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RESEARCH ARTICLE

The Influence of School Image, Service Quality and Education Cost on Trust and Their Impact on Students Loyalty

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Abstract

The aims of this study is to investigate the influence of School Image, Service Quality and Cost on Trust and their Impact on the Students Loyalty at the SMA Islam Al-Azhar in Jakarta Region. Based on the purpose and conceptual framework, the research hypotheses are: 1) School Image impacts on Students Loyalty; 2) Service Quality impacts on Students Loyalty; 3) Cost impacts Students Loyalty; 4) Trust impacts on Students Loyalty; 5) School Image impacts on Trust; 6) Service Quality impacts on Trust; 7) Cost impacts on Trust. Research design as used in this dissertation is a combination of verificative research and descriptive research, while research methods used was survey approach. Research sample was 240 students from 6 SMA I Al-Azhar around in Jakarta. Sampling technique is done by means of simple random sampling (SRS). The method of analysis used descriptive statistics on average and the proportions as well and Structural Equation Modeling method for hypotheses testing using LISREL 8,8 version. The research result state that: 1) all variables in this study were assessed positively by the respondents. However, there are some indicators that are assessed negatively; 2) The test results from the characteristics of the different categories of respondents to all variables of this study, states that there is no significant difference, except for the gender correlated to education and gender correlated to student loyalty; 3) The conclusion states that the test results proved the hypothesis based on empirical data. There is only one hypothesis test a result was not proven, that the school image has no effect on student loyalty. A research result comes with a discussion of the strategic solution from the results of descriptive statistical analysis.

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Introduction

The presence of national schools that claim themselves to have international standard has tightened the competition since the numbers are increased including the SMA (senior high school) that are managed by private management or the government that have existed previously, especially in the region of DKI Jakarta Province. The number of private high schools is more than the government schools, in contrast with the number of students as it is in Table 1 and Table 2.

The management of Yayasan Pesantren Islam Al-Azhar and the management of SMA Al-Azhar have done some efforts to build the loyalty of the students to the school and to the University of Al-Azhar. Based on the pre-research conducted toward 45 students of the 12 grade of Junior high school on their evaluation as the high school students to the learning activity and their hope to continue their study to University of Al-Azhar, there are 5 problems that are indicated: School Image, Service Quality, Education Cost, Trust and Loyalty.

Study Framework

Based on the identified problems, the discussion of the study is stated as below: “Are there any Service and Education Cost toward Trust and their Impact on the Loyalty of SMA YPI Al-Azhar Students.” In detail, the problems of the study are:

- [1] Is there any influence of the school image to the loyalty of the YPI Al-Azhar students in Jakarta and surroundings?
- [2] Is there any influence of the service quality to the loyalty of the SMA YPI Al-Azhar students in Jakarta and surroundings?
- [3] Is there any influence of the education cost to the loyalty of SMA YPI Al-Azhar students in Jakarta and surroundings?
- [4] Is there any influence of trust to the loyalty of SMA YPI Al-Azhar students in Jakarta and surroundings?
- [5] Is there any influence of the school image to the trust of SMA YPI Al-Azhar students in Jakarta and surroundings?
- [6] Is there any influence of the service quality to the trust of SMA YPI Al-Azhar students in Jakarta and surroundings?
- [7] Is there any influence of the cost to the trust of SMA YPI Al-Azhar students in Jakarta and surroundings?
- [8] Is the direct influence of school image to the student loyalty higher than the indirect influence through trust variable of SMA YPI Al-Azhar in Jakarta and surroundings?
- [9] Is the direct influence of service quality to the student loyalty higher than the indirect influence through trust variable of SMA YPI Al-Azhar in Jakarta and surroundings?
- [10] Is the direct influence of education cost to student loyalty higher than the indirect influence through trust variable of SMA YPI Al-Azhar in Jakarta and surroundings?

Reference Analysis

Image Concept

Image as an impression of a person, company or institution that someone or community has (Newsom et al, 2010, p. XX). Image is a set of beliefs, ideas, impressions or descriptions that is created in someone’s mind about an object from his/her knowledge and experience. In school context, image is a set of beliefs, ideas, impressions or descriptions that is created in the mind of the students about the school based on their knowledge and experience when they become the learners in the school.

The dimension of the image variable of the company or organization can be used in many ways; one of those is from the forming elements. Image dimension are: Visual Elements, this element is related with the organization aspects that can be seen directly by eyes; Verbal Element, an element that is related with oral or spoken things that can be known by the customers or stakeholders; and behavioral element, an element related to management and output of an organization. Image is also identical with company reputation.

In the perspective of the school, the school image that reflects a set of beliefs, ideas, impressions or descriptions that are formed in the minds of students of the school will be reviewed from dimensions of: Responsibility, Attraction, Success, Cooperation, and the Dynamism of the school.

Quality of Service Concept

Kotler and Keller (2012) the service is all action or performance that can be offered one party to the other party that is essentially intangible and does not produce any ownership. There are 5 dimensions in service quality that are: Reliability Responsiveness, Assurance, Empathy and Tangibles.

Price Concept

In the study context, the reference of cost theory is price since it has a similar essential. Price is always related with money as the representative of a product or service value. According to Kotler and Keller (2012) price is an elements of the marketing mix that produces income (revenue), and on the other hand generates cost. The price is the most marketing mix elements that can be easily adjustable. The price is also communicating to the market value of the position meant by the company responsible for the product or brand.

In the context of the school, the price as the cost of education in the form of money spent to acquire educational services can be managed with an emphasis on dimensions which are: price transparency, the ratio of quality, reliability, and honesty.

Trust concept

Kotler and Keller (2012) reveal that the trust is a cognitive component of the psychological factors. The trust is related to the belief that something is right or wrong on the basis of the evidence, suggestion, authority,

experience, or intuition. Belief is belief in the receiving party's service or product upon the ability of service providers or products to meet his expectations. In the perspective of the school, the students' confidence reflected the belief of school ability in providing educational services well.

Loyalty Concept

Customer loyalty is the propensity of customers that use only the services of the same company or organization when the need arises to acquire similar services. More than that, loyalty is also an effort to recommend the service to others. In the school perspective, the condition of school as the case may happen. Students can be said to be loyal if they continue the study at a higher level in the same institution. In fact, the loyalty of students can also shape the recommendation on his friends from other schools to continue their studies at their home institution.

Yu and Dean (2001) mention that to measure loyalty; positive word of mouth, complaint behavior, switching behavior and willingness to pay more.

Study Framework

The Influence of Image to Loyalty

H₁: There is a positive influence on positive school image to the student loyalty.

The Influence of Service Quality to Loyalty

H₂: There is a positive influence on service quality to student loyalty.

The Influence of Price (Education Cost) to Loyalty

H₃: There is a positive influence on education cost to student loyalty.

The Influence of Trust to Loyalty

H₄: There is a positive influence on trust to student loyalty.

The Influence of Image to Trust

H₅: There is a positive influence on school image to student trust.

The Influence of Service Quality to Trust

H₆: There is a positive influence on service quality to student trust.

The Influence of Cost to Trust

H₇: There is a positive influence on education cost to student trust.

State of the Art

Compared with previous studies as the previous section on context, this research has the distinction that becomes its benefit, i.e. showing the empirical model as a whole regarding the influence of the image, quality of service and the cost of education to the trust and loyalty of its impact on students who were analyzed using Structural Equation Modeling (SEM) with the object of research on secondary school (HIGH SCHOOL) Al-Azhar YPI in Indonesia.

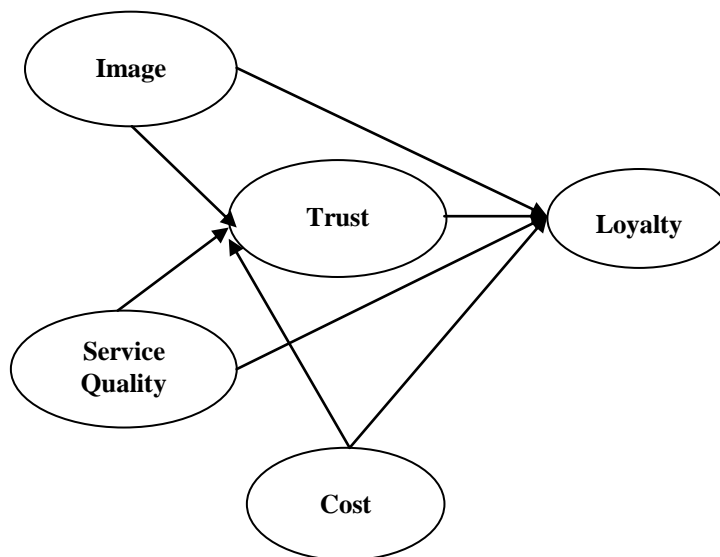


Figure 1. Study Conceptual Model

Study Methodology

Design research design used was verificative design through the survey approach seeks to explain in a descriptive assessment of the respondent over any research variable as well as its effects on other variables in the model of research. The sample examined was 240 students from a population of 746 students, selected based on stratified simple random sampling from 6 schools of Al-Azhar Islamic High School in Jakarta and its surrounding areas.

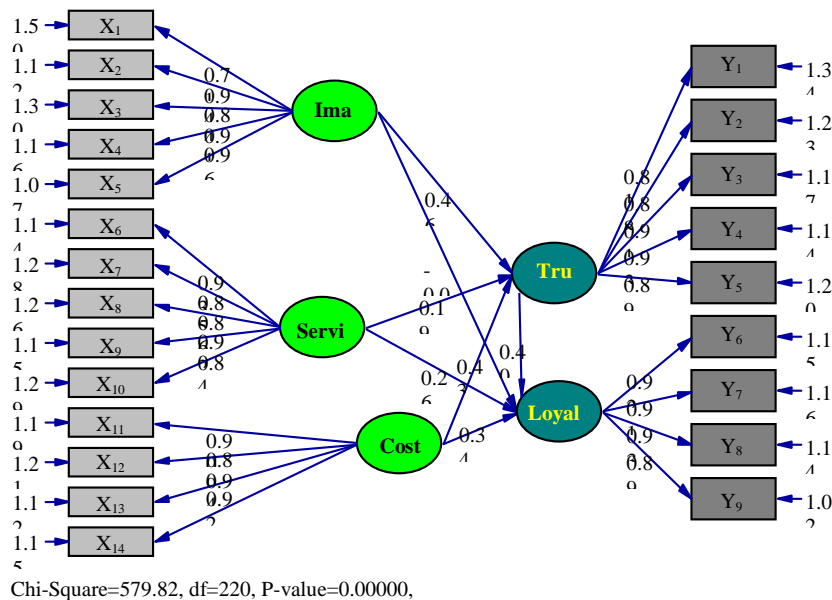
The tool used is statistical analysis descriptive statistics, that is, on average, proportion and Chi-Square (χ). Analysis tools to test the influence between the variable use Structural Equation Modeling (SEM)

Analysis and Discussion a. Descriptive Analysis

Based on the analysis of the average and the proportions noted that in general the responses of respondents over the image of the school, the quality of education, trust and school fees have been good; however, the loyalty of students to continue their study at Al-Azhar University is still low.

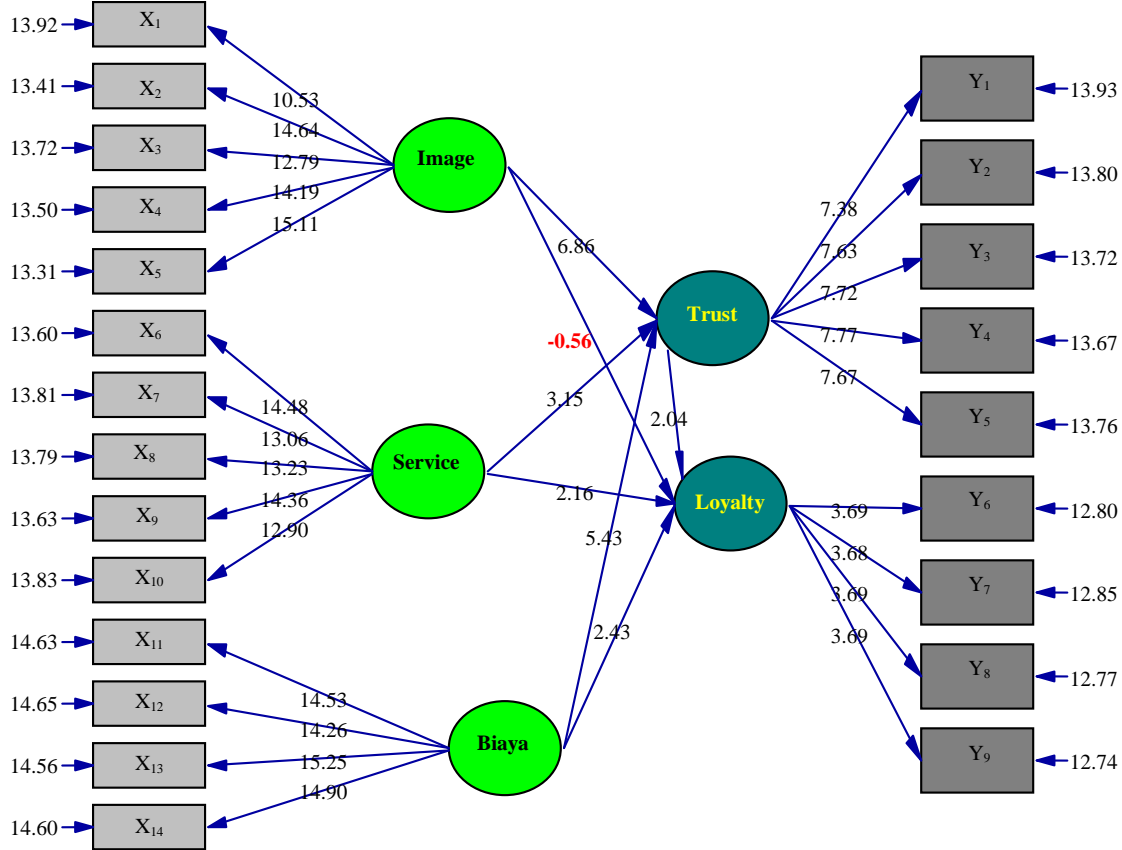
b. Inter-variable Influence Analysis

1. Based on the fit model test, it is understood that from 12 indexes measured, only 4 index that are stated not-fit model that are: Relative Fit Index (RFI), Normed Fit Index (NFI), Adjusted Goodness of Fit Index (AGFI).
2. To test the hypothesis of influence between research variables, analysis results in the form of computer output is used. In Figure 1 the statistical analysis results is known the error value of the indicator, the values of each error loading factor and the value of influence inter variables. In Figure 2 the t statistical distribution of values is known to be useful to test t significance of the loading factor values and inter variable. To simplify the analysis further, Figure 3 is a simplified picture of the present inters variables influence equipped with the value of their significance.



Source: computer analysis output

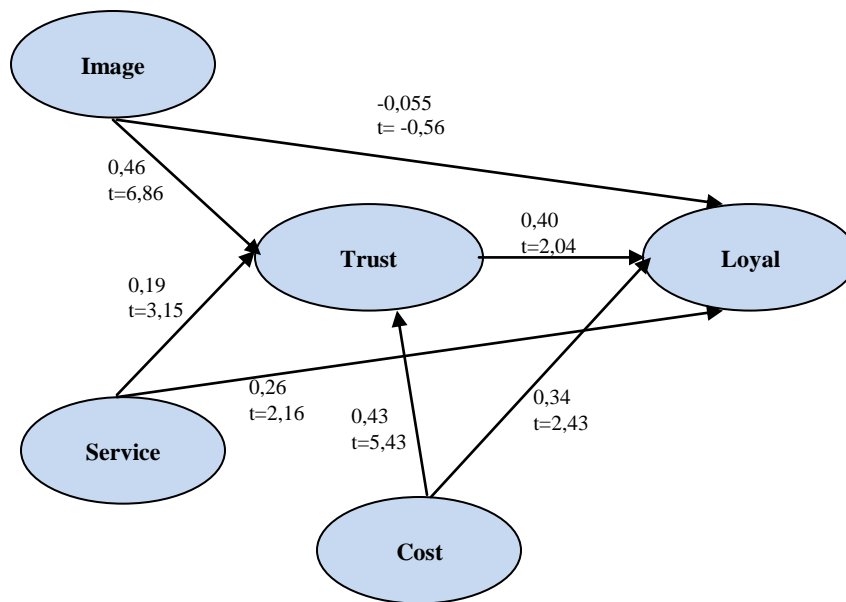
Figure 2. The number of Measurement Model and Structural Model influence



Chi-Square=579.82, df=220, P-value=0.00000, RMSEA=0.064

Source: Computer Analysis Output

Figure 3. Value of statistics t Measurement Model and Structural Model



Source: Data Analysis

Figure 4. The Number of Influence Inter Variable Research and its Significance

3. Direct, Indirect and Total Influence

The calculation result of direct ad indirect influence like it is in Table 3.

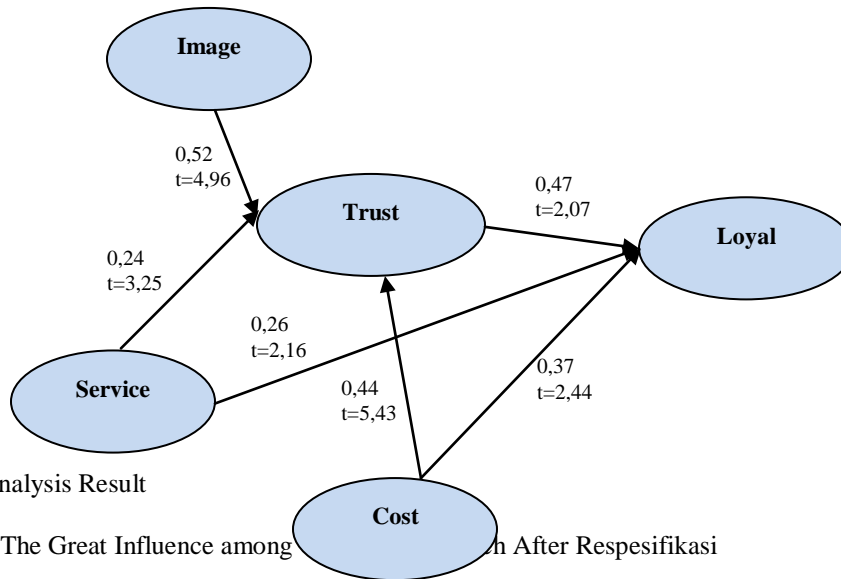
Table 3. Direct ad Indirect Influence and Total

No.	Plot	Variable of Intervening	Direct Influence	Indirect Influence	Total Influence
1	Image → Loyalty	Trust	-0,055	0,46 x 0,40= 0,18	0,125
2	Service → Loyalty	Trust	0,26	0,19 x 0,40 = 0,076	0,336
3	Cost → Loyalty	Trus	0,34	0,43 x 0,40 = 0,172	0,512

Source: Analysis Result

Model Respecification

When the research model is formed based on the data and analysis results revealed there are influences between variables that were not significant, then the equation cannot be used as a good prediction. Therefore, when the equation is to be used as a prediction, the school image will be thrown away to the student Loyalty.



Source: Analysis Result

Figure 5. The Great Influence among ... After Respesifikasi

Research Result

Table 1. Number of Senior High School by Status in the Province of DKI Jakarta

Region	State	Private	Amount
Central Jakarta	13	60	73
North Jakarta	17	62	79
West Jakarta	17	97	114
South Jakarta	29	67	96
East Jakarta	40	95	135
Kepulauan Seribu	1	-	1
Total	117	381	498

Source: disdikdkj.net/adkl/data-smp.pdf, 2012

Table 2. Number of Students by School Status in the Province of DKI Jakarta

Region	State	Private	Amount
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Central Jakarta	8.969	11.603	20.572
North Jakarta	12.256	12.299	24.555
West Jakarta	12.058	20.452	32.510
South Jakarta	24.370	18.417	42.787
East Jakarta	33.739	22.960	56.699
Kepulauan Seribu	494	-	494
Total	91.886	85.731	177.617

Source: disdikdkl.net/adkl/data-smp.pdf, 2012.

- a. Based on the descriptive analysis of the percentage results (proportions), average and chi-square test have found items of questions that need to be discussed further because it has not yet been assessed positively by the respondents. These indicators are as follows:
 1. School cooperation with other organizations that are useful and help to direct learning progress high school students have not felt, whereas cooperation should be important.
 2. The practice of learning beyond the classroom or outside school that is fruitful experience for improving understanding of the science being taught has not been much felt, whereas its important to add to the insights of students knowledge.
 3. The determination of the tuition fees is not transparent, so that the parents just complain on the expensive tuition fee of the school.
 4. The source books the students must have are late in distribution.
 5. The interest of continuing the study to University of Al-Azhar is low.
- b. Based on the result of SEM analysis that is hypothesis test influence among variables, it is known that all study hypothesis tested are proven to be significantly influence, but one hypothesis is known that school Image does not influence Student Loyalty.

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