The Power of Ergo-Iconic Values Applied to the Management of Scientific Seminar Implementation to Improve Service Quality

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Abstract. This study aims to test the value of ergo-iconic services to increase students' following online-based seminars. The indicators offered in this study are the quality of the seminar and the speakers' performance, namely being comfortable with the theme, comfortable with the speakers, the implementation time, and the media and comparative studies. A sample of 569 respondents was obtained using the snowball technique using an e-questioner. The results of this study found that participants felt comfortable with online seminars. Indicators of the time for the seminar, the participants argued that they could follow the seminar-based without any time requirements. There was no time requirement to take part in online-based seminars. Furthermore, this study found that participants felt comfortable attending seminars based on the themes offered. The implication of this research is essential for the organizers of educational seminars that the themes and sources are the leading indicators to increase the number of seminar participants.

Keywords: Ergo-Iconic Values, E-Seminar, Service Quality.

1   Introduction

The Ministry of Education and Culture, referring to the direction of the President of the Republic of Indonesia to impose work from home (WFH) following the Ministry of Education and Culture Circular Number 36603 / A.A5 / OT / 2020 dated March 15, 2020, the effect is directly on the learning process starting from the level of children to universities that require academics to implement WFH for their academic community and also apply Distance Learning (PJJ). Health and education are things that cannot be separated. Educators and students must be healthy during the pandemic to meet educational needs and so that the educational process continues with due observance of health protocols giving limits or physical distance. An alternative to the education process during the pandemic is distance education systems.

Distance learning is a learning model that has been introduced since 1892. This learning method was first applied in the United States. At that time, the first distance learning program was implemented for the higher education level. Furthermore, this education is increasingly popular when the world implements physical distance restrictions. Distance education is like a mutually complementary tit-for-tat, at the time of applying physical distance, how many technologies are in the position ready for use so that distance learning methods continue to develop using a variety of communication and information technologies such as radio, television, satellite, and the internet with various learning media using specific applications. The debate about distance education is a crucial topic studied in scientific articles. The subject matter is the subject of discussion for experts regarding the education system, starting from the material and study time. However, the object of discussion that is of concern is the quality of implementation and graduates.

The research conducted by [1] explains that the quality of the implementation of educators, which are not qualified, can be seen from the number of enthusiasts. More intense research carried out by [2] explains that the quality of the implementation of educators who is not qualified can be seen from the number of enthusiasts. More intense research by Zhechkova [3] states that a person will only succeed in following distance education with supervision. Another research conducted by Kazimi et al. [4] states that there are doubts that students to be able to complete their education if they meet the quality standards set by the institution if they use the delivery their education using a remote system. However, Darojat [5] believes that there is no low-quality value in distance education. This is also supported by Julianah & Christopher [6] empirically proving that the distance education system has increased the number of participants because it is supported by the quality management of its implementation. Referring to the empirical research, it is found that the level of research regarding the distance education system is divided into two perceptions. This is interesting for further research and opens up space for scientific discussion

Muktiyanto [7] suggested that in pandemic conditions, education providers should be able to respond to stakeholder expectations and take appropriate steps, besides that according to Kasmad et al. [8] to address problems that occur in education providers, management can develop organizational capabilities based on society by measuring, evaluating and comparing competencies and practices. Steps that can be taken are to innovate, but before innovating, organizational management first describes why and how crucial it is to innovate. Innovation in marketing management science is mentioned as an attempt to adapt to market demands and market conditions, so innovation is a significant and complex problem for many contemporary organizations [9]. In line with this, Tidd [10] states that innovation requires more characterization, such as the presence of the latest technology and markets that affect opportunities and constraints on innovation that the environment, configuration, and organizational performance can influence.

Verdin-Zea et al. [11] educational innovations related to classroom flexibility, time, the transformation of pedagogical practices, incorporating technological resources into the learning process, and offering unconventional training options with different curricular innovation models from pre-pandemic times. This study aims to

test a new concept, namely the value of ergo-iconic services to improve students in the implementation of education, which is packaged in online-based seminars [12].

When the pandemic hits, many universities wake up from their sleep to provide online-based education so that education stakeholders are made aware of the pandemic and that there is an education system that does not have to come to a building called the distance education system. It didn't take long for distance education to be booming and in demand. This e-learning education is an education that is not commonplace if there is no pandemic, so in its implementation, it is sure to cause new problems such as applications, teaching systems, learning materials, and new adaptations and participants have e-learning and the teachers. According to Belawati & Zuhairi [13], conditions can change, leaders can change, and general policies can change. However, an unwritten agreement that whoever replaces the leadership will place policies on the quality of education makes the main agenda for leadership baton and subsequent policies in accordance with community expectations. The education provider will make system changes to meet this demand. The right step is to innovate. The innovation in distance education assumes that the new techniques will help individual institutions achieve their goals in terms of concrete access, cost, quality, and flexibility.

Sherry [14] explains that distance education theory in the educational process is not only the process of distributing information to students but in the process of building knowledge with instructional designs that can be developed or modified through the approach of students' abilities with various media. In addition, it can also be influenced by two elements, including external factors of students (environment, current situation, input) and internal students (memory, associations, emotions, conclusions and reasoning, curiosity, and interest). Belawati & Zuhairi [13] explain that distance education theory in the educational process is not only the process of distributing information to students but also building knowledge with instructional designs that can be developed or modified through the approach of students' abilities with various media. In addition, it can also be influenced by two elements, including external factors of students (environment, current situation, input) and internal students (memory, associations, emotions, conclusions and reasoning, curiosity, and interest).

The value of this iconic ergonomic service will then be written as ergo-iconic developed as an innovation of educational program services. Educational invasion is in line with the development of increasingly fast technology so that technology can be called a driver of educational change that leads education providers to adapt to technological developments. The conditions of digitization must be acceptable and developed by educational institutions to adapt to changes in accordance with the wishes of the community so that education providers can compete in designing educational patterns to improve the quality of their best services [15].

The value of ergo-iconic services for educational services during the Covid-19 pandemic has indicators, including being comfortable at seminars. The seminar in question is held online Electronic Seminar [16] and will be developed again to be implemented with various scholarships. The value of ergo-iconic services for educational services during the Covid-19 pandemic has indicators, including being comfortable at seminars. The seminar in question is a seminar held online Electronic Seminar.

So far, the seminar has been held in a place and place where scientists gather to discuss or solve problems raised from the results of research [17]. So far, the seminar has been held in a place and place where scientists gather to discuss or solve problems raised from the results of research.

2   Method

This study used a survey method. The survey was carried out in conjunction with the implementation of e-seminars during the pandemic in the hope that respondents could respond to what was carried out. This survey was conducted in January - February 2020 with an electronic questionnaire format. Using an electronic questionnaire because it paid attention to conditions being hit by the coronavirus outbreak, cut the spread of the virus, and maintained the health of researchers. Online distribution techniques were the proper technique. The distributed questionnaires that obtained permits from the organizers were divided into two categories, the first concerning the quality of the implementation and the second relating to the performance of the resource persons.

The data were collected by means of a questionnaire that provided answer choices per the expectations or things felt by the respondents. The results of the distribution of questionnaires that were entered were 669 respondents or participants. However, after verification of participants who filled out the questionnaire, as many as 100 data to which the respondents responded, the results could not be used because of the answers given needed to follow the provisions as the basis for data collection. For this reason, the next step is to re-tabulate the data to get data that follows the research theme. The amount of data analyzed further for this study amounted to 569 data. The scoring of each answer choice is given as displayed ini Table 1.

Table 1. Questions For The Quality Of The Organizers

Please choose the following answers that match your reasons I was attending this seminar because?				
Theme	Interviewees	Implementation Time	Online media	Comparative study

The Table 2 is a questionnaire developed to determine speakers' performance in conducting seminars.

Table 2. Item Questions Regarding the Performance of Resource Persons

No	Question Item / Answer Category	1 Not suitable	2 Less accordance	3 Fit	4 Already Match	5 Perfectly fit
1	Resource persons					

	master the mate-rial presented
2	The resource person gave an appropriate answer.
3	Event material according to the theme
4	Seminar materials are acceptable and easy to understand

After the data is collected, the next step is tabulating, then analyzing it according to the problem to be studied.

3   Result and Discussion

3.1   Quality of Organizing Seminars

The first question was asked to the respondent to explore what would be interesting for the participants to participate in this online seminar. The Fig 1 is the result of the survey conducted
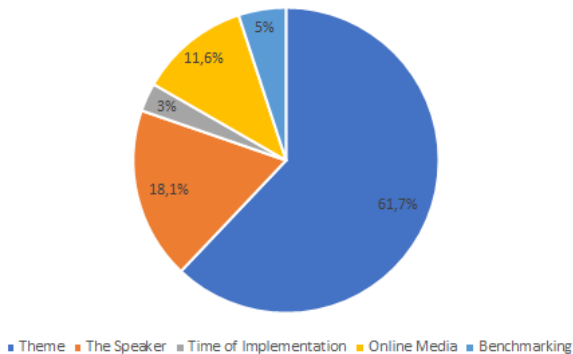

Fig. 1. Survey Results on the Quality of Seminar Organization

Rahimizhian et al. [18] state that consumer behavior is related to the fulfillment of a good or service; consumer behavior theory explains that consumer tastes are not permanent, so it is inevitable that they will change from time to time. In this change in consumer tastes, economic laws will apply when demand increases, and the price of the product or service will be directly proportional, so, inevitably, the price will also increase. In these conditions, the marketing function becomes essential when there is

a lot of product demand, and the price becomes important. With this condition, the company can implement various strategies to get loyal customers for sustainable marketing in the hope that consumers can buy back [19]. The seminar is a service product that, according to Burton [20], is provided by the educational organizer to bring together scientists to discuss and explore ideas to find scientific solutions. Classified as adult learning, citing Adult Learning Theories [21] that adults will direct their interests, learn independently to focus on fulfilling their own needs that can connect with outsiders or what is known as hegemonic concepts driven by moral awareness. Awang & Ramly [22] stated that as an individual, other interests that underlie a person participating in the seminar are life skills education, namely thinking skills, which are the skills to seek and seek information (information searching), which then according to Dodge & Crick [23] the information will be managed using specific techniques in order to obtain information and the importance of making the right decisions (information processing and decision making skills). After this process, according to Hooijdonk et al. [24], the next skill is the process of solving problems with wise and creative actions (creative problem-solving skills).

The next expertise is for the needs of academic thinking skills [25] to train individuals with high-level thinking skills such as problem-solving and critical and creative thinking. Participants in the seminar must have their arguments to improve their skills. The correlation of seminar theme is closely related to the skills or knowledge space that a participant wants to achieve. The results of the data processing of this study indicate that there is a belief in the theme offered by management to influence consumers to believe that the seminar with the theme offered can increase consumer understanding, in this case, the participants regarding specific themes [26]. 61.7% 61.7% of participants were interested in this theme, proving that the need of consumers to fill the knowledge space by seeking scientific information at seminars with specific themes can be fulfilled by combining thinking skills and academic thinking skills.

The consumer response to the indication of this theme is the highest compared to other indications, so if referring to Malhotra [27], the theme can be mentioned as a factor that is a consumer attraction that influences consumers to decide to attend the seminar with an attraction for participants to make choices, that opinion. it was emphasized by Tajurahim et al. [28] that this factor occurs because of the relationship between consumer self-efficacy and the intensity of consumer education who wants to be satisfied with the theme offered, indicating that participants will take more seminars to be held [29].

This study considered the use of online media as a substitute for classrooms that were commonly used before the pandemic. The organizers have considered changes and the use of world technology, even though the social environment that cannot be avoided is that there are generational differences in response to technological change and utilization [30]. The technology media used are user-friendly, meaning that participants easily follow or join the seminar greetings [31]. Technology in learning has become mandatory to apply so that it cannot be avoided, and there needs to be a belief in education providers that technology can have a positive impact if done appropriately. The reasons for rejecting the use of technology have been trivialized by Fishbein

[32] in "A theory of reasoned action" there are individuals or groups with arguments that respond to the rejection of the use of technology in education. However, these reasons can be defeated by conditions of Force majeure, so education technology based long distance is gaining popularity. Adapting to the pandemic conditions of technological integration, management in learning is expected to have a positive impact by paying attention to various roles familiar with educational technology [12].

According to Tokareva et al. [33], efforts to solve problems during the pandemic so that healthy balance and increased intellectual power must continue according to their knowledge and expertise. Therefore universities must be innovative in recognizing and using innovative technology in higher education [34] emphasize that during this pandemic, it is essential to relay all aspects of service facilities, including the completeness of educational programs, technological literacy, and technical support with software or applications provided by universities to ensure that the educational process does not stop. During a pandemic. During the pandemic period, this study found that the timing of online seminars or the like did not significantly affect participants' interests because it had no effect on the others, namely only 3%.

A comparative study in the language of economics or management is called comparative. From the consumer side, this strategy is directed at comparing and getting the best service. Argyres et al. [35] This comparative planning must indeed be adjusted to the internal conditions of management, human resource conditions, financial position, and other conditions that can affect the smoothness of the comparative process, the steps taken if you have to implement those that target comparative advantage are to create service excellence in use. Competitiveness in order to target potential markets. Companies engaged in services and non-services in running their business need a strategy that will place the company in the best position, be able to optimize all resources, and have the capability to compete with similar education providers. The comparative advantage that organizers can develop is to provide or increase existing value [36], [37]. Empirical proves that if the implementation of the seminar, there are other parties who make a comparison, even though it is not a priority, the data shows 5.6%.

3.2   Performance Speaker

1. Event Material According To The Theme

According to Lin [38], the next discussion regarding the indication of theme synchronization with sources is something that consumers feel after consuming a product or experiencing a service. The consequence will have a positive or negative effect [39]. The condition of consumers for product response depends on the product or service's performance. Suppose there is a significant impact on consumer expectations. In that case, the effect or consequence is that consumers will feel satisfied because their wishes are by the amount of budget they spend. It is believed that consumers who have a positive influence will lead to the intention to return to buy in the context of this study and the intention to return to attend the seminar [40].

Research that deals specifically with the seminar's theme based on the results of literature reviews have yet to be widely discussed, so the results of this study are interesting to discuss. In Fig 2, it is clear that the respondents participating in online seminar activities are influenced or interested in the themes carried out by the organizers. In order to ensure the completeness of the material presented by the resource person with an idea theme by the organizer. This study proves that if the material is in line with the theme set by 450 respondents, they respond that it follows the theme, so 79.1% stated their attitude. The university is becoming a relevant and essential agent for ensuring knowledge and competency development in this fourth industrial revolution.
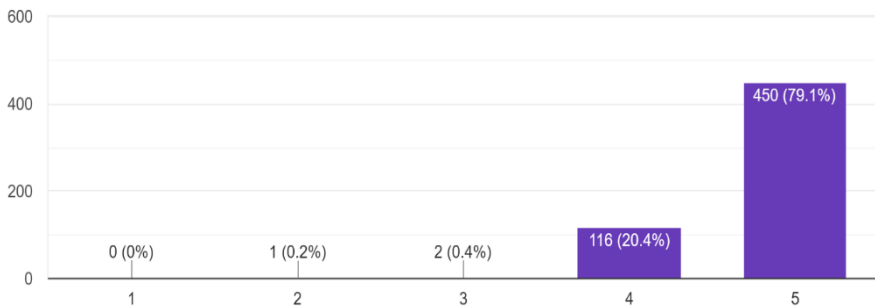

Fig. 2.   Suitability Of Materials Presented By Theme

This belief is often referred to as object attribute linkages, namely consumer beliefs about the possibility of a relationship between an object and its relevant attributes [41]. In this study, a survey was conducted regarding the suitability of the material presented by the speakers with the themes offered by the organizers. Based on the respondent level above 50%, it can be assumed that the resource person has the appropriate performance and can meet the needs of the participants.

2. Resource Persons Master The Material Presented

The next question, this study digs deeper into the sources, and the result is that the respondents are very concerned with the mastery of the material presented by the speakers. It was proven that 454 or the equivalent of 79.8% of participants expected that the resource persons' expertise was appropriate. The next question of this research is to know whether the material impacts the respondent's interest (Fig 3). The result was 79.8% stated that the seminar material was one factor considered for attending online seminars. The quality of resource persons is essential, according to [42], that the delivery of education can show its quality by referring to the indicators of the qualifications of the teachers.
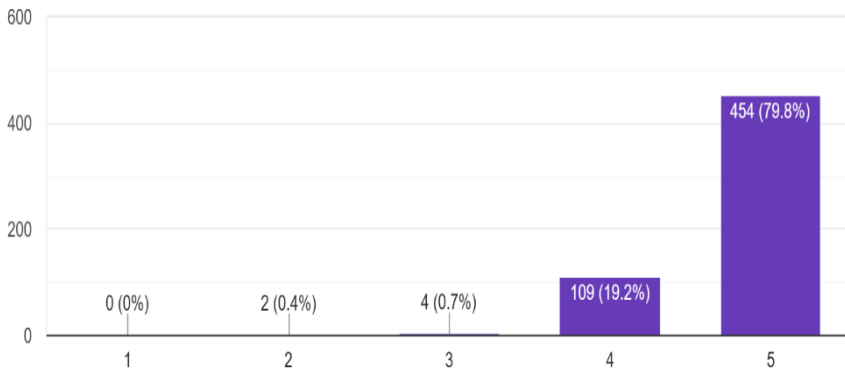
Fig. 3. Mastery Of Material By Speaker

Digital technology is the thing that most influences the education system. Participants' perceptions are formed to get more insight or as needed if the resource person has qualities such as educational qualifications, presentation, and experience in specific fields in the academic and non-academic fields [43] Educational organizers prepare facilities and infrastructure such as implementation media, educational facilities for the use of electronic resources through online media by utilizing the internet to connect the organizers, resource persons and participants at one time who are not in one place or area of use. Maintain the health of each from the threat of the coronavirus.

3. Sources Provide Appropriate Answers

This study's next question wants to know the comfortable interaction between participants and sources. The results prove that the participants gave satisfaction scores to the answer material that was following what the participants wanted—five hundred sixty-nine participants totaling 433 or equivalent to 76.1% (Fig 4).
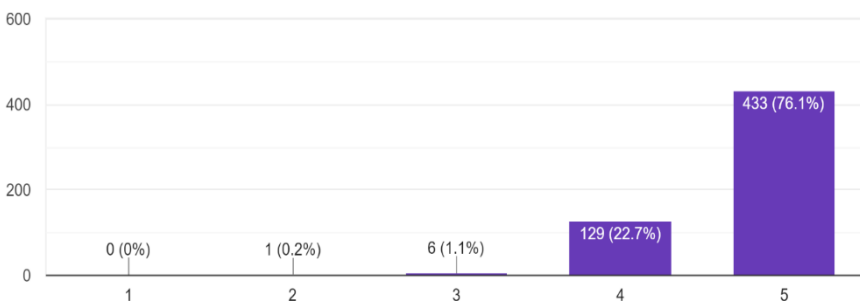

Fig. 4. Sources Provide Appropriate Answers

Kimmerle et al. [44]. Prospective participants must know and map their individual needs. Conditions can stimulate these needs and needs to be stimulated by externals to increase knowledge and knowledge. Pasa research must be carried out to find the types of needs or problems that may arise to find a solution. After understanding consumer behavior, the management's next step can make radical innovations and additional improvements. In this study, educational institutions can determine marketing strategies with the aim that prospective participants can decide to participate in the seminar being held [45], [46].

4. Material Understandable Seminar

The strategy implemented by educational institutions is not radical. It is only an innovation that adapts to pandemic conditions because this strategy is more appropriate to use because it does not change in general or total for the implementation of education. Organizations that usually use face-to-face facilities are changed in this pandemic condition to using online facilities. To find out the innovation in providing education outside of the habit of being in a room, this study developed a questionnaire related to the comfort of the seminar material. The result is that participants feel comfortable with the theme and can easily understand it. It was found that online seminar participants felt comfortable with the results of the data respondents, 72.1% (Fig 5).
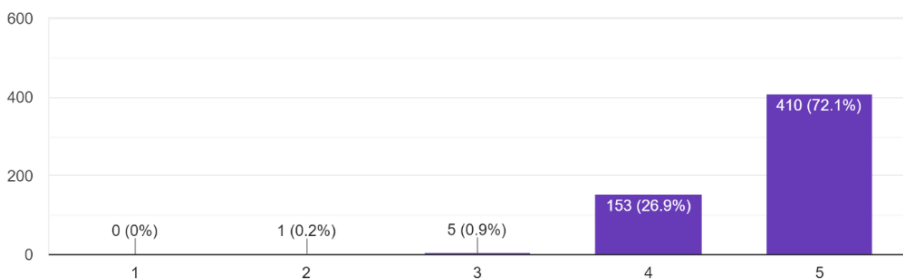

Fig. 5. Material Understandable Seminar

Educational program innovations adapted to specific conditions or ongoing circumstances can be carried out [47], [48]. The results of implementing innovation using the internet network in research with indicators of using the ergo-iconic service value that learning with online media is not the main reason for participants to attend education during the pandemic [16]. The main finding of this research is that the participants are comfortable with the themes held by the organizers.

4   Conclusion

The study found that the concept offered. Namely, the value of ergo-iconic services can play a role in the development of marketing science and can be applied in the field of education. The object of research carried out in online seminars proves that this concept, with indicators of the seminar's quality and the speakers' performance,

has a positive impact. The results of this study conclusively prove that the comfort value of the seminar theme and the resource person's comfort value can increase the number of participants who register at the seminar. Another thing was found the timing of online seminar activities during the pandemic was not crucial. This proves that participants are comfortable with the time set by the organizers. These findings are supported during the pandemic because each individual will try their best to maintain health to avoid the coronavirus threat. In addition, the state also strengthened this by issuing several regulations to maintain distance when communicating and not to gather in one room for a long time. The findings of this study confirm that the implementation of seminar education with a distance system does not reduce the substance of the quality of education. Education providers can ensure that the seminar material is of quality. This empirical also proves that using the ergo-iconic service value during the pandemic can contribute to increasing the number of seminar participants. The comfort value offered in this concept can positively affect the quality of an organization. This research implies that the concept of ergo-iconic service value can be used by education providers to improve quality, impacting the number of students. Future research can be carried out under standard conditions by adding operational management element variables.

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