung-LinTsai, & Han-ChaoChang, 2010) revealed that the service with good quality will certainly greatly affect the satisfaction felt by the customer. Quality and promotion are key factors for creating long-term customer loyalty. Some research indicates that customers will be loyal to high-quality products if they are offered at competitive prices. As the research entitled "Impact Service Quality, Trust, and Customer Satisfaction on Customer Loyalty" by (Akbar & Parvez, 2009)trust, and customer satisfaction on customer loyalty. To test the conceptual framework, structural equation modeling (SEM, which says that improving the quality of service will have a good impact on improving loyalty. So it is said that the quality of service has a direct influence on loyalty and affects loyalty through satisfaction.

Customer satisfaction can also be influenced by the corporate image factor, the result of research done that in the future only with image, then the customer will be able to distinguish a product with other products. For every company having a good image is very important. (Kuusik, 2011) through his research "Affecting Customer Loyalty" explained that the concept of a good corporate image he can complete a good identity as well and ultimately can lead to high satisfaction and loyalty. Corporate image can have a significant direct impact both on customer loyalty and customer satisfaction. A good image of a company that is reflected in the service provided will generate a feeling of satisfaction with the company that ultimately creates loyalty to not switch to another company.

Price is a very important factor in customer satisfaction because if a customer evaluates the value of an item received, they will think about the price issue (Han & Ryu, 2009)décor and artifacts, spatial layout, and ambient conditions. Price is also a factor affecting consumers to move to another company. (Adi, 2013) explains that the perception of price and customer satisfaction has a strong and significant relationship in forming customer loyalty. Loyal customers have a relatively permanent fanaticism in the long run of a company's product or service of choice (Deng et al., 2010), and there is a tendency in customers not to switch to other products or services, even affecting others customers) to participate in using the product or service (Wijayanti, 2008). Customer loyalty is influenced by customer satisfaction factors and has a strong relationship (Riscinto, 2008).

Based on the above explanation, the frame of thought (research model) in this study as in Figure 3.

**Figure 3. Thinking Framework (Research Model)**



The framework of thought as a preliminary guideline in assessing the attachment (relationship) between variables, should then be spelled out in an initial estimate as a material for further analysis. The estimation is presented in the form of a research hypothesis. The hypothesis of this study is a collection of estimates which are temporary answers that refer to the frame of thought. Based on the framework of thought, it can be prepared research hypothesis, namely:

$H_1$ = allegedly there is a positive influence and significant quality of service (service quality) to customer satisfaction;

$H_2$ = allegedly there is a positive influence and significant service quality to customer loyalty;

$H_3$ = allegedly there is a positive influence and significant corporate image (customer image) on customer satisfaction;

$H_4$ = allegedly there is a positive influence and significant corporate image on customer loyalty;

$H_5$ = allegedly there is a positive influence and significant price perceived on customer satisfaction;

$H_6$ = allegedly there is a positive and significant influence on price perceived on customer loyalty;

$H_7$ = suspected to have a positive influence and significant customer satisfaction to customer loyalty.

**METHOD**

The sample in this study was taken from the entire population number of students in 2019 on each grade in three international schools as a part of the education business in Bekasi West Java as many as 173 people. The sampling technique in this research is a saturated sampling method. This means that all respondents (subjects) who become the population in this study used as a sample (Sugiyono, 2010). (Nazir, 2006) states that the ideal and representative sample quantity in the Structural Equation Model (SEM) analyzer is between 100-200, according to the Maximum Likelihood model estimation technique. Based on the number of samples, it has been by following the criteria of the SEM analysis method.

Techniques of collecting data or information that is primarily obtained by observation. Observations in this study were conducted by conducting a survey on the object under study and using research instruments in the form of filing questionnaires (closed question) with the format statement, in the hope that the respondents with easily answer the question. Questionnaires were made using the Likert scale using four options with a range of values of one to five.

While the data collection or facts that are theoretical or secondary related to this research used a literature study. The data were obtained by studying the literature, research journals, lecture materials and other sources or materials related to the problem.

In testing the hypotheses of researchers using statistical methods of multivariate dependencies Structural Equation Model (SEM) with path diagram. The main purpose of inferential statistical analysis using SEM is to obtain a fit model (suitable) for the problem under study in this study. The purpose of analysis with SEM also to know the causal relationship between the dependent and independent variables on the model built in this study.
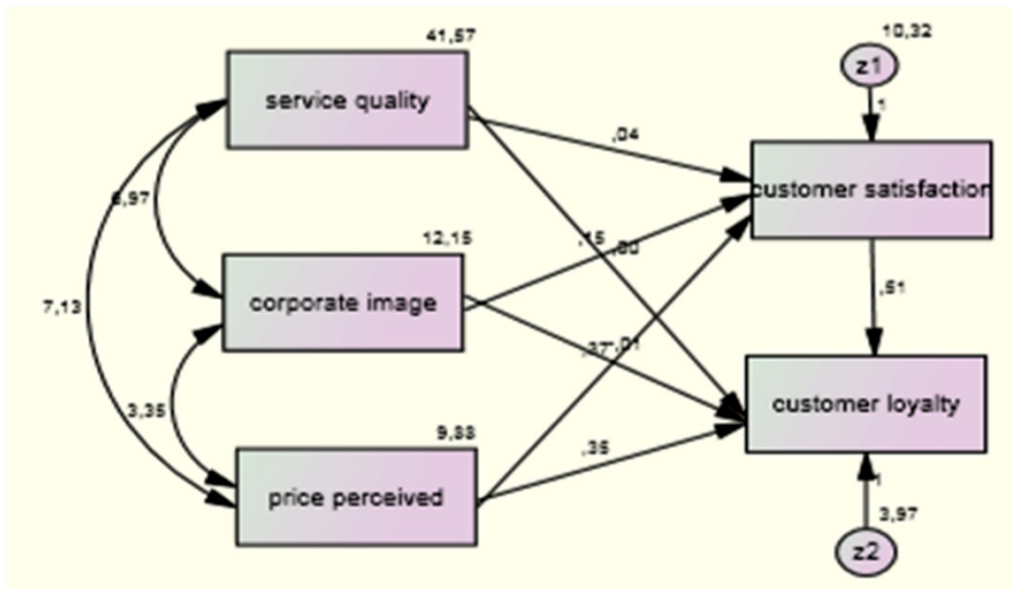
## RESULT AND DISCUSSION

In the test or analysis is descriptive statistically obtained information and explanation about the data in the form of mean value, standard deviation, variant, maximum, range, kurtosis, and skewness. The calculation results show the value of Standard Deviation ranged from 0.823 (minimal) to 0.933 maximum. Also, the value of c.r on skewness 1.612 and kurtosis 0,561 in the recommended range is between -2.58 to 2.58. The next test is an overall model test aimed at measuring the compatibility between the sample variance-covariance matrix (observational data) and the covariance variance matrix based on the proposed model.

The test results show the value of Chi-Square 801,644 and probability value = 0,000 which is less or less than the accepted standard is 0,05. From the test results can be said under the research model is not fit (not appropriate or not suitable).

The distribution of the model conformance test results shows that the probability value shows 0,000 values smaller than 0.05 so based on the value the model is said to be unsuitable (fit), and other tests such as; absolute fit measure, incremental fit measures, and parsimonious fit measures have not shown the expected value because they do not match the required criteria. If in a model measurement occurs the model is not fit (appropriate), then the next step is done path analysis (path analysis), to find a solution to it (Figure 1)

**Figure 1. Initial Path Diagram Model**



Source: processed data

The next step after forming the research model of the path diagram is the significance test. Significant tests are intended to determine whether the causal relationship between variables is significant or non-significant. If in the significance test obtained the value of negative regression coefficient (-) or value signification (Sig)> 0.05 then there is a non-significant causal relationship. If there is a condition like this then the relationship between these variables should be removed. The results of this significance test will be used to answer or prove several numbers of hypotheses proposed in the previous chapter as shown in table 1, where hypothesis accepted if the value of P <0.05 (sign ***) whereas hypothesis rejected if the value P>0.05.

**Table 1. Model Path Model Significance Results**

| Causal Relation | | | Prob. | Regres. Koef. | Result |
|---|---|---|---|---|---|
| service quality (SQ) | → | customer satisfaction (CS) | 0,398 | 0,064 | $H_1$ Rejected (Non-Significant) |
| corporate image (CI) | → | customer satisfaction (CS) | *** | 0,146 | $H_3$ Accepted (Significant) |
| price perceived (PP) | → | customer satisfaction (CS) | *** | 0,330 | $H_5$ Accepted ( Significant ) |
| service quality (SQ) | → | customer loyalty (CL) | 0,960 | 0,003 | $H_2$ Rejected (Non- Significant ) |
| corporate image (CI) | → | customer loyalty (CL) | 0,773 | -0,015 | $H_4$ Rejected ( Significant) |
| price perceived (PP) | → | customer loyalty (CL) | *** | 0,350 | $H_6$ Accepted (Non- Significant) |
| customer satisfaction | → | customer loyalty (CL) | *** | 0,574 | $H_7$ Accepted ( Significant) |

Source: processed data

Besides, the significance test also yields the determination values as shown in table 2 and table 3.

The overall values will then be used as a reference in interpreting the research results. The initial interpretation is the determination of the level of relationship between variables that are significant in forming the research regression equation, as below:

CS = 0.160 CI + 0.348 PP + 12.472 + e                    [1]

CL = 0.347 PP + 0,571 CS - 1.505 + e                    [2]

The results showed that the influence of significantly variable corporate image (CI) and price perceived (PP) to customer satisfaction (CS) variable of 18.1% and the remaining 81.9% is influenced by other factors. Although the value of the effect is very small it can be believed that the image, reputation, good name or parents' views on the positive schools in Bekasi have been able to produce their level of satisfaction. Similarly, the influence of price perceptions of parents on the quality of education provided shows a positive trend, where they believe that what they have to spend for their children has been able to provide satisfaction.

**Table 2. Coefficient of Determination of End Model**

| Endogen Variables | $R^2$ | Intercept |
|---|---|---|
| Customer Satisfaction (CS) | 0,181 | 12,472 |
| Customer Loyalty (CL) | 0,605 | -1,505 |

Source: processed data

This is in line with research (Nisa, 2010) stating that corporate image can affect customer satisfaction. Price perception is very sensitive in getting a product or service. The more affordable prices and able to contribute to a positive perception will certainly cause satisfaction for every parent. As Anderson does, et. al. (1994) in (Saladin, 2006) that price will be a very important factor in creating customer satisfaction, because if a customer identifies the value of an item received, the main thing to do is to think about the price issue. (Kotler & Keller, 2009) also adds that for customers, price is often the main reason for shopping and to achieve the satisfaction that will be felt. (Wijayanti, 2008) in his research also supports the above opinion by saying that the price of the product has a positive effect on customer satisfaction. However, this is contrary to research conducted by (Perangin Angin, 2009) which revealed that the price has no positive effect on customer satisfaction.

But on the other hand, in the study explained that the variable quality of service (service quality) does not significantly affect customer satisfaction (customer satisfaction). This is certainly in contrast to research conducted by (Akbar, 2009), (Wijayanti, 2008), and (Perangin Angin, 2009) which states that service quality has a significant influence on customer satisfaction. This also paradoxes the opinion of Anderson and Sullivan (1993) in (Akbar, 2009) which states that service quality-influences customer satisfaction. Satisfaction and loyalty can also be attributed to the value factor that exists in the user which is of course generated from the use of the services provided.

**Table 3. Coefficient of Variables**

|  |  |  | Estimate |
| --- | --- | --- | --- |
| customer satisfaction (CS) | <--- | corporate image (CI) | ,160 |
| customer satisfaction (CS) | <--- | price perceived (PP) | ,348 |
| customer loyalty (CL) | <--- | price perceived (PP) | ,347 |
| customer loyalty (CL) | <--- | customer satisfaction (CS) | ,571 |

Source: processed data

The endogenous variables of customer loyalty are significantly influenced by price perceived and customer satisfaction. The results showed that this effect occurred as much as 60.5% of the overall influencing factors, where other factors amounted to 39.5% outside of this study. The higher the level of customer satisfaction the higher the level of customer loyalty. According to Shankar, Smith, and Rangaswamy (2000) (Che-Ha, 2007) that overall customer satisfaction has a positive effect on customer loyalty. This is also in line with the results of research conducted by (Wijayanti, 2008) which states that customer satisfaction has a close and positive relationship to customer loyalty. While the variable service quality and the corporate image do not significantly affect customer loyalty. This is against (Akbar, 2009) that service quality and corporate image have significant to customer loyalty.

Not influencing these variables can be made possible because parents consider that loyalty or the desire to choose a school is not entirely dependent on the service, a good image of the school, but rather prioritize the perceptions of the price and their satisfaction so that in the end becomes the determinant factor of loyalty of the parents in choosing or sending their children to international schools in Bekasi West Java.

## CONCLUTION

Some conclusions from the results of the research, among others: 1) customer satisfaction is only influenced 18,1% by corporate image and price perception and 81,9% is influenced by other factors, while the quality of service does not have a cognitive effect on customer satisfaction; 2) customer loyalty is influenced 60,5% by the perception of price and customer satisfaction-and 35,5% is influenced by other factors while the quality of service and image of the company did not affect the customer loyalty.

Submitted some suggestions as follows: 1) Schools in Bekasi are deemed necessary to continuously improve the services that have been given at this time so that the level of user satisfaction and loyalty is achieved optimally; 2) maintaining the pricing policy and always maintaining and improving the image quality attached to schools in Bekasi because it is considered to have been able to create satisfaction and loyalty to the users of the service; 3) the establishment of a corporate strategy that leads to more customer-oriented and more modern customer management in the future in the development of business education at schools in Bekasi.

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