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2

The Effect of Service Quality, Brand Image and Word of Mouth Communication towards the Continuing Study Interest

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Abstract

The objective of this project is to calculate the significance of the association between service quality, brand image and word of mouth communication in the value of continuing studies at the Faculty of Economics, Bhayangkara Jakarta Raya University. The study design used is descriptive research design and a multi-linear multiple regressions. The data obtained from these business students, in particular the 2018 and 2019 classes, will then be analyzed using Ibm spss 22, which contains a number of tests, such as, Content Validity, Reliability Analysis, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test, Hypothesis Test (t Test and F Test) and Determination Coefficient Test (r^2). Based on the findings of the studies, the Provider Quality and Brand Image parameters have a significant and negative effect on Concern in Continuing Study, and the other variable in Word - Of - mouth has a strong positive influence. on Personal Investment in the Continuing Study variable.

1

Keywords

Service Quality, Brand Image, WOM Communication, Continuing Study Interest, Quantitative Research

Introduction

Education is something that is worth getting by everyone. Because with education it will make someone have the stock of knowledge to pick up the future. The level of education starts from the most basic level which is at this level learned values that are basic as well. After that, it will continue to a higher level. This process has the meaning that education is something that has a process that is not short, but has a long chain of processes. The length of this series of processes is something that has meaning as the maturation of knowledge and precipitating knowledge in a person. So that knowledge will have benefits in the next life. That education has the right to be received by every individual. So it is not surprising, in today's education of an individual is highly heralded. Because with this education will be expected to balance competition in the future. But on the other hand, educational problems always arise in the journey of the world of education itself. Which is a familiar problem here, namely the interest in continuing to college. By looking in reality, that the interest in continuing to tertiary education still has a level that is not balanced with the results of the output from the previous level. This condition is caused by various factors where these factors come from internal and external influences.

Literature Review

With widespread economic needs for formal education, particularly higher education, universities are becoming a selected organizational that is intended to deliver talented workers. The very competitive situation of universities and colleges requires institutions to look at the quality of education systems in order to be able to compete successfully. Institutions of higher education must take early steps to face intensely demanding competition and to explore and improve all elements of their services. Experiments on the various problems encountered by higher learning institutions with regard to quality measurement of services, accreditation assessment and direct assessment, such as the Failure Study Case (DO), Term Study and others, are considered to be insufficient so that a broader definition is needed as a prerequisite for successful measurement (Sadat, 2000)

The performance of academic staff as a functional area of the campus is strongly affected by the value of the experience offered, at which level of services can be seen with client satisfaction, in either case by learners Starks (Handayani, 2003) argues that "in order to achieve a high level of quality, it is necessary to interpret what shareholders want, by cultivating the willingness of everyone at the university to meet the needs of end-users.

The majors of Management at the Department of Business, Bhayangkara Jakarta Raya

University, as one of the academic institutions, must use the principles of valuing perceived quality as a client by providing the best services. Some of the key markets that need to be built sustainably include: the education system, collaborative learning, human resources (readers, staff, technicians), educators, facilities and infrastructure, the academic environment, research and journals, community outreach, institution management, data analytics, and domestic/foreign mutual trust.

In addition to the application of the servqual model, the main institutions are valuable commodities. Another very special skill of professional marketing is that it enables the creation, maintenance, preservation and enhancement of the label. Brands are titles, terms, signs, creations or embodiments of certain elements that are anticipated to be recognized by their rivals (Kotler & Keller, 2015). While brand identity also reflects the purchase intention of a product both as contemplation of established brand affiliations in the consumer's mind (Keller, 2008). Product differentiation as just a compilation of store attributes mind of the target of end-users (Rangkuti, 2009). Celebrity endorsement is all about the memory of a brand. This affiliation is an attribute of the brand. Diverse affiliations that consumers understand can be put together in order to create experience with the brand. According to Rosalina, interpreting that brand image is a clue that buyers will use strategic leadership when consumers may not have enough description of the market (Roslina, 2010). There is a tendency for consumers to be able to choose products that are well known for their perception of the use of products and are related to current products obtained from different sources. A reputable university curriculum with a markedly positive impression would be an appealing attraction and a passion for students to pursue their study results in this curriculum. More significantly positive the image of the semester abroad, the greater the interest in the degree program.

What is even more crucial within that analysis is to identify the scale of the character of it's Word of the Mouth Advertising in the desires of university education. As such, the perception of the word of mouth is a move through clients to communicate such an information about the product to other consumers. According to Phrase of the Mouth Marketing Association, there seems to be an exercise in which potential customers provide product or product information to a number of other end-users (Anonymous, 2009). All campaign media as if above or just below Line, word of mouth (woman is a promotional activity with a level of control per line, word of mouth marketing is a type of promotion with a level of control by the customer or the product of the institution. Universities could even promote and encourage word of mouth communication by first seeking to ensure that the product lines or brands of the organization are in place (Ikhwani, 2013). Product placement would then include consumers as artifacts, even when word-of-mouth allows learners subject to it. Product placement promises purchasers to its excellence of the institution, while the exchange of information puts consumers at the heart of the victory of this institution. People preferred to shop the same brand of their friends had acquired.

Reliable products are declining today, but consumers are becoming smarter not to trust an ad that's still read or considered on social networks. Each explanation is there are far too many ads and they're all talking around the same item. As per Sumarni, illustrating that if the customer is satisfied they will definitely encourage expression interaction. On the other hand, the energy of word of mouth marketing is also enhanced for those who may be social beings who like to share and discuss with others, including the issue of customer behaviour. Viral marketing communication can distributed as rapidly as the person who spreads the word has a wide network. Word - of- mouth contact can generate a smaller image that might come up against a brand. With this reason, marketers may use the above steps to counter negative word connectivity. However the most important thing is the excellent service, and that's where it all begins. Higher provider may be the most accurate way to counter poor word connections. At the decision-making stage, according to Kotler, Calder, Malthouse and Korsten (2012), consumers are interested in the choice of brands and consumers are likely to be interested in the choice of brands (SE,MM, 2019).

² Attachment of service, brand identity and word of mouth communication to the interests of studying at the Faculty of Economics, Bhayangkara Jakarta Raya University, essentially positive or negative brand awareness and word of mouth communication, relies on the quality and poor standard of care. There have been aspects that need to be considered in highly competitive markets for brilliance, strength and durability when deciding to continue to study in the Management Programme.

The following is a graph of the thinking framework for this research:

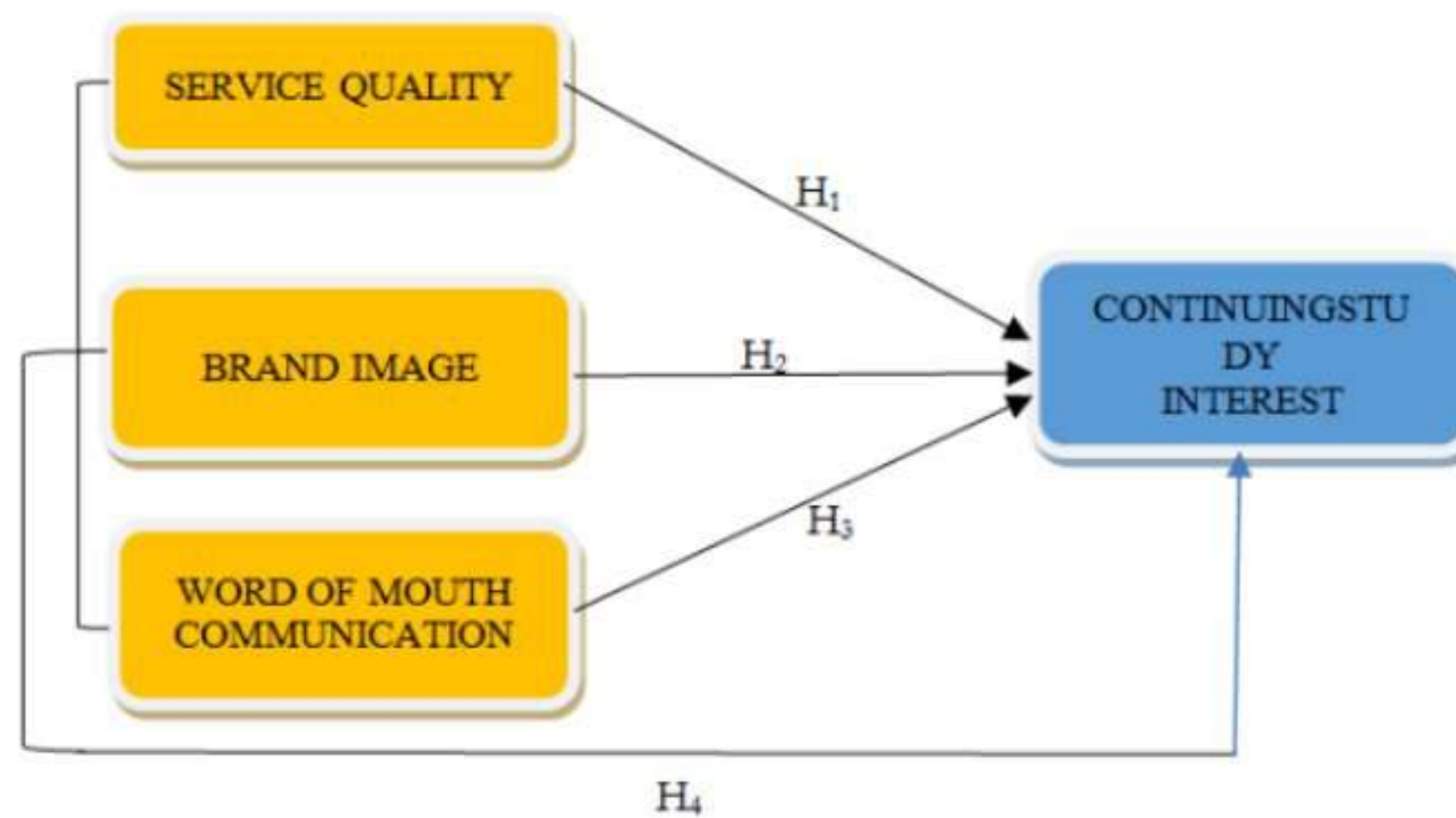


Figure 1 Framework for hypotheses

Research objectives appear to be assumptions formulated to solve things using concepts which are appropriate to research issues so are not supported by facts, and to encourage real data and information (Riduwan & Sunarto, 2017). Its analysis of the above theoretical and thought structure can indeed be derived from the theoretical framework that The enthusiasm for continuing studies in the Management Programme at the Faculty of Economics, Bhayangkara Jakarta Raya University, has a contribution on service, brand recognition and word of mouth communication.

The assumption set out in this project consists:

H1: Service quality has a positive impact on the relevance in pursuing studies at the Majors of Management at the Faculty of Economics, Bhayangkara Jakarta Raya University

H2: Brand image has a serious influence on involvement in continuing studies in the department of Management at the Faculty of Economics, Bhayangkara Jakarta Raya University

H3: Word of mouth communication has a major impact on value in continuing studies at the Majors of Management at the Faculty of Economics, Bhayangkara Jakarta Raya University

H4: Service Quality, Brand Image and Word of Mouth Communication have a huge impact on the benefit in continuing studies in the majors of Management at the Faculty of Economics, Bhayangkara Jakarta Raya University.

Such a research paper utilized version 22 of the Statistics for Social Sciences as a data controller.

Methods of Research

a. Type of Research

This methodological approach is a quantifiable questionnaire survey and a multi-linear analysis, an interpretation which it seeks to establish the true status of quality service, brand image and word of mouth communication as being able to influence desire to continue studies at the department of economics management.

b. Location of Research

This investigation was carried out at the ⁵ Faculty of Economics Bhayangkara Jakarta Raya University Bekasi Campus and is the subject of research by management students at the Faculty of Economics. The reason that the author has chosen the location of this research is that the author has asked to find out how much interest in continuing to study at this institution is inspired by quality of service, brand recognition and it's word of mouth.

c. Data, Population and Samples

Data were derived from the total population of management students in this study, Bhayangkara Jakarta Raya School of Economics 2018 and 2019, with a population of approximately 244. The specimen used by scientists is as many as 100 people, taking into account the total population based on the Slovene formula (Soegiyono,2007).

Data collection methods used by researchers in this study were primarily defined for management students at Bhayangkara Jakarta Raya Campus 2 Faculty of Economics. Its information is then analyzed in version 22 of the SPSS software with too many tests, such as Validation, ¹² Test of Reliability Test of Normality (Kolmogorov-Smirnov Test), Test of Multicollinearity Test of Heteroscedasticity, Test of Multiple Regression Analysis and Hypothesis (Partially T-Test and Simultaneous F-Statistic) and Test of R Squared.

Results and Discussion

1. Test of Validity

Validity Method was used to evaluate the validity of the questionnaire. Significance testing was performed using a coefficient analysis method. Results of all indicators have shown successful outcomes ($0.000 < 0.05$) and also $r_{\text{count}} > r_{\text{table}}$ so that it could be indicated that every indicator is valid.

Table 1.1 Result of Validity Test

		SERVICE QUALITY	BRAND IMAGE	WORD OF MOUTH COMMUNICATION	INTEREST ON CONTINUING STUDY
SERVICE QUALITY	Pearson Correlation	1	0.484**	0.359**	0.182
	Sig. (2-tailed)		0.000	0.000	0.070
	N	100	100	100	100
BRAND IMAGE	Pearson Correlation	0.484**	1	0.418**	0.240*
	Sig. (2-tailed)	0.000		0.000	0.016
	N	100	100	100	100
WORD OF MOUTH COMMUNICATION	Pearson Correlation	0.359**	0.418**	1	0.608**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	100	100	100	100
INTEREST ON CONTINUING STUDY	Pearson Correlation	0.182	0.240*	0.608**	1
	Sig. (2-tailed)	0.070	0.016	0.000	
	N	100	100	100	100

Source: Primary Data Processed

Table 1. 2. Validity Test for Indicators

With $n = 100$, $df = 100 - 2 = 98$, so r_{table} is 0.1966

Variable	R Count	R Table	Result
Service Quality	0.423	0.1966	Valid
Brand Image	0.503	0.1966	Valid
Word of Mouth Communication	0.629	0.1966	Valid
Interest on Continuing Study	0.447	0.1966	Valid

Sources: Primmary Data Processed

2. Test of Reliability

Validity Testing is used to measure the validity of the questionnaire. The whole test shall be carried out in order to identify the level of accuracy of the outcomes of the replies of the study participants. The following table ensures the consistency of the findings for service quality, brand image and word of mouth communication benefits in the extensive study. The results of this reliability coefficient shall explain the value of Cronbach's Alpha > 0.70 if it can be assumed the test device is also accurate.

Table 2. Test of Reliability
Reliability Statistic

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.708	0.712	4

Sources: Data Processed by SPSS

3. Test of Normality

The purpose of the Normality Test is to test whether or not the interruption or lingering variables in the regression model have a confidence interval right now. The conclusions reflect the number of factors asymptotes (2 angles) for Service Quality (0.000), Brand Image (0.000), Word of Mouth Communication (0.000) and Interest in Continuing Study. (0.000) is lower than $5-007 = 0.05$, which means that these parameters really aren't normal and have a major impact.

Table 3 Test of Normality
One-Sample Kolmogorov-Smirnov Test

		SERVICE QUALITY	BRAND IMAGE	WORD OF MOUTH COMMUNICATION	INTEREST ON CONTINUING STUDY
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	20.82	21.13	21.56	22.47
	Std. Deviation	1.783	1.361	1.737	1.605
Most Extreme Differences	Absolute	0.150	0.209	0.180	0.165
	Positive	0.100	0.171	0.180	0.135
	Negative	-0.150	-0.209	-0.160	-0.165
Test Statistic		0.150	0.209	0.180	0.165
Asymp. Sig. (2-tailed)		0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c

Source : Information processed by SPSS

4. Test of Multicollinearity

The purpose of the Multi - collinearity Test is to test whether a regression model can find a correlation between independent variables. There should be no correlation between independent variables in a good regression model. Multicollinearity is shown by the nature of the relationship. Control variables underneath 0.90 or the variable inflation

factor (VIF) and the value of the tolerance could be seen. If the VIF value < 10 and the tolerance value of the explanatory variables > 0,10, it is reasonable to suggest that there is no multi-collinearity between the selected independent variables. The findings of the study showed that such predictor variables get an inflation factor of variance (VIF) value of <10 and a tolerance value of > 0.10, so that it is concluded that there is no multi-collinearity between independent variables.

Table 4.1. Test of Multicollinierity

Model		WORD OF MOUTH COMMUNICATION	SERVICE QUALITY	BRAND IMAGE
1	Correlations	1.000	-0.197	-0.299
	WORD OF MOUTH COMMUNICATION			
	SERVICE QUALITY	-0.197	1.000	-0.394
	BRAND IMAGE	-0.299	-0.394	1.000
Covariances	WORD OF MOUTH COMMUNICATION	0.007	-0.001	-0.003
	SERVICE QUALITY	-0.001	0.007	-0.004
	BRAND IMAGE	-0.003	-0.004	0.013

Source : Information processed by SPSS

Table 4.2. Test of Multicollinierity Coefficients^a

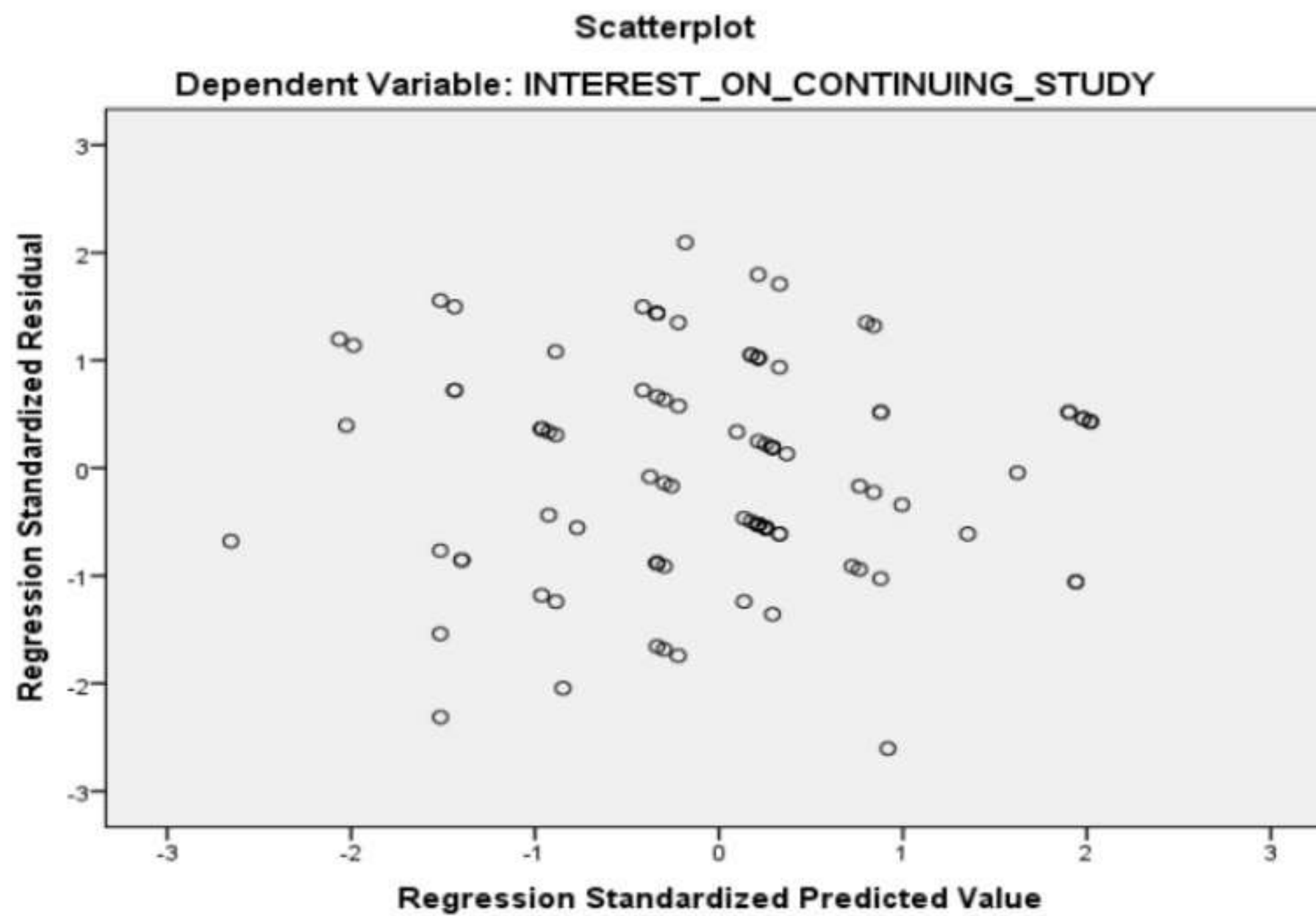
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.846	2.239	4.844	0.000		
	SERVICE QUALITY	-0.038	0.085	-0.446	0.657	0.736	1.359
	BRAND IMAGE	0.000	0.114	0.004	0.997	0.697	1.434
	WORD OF MOUTH COMMUNICATION	0.575	0.084	6.852	0.000	0.793	1.260

Source : Information processed by SPSS

5. Analysis of Heteroscedasticity

The heteroscedasticity test can be done with the Scatterplot chart. Using a graph analysis, a regression model is considered not to occur if the points are randomly dispersed and do not form a consistent value that is clear and spreads above and below zero on the Y axis. To find out if there are any symptoms at all. Heteroscedasticity can be done using the scatterplot graph heteroscedasticity between the predictive value of the dependent variable and the independent variable. From the scatterplot graph below, the dots are randomly scattered and spread to and

around the zero point and the Y axis. It can be concluded that there is no heteroscedasticity (homoscedasticity) in the regression model and that linear regression can be used in the regression test.



17 6. Linear Multiple Regression Analysis

Those are the results of a linear multiple regression analysis of the scenario.:

$$\text{Continuous Study Interest} = 10,846 - 0,038 \text{ Service Quality} + 0,000 \text{ Brand Image} + 0,575 \text{ Word of Mouth Communication} + \text{error}$$

Its Multiple Regressions Model described above may be obtained from the following equation:

- a. Calculated value 10,846 indicates that the Continuing Study Interest variable is 10,846 if the Service Quality, Brand Image and Word Communication variables are recognized to be steady or equal to zero.
- b. Its coefficient of Regression of the Service Quality variable is -0,038 that also means that if the value of the Quality Dimensions variable increases by one unit, the Interest in the Compulsory Study variable decreases by 0,038.

- c. The value of the Brand Image Display variable is 0,000, which says that if the Brand Image variable increases by one unit, the Interest on Continuing Study variable also increases by 0,000.
- d. Each value of the word communication value was 0,575, which now indicates that if the value of the word communication variable quantity increases, the value of the current research attribute would raise by 0,575.

Table 6. Analysis of multiple linear regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.846	2.239		4.844	0.000		
SERVICE QUALITY	-0.038	0.085	-0.042	0.446	0.657	0.736	1.359
BRAND IMAGE	0.000	0.114	0.000	0.004	0.997	0.697	1.434
WORD OF MOUTH COMMUNICATION	0.575	0.084	0.623	6.852	0.000	0.793	1.260

Source : Primary Data processed

7. Test of Hypothesis

a. Simultaneous testing (F)

In this research paper alone, the F test was used to do the gather its set of expectations for service quality, brand image and word of mouth communication variables that simultaneously affect appreciation in continuous study variable. The results of the empiric character encoding a value $F_{count} = 18.864 > F_{table} = 3.09$ and a value of $0.000 < 0.05$, indicating that the Service Quality, Brand Image and Word Communication variables influence the Continuing Study variable at the same time and significantly.

Table 7.1. Test of Simultaneous Anova^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	94.539	3	31.513	18.864	0.000 ^b
Residual	160.371	96	1.671		
Total	254.910	99			

Source : Primary Data processed

b. Test of Partial (t)

Testing the relevance of the multivariate regression for each variable, part of the regression model can be obtained and use the t test shown in the menu following table:

1. Partial testing results for the Service Quality variable show a t_{count} value = $0.4461 < t_{table} = 1,9840$ with a value of $0,6572 > 0,050$ after which it could be concluded that the quality of the service variable has a significant negative effect on the continuous study.
2. Provisional findings of the Brand Image variable Assertion variable show the t_{count} value = $0,004 < t_{tabel} = 1,9841$ with a value of $0,9971 > 0,050$, It can be claimed that the Brand Image has a negative and insignificant effect on the continuing interest in the study.
3. Selective test results of the Mortgage variable for the Word of the Mouth Communication variable reflect the amount $t_{count} = 6,852 > t_{tabel} = 1,984$ with a value $0,00 < 0,05$ this could be deduced also that word of the word communication variable has a direct impact on the interest to continuous study.

Table 7.2. Findings of Partial t Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
13 I (Constant)	10.846	2.239		4.844	0.000		
SERVICE QUALITY	-0.038	0.085	-0.042	0.446	0.657	0.736	1.359
BRAND IMAGE	0.000	0.114	0.000	0.004	0.997	0.697	1.434
WORD OF MOUTH COMMUNICATION	0.575	0.084	0.623	6.852	0.000	0.793	1.260

Source : Primary Data processed

8. Test of Determination Coefficient (Adjusted r^2)

The coefficient of determination needed to assess the extent to which the variables of the predictor affect the outcome. The analysis of the correlation shall be deemed Adjust the significance of square r . Result in table elsewhere here, one can see that the regression equation gained is $0,351$ or, in other words, the Service Quality, Brand Image and Word variable of Mouth Communication has a significant effect of 35.1 per cent on the Continuing Study variable, while the remainder ($100-35.1$ per cent = 64.9 per cent) has other parameters beyond this regression model.

Table 8. Test of Determination Coefficient (Adjusted r²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.609 ^a	0.371	0.351	1.292

Source : Primary Data Processed

Appendix

Quality of service and brand awareness have a significant negative impact on intrigue in the ongoing study, but variable word-on-mouth communication has a significant and positive impact on interest in the ongoing study.

These experiments have been researched and expected to comply with research instruments, but they still have weaknesses, such as:

1. The Criteria for Evaluation of Investment in Continuing Study consisting of only three variables, such as Service Quality, Brand Image and Word of Mouth Communication, while there are many other factors (64,9%) that affect it.
2. Indeed, there is a limitation of this research by means of a questionnaire that sometimes the answers given by the respondents do not indicate an existing situation even though, in practice, they may still depend on the status of the respondents in the field. It is, in fact, a limitation in this study that used a questionnaire that perhaps the answers given by the respondents do not imply an adequate rebuttal.

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