

The Analysis of Private University Service Quality and Image

Nurrahmawati Nurrahmawati, Tresna Wiwitan, M. E. Fuady

Faculty of Communication Sciences

Universitas Islam Bandung

Bandung, Indonesia

nurrahmawati10@gmail.com, wati08@unisba.ac.id

Abstract—One of the important college aspects is service, where colleges are expected to be able to provide the best service for the public. Private Universities must improve various qualities and academic and non-academic components. This aspect can be reflected in 'how private universities provide their services to stakeholders?' Research was carried out on "The Influence of Service Quality on Institutional Image". The purpose of study is to investigate the service quality in tangible, reliability, responsiveness, assurance, and empathy on the private university image. The research use survey explanatory study method, research object of the New Student Admission Section (NSE) of Gunadarma University, Bandung Islamic University, and Cirebon Muhammadiyah University. Statistic formula use Pearsons r and SPSS V.21. The theory used is that of service quality and the model of image. From this study there is influence of service quality in the aspects of tangible, reliability, responsiveness, assurance, and empathy tangible, reliability, responsiveness, assurance, and empathy that is significant enough on the institutional image, especially empathy factor in service enrollment have strong effect towards an institution's image.

Keywords—service quality; image; private universities

I. INTRODUCTION

Private universities conduct improvements of various qualities, in human resources, capital, research, mastering of science and knowledge and others. Those aspects can also be reflected from how private universities give their services to external public. Every organizer of private university shall give excellent, prime and all its best services to the aspiring students which are expected to register and enter the private university. This also relates with the continuity of private universities where most of their income is sourced from the students.

Carlzon [1] states that one of the ways to create a new market in by conducting communication service activities to the public. Service is a conscious activity conducted by an individual in fulfilling another individual's necessities in the best way. Currently the era's development is heading towards openness, worldwide and democracy. Old paradigms in the implementation of organization, both for the government and private sector, which relies on authority and tends to ignore quality and quantity of service, shall properly be left behind. Carlzon named this century as "the century of customer", the century where service users are placed in respectable place.

The study of Ahmadinejad et al. [2] show a positive significant relationship between image of Etkabrand and purchase intention of brand has been reported, and the desirable image of Etkabrand cause an increase of purchase intention of Etkabrand comes to realize. Quality of services that are offered by stores such as personnel and facilities that store has considered for customers form a positive image of brands offered with the name of store, and then a distinctive image of products in customer's mind by providing superior products and services can be built. The findings of Ali et al. [3] provide that all the five dimensions of higher education service quality influence student satisfaction which in turn influences institutional image, and together, they influence student loyalty. The investigation of Chen [4] should help inspire higher education managers to develop practical applications to enhance school brand images. The study suggests that higher education brand images are directly influenced by service recovery and relationship quality. Brand image is also indirectly influenced by service recovery through the mediator of relationship quality.

Above all, researchers found that there is limited enough literature focusing on analysis of private university service quality and image. The image of private university is shaped by experience, view, attitude and collective belief on private university, including the experience of directly and indirectly interact in the service of aspiring student admission. Therefore, good image of private university can be shaped by the compliance of aspiring students' expectation on good service quality. Based on the background and phenomenon, the researchers are interested to conduct deeper research concerning the quality of new student admission in the aspects of tangible, reliability, responsive, assurance and empathy in influencing the image of private university in West Java (Gunadarma University, Bandung Islamic University and Cirebon Muhammadiyah University).

II. SERVICE QUALITY AND IMAGE

Sudarsa [5] state that there is mutual relationship between who gave the services and who accepted the services, and also will influence the result. In this case, the result of education it is assumed when the education service held by quality so its hope that it will qualified result. Sinambela [6] in his book entitled *Reformasi Pelayanan Publik (Public Service*

Reformation) defined quality as: “Anything which may be capable to comply with the desire or needs of customers (meeting the needs of customers)”. Triguno [7] defines quality as: “Standard which must be reached by an individual or group or organizational institution concerning the quality of human resources, quality of work procedure, process and work results or products in the form of goods and services. Being qualified means satisfying the ones being served, internally and externally in terms of optimum fulfilling of the people’s demand”.

In the initial efforts to develop conception around service quality, Parasuraman et al. [8] explained the five principal dimensions of service quality, namely: (1) Reliability, means the capability which can be relied on, accuracy and consistency in working on services in accordance with what the customers are expecting. (2) Responsiveness, means the willingness to give services and to help customers immediately. The standard used shall be adjusted to the demand of response speed wanted by customers; (3) Assurance, certainty assurance, means the existence of knowledge and capability and politeness owned by employees in giving services that they may cause trust and not cause customers’ doubt on their services; (4) Accessibility (Empathy), means the existence of personal care towards the customers, performing contact, relation and communication with customers and there are efforts to understand the needs and wishes of the customers; (5) Physical Appearance (Tangible), which means that appearance of physical facilities, equipment/tools, personnel’s appearance and communication media which may be relied on are real evidence of service.

In the context of this research, service includes public relations marketing activities, in which many persuasive messages are used that it is hoped that aspiring students pay attention, understand and receive those messages that in the end they have the interest to enter the concerned private university. Image is the impression obtained by an individual based on his or her knowledge and definition on facts or reality [9]. Image is formed based on knowledge and information received by an individual. Indirect communication causes certain behavior, but tends to influence our way to organize our image about the environment.

The process to form image in cognitive structure pursuant to the definition of communication system.

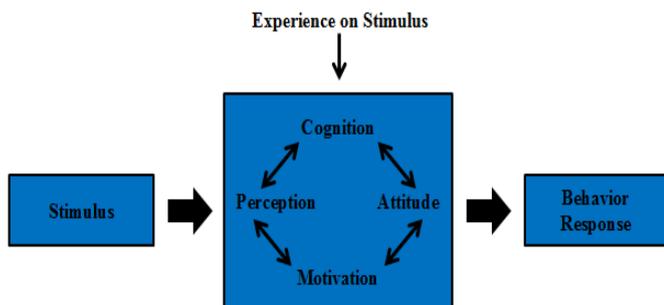


Fig. 1. Image formation model [9].

Public Relations is described as input-output; the internal process in this model is the formation of image, while input is the stimulus given and the output is the response or certain

behavior. Image is described through perception-cognition-motivation-attitude. This image formation model shows how the stimulus originated from outside is organized and influencing the response. The stimulus given towards an individual may be received or rejected. If the stimulus is received by an individual, this means there is communication and there is interest from the organism; therefore, the next process can carry on.

In this research, the stimulus in the form of service quality performed by the university and external stimulus in the form of experience shall be processed in the mind of individual (public) through the components of perception, cognition, motivation and attitude. The four components are defined as individual’s images towards stimulus. This is called the ‘picture in our head’.

Olins [10] revealed that in creating the image, we should consider the following 4 (four) elements of image; Personality, reputation, value, and corporate product identity.

III. RESEARCH METHOD

The research method used in this research is explanatory survey. The choosing of this method is based on the consideration that this method does not only describe empirical facts on the field, but also explains the influence analysis. Pursuant to the opinion of Singarimbun [11] who stated that “explanatory research or confirmatory research highlights on the relation between research variables and tests the hypothesis or testing research which has been formulized before”.

The explanatory survey method is related with discussion of relation or influence in research variables by testing the research hypothesis also explains the relations and makes predictions and implications.

Population in this research is high school students enrolling to Gunadarma University, Bandung Islamic University (UNISBA) and Cirebon Muhammadiyah University (UMC), directly or online in July 2015. Based on the information obtained, there are 290 enrollers of Selection Test in the stated month in Gunadarma University, 450 in UNISBA and 300 in UMC. Based on the calculation of Sample Size Calculator, confidence level is 95%, confidence interval is 10, and therefore the sample size of Gunadarma University is 90 students, UNISBA is 120 students and UMC is 100 students.

IV. RESULT AND DISCUSSION

Based on the results of influence test of tangible, reliability, responsive, assurance and empathy elements towards the image of an institution, statistic formula Pearsons r and SPSS (Statistical Package for Social Science) V.21, the following result is obtained:

TABLE I. X1 VARIABLE SUMMARY MODEL

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480a	.230	.227	2.076

There is influence of tangibles (physical existence) towards institution image in the amount of 22.7%. In this research the indicator of physical existence is the appearance of NSE (New Student Enrollment) officers, NSE physical facilities and online NSE display which is used by enrollers of UNISBA. In this context, there are still difference of perception between the service given and the one expected by the aspiring students. This is proven by the influence which ranges in 10.5%, which shall better be considered by UNISBA NSE team. The NSE registration place which is still mingled with other divisions may be the center of attention in order to improve services to aspiring students. Service area set shall be ideally comfortable, clean and integrated for all NSE services. Moreover, online enrollment displays and easiness in accessing enrollment shall facilitate aspiring students, especially to those coming from out of town. High quality service shall depend on how far the officers can make use of the technology used to support the activities of service improvement. When NSE officers are unable to utilize the technology, a gap shall occur.

TABLE II. X2 SUMMARY MODEL

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505a	.255	.253	9.060

There is influence of reliability towards institution's image in the amount of 25.3% which becomes the indicator of reliability shall be accurate and trusted. Performance shall be in compliance with the expectation of aspiring students, which means timely manner, equal (fair) service, sympathetic and high accuracy. In this context, there need to be total commitment from the management and NSE officers for service quality; NSE officers shall give services by heart, and not only executing their duties. NSE officers shall be sincere and truthful in helping the aspiring students in carrying out the enrollment phase. Problems often occur when an NSE officer does not have or is not placed pursuant to his/her skill, that services are not optimum.

TABLE III. X3 VARIABLE SUMMARY MODEL

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559a	.312	.310	8.704

There is influence of responsiveness towards the institution's image in the amount of 31.0%. In this research the indicator of preciseness shall be fast, accurate and clear. In this context, NSE officers shall help and give fast (responsive) and accurate services to customers, by submission of clear information. Avoid negative perception from aspiring students in the quality of service. In service term, there is something that is called integrated services, which means that customers receive one-stop services in a short period of time. In terms of obstacles in the enrollment, aspiring students are not let to wait in uncertainty. NSE officers are functioned as a team and together they reach the objective by giving the best services to aspiring students.

TABLE IV. X4 VARIABLE SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.461a	.213	.210	9.314

There is the influence of assurance towards the institution's image in the amount of 21%. The indicators of assurance are knowledge, politeness and security to instill trust of the aspiring students. When an NSE officer does not have comprehensive information towards what the aspiring student wants, the work he/she performs shall not be easily trusted. Or sometimes there is NSE officer exaggerating his/her institution in comparison to its competitor, without considering the existing reality of his/her institution, that it leads to bombastic promises which are not in accordance with the reality of the private university. This is the one causing gaps between service quality and institution's reputation.

TABLE V. X5 VARIABLE SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643a	.413	.411	8.042

There is influence of empathy towards the institution's image in the amount of 41.1%. In this research, empathy is the biggest influence compared to the other elements of service quality. Give honest and individual attention to aspiring students by trying to understand their wishes. NSE officers are expected to understand the needs of information of the aspiring students and having comfortable operation time for the aspiring students. It is better that even during break time there are still on-duty NSE officers to serve the aspiring students.

22.7% of the Private University image is influenced by the dimension of physical evidence. Tangible (physical evidence) includes physical appearance, tools, officers and communication materials [1]. The setting of enrollment venue shall be representative, clean and easily found, located in a strategic site. The communication technology used for online enrollment shall be easily accessed and having clear features that it shall not confuse the aspiring students. Based on the observation of the researcher team, UMC and UNISBA new student enrollment committee teams are designated employees, while in Gunadarma University the team consists of combination of alumni and students. UNISBA and Gunadarma have operated online enrollment system, while UMC still operates it manually but implements a one-day service system.

25.2% of Private University image is influenced by the dimension of reliability or there is relation with the dimension of reliability. The dimension of reliability means the officers' capability to conduct the promised services in a trustful and accurate manner [1]. Reliability includes two matters, namely work consistency and capability to be trusted by the aspiring students. Institution, in this context the university, shall fulfill its promises and shall be honest that it can be trusted. Enrollment officers shall be honest and open in giving away information in order to maintain the institution's image.

31.0% of Private University image is influenced by the dimension of responsiveness or there is relation with the dimension of responsiveness. The dimension of responsiveness

means a policy to assist and give fast (responsive) and accurate service to customers, by clear submission of information [12]. UMC, by implementing the one-day service enrollment system, is one of its management's policies to assist and give fast service to its aspiring students. UNISBA has implemented online enrollment system, but its management policy deploys several officers in enrollment division to assist confused and less-confident aspiring students to conduct online enrollment independently.

21.0% of Private University image is influenced by the dimension of assurance or there is relation with the dimension of assurance. The dimension of assurance and certainty means knowledge, politeness and capability of officers to instill trust on their customers towards the institution [12]. In the context of this research, enrollment officers shall be given product knowledge of each institution that they can give clear information to the aspiring students. They also must maintain politeness, verbally and non-verbally.

41.1% of Private University image is influenced by the dimension of empathy or there is relation with the dimension of empathy. The dimension of empathy means giving honest and individual or personal attention to customers and tries to understand the customers' desire [12]. New student enrollment officers must show their care and give personal attention to aspiring students, must be able to give solution whenever the aspiring students meet obstacles in performing the enrollment. In terms of lack of requirements, they shall be assisted and be given adequate time to comply with all the requirements.

Currently educational institution is included in service institutions. One of the indicators of the creation of institution's reputation is by giving the best service to its stakeholders. In addition to the quality of education, the quality of service shall be the price to be paid by the institution in order to maintain its existence in education. One of the factors determining the level of success and quality of company is the capability of company in giving services to its stakeholders. The management and the community of scholars of university shall understand and perform the concept of service quality, which consists of tangible, reliability, responsiveness, assurance and empathy.

Bill Canton stated that image is an impression, feeling, description from public towards a company or organization; an impression which is deliberately created from an object, individual or organization [1]. Image of an institution is obtained from several stakeholder assessment attributes on the institution. As described by Saleh [1], the factors of image creation include: financial capability, product and service quality, focus towards customers, HR superiority and sensitivity, reliability, innovation and social responsibility (CSR). Therefore, institution reputation is not only influenced by merely service and reliability, but also there are other aspects must be researched which are influential towards the image of an institution. Research conducted by Revida et al. [13] stated that there is still deficiency in service discipline, in service speed, compliance between cost paid and the cost stipulated and complaint handling. This means that there are many aspects influencing the quality of service and the image of an institution.

In the context of new student enrollment (NSE), there are still difference of perception between the service given to the one expected by the aspiring students (wish image). Wish image is an image desired by the management [14], but is not the same as the real image; usually the expected image is better or more pleasing than the existing image. When aspiring students receive new student enrollment service from the officers, starting from perception where aspiring students observe the services given by the officers, then evaluating whether the result is negative or positive. Then they react as the cause of response towards stimulus originated from the internal self or the environment. This is in accordance with the definition of image [14], where image is a series of knowledge, experience, emotion, and assessment being organized into human cognition system; or personal knowledge which truth is believed.

This result was supported by the fact that the investigation of Akroush et al. [15], the empirical findings indicate that tourism service quality is, in fact, a four-dimensional (4D) construct as opposed to five as proposed by the original hypothesised model. The 4D model consists of four facets: assurance-responsiveness, tangible facilities-empathy, reliability and reliability-quality of directions. Also, the results indicate that brand image loaded onto two dimensions named as "physical environment" and "people characteristics". The structural findings indicate that the four dimensions of tourism service quality have positively and significantly affected destination image. The exploratory and confirmatory factor analyses results indicate that the six items of destination image loaded onto two dimensions named as physical environment and people characteristics. The tourism industry characteristics focus on the physical environment, and such results are consistent with the service quality results; tangible facilities and empathy are found to be the strongest amongst its dimensions.

V. CONCLUSION AND RECOMMENDATIONS

The research's conclusions indicate there is empathy factor in service enrollment have strong effect towards an institution's image. New student enrollment officers show their care and give personal attention to aspiring students. They give good solution whenever the aspiring students meet obstacles in performing the enrollment. The empathy make convincing in form positive image an institution's. But, there are some weakness in tangible, reliability, responsiveness, an assurance. So the research's recommendations are; It requires prime service training to organizers and officers of new student enrollment. It requires special adequate venue in servicing new students, Service officers need to understand the institution's product knowledge and information technology.

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