

ACADEMIC CULTURE AND INSTITUTIONAL IMAGE TOWARDS STUDENT LOYALTY WITH THE QUALITY OF BATUTA UNIVERSITY ACADEMIC SERVICES

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Abstract

Loyalty consumer is faithfulness presented consumers in consistent purchases to product or service throughout time and there is good attitude For recommend others to buy product / service . Based on the background that has been stated above , then hypothesis temporary in study This is as following : H₁: Academic culture matters positive and significant to Loyalty Batuta University student . H₂ : The image of the institution is influential positive and significant to Loyalty Batuta University student . H₃ : Quality Service as moderating variables are capable strengthen influence Academic Culture towards Loyalty Batuta University student . H₃ : Quality Service as moderating variables are capable strengthen the influence of the Institution's Image on Loyalty Batuta University student . Population study covers all student at Batuta University as many as 3575 people were recorded as student active . Retrieval technique samples used in research _ This is proportional stratified random sampling , namely taking The sample used is for students at each level studies can represented in a way proportional , amount resulting sample _ amounting to 150 students . The data collection method uses questionnaire containing _ question structured and questions open , and method data analysis using OLS model regression with SPSS software assistance . Culture academic influential significant to loyalty student : Research results show that culture academic (X₁) implemented by the institution education tall own strong influence _ to level loyalty student . The image of the institution (X₂) is influential significant to loyalty student : Research find that perception student to image institution in a way significant influence level loyalty them . Quality academic (Z) services moderate connection between culture academics and loyalty student : Analysis results show that quality service academic moderate connection between culture academics and loyalty student .

Keywords :

Culture Academic; Image Institution;Loyalty Students; Quality Service

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Introduction

Loyalty consumer is faithfulness presented consumers _ in consistent purchases _ to product or service throughout time and there is good attitude _ For recommend others to buy product / service . Loyalty is degrees to what extent a person consumer show behavior purchase repeated from something provider services , have something disposition or trend attitude positive to provider services , and only consider For use provider service this is at the moment appear need For use service this (Gramer and Brown, 2006). Service customer in a way fundamental is heart and soul from the brand (E Knapp, 2000). That means quality service determine existence and power A image . Satisfied customer _ Because accept good service _ will feel happy . Therefore _ that , every moment they will come back and be loyal customers .

Service academic provided by the University to stakeholders (Sihombing , 2002) consisting of from : a) customers primary external , ie student as participant educator ; b) customers external secondary , i.e financing party _ education ; c) students , including parents , siblings , guardians , or giver scholarships ; and d) customers external tertiary , that is includes energy markets Work from government and society in a way broad ; as well as e) internal customers , ie all over lecturers , staff , and employees .

Literature review

Culture academic (Academic culture), Academic Culture can understood as something totality from life and activities academics that are lived , interpreted and practiced by citizens public academic , in institutions education high and institutional research . Life and activities academic expected always growing , moving move forward together.

Canton (2004) explains that image is impression , feeling , image from public to company ; that impression with on purpose created from something object , person or organization .

Service academic is "a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities. Experts (Honnet and Poulsen, 1989; Howard, 1993; Jacoby and Associates, 1996; Kendall and Associates, 1986; Rhoads, 1997) explain six element key service academic . Three from element more focus on the community side and three element focus on the sides campus . The community side includes : meaningful service (work), meets a need or goal.

Loyalty student is faithfulness presented students _ in use consistent service _ to product or service throughout time and there is good attitude _ For recommend others to buy product . Loyalty is degrees to what extent a person

consumer show behavior purchase repeated from something provider services , have something disposition or trend attitude positive to provider services , and only consider For use provider service this is at the moment appear need For use service this (Gramer and Brown, 2006).

Based on the background that has been stated above , then hypothesis temporary in study This is as following :

H₁ : Academic culture matters positive and significant to Loyalty Batuta University student .

H₂ : The image of the institution is influential positive and significant to Loyalty Batuta University student .

H₃ : Quality Service as moderating variables are capable strengthen influence Academic Culture towards Loyalty Batuta University student .

H₃ : Quality Service as moderating variables are capable strengthen the influence of the Institution's Image on Loyalty Batuta University student .

Research method

Population study covers all student at Batuta University as many as 3575 people were recorded as student active . Retrieval technique samples used in research _ This is proportional stratified random sampling , namely taking The sample used is for students at each level studies can represented in a way proportional , amount resulting sample _ amounting to 150 students . The data collection method uses questionnaire containing _ question structured and questions open , and method data analysis using OLS model regression with SPSS software assistance .

Data analysis and results

Academic Culture towards Loyalty

Student choose a university which has been they know and have good image . _ Kotler & Keller (2015) state that attitudes and actions somebody to something very object determined by his beliefs to image object that . One _ method For win competition This is with give service academic quality _ so that can give satisfaction to student in enjoy education in college high (Imsanova , 2019).

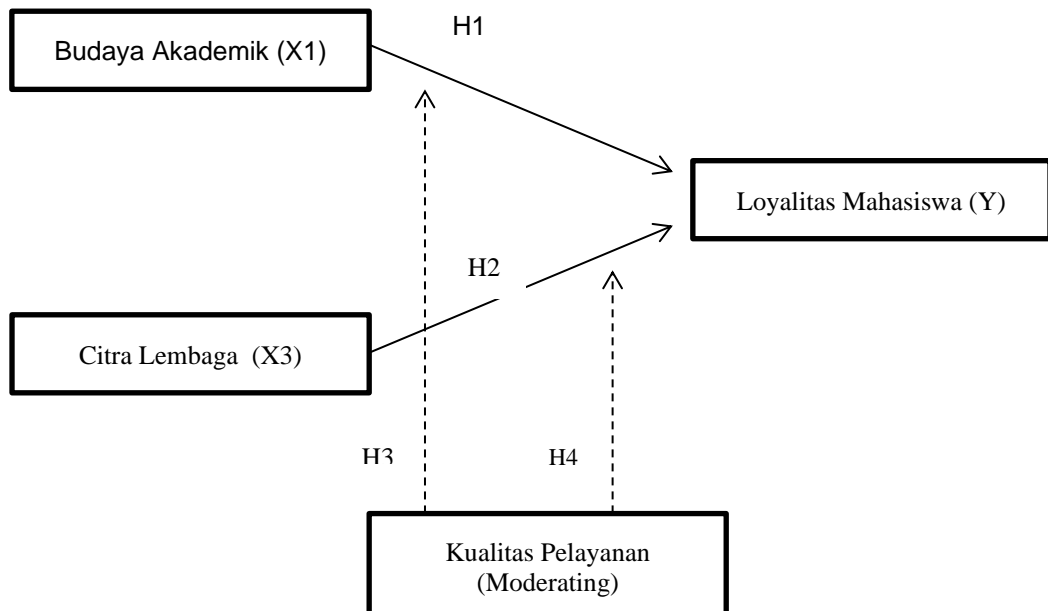
Image of Lembaga to Loyalty

Desire A organization For have good image to the public target started from correct meaning _ about image as a stimulus management necessary effort _ implemented . Gregory (2011) stated that “ image company is a combination impact towards observers from all verbal and visual components of the company well planned _ or No or from influence external others ”. Meanwhile, corporate image is draft interesting intuitive _ Because relate with attitude . Corporate image is a big process that influences attitudes , perceptions and satisfaction customer because corporate image can increase satisfaction and

increase mark something product or services . There is three matter important in image , that is impression object , the process of its formation image , and source trustworthy . Object covers individual nor consisting of companies from group of people in it . Image can formed with processing information that is not close possibility happen change image on the object from exists reception information every time . The size trust object to source information give base reception or rejection information . Source information can originate from company in a way direct and or other parties _ No straight away . Company image show impression object to company formed _ with processing information every time from various source information trustworthy . Formation process image company according to Hawkins et all (2007).

Quality to Loyalty

Service according to Zein (2009:226) is a word for provider service is something that must be done done with good . According to Kotler (2002:83) definition serviceis every action or possible activities _ offered by a party to the other party , which is basically No tangible and not result ownership whatever . Service quality become something necessity must _ done company to be able to able to survive and remain get trust customer . Consumption patterns and styles life customer demand company capable give quality service .



Conclusion

Conclusion of study about influence culture academics and image institution to loyalty student with quality service academic as variable moderation can varies depending on the results data analysis and findings research . However , here is a number of possibility possible conclusions _ withdrawn based on possible scenario _ happens :

1. Culture academic influential significant to loyalty student : Research results show that culture academics implemented by the institution education tall own strong influence _ to level loyalty student . Factors _ like norms , values , and traditions academic in institution can form commitment period long student to institution that .
2. Institutional image influential significant to loyalty student : Research find that perception student to image institution in a way significant influence level loyalty them . Positive image about institution education high , incl reputation , quality education , and alumni achievements , can increase loyalty student .
3. Quality service academic moderate connection between culture academics and loyalty student : Analysis results show that quality service academic moderate connection between culture academics and loyalty student . That is , if quality service academic high , impact culture academic to loyalty student more strong .
4. Quality service academic No moderate connection between image institutions and loyalty student : Research show that quality service academic No influence connection between image institutions and loyalty student . In case this , image institution still become factor main influence _ loyalty students , regardless from quality service academics provided . _

Author contribution

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