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THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER LOYALTY AT GOOGLE FOR EDUCATION

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Abstract

This research aims to analyze the influence of service quality and brand image on customer satisfaction and its impact on customer loyalty at Google for Education. This study examines the associative relationship between these variables. The research results show that all variables consisting of service quality (X1), brand image (X2), customer satisfaction (Y), and customer loyalty (Z) have a significance level of < 5%, which means that simultaneously there is a significant influence between service quality variables and brand image variables on customer loyalty with customer satisfaction as an intervening variable. Partially (t-test) the analysis results show that service quality and brand image have a positive and significant effect on customer satisfaction. In addition, the analysis results also show that service quality and brand image have a significant effect on customer loyalty. Furthermore, customer satisfaction is proven to have a significant influence on customer loyalty.

Keywords: Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty

Introduction

In today's dynamic global landscape, education stands as one of the most critical sectors for national progress. Just as cities like Bandung are famous tourist destinations, educational institutions are vital centers of learning and development, attracting students from across the country and around the world. With the significant potential within the education sector, supporting factors are essential to meet the evolving needs of modern learners and educators.

The educational environment, especially after the transformative events of recent years, has seen a monumental shift. This has led to a notable increase in the demand for flexible, resilient, and effective learning models. This surge mirrors the post-pandemic boom in tourism, where adaptability and quality of service became paramount. This new educational landscape has intensified the competition among schools, colleges, and universities. Many institutions, like the numerous 5-star hotels in a bustling city, are vying to provide the best possible "products" and "customer service" to ensure student satisfaction and success.

The satisfaction of students and their families can be viewed much like the reviews of hotel guests. It serves as a crucial benchmark of an institution's performance. Positive experiences can lead to strong recommendations and a thriving academic community. Conversely, negative feedback, whether in formal assessments or through online discourse, can create a perception that diminishes an institution's appeal to prospective students.

Consider the challenge faced by a long-standing, strategically located hotel that, despite its history and extensive facilities, receives a lower rating than its competitors. This situation is analogous to many well-established educational institutions. They may have a rich heritage and a prime "location" in the academic world but still face issues with "service quality and product quality" that affect student satisfaction. In an era where digital natives expect seamless, collaborative, and engaging experiences, traditional methods and tools may no longer be sufficient.

To thrive in this competitive environment and meet the increasing demands, educational institutions must be able to innovate and improve. This is where Google for Education provides the essential framework for success. It offers a suite of powerful, intuitive, and secure tools designed to support teaching and learning in the 21st century. From fostering collaboration with Google Workspace for Education, streamlining class management with Google Classroom, to providing accessible and powerful devices with Chromebooks, Google for Education empowers institutions to:

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- Enhance the Learning Experience: Deliver dynamic, interactive, and personalized instruction that engages students and caters to diverse learning styles.
- Boost Collaboration and Productivity: Enable seamless communication and real-time collaboration among students, teachers, and staff, regardless of their location.
- Make Data-Informed Decisions: Gather insights to understand student needs and improve teaching strategies, much like a hotel analyzes guest feedback to enhance its services.
- Build a Secure and Scalable Foundation: Provide a reliable and secure digital environment that protects student data and can easily adapt to future needs.

By embracing the transformative potential of Google for Education, institutions can not only compete but also set a new standard for excellence, ensuring every student has the tools they need to succeed and building a stronger, more resilient educational future for all.

Marketing

The grand theory used in this research is the grand theory of marketing. According to (Indrasari, n.d., p. 2) in his book, Marketing & Customer Satisfaction page 2, it is stated that marketing is a comprehensive, integrated, and planned activity, carried out by an organization or institution in making efforts to be able to accommodate market demand by creating products of selling value, determining prices, communicating, delivering, and exchanging offers of value to consumers, clients, partners, and the general public.

Management Marketing

Marketing Management according to (Indrasari, n.d., p. 8) is a series of processes for analyzing, planning, implementing, and monitoring and controlling a marketing activity where the aim is to achieve company targets effectively and efficiently. It can also be interpreted as a tool for analyzing, planning, implementing and controlling a program in a company that has been designed to create, build and also maintain exchanges in order to provide benefits. This profit will be used as a way to achieve the main objectives of a business or company.

Customer Satisfaction

Customer satisfaction also according to (Wei & Kim, 2022, p. 3) can be seen as the difference between expectations and experience. For example, when the experience of consumers reaches or exceeds the expectations of the consumers themselves, consumers will usually be satisfied, but if they feel things that are below their previous expectations, then this will make consumers dissatisfied with themselves.
(Indrasari, n.d.) in his book entitled Marketing & Customer Satisfaction on pages 87-88 states that determining the level of customer satisfaction, there are five main factors and must be considered by the company, namely:
1. Service quality. Customers will feel satisfied if they get good service or as expected.
2. Product quality. Customers will feel satisfied if their evaluation shows that the product they are using is of high quality.

Service Quality

According to Lewis & Booms in (Syahsudarmi, 2022, p. 31) Service quality is a measure of how well the level of service provided is able to meet customer expectations. According to Zeithaml in
(Ramya et al., 2019, p. 40) In his journal which examines the dimensions of service quality, he explains that service quality has several dimensions that are interrelated to determine the quality of the service itself, including these dimensions:
1. Reliability. Reliability is defined as the ability to perform the promised service reliably and accurately. In a broad sense, reliability means the company's promise service regarding delivery, service provision, problem solving and pricing.
2. Responsiveness. Responsiveness is the willingness to help customers and provide prompt service. This dimension focuses on the attitude and timeliness of handling customer requests, questions, complaints and problems. It also focuses on the timeliness, attendance, professional commitment, etc., of employees or staff.
3. Assurance. The third dimension of service quality is the assurance dimension. It can be defined as the knowledge, courtesy and ability of the company's employees and its employees to inspire confidence and trust in their customers.
4. Empathy. Another dimension of service quality is the empathy dimension. It is defined as the caring, individualized attention given to customers by their bank or service company.
5. Tangibility. The fifth dimension of service quality is Tangibility which is defined as the appearance of physical facilities, equipment, communication materials and technology. All of this provides enough clues to customers about the quality of service firmly.

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Product Quality

According to Kotler and Armstrong in (Rua et al., 2020) a product is any item that is distributed to the market for attention, purchase, use or consumption with the aim of satisfying consumer wants and needs. (Tiasanty & Sitio, 2019: 199) concluded that product quality is a quality that reflects all dimensions of product offerings that produce benefits for customers in the form of goods and services determined through dimensions consisting of performance, durability, conformity to specifications, features and aesthetics. According to Mooradian T, Matzler K and Ring L in (Rua et al., 2020) the dimensions of product quality include:

1. Performance. Performance itself is the experience felt by consumers about the benefits provided by the product when the product is used and the absence of malfunctions in the product.
2. Features. Features on the product are the attractiveness and completeness of the specifications of a product which will be a separate consideration for consumers to choose.
3. Reliability. Reliabillity or reliability itself is the possibility of the product being used working properly, so that the more often the product works properly, the Reliabillity of the product is good.
4. Conformance. Conformance itself is the conformity of product performance and quality to the desired standard. basically, each product has a predetermined standard or specification.
5. Durability. Relating to how long the product can last or how long the life of the product is until the product must be replaced, the greater the frequency of the product being used and still working properly, the Durability of the product is classified as good.
6. Serviceability. Serviceability or service strength in question is the ease of service or repair if needed when using the product, which includes speed, competence, comfort, easy to repair and satisfactory handling of complaints.
7. Aesthetics (Form and Style). Aesthetics, which includes the attractiveness of the product to the five senses, such as physical shape, artistic model or design, color and so on where it relates to how the product looks good.

Based on the background above, the problem formulations in this study are:
1. How is Service Quality, Product Quality and Customer Satisfaction at Google for Education?
2. Does Service Quality affect customer satisfaction at Google for Education?
3. Does Product Quality affect customer satisfaction at Google for Education?
4. Do Service Quality and Product Quality affect Customer Satisfaction at Google for Education?

Research Method

This research is a type of quantitative research (Sugiyono, 2022). Then, the method used by the author is a descriptive verification research method. The data used in this study are primary data obtained from survey results and interviews with relevant Marketing and distributing questionnaires to all 100 customers of Google for Education. The population in this study are 100 customers at Google for Education. In this study the authors used the Purposiveness Sampling method. The data collection techniques used by the authors in this research are field studies in the form of interviews, observations and questionnaires and literature studies. The data analysis technique used in this study uses multiple linear regression analysis followed by hypothesis testing.

Result and Discussion

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937ᵃ	.878	.875	.992

a. Predictors: (Constant), Kualitas produk, Kualitas Pelayanan

The correlation coefficient value between Service Quality (X1) and Product Quality (X2) with Consumer satisfaction of Google for Education (Y) is 0.937 which shows a very strong relationship because it is between 0.80 - 1.00.

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.713	.938		.760	.449
	Kualitas Pelayanan	.139	.060	.238	2.326	.022
	Kualitas produk	.320	.044	.719	7.274	.000

a. Dependent Variable: Kepuasan Konsumen

From the SPSS results obtained Sig value. 0.000 this value is smaller than the probability with a value of 0.05 where the requirement for the variable to have an effect is the sig value. < 0,05. This means that Variables X1 and X2 have an effect on Variable Y. The table f value is 3.09 while the calculated f value is 348.641, meaning that f count> f table.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	686.596	2	343.298	348.641	.000[b]
	Residual	95.514	97	.985		
	Total	782.110	99			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), Kualitas produk, Kualitas Pelayanan

So the Service Quality Variable (X1) and the Product Quality Variable (X2) simultaneously affect the Consumer Satisfaction Variable (Y).

From the results of SPSS 26, the t value for Service Quality is 2.326 and the t value for product quality is 7.274 The requirement for the linkage variable is if the sig value. <0.05 the value of t count> t table. From the t test the significance value shows less than 0.05 the t table value of 1.985. Therefore there is a partial influence Therefore:

- Service Quality (X1) affects Customer Satisfaction (Y) partially.
- Product Quality (X2) partially affects Customer Satisfaction (Y).

Conclusions and Suggestions

This study aims to examine the effect of service quality and product quality on consumer satisfaction at Google for Education:

1. Based on the results of research conducted on consumers of the Google for Education, service quality and product quality on consumer satisfaction at the Google for Education are in a good category, this can be interpreted that the service to consumers provided and the products provided by the Google for Education are good, this can also be seen from the many who gave positive responses about the Google for Education on Google Review, so that the Google for Education Consumer Satisfaction has a good rating.
2. Partial hypothesis testing results in that Service Quality has a partially significant effect on Customer Satisfaction at Google for Education.
3. Partial Hypothesis Test data shows that Product Quality has a partially significant effect on Customer Satisfaction at the Google for Education.
4. Simultaneous Hypothesis Test data results in that Service Quality and Product Quality have a significant effect simultaneously on Customer Satisfaction.

Service Quality

The urgency that needs to be evaluated in the service quality sector by Google for Education is on the initiative of employees who need to be improved, where employees themselves need to pay more attention to consumers, because from the results of data analysis getting the lowest score from other question items on service quality variables. Apart from the data analysis conducted by researchers, there are many complaints where consumers feel a lack of friendliness from Google for Education employees, so it is necessary to evaluate employees to be more friendly to consumers.

Product Quality

The urgency that needs to be evaluated in the product quality sector of the Google for Education is the proportionality of the hotel room, where according to the data analysis the proportionality of the room gets the lowest score of the other question items on the product quality variable, apart from the data analysis that the researchers conducted, the researchers also saw directly with observations to the object of research

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where it was found that there were still a lot of furniture and interior items that were damaged, and some needed maintenance because some of these items could endanger consumers/guests.

Customer Satisfaction

The urgency for the evaluation that needs to be carried out by Google for Education is the sector of conformity of expectations from consumers, because the question item on the conformity of expectations from consumers gets the lowest score compared to other question items on the consumer satisfaction variable. How to improve the suitability of consumer expectations can be done by improving the urgency in the service quality and product quality sectors at Google for Education so that the expectations of consumers / guests of Google for Education can be met properly.

Although Hotel Google for Education has a good average value on each variable, Google for Education needs to evaluate its Service Quality and Product Quality again, especially on the urgency obtained from the results of this study so that it can maximize the Rating on Google Review to reflect better Consumer Satisfaction, besides that complaints on Google reviews should be evaluated because it is real evidence that is very useful for maximizing good ratings.

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