The Effect of Brand Image, Service Quality, Relationship Marketing on Satisfaction to Increase Students Loyalty Nurul Fikri in Padang City

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Abstract

The study was aimed to investigate: 1) The Brand Image effect on Satisfaction, 2) The Service Quality effect on Satisfaction 3)The Relationship Marketing effect on Satisfaction , 4) The Brand Image effect on Loyalty , 5) The Service Quality effect on Loyalty, 6) The Relationship Marketing effect on Loyalty, and 7) The Satisfaction effect on Loyalty. Research objects was students Nurul Fikri in Padang City. There were 260 respondents as sample in this study. The Purposive Sampling technique was used in the study. Data analysis was PATH ANAYLISIS with type 16. The study result shows that there was no effect of Brand Image and Relationship Marketing on Satisfaction but there was a positive effect of Service Quality on Satisfaction. Then, there was no Brand Image effect on Loyalty but there was a positive effect of Service Quality and Relationship Marketing on Loyalty.

Keywords: *Brand Image, Service Quality, Relationship Marketing, Satisfaction and Loyalty*

Introduction

As a developing country, Indonesia has a very large population, with a large population, making Indonesia a country with great educational potential. The era of globalization that occurs in various parts of the world at this time is also felt and has an impact on the education sectors in Indonesia, one of the education sectors that experience this problem is the education service sector. In general, guidance can be interpreted as an aid given to other people who have problems, with the hope that the person can accept the situation so that they can overcome the problem and make adjustments to personal, family, school, and community. Learning is the highest physical and psychological activity in human life, as a result of learning activities that can lead to changes and improvements in the views of new attitudes and behaviors from the results of the learning exercise.

The presence of guidance in the process of education and teaching is carried out, as a whole can function to help and support efforts towards progress, prosperity and achievement of the goals of education for schools and for students, especially in the teaching and learning process in the education and teaching that is carried out. The main function of guidance that is supported by learning services is the function of developmental maintenance that will produce maintained and developed various potential and positive conditions of students in the framework of their steady and sustainable development. Various efforts have been made by the bimbel to face very tight competition among other guides. The way that must be taken by tutoring in this case is to determine the right strategy in order to stay afloat amid competition and can increase its probability. In carrying out its strategy, tutoring will experience a failure if it is not supported by both the internal tutors themselves and those outside the Bimbel in this case the students. Support from internal Bimbel can come from resources owned by Bimbel such as capital, equipment, applied technology, and human resources who are the main actors in the course of a tutoring. Without reliable human resources, all tutoring activities will not reach their goals and other resources will be in vain. While support from customers can be in the form of customer loyalty to services produced by tutoring

The next problem related on Loyalty , According to Griffin (2005: 5) "Loyal or loyalty can be addressed to the customers who have regular buying behavior or the customers who are in a condition that make

them to buy more than one in a certain interval". Commonly, customer loyalty can be related to products and services. Loyalty of customer is represented in a customer satisfaction continuation to use the facilities and services, which a company provides, and to be a company's consumer. Loyalty provides mutual benefits for the company and for the customer. For companies loyalty provides long-term benefits, such as companies can save marketing costs compared to if the company attracts new customers, while for customers loyalty simplifies various choices when making purchasing decisions. This means that customers can save search time and create more efficient transactions.The next problem related how to build Brand Image . Brand image is a series of real and abstract properties, for instance, the uniqueness that consists of beliefs, values, interests, and features. All internal and external characters must include in a Brand Image so that it is able to influence customers according to the target of a product (Service, Citra, Yani, & Surakarta, 2016), The better brand image a company, the higher customer satisfaction. It means that the brand image of a company is directly proportional to the customer satisfaction. The following is the name of the best tutoring according to the Top Brand Tutoring Award in Indonesia.

Table.1 TOB BRAND AWARD in the category of tutoring in Indonesia

Number	Brand	2016		2017		2018	
		TBI	TOP	TBI	TOP	TBI	TOP
1	Ganesha Operstion	29,3%	TOP	32%	TOP	31,4%	TOP
2	Primagama	24,3%	TOP	17,2%	TOP	10,7%	
3	Nurul Fikri	10,5%	TOP	12,9%	TOP	12%	TOP
4	Cumon	6,1%		10,6%		13,6%	TOP
5	Medical	5,0%		4,2%		4,3%	

Source:http://www.topbrand-award.com/top-brand-survey/survey result/top_brand_for_teens_ind

Based on table 1 above, Based on the table, we can see that the market leader is still held by the Ganesha operation, while Nurul Fikri is still in the third largest category in Indonesia. In 2018 the number of percentages decreased slightly we can see the number of each percentage of tutoring experienced a decrease in each tutoring. This is because the number of students who want to go to college has decreased, the number of participants has also decreased.

(Service et al., 2016) The quality of service a company is directly proportional to the customer satisfaction so that the worse service quality of a enterprise will decrease customers satisfaction. A higher service quality a enterprise, a higher customers loyal or the lower the service quality of a company, the lower the customer loyalty.

According the Kotler and Keller (2009: 11) Relationship marketing is the practice of building long-term relationships that can satisfy key parties such as customers, one of which is to maintain preferences and long-term business

To find out Nurul Fikri's tutoring in the city of Padang has provided services that are as expected, it is necessary to evaluate the students. Therefore, given its importance, brand image, service quality, relationship marketing, and satisfaction in influencing customer loyalty, it is necessary to examine more deeply how these four elements can improve tutoring to excel in competition. Because increasing customer loyalty will have an impact on increasing the success of tutoring as well. Based on existing problems, it is necessary to do research on brand image, service quality, relationship marketing (RM) and satisfaction so that it can contribute to tutoring in increasing loyalty to the Padang branch of Nurul Fikri,

H1. *Brand Image* has no significant and positive effect on satisfaction

According to results of the study, student satisfication of Nurul Fikri in Padang City was not positively and significantly influenced by the brand image with brand image variable coefficient value for small industry satisfaction of 0.522 with a large indirect image brand influence on satisfaction through satisfaction of 0.22%. This means that the brand image is not an affecting factor of students' satisfaction at Nurul Fikri in Padang City, where the low brand image will influence students' satisfaction level in the Nurul Fikri study center in Padang City. This study also proves that a good brand image will be able to improve and contribute well to student satisfaction at Bimbel Nurul Fikri

H2. Service quality has a positive and significant influence on satisfaction

According to the study results, student satisfication of Nurul Fikri in Padang City was positively and significantly influenced by Quality of Service with variable quality coefficient values of student satisfaction of 0,000. Then, a direct service quality influence on loyalty through student satisfaction was 0.22 %. This means, service quality is able to improve and contribute well to satisfaction in the city of Padang, where the service quality level that is high and low will influence the loyalty level of students / i.Service Quality affects Loyalty of Customer. If the service quality that is provided to customers is appropriate which gives satisfaction to customers and customers will be loyal to the company's products. These results are in line with the research done by Ayu Arunika Utami (2011) entitled Analysis of the Effect of Product Quality, Service Quality and Brand Image on Customer Loyalty Through Customer Satisfaction (Apple iPhone Users in the Management Department of Diponegoro University Semarang) knowledge (Genc, et. Al., 2019).

H3. Relationship marketing has no a positive significant effect on Satisfaction

According to the study results, it is known Relationship Marketing not positively and significantly influenced student satisfication of Nurul Fikri in Padang City with the Relationship Marketing variable coefficient on Nurul Fikri's student satisfaction of 0.216 with a large indirect effect of market orientation on loyalty through student satisfaction. Nurul Fikri 13.2%. This means that Relationship Marketing is a factor that determines satisfaction in the city of Padang, where the relationship level of marketing is directly proportional to the satisfaction level.

Relationship Marketing something that important for the company in line with the increasing global competition and changing customer needs. Relationship Marketing companies are open to new thinking that an innovation will occur in their products to be even better. Therefore, it is important in maintaining the growth rate of company in the increasing complex competition,

H4. Brand image has a positive significant effect on Loyalty

According to the study results, students' loyalty in Nurul Fikri in Padang City was positively and significantly influenced by with the brand image variable coefficient value of student loyalty is 0.073 with a direct influence of 0.17%, and brand image affects loyalty indirectly through variables satisfaction of 0.22%. This means that a factor that influence loyalty in the city of Padang is brand image , where the higher the loyalty, the better the brand image will be.

Raposo, et. al., (2014) revealed that partner cooperation has a positive influence on the level of innovation, where business networks can overcome the lack of resources owned by a business. This applies to small food-processed micro-enterprises that often lack important resources that allow them difficulties in creating ideas for innovation. Mu (2014) reveals the ability of business networks to enable businesses to gain access to network resources that are important for enhancing product innovation (Mu & Benedetto, 2012). Collaboration with various external actors, such as suppliers, customers, competitors, and research organizations, such as universities or government laboratories will increase knowledge sharing, then, the knowledge gained will be used as the basic capital to improve the product innovation capabilities of a

business (Clauss & Kesting, 2016) The results of Eggers, et. al., (2018) reveals collaboration with suppliers, clients and research institutions are positively influenced the extent of product innovation.

H5. Service quality has a positive and significant effect influence on loyalty

According to the study results, students' loyalty in Nurul Fikri in Padang City was positively and significantly influenced by the service quality with the product coefficient value of product innovation on small industry performance of 0.07 with a direct influence of 35.52%, and service quality affecting loyalty through satisfaction of 13 , 2%. This means that quality of service is a factor that affect loyalty in the Padang city, where the higher the quality of service, the better loyalty will be.

Based on the description analysis, it was found that service quality was categorized quite well, this can be seen from the average value of 3.73 with a TCR achievement of 74.6%, which means that the quality of service is still fully implemented by Nurul Fikri. Therefore, if the bimbel nurul fikri Padang actors want to improve the performance of their company, they must do service as a corporate culture fundamentally in establishing the principles of corporate behavior with regard to customers, competitors and internal functions. With the quality of service, companies can find out, comprehend and answer the necessity and hope of customers, and can know the weaknesses and strengths of competitors. So that if the company implements this service quality, it will make it easier for companies to make satisfaction with their products, in accordance with what is needed by customers which will have an impact on increasing loyalty to the company.

This find is according with the research results done by Amin, et. al., (2016). They state that service quality and business performance has a significant relationship so that it is necessary for business people to comprehend the service quality concept that can contribute to superior company loyalty.

H6. Relationship marketing has a positive and significant effect on loyalty

According to the study results, it is known that students' loyalty in Nurul Fikri in Padang City was positively and significantly influenced by relationship marketing with the value of the coefficient of variability on the performance of small industries at 0.312 with a magnitude of influence of 9.73%. This means that product innovation is one of the highest factors in influencing the performance of small industries in the city of Padang Panjang, where the higher the product innovation carried out by small industries, the better performance of the small industry will be.

From the description analysis it was found that product innovation is categorized quite well, this can be seen from the average value of 3.70 with a TCR achievement of 73.9%, which means that product innovation is still not fully implemented. Innovation is the ability of companies to create and carry out continuous updates so that the products produced are not easily replicated so that they can improve the performance of the company. Therefore, it is important for companies to innovate, because innovation is a thing that cannot be separated from the life of the company, with the innovation of the

H7. Satisfaction has no a positive and significant effect on loyalty

According to the study results, students' loyalty of Nurul Fikri in Padang City was not positively and significantly influenced by Satisfaction with the satisfaction variable coefficient value of student loyalty is -374 with a direct influence of 0,709and t$_{tabel}$ as big as 1.615 therefore t $_{hitung}$ < t $_{tabel}$ or significant < alpha 0,05. This shows that satisfaction does not have positive and insignificant effect on the loyalty of Nurul Fikri students. It means that the satisfaction of Nurul fikri in Padang City does not effect the loyalty of students in following the Nurul fikri based on research result whre usually the satisfaction of students / customers will increase theit loyalty to an institution or agency in the field.

Methods

This study used associative descriptive research as research type. This study was conducted in Padang City in 2019. The purposive sampling as many as 260 respondents was used as sampling technique in this

study. The data collection techniques in this study were using a questionnaire, containing questions on the indicators of research variables measured using the Likert scale. Data analysis techniques used descriptive analysis and inductive analysis using spss 16 path analysis.

Results and Discussion

Results

Measurement Model (outer model)

Validity Test (validity test)

Convergent Validity

A questionnaire is said to be valid if the statement on the questionnaire has an ability to express something measured by a questionnaire (Idris, 2004), validity analysis conducted on 30 questionnaires (n = 30), obtained r> 0.364 means the instrument is valid.The path diagram of the causality between constructs and the loading factor values for each indicator can be seen as follows:

Table 2 Output of Outer Loading

Number	Variable	Number of Statements	Invalid amount	Information
1	*Brand Image* (X_1)	12	-	Valid
2	Service quality (X_2)	21	1	Valid
3	Relationship Marketing (X_3)	10	-	Valid
4	Satisfaction (Y_1)	3	-	Valid
5	Student Loyalty (Y_2)	4	-	Valid
	amount	51	1	

Source: 2019 Primary Data (processed)

From the validity test conducted on 30 students of Nurul Fikri respondents in PAdang City, it can be seen that out of the 30 item statements all items have a value of r> 0.364, meaning that the instrument used in this study is 1 item invalid then issued.

Brand image variable (X1), Service Quality (X2) and Relationship Marketing (X3) to Satisfaction (Y). The following table shows the results of processed SPSS version 16.0.

Table 3 Brand image (X1), Service Quality (X2) and Relationship Marketing (X3) to Satisfaction (Y)

		Coefficients			
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.643	0.941		-1.746	0,082
Brand Image	0,014	0,022	0,042	0.641	0,522
Service quality	0,132	0,015	0,596	8.622	0,000
Relationship Marketing	0,034	1,028	0,086	1.240	0,216
Dependent Variable: Satisfaction					

Source: 2019 Primary data (processed)

From the regression results of Model I in the coefficient table, it is shown that the significance values of the two variables, namely X1 = 0.522 and X2 = 0,000 and X3 = 0.216 greater than 0.05. From the analysis of the effect of Brand Image (X1), Service Quality (X2), and Relationship Marketing (X3) variables on the Satisfaction (Y) variable, it shows:

PyX1 Path Coefficient = 0.042
PyX2 Path Coefficient = 0.596
Pyx3 Path Coefficient = 0, 086

To see the amount of the contribution or path coefficient the determine of other variables as follows:

Table 4 Brand image (X1), Service Quality (X2) and Relationship Marketing (X3) to Satisfaction (Y)

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,689a	,475	,469	1,38767

Source: 2019 Primary Data (processed)

These results provide the conclusion that Model I regression, Y is not significantly influenced by variables X1 and X3. The value of R2 in this model is 0.475. This shows that the contribution or contribution of the influence of X1 and X2 and X3 on Y is 47.5% while the remaining 52.5% is the contribution of other variables not included in the study. while the Brand image (X1) and Relationship Marketing (X3) variables have no significant effect on the Satisfaction variable (Y), so a triming test needs to be done before the hypothesis continues.

To see the amount of contribution or coefficient of determination (Rsquare = R2YX3X2X1) Brand image (X1), Service Quality (X2) and Relationship Marketing (X3) to Satisfaction (Y) can be calculated as follows:

$$Px3\varepsilon1 = \sqrt{1-R^2 yx_1 x_{2X3}}$$
$$= \sqrt{1-0,475}$$
$$= 0,525$$

R2 value is obtained from the Model Summary table of the R square value as a result of SPSS version 16.00 output. So, according to the results found, Brand image (X1), Service Quality (X2) and Relationship Marketing (X3) towards Satisfaction (Y) is 0.475 and the remaining 0.525 is a contribution from other variables outside the Satisfaction variable.

Then if two influential variables are not significantly excluded from the model, the following table shows the result of a triming test:
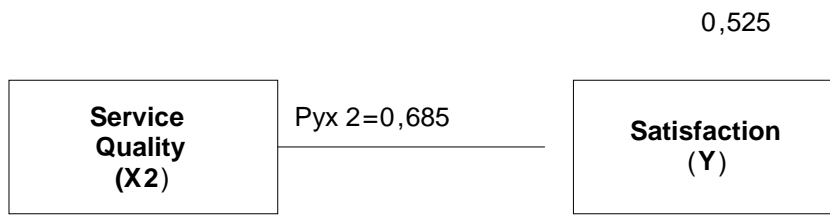
Table 5 Service Quality (X2) path coefficient on satisfaction (Y) (Brand image (X1) and Relationship Marketing (X3) issued)

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.301	0.912		-1.426	0,155
Service quality	0,151	0,010	0,685	15.085	0,000
Dependent Variable: Satisfaction					

Source: 2019 Primary Data (processed)

Based on table 24 after the triming test, an increase in the path coefficient on the service quality variable from 0.569 to 0.685. The images from sub-structure 1 after the Brand image (X1) and Relationship Marketing (X3) variables are issued, can be described as follows.

0,525

Service Quality (X2)	Pyx 2=0,685	Satisfaction (Y)

Figure 1: Sub Structure 1 (Service Quality Effect on Satisfaction)

According to the sub-structure above, the equation can be made as follows:

$$X_2 = 0,685 + e_1$$

$$e^{e1} = \sqrt{1 - R^2} = \sqrt{1 - 0,685} = 0,315$$

Sub Structural

In this sub-structure analysis will discuss the effect of Brand image (X1), Service Quality (X2) and Relationship Marketing (X3) and Satisfaction (Y). Against Loyalty (Z) The following are the results of data processing in sub-structure 2:

Table 6 Sub Structure 2 Analysis Results

Model	Coefficients				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5.653	1.275		4.432	.000
Brand image	.055	0.30	.141	1.802	0.73
Servise Quality	.064	.023	.259	2.741	0.007

Table Cont...

Relationship Marketing	0,74	.037	.168	1.997	0.47
Satisfaction	-.031	.084	-.028	-374	0.709
Dependent Variable: Loyalty					

Source: 2019 Primary Data (processed)

According to the results of path analysis in sub-structure 2, it is known that Loyalty variable is not significantly influenced by Brand image variable (X1) and satisfaction (Y)., While Service Quality (X2) and Relationship Marketing (X3) and Loyalty (Z) have a significant effect on variables Loyalty (Z). To see the size of the contribution or path coefficient of other variables as follows:

Table 7 Brand image (X1), Service Quality (X2) and Relationship Marketing (X3) to Satisfaction (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,489ᵃ	,239	,227	1,87015

Source: 2019 Primary Data (processed)

To see the amount of contribution or coefficient of determination (Rsquare = R2YzX3X2X1) Brand image (X1), Service Quality (X2) and Relationship Marketing (X3) and Satisfaction (Y). Against loyalty (Z) can be calculated as follows:

$$Px3\varepsilon1 = \sqrt{1 - R^2 \, yx_1 \, x_{2X3}}$$
$$= \sqrt{1 - 0,239}$$
$$= 0,761$$

R2 value is obtained from the Model Summary table of the R square value as a result of SPSS version 16.00 output. So, based on the results found it can be said that the contribution of the Brand image (X1), Service Quality (X2) and Relationship Marketing (X3) and Satisfaction (Y) Against Loyalty (z) is 0.239 and the remaining 0.761 is the contribution of other variables outside the Brand variable. image (X1) and Satisfaction (Y). Then if two influential variables are not significantly excluded from the model, a triming test can be made in the following table:

Table 8 Service Quality (X2) path coefficient on satisfaction (Y) (Brand image (X1) and Relationship Marketing (X3) issued)

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.168	1.244		4.957	.000
Service Quality	-.073	.019	.296	3.793	.000
Relationship Marketing	.098	.035	.221	2.834	.005
Dependent Variable: Loyalty					

Source: 2019 Primary Data (processed)

Based on table 26 after the triming test, an increase in the path coefficient on the service quality variable from 0.569 to 0.685. The images from sub-structure 1 after the Brand image (X1) and Relationship Marketing (X3) variables are issued, can be described as follows:
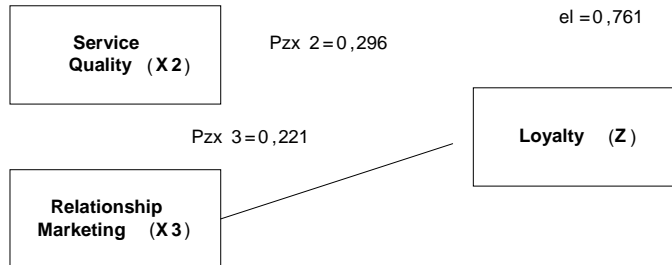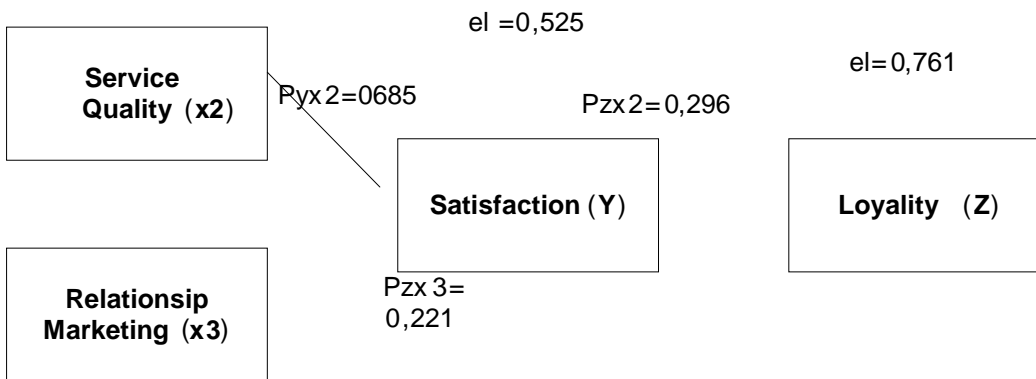

Figure 2
Sub Structure 2 Effect of Service Quality and Relational Marketing on Student Loyalty

According to sub-structure above, the equation can be made as follows:

$$Z = 0.296X2 + 0.221X3 + 0.761el$$

From the results of processing the data above, it can be formulated the path structure and the effect of independent variables on the dependent variable in the following figure:

Figure 3.
Final Results of Research Variable Path Analysis

Brand image (X1), service quality (X2), Relationship Retailing (X3) and satisfaction (Y) as intervening variables on Loyalty (Y) as the dependent variable directly or indirectly and influenced by other variables

Discussion

The hypothesis proposed in this study must be tested to determine whether it is accepted or rejected. As for the basis used to accept or reject the hypothesis with the t test, the criteria are as follows:

H0 is rejected if the value of t counts> t table or sig. Observation <0.05.

Had accepted if thitung <t table or sig. Observation> 0.05. T table at a probability level of 95% or alpha 0.05 with an amount of n = 260 Then it is obtained (df) = n - k = 260 - 5 = 255 so that it gets t table of 1,651

Based on data processing, the hypothesis testing results are as the following:

According to the testing results of the **hypothesis 1,** Nurul Fikri's Student Satisfaction in Padang City is not significantly influenced by Brand Image. From the results of the analysis that has been calculated, the tcount is 0.641 with a significant 0.552 and ttable of 1.651, thus tcount <ttable or No significant> alpha 0.05. This proves that student satisfaction in Padang City is not positively and significantly influenced by Brand Image. Therefore, for now the brand image of Nurul Fikri in Padang city is still unable to compete with other leaders such as GANESHA and GAMA. Even though you already have a certain segment that has been set as where is the motto "We are Advancing with GOD"

According to the testing results of the **hypothesis 2**, Nurul Fikri's Student Satisfaction in Padang City is significantly influenced by Service Quality. From the results of the analysis that has been calculated, the tcount of 8.662 is obtained with a significant 0,000 and t table of 1.651, thus tcount> ttable or significant <alpha 0.05. This shows that student satisfaction of Nurul Fikri in Padang City was positively and significantly influenced by Service Quality. It means, if the service and employees of Bimbel Nurul Fikri in Padang City have ape levels.

According to the testing results of the **hypothesis 3**, Nurul Fikri's Student Satisfaction in Padang City is significantly influenced by Service Quality. From the results of the analysis that has been calculated, the tcount of 8.662 is obtained with a significant 0,000 and t table of 1.651, thus tcount> ttable or significant <alpha 0.05. This shows that student satisfication of Nurul Fikri in Padang City was positively and significantly influenced by Service Quality. It means, if the service and employees of Bimbel Nurul Fikri in Padang City have ape levels.

According to the testing results of the **hypothesis 4**, Brand Image significantly influenced Nurul Fikri's Student Loyalty in Padang City. From the results of the analysis that has been calculated, the tcount is 1.802 with a significant 0.073 and ttable of 1.651, thus tcount> ttable or significant <alpha 0.05. This shows that the brand image has no a positive and insignificant effect on student loyalty in the city of Padang. That is, if Nurul Fikri's brand image in Padang City does not affect the level of loyalty of students to take part in Nurul Fikri's tutoring. In the city of Padang.

According to the testing results of the **hypothesis 5**, From the results of the analysis that has been calculated, the tcount of 2.741 is obtained with a significant 0.007 and t table of 1.651, thus tcount> t table or significant <alpha 0.05. This proves that Student Loyalty in Nurul Fikri in Padang City is significantly and positively influenced by Service Quality. It means, if Nurul Fikri Li of Padang City has a high level of Service Quality, Nurul Fikri's performance will also be higher. In addition, servants to students are very concerned. Because as where the motto is a student will be loyal if the service provided is as expected

According to the testing results of the **hypothesis 6**, From the results of the analysis that has been calculated, the value of tcount is 1.997 with a significant 0.047 and table of 1.651, thus tcount> ttable or significant <alpha 0.05. This proves that student loyalty of Nurul Fikri in Padang City was positively and significantly influenced by relationship marketing. That is, if Nurul Fikri in the city of Padang has relationship marketing that is high, the loyal possessed by nurul fikri will also be high.

According to the testing results of the **hypothesis 7**, From the results of the analysis that has been calculated, the tcount of -374 is obtained with a significant 0.709 and t table of 1.651, thus tcount <ttabel or significant <alpha 0.05. This shows that Student Loyalty of Nurul Fikri in Padang City is not positively and significantly influenced by satisfaction. Therefore, the authority of Nurul Fikri in the city of Padang did not affect the loyalty of students in participating in the Nurul Fikri meeting. According to the results of research where usually the satisfaction of a student / customer will increase his loyalty to an institution and agency under study. But the reality found is not in accordance with the field .

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