

# The Trigger For Falling Loyalty Originating From Public Relations And Customer Values And Satisfaction

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## ABSTRACT

Uncertainty requires every organization to continue to make improvements from all fields. The ability to respond quickly to existing changes is very expected. The main focus of this study is to analyze Public Relations and Customer Values on student satisfaction and student loyalty at the LP3M superior polytechnic. The population and sample in this study were active students in the academic year 2018-2019 totaling 117 students. Sampling techniques use nonprobability sampling using saturated samples. Data collection uses a Google Form luminaire from sharing through the WhatsApp group. Where only 117 students were selected to be used as a population. However, those who responded to fill in this research questionnaire were only 98 respondents. Data analysis techniques use path analysis between the direct and indirect influence of the Public Relations and Customer Value variables on student loyalty through student satisfaction. The results showed that public relations had a significant effect on student satisfaction and student loyalty. Customer Value has a significant influence on satisfaction but has no significant influence on student loyalty. Then student satisfaction does not have a role in mediating between the Public Relations and Customer Values on student loyalty.

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## I. Introduction

Colleges that have this student are the same as a customer [1]. Where a customer must be maintained and served well so as not to move to other products or services [2]. A student or customer in college also has loyalty or pride [3]. However, building loyalty to these students requires a long process and strong commitment, especially par stakeholders [4]. Higher Education hopes that loyalty will help in minimizing the promotional costs that must be removed by the college [5]. So as a student certainly has its satisfaction if the alma mater campus is getting better and developed [6]. The loyalty of a student will also be born from trust in college. Where universities also commit to maintaining the quality of tri dharma universities in terms of business aspects [7].

In general, this student loyalty is inseparable from a satisfaction of a student [8]. Pandemic in today where the activity of everyone's restricted activity will also have an impact on student satisfaction [9]. The satisfaction of a student is the hope of management and foundation as the responsible party [10]. Every student certainly expects a sense of satisfaction especially in taking education [11]. Satisfaction in undergoing lecture activities, of course, will make a student more enthusiastic to take part in the lecture activities in college [12]. Of course when a student has completed his education will have a memorable experience during college in college [5]. So the potential sense of satisfaction will encourage students to help especially marketing teams in universities in increasing the number of new students [13].

Efforts to provide a sense of student satisfaction are carried out by seeking the role of existing public relations [14]. The role of public relations institutions is very important [14]. So efforts to provide information originating from one part must be made so that invalid information occurred [15]. In addition, the assignment of public relations is to establish sustainable relationships, especially

related parties in college [16]. The party includes the industrial world, government, supplier to the guardian of students [10]. Expected by the existence of good public relations capable of increasing the position of college amid the wider community [17]. Until the end, the community will recognize the superiority compared to other Higher Colleges [18][19][20]. Support from universities on social activities can also provide the role of public relations amid society [21].

Next attempt to provide a sense of student satisfaction, namely by understanding the customer value that is on the students. This deep leader Polytechnic LP3M continues to try to provide the best for students [22]. The ability of staff and lecturers in universities on complaints felt by students is very expected [23]. Customer value can be interpreted as a comparison correlation between sacrifice with the benefits provided by students with the benefits obtained [24]. The sacrifice that must be given by students in the form of payment for tuition fees, practice costs, or internships and their time. While the expected benefits are experience and knowledge [25]. For universities that can provide the expected value will have the opportunity to get the recommendations of the students to invite their closest friends to study on the same campus [26]. So efforts to increase the interest of new students can continue to increase [27].

LP3M superior polytechnic is a private university that focuses on the vocational field. During this time the main income in completing operational costs is still completely from donations from tuition from students. Efforts to continue to increase the number of students are the main steps in financing all operational costs. Increasing the number of students is done by the Get-Member member program. The following is a list of getting Member Members in 2016 until 2019 are as follows::

Table 1. List of getting Member Members

Year	Member Get Member (MGM)	Amount
2016	158	335
2017	143	329
2018	117	316
2019	98	333

Based on the table above shows that the number of students is fluctuating. Then for the member Get-Member program continues to decline. During this time the Get member program gave Memorize rewards to students, staff, and lecturers who managed to bring new students to study at the Polytechnic superior LP3M. Even though this forever management and the foundation hope the success of the Get-Member member program. So this is necessary to be studied in more depth the extent to which the level of success of the GET member program gives through student satisfaction and student loyalty.

This study has differences with previous research carried out by [28] Which does not examine coprehensif will impact Public Relations against loyalty through satisfaction. Then research was conducted by [29] which only discusses Purbis Relations against loyalty through satisfaction. So that the research is that there is a research gap that can be medically further the impact of increasing public relations and customer value for loyalty through satisfaction

## II. Methods

This research is a quantitative study. Quantitative research can be interpreted as research in the form of numbers or scoring [46]. Then the method used is with a survey. Research with the survey method carried out aims to find events that exist in the object of research on relationships or influences between research variables [47]. It is known that this variable relationship includes public relations, Customer Value, satisfaction, and loyalty.

The population and sample in this study were students totaling 117 students consisting of 5 study programs. Tightening techniques samples using nonprobability sampling using samples. Saturated samples are sample determination techniques where all existing populations can be used as samples [47]. So that the sample in this study was 117 respondents but who responded to fill in this research questionnaire was only 98 respondents.

Data collection in this study used a questionnaire with a Likert scale. Where this Likert scale has the answer criteria starting 1 (strongly disagree), 2 (disagree), 3 (agree), 4 (SANGAT AGREE), 5 (strongly agree). The last data analysis technique uses path analysis between the direct and indirect influence of the Public Relations and Customer Value variables on student loyalty through student satisfaction..

Table 2. Research variables

Variabel	Indikator	Sumber
Public relation	X1.p1: Students consider that news about the superior Polytechnic LP3M is very active in social media X1.p2: Logi Campus Superior Politkenic LP3M is easily recognized by many people X1.P3: LP3M superior polytechnic has seminars or webinars every month X1.P4: Polytechnic Superior LP3M Active in Humanitarian Social Assistance Flares X1.P5: LP3M superior polytechnic becomes a sponsor for assisted schools in the form of trophy contributions, flower boards, and Godybad.	[15]
Customer value	X2.p1: Students feel happy to study at the LP3M superior polytechnic X2.p2: Students assess the services provided as expected X2.p3: Students believe that it is very useful to choose a lecture at the leading Polytechnic LP3M	[41]
Kepuasan	Y1.P1: Students feel satisfied with the handling of complaints carried out by staff or lecturers Y1.P2: Students assess that the time of handling yourself is done quickly Y1.P3: Students feel comfortable during college in the leading Polytechnic LP3M	[43]
Loyalty	Y2.p1: Students have a good attitude towards the LP3M superior polytechnic Y2.p2: Students are willing to recommend to their closest brothers or friends to study in the same place Y2.p3: Students are not easy to move to other campuses Y2.P4: Students will say positive things to others about the superiority of the LP3M superior polytechnic Y2.p5: Students have the best trust for the LP3M superior polytechnic	[48]

### III. Result and Discussion

#### A. Measurement Model Analysis (Outer Model)

##### 1) Convergent Validity Test

The results of convergent validity of the data instruments in this study were shown at viewed from Table 3.

Table 3. Loading Factor

Variable	Item	Loading Factor
PR	X1.P1	0.776
	X1.P2	0.767
	X1.P3	0.705
	X1.P4	0.748
	X1.P5	0.815
CV	X2.P1	0.848
	X2.P2	0.778

	X2.P3	0.825
CS	Y1.P1	0.811
	Y1.P2	0.764
	Y1.P3	0.841
	Y2.P1	0.729
CL	Y2.P2	0.857
	Y2.P3	0.804
	Y2.P4	0.858
	Y2.P5	0.778

Based on the table above, shows that the loading factor value is greater than 0.7. So that all existing items can be declared valid.

### 2) Discriminant Validity Test

The result of the determinant of the validity of the data test in this study was shown at viewed from Table 4.

Table 4. Discriminant Validity

Variable	Item	PR	CV	CS	CL
PR	X1.P1	0.776	0.485	0.504	0.352
	X1.P2	0.767	0.428	0.433	0.296
	X1.P3	0.705	0.427	0.445	0.278
	X1.P4	0.748	0.408	0.512	0.371
	X1.P5	0.815	0.608	0.601	0.352
CV	X2.P1	0.543	0.848	0.605	0.221
	X2.P2	0.543	0.778	0.532	0.192
	X2.P3	0.458	0.825	0.401	0.207
CS	Y1.P1	0.532	0.517	0.814	0.346
	Y1.P2	0.422	0.434	0.766	0.259
	Y1.P3	0.622	0.453	0.837	0.361
CL	Y2.P1	0.98	0.476	0.431	0.725
	Y2.P2	0.38	0.304	0.319	0.856
	Y2.P3	0.268	0.161	0.187	0.804
	Y2.P4	0.353	0.203	0.257	0.859
	Y2.P5	0.311	0.132	0.359	0.782

From table 4 above, the model has good discriminant validity if each indicator value is loading a latent variable greater than other correlated variables. Score cross-loading In this study for each indicator is greater than other latent variables. This shows each variable has good discriminant validity.

### 3) Construct Reliability Test

Data processing results show that:

Table 5. Construct Reliability

Variable	Composite Reliability	Average Variance Extracted (AVE)
PR	0.874	0.582
CV	0.858	0.669
CS	0.847	0.649
CL	0.903	0.651

Based on Table 5 shows that the score is average > 0.5. Then the Composite Reliability value > 0.874. So that it can be concluded that the indicators in the study can measure well.

## B. Measurement Model Analysis (Inner Model)

### 1) Coefficient of Determination (R2)

Table 6. R Square

Variable	R Square	R Square Adjusted
CS	0.215	0.190
CL	0.474	0.463

Based on data from Table 5 it is known that the value of R Square Adjusted for the variety of student satisfaction (CS) is 0.190 or 19% while the remaining 81% is influenced by other variables that are not the public relations variable and customer value. Then for the student loyalty variable (CL), the value of R Square Adjusted is 0.463 or 46.3% while his side is 53.7% is adulated by other variables that are not the Public Relations variable and Customer Value.

#### 2) Predictive Relevance (Q2)

Q2 value had the same meaning as the coefficient of determination (R-Square). A large Q-Square (Q2) value of 0 indicated the model has Predictive relevance; conversely, if a value (Q2) is less than 0, it indicates the model has less Predictive relevance; or in other words, where all the higher Q2 values, the model can be considered to be more fit with the data. Q2 value considerations can be made as follows:

$$Q2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_n^2)$$

$$Q2 = 1 - (1 - 0.190)(1 - 0.463)$$

$$Q2 = 1 - (0.81)(0.537)$$

$$Q2 = 1 - 0.435$$

$$Q2 = 0.565$$

Based on these results the Q2 value is 0.565. So it can be concluded that the entire variable in this study public relations, Customer Value, student satisfaction, and loyalty contribute to authenticity in existing structural models. Then the remaining 0.435 needs to be developed other than the research variable.

#### 3) Effect Size (F2)

Effect Size (F2) is to find out the good model. To find out whether the variable predictor has a weak, sufficient, or strong influence on the structural level.

Table 7. Effect Tabel 6. Size (F2) test

	CS	CL
PR	0.300	0.051
CV	0.071	0.000
CS		0.027

Based on Table 6 shows that public relations have a strong influence on student satisfaction but Public Relations have a weak influence. Customer Value has a weak influence on student satisfaction and student loyalty. The last student satisfaction has a weak influence on student loyalty.

#### 4) Hypothesis Test

Table 8. Hypothesis Test

Hypothesis	Original Sample (O)	Average (M)	(STDEV)	t Statistik	P-Value	Conclusion
PR-CS	0.508	0.504	0.092	5.561	0.000	Significant
CV-CS	0.246	0.254	0.108	2.372	0.018	Significant
PR-CL	0.293	0.297	0.141	2.141	0.033	Significant
CV-CL	0.015	0.018	0.176	0.086	0.931	No significant
CS-CL	0.203	0.196	0.153	1.340	0.181	No significant
PR-CS-CL	0.103	0.103	0.078	1.326	0.186	No significant
CV-CS-CL	0.050	0.056	0.050	0.992	0.322	No significant

The results of the data analysis show that the statistic value is  $5,561 > 1.98$  and the significant value is  $0,000 < 0.05$ . So it can be concluded that public relations have a significant effect on student satisfaction. The results of the study are by the results of the study [49] which states that public relations have a significant influence directly on student satisfaction. The implications of findings in this study indicate that building good communication, especially in the field of student development through Public Relations of the Superior LP3M will be able to increase student satisfaction. This good

relation can be done through not only reporting all activities of tri dharma tertiary activities alone. However, public relations are more expected with the increasing number of running contracts with the industrial world. So this can help, especially students to be able to do an internship with a work agreement and research for the end assignment.

The results of this study indicate that Customer Values have a significant influence on student satisfaction. Where it is known the value of statistic value of  $2,372 > 1.98$  and the significant value is  $0.018 < 0.05$ . The results of this study support previous research results [50] Which states that when a college can provide customer value that is appropriate for student expectations, the satisfaction will include from within the students. The findings' implications in this study are the capabilities of leading LP3M leading polytechnic in understanding customer value will be able to increase student satisfaction. The Value of Customers on students is different from one another. The ability of staff and lecturers in providing services for complaints will be able to make students feel satisfied. Efforts to provide solutions to problems faced by students should be responded to well, especially staff and lecturers in the leading Polytechnic LP3M.

Furthermore, Public Relations also have a significant influence on student loyalty where the statistic value is  $2.141 > 1.98$  and the significant value is  $0.033 < 0.05$ . The results of this study are by the results of the study [51] Which states that good public relations will increase the loyalty of a student against the campus he chose. So this can be concluded that public relations have a direct influence in increasing student loyalty to participate in the GET Member program in increasing the number of new students. The findings' implications in this study indicate that when the role of public relations is increasingly felt by students, especially in obtaining an internship opportunity to certain companies that have obtained an agreement. Then students will be happy to help the promotion in increasing the number of new students.

The results showed that Customer Values did not have a significant effect on student loyalty. Where the statistic value is  $0.086 < 1.98$  t table and significant value  $0.931 > 0.05$ . The results of this study are not in line with research [52] which states that the better customer value will be able to increase the loyalty of a student. So that it can be stated that Customer Values have no direct influence in increasing student loyalty. The findings' implications in this study indicate that the customer value in this student will appear to have different interests. For regular students, of course, it is facing an internship in large companies or completed activities that can be accepted directly to work. Furthermore, for existing Customer Value employee class students, namely students can complete their lectures according to the specified time. This means that students do not have to be burdened with certain mandatory requirements especially when going to internship and final assignments. Given that students in this employee class are all employees in the company.

The satisfaction of students in this study has no significant influence on student loyalty. Tstatistic value of  $1,340 < 1.98$  and significant value  $0.181 < 0.05$ . The results of this study are in line with the results of the study [53] Which states that the satisfaction of a student will be able to increase student loyalty. The results show that the management's satisfaction directly has no effect in increasing student loyalty in joining the Get-Member member program.

Public Relations do not affect student loyalty in participating in the Get-Member program through student satisfaction as an intervening variable. The results of the data analysis were seen that the statistic value was  $1.326 < 1.98$  and the significant value was  $0.186 < 0.05$ . These results indicate that student satisfaction does not have a role in mediating public relations in increasing student loyalty to join the Get-Member Member Program. So this research is not in line with the results of research conducted by [17] which states that student satisfaction has a role in mediating between public relations with student loyalty. The findings' implications in this study indicate that when experiencing an increase will not have an impact on student loyalty mediated by student satisfaction. But basically, the public relations director has an important role in increasing student satisfaction and loyalty.

Customer Value in this study did not support significantly against student loyalty to take part in the Get-Member Member Program through student satisfaction. In the results of data processing, the statistic value is  $0.992 < 1.98$  and the significant value is  $0.322 < 0.05$ . These results indicate that student satisfaction does not have a role in mediating customer value in increasing student loyalty to take part in the Get-Member member program. So this research [23] states that student satisfaction has a role in mediating customer value with student loyalty. The findings' implications in this study

indicate that satisfaction does not have a role in mediating between public relations against student loyalty

#### IV. Conclusion

The conclusion that can be withdrawn in this study is (1) Public Relations have a significant effect on student satisfaction in the LP3M superior polytechnic. 2) Customer Value has a significant effect on student satisfaction in the leading LP3M Polytechnic. 3) Public Relations have a significant effect on student loyalty at the LP3M superior polytechnic. 4) Customer Values have no effect on student loyalty at the LP3M superior polytechnic. 5) Student satisfaction does not affect students' loyalty at the LP3M superior polytechnic. 6) Public Relations do not affect student loyalty in the leading LP3M Polytechnic through student satisfaction in getting Member Member activities. 7) Customer Values do not affect student loyalty in the leading LP3M Polytechnic through student satisfaction in members of member members.

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