THE EFFECT OF ADVERTISING AND SERVICE QUALITY THROUGH CUSTOMER VALUE AGAINTS SATISFACTION AT UT REGIONAL OFFICE IN TERNATE

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Abstract

This study aims to analyze the effect of advertising and service quality on satisfaction through customer value as moderation. The type of research used was quantitative, with a sample of 95 students at the Ternate Regional Open University using proportional stratified random sampling. The model used is path modeling analysis with Smart Partial Least Square (PLS) as a statistical test tool. The following are the results of the research including; 1) Advertising has no positive and significant effect on satisfaction, because t-count is smaller than t-table at a significance level of 5%, 2) Service Quality has a positive and significant effect on satisfaction, because t-count is greater than t-table at a significance level of 5 %, 3) Advertising has a positive and significant effect on Customer Value, because t-count is greater than t-table at a significance level of 5%, 4) Service Quality has a positive and significant effect on Customer Value, because t-count is greater than t-table significance level of 5%, 5) Customer value has a positive and significant effect on student satisfaction, because t-count is greater than t table at a significance level of 5%, 6) Customer value is able to fully mediate (full mediated) the positive and significant effect of advertising on Student Satisfaction, because t-count is greater than t-table at a significance level of 5%, and 7) Service Quality is able to mediate partially (partially mediated) the positive and significant effect of Advertising on Student Satisfaction, because t-count is greater than t table on 5% significance level.

Keywords: Satisfaction, Service Quality, Customer Value, Advertising.

1   INTRODUCTION

Universitas Terbuka Ternate Region was established 20 years ago to provide opportunities for the community to receive higher education that implements open and distance education. Currently, the number of students at UT Ternate is still far from the target set by Central UT. Based on the 2022.1 registration data, there were 1,999 active students, more than 1,000 people, which is the number of students that the Ternate regional UT has been unable to fulfill. UT Ternate region has made various efforts to increase the number of active students according to the specified target, but these expectations have not been achieved. Some of these socialization and advertising activities can be seen in the following table:

Table 1.1 Information Resources UT's Students

No	Promotion Activities/Advertising	Year 2020.1 Students	%	Year 2020.2 Students	%	Year 2021.1 Students	%	Year 2021.2 Students	%	Year 2022.1 Students	%	Total Students	%
1	Friends	520	53,83	679	51,95	778	53,32	921	53,67	1047	52,75	3945	53,07
2	Families/Relatives	176	18,22	242	18,52	281	19,26	337	19,64	381	19,19	1417	19,06
3	Banners	88	9,11	110	8,42	118	8,09	152	8,86	218	10,98	686	9,23
4	UT Website	50	5,18	83	6,35	90	6,17	106	6,18	129	6,50	458	6,16
5	Media Massa Cetak	11	1,14	24	1,84	24	1,64	24	1,40	30	1,51	113	1,52
6	Leaflet	4	0,41	4	0,31	5	0,34	6	0,35	6	0,30	25	0,34
7	Media Massa Digital	2	0,21	4	0,31	4	0,27	8	0,47	11	0,55	29	0,39
8	Others	115	11,90	161	12,32	159	10,90	162	9,44	163	8,21	760	10,22
Total		**966**	**100**	**1307**	**100**	**1459**	**100**	**1716**	**100**	**1985**	**100**	**7433**	**100**

Table 1.2 shows that the most frequently referred sources of information are from other promotional activities, such as word of mouth from friends (53.07%) and family/relatives (19.06%). Meanwhile, advertising activities include banners only (9.23%) and UT websites only (6.16%). The rest from other advertising activities, namely newspapers, leaflets, and internet news, is less than 2%. Meanwhile, activities from other media amounted to 10.22%, which needs further identification to determine the type of advertising used.

Based on these data, conducting a more in-depth study is necessary to determine the effectiveness of advertising activities at the UT Ternate Regional Office office to increase understanding and satisfaction with information and encourage people's desire to register for college at UT. If this advertising activity is effective, it can help increase the number of new students while retaining old students.

2   METHODOLOGY

In connection with the problem formulation and research objectives, the quantitative research design uses an explanatory survey method (Muhaimin et al., 2019; Munawar, Syed Muhammad, Syed Ahmed, Farooq, & Rehman, 2022; Thornberg, Forsberg, Hammar Chiriac, & Bjereld, 2022). Data collection through questionnaires to explain cause and effect relationships between variables by hypothesis testing. Meanwhile, based on the development of hypotheses and a review of previous research results (Suhandoko, 2022; Suhandoko & Hanubun), researchers try to see customer value as a mediating role that combines advertising and service quality in satisfying customers.
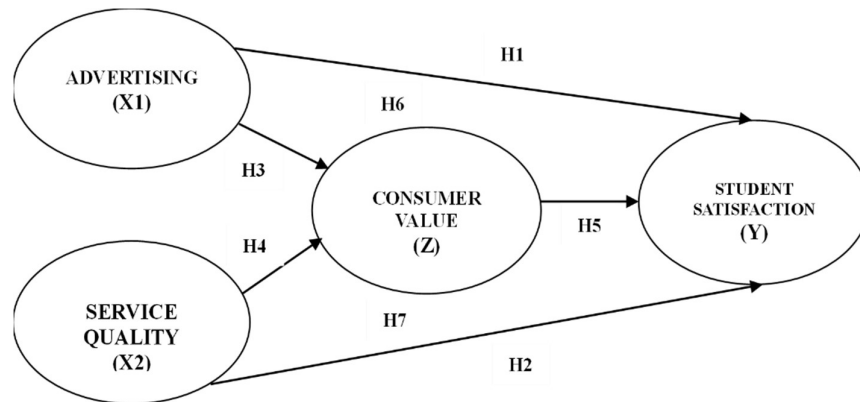
Figure 1. Research Framework

Referring to the discussion of the problem, research objectives, and framework of thought that have been put forward, the formulation of the hypothesis in this research is as follows:

- H1: There is a significant influence of advertising on student satisfaction at the UT Ternate Regional Office.

- H2: There is a significant influence of service quality on student satisfaction at the UT Ternate Regional Office.

- H3: There is a significant influence of advertising on customer value at the UT Ternate Regional Office.

- H4: There is a significant influence of service quality on customer value at the UT Ternate Regional Office.

- H5: There is a significant influence of customer value on student satisfaction at the UT Ternate Regional Office.

- H6: Advertising significantly influences student satisfaction through grades customers as a mediating role at the UT Ternate Regional Office Ternate office.

- H7: Service quality significantly influences student satisfaction through customer value as a mediating role at the UT Ternate Regional Office office.

The research location was conducted at UT Ternate Region with data collection for 9 months, from March 2022 to November 2022. The population in the study was 1768 people who were students of Basic Education and non-Primary Education who were registered and made re-registration payments until the 2022 registration period.1. By using the Yamane formula (Manyangara, Makanyeza, Muranda, & Management, 2023), the number of samples obtained was 95 people in 10 regencies/cities in North Maluku, namely Ternate, Tidore Islands, West Halmahera, Central Halmahera, North Halmahera, Murotai Island, East Halmahera, South Halmahera, Sula Islands, and Taliabu Island. The following is the sample distribution based on the City District.

Table 3.1 Number of Sample Distribution Based on City/District

No	District/City	Population	Sample	Percentage (%)	Data Collected
1	Ternate City, Tidore Isaland and West Halmahera District	472	25	25,36	39
2	Sula Island District	419	23	22,51	30
3	South Halmahera District	255	13	13,70	11
4	Central Halmahera District	163	9	8,76	6
5	Taliabu Island District	161	9	8,65	17
6	North Halmahera District	147	8	7,9	22
7	East Halmahera District	123	7	6,61	17
8	Morotai Island District	28	1	1,50	3
	Number of Students	1768	95	95	145

3 FINDINGS AND DISCUSSION

3.1 Test the Direct Effect Hypothesis

To assess the significance of the prediction model in testing the structural model, it can be seen from the t-statistic value between the independent variable and the dependent variable and the Path Coefficient table variable in the SmartPLS 3.0 PLS Bootstrapping table and output below:

Table 3.1 Total Effects (Mean, STDEV, T-Values)

|	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
M (Consumer Value_Mediation) -> Y (Student Satisfaction)	0,652	0,644	0,079	8,285	0,000
X1 (Advertising/Promotion) -> M (Consumer Value_Mediation)	0,283	0,287	0,105	2,696	0,007
X1 (Advertising/Promotion) -> Y (Student Satisfaction)	0,070	0,071	0,060	1,170	0,243
X2 (Service Quality) -> M (Consumer Value_Mediation)	0,696	0,693	0,105	6,612	0,000
X2 (Service Quality) -> Y (Student Satisfaction)	0,271	0,277	0,086	3,166	0,002

Source: Output SmartPLS 3.0, 2022.

Based on Table 3.1 and Figure 3.1 below, the results of statistical hypothesis testing can be described below:

1. The results of the t-statistical test for the influence of advertising (X1) on student satisfaction (Y) show that the t-count is 1.170 (<1.97) and the significance value of the P-value is 0.243, and the original sample estimate value is positive namely 0.070. Because the t-count is smaller than the t-table, and the significance value is greater than alpha (α) 5%, the hypothesis (H1), which states that Advertising (X1) has a significant effect on Student Satisfaction (Y), is rejected.

2. The results of the t-statistical test on the influence of service quality (X2) on student satisfaction (Y) show that the t-count is 3.166 (>1.97). The significance value of the P-value is 0.002, and the original sample estimate value is positive namely 0.271. Because the t-count is greater than the t-table, and the significance value is smaller than alpha (α) 5%, the hypothesis (H2), which states that service quality (X2) has a significant effect on student satisfaction (Y), is accepted.

3. The results of the t-statistical test on the influence of advertising (X1) on customer value (M) show that the t-count is 2.696 (>1.97). The significance value of the P-value is 0.007, and the original sample estimate value is positive namely 0.283. Because the t-count is

greater than the t-table, and the significance value is smaller than alpha (α) 5%, the hypothesis (H3), which states that advertising (X1) has a significant effect on customer value (M), is accepted.

4. The results of the t-statistical test on the influence of service quality (X2) on Customer Value (M) show that the t-count is 6.612 (>1.97). The significance value of the P-value is 0.000, and the original sample estimate value is positive, namely 0.696. Because the t-count is greater than the t-table, and the significance value is smaller than alpha (α) 5%, the hypothesis (H4), which states that service quality (X2) has a significant effect on customer value (M), is accepted.

5. The results of the t-statistical test on the influence of customer value (M) on student satisfaction (Y) show that the t-count is 8.285 (>1.97) and the significance value of the P-value is 0.000, and the original sample estimate value is positive, namely 0.652. Because the t-count is greater than the t-table, and the significance value is smaller than alpha (α) 5%, the hypothesis (H5), which states that Customer Value (M) has a significant influence on Student Satisfaction (Y), is accepted.

Figure 3.1 Output Bootstrapping (T-value)
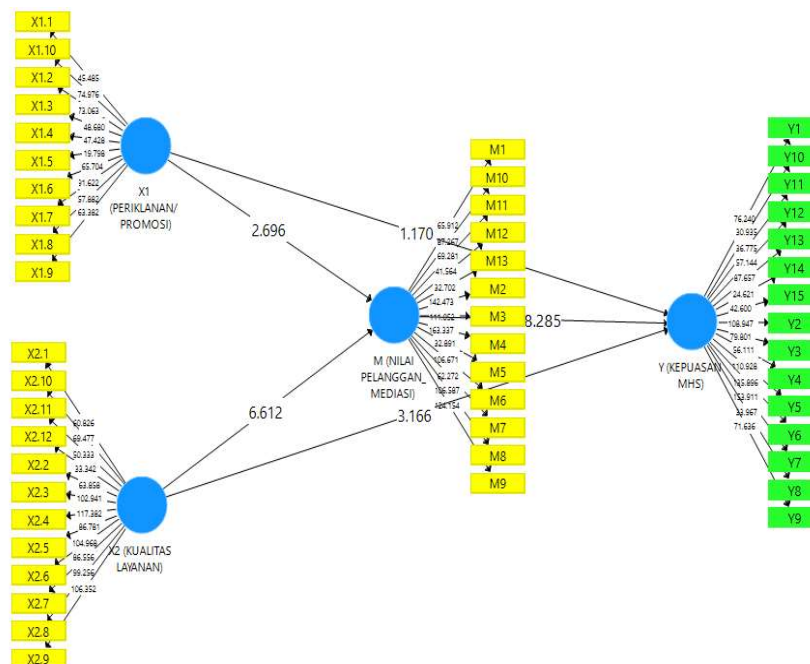
3.2 Hypothesis Mediation Test

Testing the mediation effect, the output of significant test parameters is seen based on the total effect table, not the coefficient table, because the mediation effect is not only tested for the direct effect of the independent variable on the dependent variable but also tests for the indirect effect between an independent variable with a dependent variable through a mediating variable. Therefore, the total effect is used to see the total predicted effect (direct and indirect effect). The indirect effect in this research can be seen in the following total effect table:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X2 (Service Quality) -> M (Consumer Value_Mediation) -> Y (Student Satisfaction)	0,454	0,444	0,073	6,246	0,000
X1 (Advertising) -> M (Consumer Value_Mediation) -> Y (Student Satisfaction)	0,185	0,188	0,078	2,369	0,018

Table 3.1 Mediation Variable Test Results (Specific Indirect Effects)

Two Table 3.2 above shows that the indirect effect of advertising (X1) on Student Satisfaction (Y) through or mediated by customer value (M) has a T-statistic value (2.369) > t table (1.97) and a P-value of 0.018 smaller than 0.05. Even though the value of the direct influence of the exogenous variable (advertising) on the endogenous (Y) is not significant, the t-statistic value is greater than the t-count, so the mediating variable (customer value) can mediate the influence of variable Y. entirely This means that the 6th hypothesis (H6) is accepted. Furthermore, the indirect influence of service quality (X2) on Student Satisfaction (Y) through or mediated by customer value (M) has a T-statistic value (6.246) > t table (1.97), and a P-value of 0.000 is smaller than 0.05, and the value the direct effect is significant. Therefore, the mediating variable (customer value) can partially mediate the influence of the service quality variable (X2) on the Student Satisfaction variable (Y). This means that the 7th hypothesis (H7) is accepted.

3.3 Discussion

3.3.1 Effect of Advertising (X1) on Student Satisfaction (Y)

The results of testing hypothesis 1 (H1) show that advertising positively and significantly affects student satisfaction because the calculated t value is greater than the t table, and the significance value is smaller than 0.05. The results of this research align with the opinion of Huo, Xu, He, and Lin (2021) that effective promotion will maximize sales volume. Advertising is any paid personal presentation and promotion of ideas, goods, or services by an identified sponsor. So, advertising from a company or organization, including universities, will increase consumer or student satisfaction because, with advertising, people or consumers will find out various information easily. This indicates that advertising consisting of mission and objectives, messages, and media can produce student satisfaction at UT Ternate.

The results of this research also show that indicators with a good level of validity and reliability can positively contribute to exogenous and endogenous variables. In other words, indicators can form advertising constructs related to informative advertising, persuasive advertising, advertising reminders, advertising reinforcement, message formation, message evaluation and selection, message implementation, reach, frequency, and impact of the media used. The results of this research are relevant to Sung (2021), Mulyono, Hadian, Purba, Pramono, and Business (2020), Chandra, Hafni, Chandra, Purwati, and Chandra (2019) who show that advertising affects student satisfaction. This means that this research can again prove the importance of advertising for a higher education product/service in shaping student satisfaction.

3.3.2 The Influence of Service Quality (X2) on Student Satisfaction (Y)

The results of testing hypothesis 2 (H2) show that service quality positively and significantly affects student satisfaction because the t value is greater than the t table, and the significance value is smaller than 0.05. This research results align with Wyckof's opinion in Lovelock in Kurniawan and Jufri (2022), Kuka et al. (2021) stating that service quality is a level of perfection to fulfill consumer desires. Apart from that, service quality is also the actions of a person or an organization to provide satisfaction to customers, fellow employees, and leaders (Hoang, Ho, Nguyen, & Management, 2022; Sibonde, Dassah, & Review, 2021; Sunarsi et al., 2020). So, the quality of service at UT Ternate Regional Office can give satisfaction to students. This research also shows that service quality indicators of reliability, responsiveness, assurance, and empathy can impact consumer satisfaction.

However, several things need to be paid attention to by UT Ternate Regional Office in the future related to (1) speed and accuracy, overall service responsiveness; (2) knowledge, abilities, and ethics in serving students; (3) consistency in building ease of communication with students; and (4) ability to identify and understand customer needs (Student). The results of this research are also relevant to the research findings of Hasugian and Lubis (2021), Acosta-Prado and Tafur-Mendoza (2023), Nguyen, Pham, Tran, Pham, and Business (2020), Tuncer, Unusan, Cobanoglu, and tourism (2021) show that service quality has a positive and significant effect on customer satisfaction.

3.3.3 *Effect of Advertising (X1) on Customer Value (M)*

The results of hypothesis testing (H3) show that advertising has a positive and significant influence on customer value because the calculated t value is greater than the t table, and the significance value is smaller than 0.05. The results of this research are in line with the opinion of Hidayat, Mahalayati, Sadikin, Shaddiq, and Zainul (2021) that advertising is all forms of activities to present and promote ideas, goods, or services non-personally through media paid for by certain sponsors. Regarding this, the findings show that advertising at UT Ternate Regional Office can communicate products or services effectively and involve sponsors in advertising placement. This shows that advertising consisting of mission and objectives, messages, and media can produce, apart from producing student satisfaction, it can also increase student grades. The results of this research also show that indicators with a good level of validity and reliability can positively contribute to exogenous and endogenous variables. In other words, the UT Ternate Regional Office advertisement can encourage students' positive perceptions of the products/services they have received so far. The results of this research are also relevant to Adam, Ibrahim, Ikramuddin, and Syahputra (2020) research findings, which show that advertising significantly affects customer loyalty. Although advertising in previous research influences customer loyalty, loyalty is a form of consumer satisfaction with a product or service. Therefore, this research also confirms or is relevant to this research. Apart from that, Gaber, Wright, Kooli, and Management (2019), show that advertising positively and significantly affects consumer value.

3.3.4 *The Effect of Service Quality (X2) on Customer Value (M)*

The results of testing hypothesis 4 (H4) show that, apart from affecting student satisfaction, service quality also has a positive and significant effect on customer value because the t value

is greater than the t table, and the significance value is smaller than 0.05. The results of this research align with the opinion of Hwang, Choi, and journal (2019) that service quality is an attitude resulting from a comparison of consumer service quality expectations with the customer's perceived organizational performance. Meanwhile, customer value is the customer's comparison between all the benefits and all the costs that must be incurred to accept the offer given. Therefore, the research results prove that UT Ternate Regional Office is able to provide services to students so that what is spent (time and costs) by students has a significant impact on the value of students (customers). The results of this research are relevant to the research findings of Özkan, Süer, Keser, and Kocakoç (2020), Alshamsi, Alshurideh, Kurdi, and Salloum (2021), Annamdevula and Bellamkonda (2016) which show that service quality influences customer value; this means that this research can again prove the quality of higher education services for educational products/services consumed by the wider community, especially UT Ternate Regional Office students.

3.3.5 *The Influence of Customer Value (M) on Student Satisfaction (Y)*

Hypothesis 05 (H5) proves that besides being influenced by advertising and service quality, customer value also significantly affects student satisfaction. Customer value is a comprehensive assessment of the benefits of a product based on customer perceptions of what is obtained for the costs incurred (Zeithaml, Verleye, Hatak, Koller, & Zauner, 2020). So, it is clear that customer value for the UT Ternate Regional Office organization can have a positive impact on student satisfaction. This research also shows that customer value indicators consist of emotional value, social value (social value), performance quality/value (performance quality/value), and price/value for money, which can increase student satisfaction in receiving services.

However, there are several things that UT Ternate Regional Office needs to pay attention to in the future related to (1) positive emotions that arise from the products or services provided, (2) the ability of the product or service to improve social self-concept, and (3) Short-term and long-term cost reduction; and (4) understanding consumer perceptions of service performance expectations. The results of this research are also relevant to the research findings of Kim, Sullivan, and textiles (2019), Khatoon and Rehman (2021), Bartoli, Nosi, Mattiacci, and Sfodera (2022), Meijerink and Schoenmakers (2020), and Meijerink and Schoenmakers (2020) which show that customer value has a positive and significant effect on customer satisfaction.

3.3.6 *The influence of advertising (X1) and service quality (X2) on student satisfaction (Y) is mediated by customer value (M)*

Direct test results show that advertising, service quality, and customer value significantly affect student satisfaction, and customer value also affects consumer satisfaction. However, customer value also mediates between advertising and service quality on consumer satisfaction. The results of statistical testing prove that customer value can mediate the influence between advertising and service quality on student satisfaction. The description above shows that customer value is essential in improving the advertising performance and service quality of UT Ternate Regional Office. According to Kotler and Keller (2016), creating loyal customers is the core of every business.

Furthermore, it is also stated that the only value a company can create is the value that comes from customers – that is all the value it has now and will come in the future. This research has proven that UT Ternate Regional Office can manage its students (students) to obtain long-term benefits, including customer satisfaction. UT Ternate Regional Office Higher Education in the future needs to maintain student satisfaction because a business, including Higher Education, is successful in the long term if it succeeds in getting, retaining, and growing its students as primary customers. Students are the only reason universities exist to provide products in total educational services.

4 CONCLUSION

Based on the research results and discussion above, the conclusions are:

1. Advertising does not positively and significantly affect student satisfaction because the t-count is smaller than the t-table at the 5% significance level.

2. Service quality positively and significantly affects student satisfaction because the t-count is greater than the t-table at the 5% significance level.

3. Advertising positively and significantly affects Customer Value because the t-count is greater than the t-table at the 5% significance level.

4. Service quality positively and significantly affects Customer Value because the t-count is greater than the t-table at the 5% significance level.

5. Customer value positively and significantly affects student satisfaction because the t-count is greater than the t-table at the 5% significance level.

6. Customer value can fully mediate the positive and significant influence of advertising on student satisfaction because the t-count is greater than the t-table at the 5% significance level.

7. Service quality can partially mediate the positive and significant influence of advertising on student satisfaction because the t-count is greater than the t-table at the 5% significance level.

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