



BRAND IMAGE, EDUCATIONAL COST, AND FACILITY ON STUDENT SATISFACTION AND LOYALTY AT STIE PELITA INDONESIA PEKANBARU

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Abstract

This study aims to analyze the influence of brand image, educational cost, and facility on student satisfaction and loyalty at Pelita Indonesia School of Economic Sciences in Pekanbaru. This study was conducted using a quantitative approach. This study took a sample of 183 respondents at Pelita Indonesia School of Economic Sciences in Pekanbaru. The sampling technique was done using proportionate stratified sampling. The data were analyzed using Structural Equation Modeling with AMOS Version 21. The results showed that brand image had a positive and significant influence on student satisfaction. Educational cost had a positive and significant influence on student satisfaction. Facility had a positive and significant influence on student satisfaction. Brand image had a positive and significant influence on student loyalty. Educational cost had a positive and significant influence on student loyalty. Facility did not have a significant influence on student loyalty. Student satisfaction had a positive and significant influence on student loyalty.

Keywords: Brand Image, Educational Cost, Facility, Student Satisfaction, Student Loyalty

1.0 INTRODUCTION

Higher Education is one of the most important elements in the world of education that participates in efforts to educate the nation's life. Universities, both public and private, have a very crucial role in overcoming the problem of the quality of human resources (HR), especially students as agents of change. To meet the above standards, higher education institutions are competing to improve (Renaldo, Sudarno, & Hutahuruk, 2020a) the quality of graduates who have high competence and competitiveness in order to be able to seize the market (Chandra, Renaldo, & Putra, 2018) in the world of business and industry.

Higher Education Competition (PT) does not only occur between State Universities (PTN), but also occurs at Private Universities (PTS), both at the national and regional levels. In Riau Province, PTS is divided into several forms of institutions, namely universities, institutes, polytechnics, high schools and academies. Based on the 2019 PDDIKTI statistical data regarding the recapitulation of the number of PTS in the Riau province area, it shows high schools that have the highest percentage of 61%, followed by academies at 26%, universities at 8%, institutes at 3%, and the final polytechnic position at 2%. Thus, it is not surprising that PTS competition in Riau province is high, especially high schools with the highest percentage of 61% or the equivalent of 64 high schools.

From these data it is clear that 61% of PTS in Riau are high schools, meaning that the level of competition is of course higher than other types of PTS. Therefore, Pelita Indonesia College of Economics (STIE) must pay attention to the image of higher education institutions by carrying out innovations supported by complete facilities in an effort to increase student satisfaction (Putra & Renaldo, 2020) and loyalty. One of the data that can see student satisfaction and loyalty is the number of students active in academic activities at tertiary institutions, along with data on the number of students active in academic activities at STIE Pelita Indonesia Pekanbaru from the 2014/2015 academic year to 2018/2019.

Table 1. Number of Active Students in Academic Activities at STIE Pelita Indonesia Pekanbaru from the 2014/2015 – 2018/2019 Academic Year Period.

Academic Year	Active Students
2014/2015	984
2015/2016	1,085
2016/2017	1,264
2017/2018	1,360
2018/2019	1,340

Source: BAAK Pelita Indonesia College of Economics (STIE), 2019

Based on the data above, it can be concluded that there is an increasing trend of active students in academic activities from the 2014/2015 school year there were 984 students until the 2017/2018 school year has increased to 1,360 students, but the following academic year 2018/2019 has decreased to 1,340 students. Based on this phenomenon, it can be interpreted that STIE Pelita Indonesia students have relatively good loyalty and satisfaction (Hafni, Renaldo, Chandra, & Thaief, 2020) with tertiary institutions, although STIE Pelita Indonesia pays attention to factors that influence student satisfaction and loyalty because in the 2018/2019 academic year there has been a decrease in active students, including the brand factor image, tuition fees and college facilities.

Kotler and Keller (2007: 177), satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product that is thought of against the expected performance. While student satisfaction is the positive attitude of students towards the services of higher education institutions because of the compatibility between the expectations of the service compared to the reality they receive (Sopiatin, 2010:33). In other words, student satisfaction is known after comparing the performance of tertiary institutions and the expectations that have been received by students. After students feel satisfied with what has been given by the tertiary institution, student loyalty will be created. This is supported by research results from Dharsono, et al. (2015), Hariawan (2015), Nasib & Amelia (2018), Sugianto (2016), and Rahmawaty (2015) show that student satisfaction has a positive and significant effect on student loyalty. However, contrary to the results of research conducted by Yulia (2016) found that consumer satisfaction has no significant effect on customer loyalty.

The fact that there is intense competition between tertiary institutions, especially high schools, makes the parties concerned must maximize the existing potential and develop competitive advantage. One way is to improve the positive and good image (brand) of higher education institutions. The image of tertiary institutions is often associated with the success of educational institutions in obtaining good rankings. According to the official website <https://ayokuliah.id/> in 2019, STIE Pelita Indonesia is ranked 1,892 out of 4,912 campuses in Indonesia. Based on these data, STIE Pelita Indonesia must make continuous improvements to raise its ranking nationally.

Through a good university brand image, it can generate emotional value in students, where positive feelings will arise when using educational services (Desy, 2016). Students' positive perceptions of the image of higher education will have an impact on student satisfaction (Irawati, Sudarno, & Komardi, 2019). This is supported by research results from Effendi (2015), Rahman (2018), and Subagiyo (2015) stating that institutional image has a positive and significant influence on student satisfaction. However, contrary to the results of a study conducted by Chung, et al. (2016) found that brand image had a positive effect on loyalty but did not affect customer satisfaction. A good college image does not only affect student satisfaction (Hosan, Komardi, & Panjaitan, 2019), because after students are satisfied, student loyalty will manifest. This is supported by research results from Dharsono, et al. (2015), Sugianto (2016) revealed that the image of the institution or institution has a positive and significant effect on student loyalty. However, contrary to the results of research conducted by Mujahidin, et al. (2018) found that college image has no effect on student loyalty.

Tuition fees at State Universities (PTN) are generally cheaper than Private Universities (PTS) because they receive financial support from the government. PTS is still the last choice for most prospective students. Relatively expensive cost is one of the reasons along with a number of other reasons. According to Supriadi (2010: 3), the cost of education is a very important component of instrumental input in the implementation of education. One of the important variables that affect student satisfaction is the cost of education. The suitability of education costs with the good performance of tertiary institutions greatly affects student satisfaction. This is supported by research results from Wijaya, et al. (2016) revealed that the price or cost of education has a positive and significant effect on student satisfaction. Likewise with the results of research from Gofur (2019), Fachmy, et al. (2019), and Sari & Kurnia (2018) confirm that price has a positive and significant effect on satisfaction. However, contrary to the results of research conducted by Edi (2015) he found that tuition fees had no effect on student satisfaction.

One of the factors that influence whether or not students are loyal to an educational institution is the cost of education. Education costs charged to students in accordance with the benefits received will affect student loyalty. This is supported by research results from Pangaila, et al. (2018), Sarjita (2018), and Setyowati & Wiyadi (2016) revealed that price has a positive and significant effect on loyalty. However, contrary to the results of research conducted by Nasib & Amelia (2018) found that costs had no effect on student satisfaction. Likewise with the results of research from Veronika, et al. (2018) and Hanifa, et al. (2018) confirmed that price has no significant effect on customer loyalty.

Pelita Indonesia Pekanbaru College of Economics (STIE) on the official website <https://ayokuliah.id/> in 2019 has a total smart score of 25.74. The results of this smart score were obtained from the total value of Webo Country, Webo World, 4Icu, QS, Campus Facilities, Nearest Facilities, Number of Lecturers vs Students. Based on data from <https://ayokuliah.id/> in 2019, STIE Pelita Indonesia Pekanbaru only got a total smart score of 25.74 points out of 100 points, one of the reasons for this small point is the relatively low number or points obtained from the facility assessment, namely facilities the campus is worth 5 and the closest facilities are 10. The facilities owned by educational institutions play an important role in supporting the smooth process of teaching and learning activities on campus. Complete higher education facilities will give a good impression in the eyes of service users, which can then affect student satisfaction (Andi, Sudarno, & Nyoto, 2019). This is supported by research results from Santoso, et al. (2017) and Wirawan & Risfandi (2018) proved that facilities have a positive and significant effect on student satisfaction. However, contrary to the results of research conducted by Sulistyowati & Mulatsih (2016) found that facilities did not have a significant effect on the satisfaction variable.

Kelvin (2018) states that educational facilities are all forms of physical equipment that must be owned by universities to fulfill and support their teaching and learning activities. The facilities provided by service companies greatly affect consumer loyalty, because it is closely related to the formation of customer perceptions. This is supported by research results from Riadi & Lubis (2016), Sofyan, et al. (2013), and Sari (2017) state that facilities have a positive and significant effect on loyalty. However, contrary to the results of research conducted by Annas, et al. (2019) found that facilities have no effect on customer loyalty. Likewise with the results of research from Widagdo & Satiti (2015) confirming that institutional facility variables have no effect on customer loyalty.

Based on the background of the problems described above, it is considered quite important to conduct research on "The Influence of Brand Image, Education Costs and Facilities on Student Satisfaction and Loyalty at STIE Pelita Indonesia Pekanbaru." The purpose of this study was to determine and analyze the effect of brand image, tuition fees, and facilities on student satisfaction and loyalty at the Pelita Indonesia Pelita Indonesia College of Economics, Pekanbaru. This research is expected to be input for higher education management at STIE Pelita Indonesia Pekanbaru in conducting business management to maintain and improve marketing strategies, so that more students feel satisfied and loyal to STIE Pelita Indonesia Pekanbaru. As for academics and researchers, it can be a comparison and balance for management study programs, especially marketing (marketing) as reference material for future researchers.

2.0 LITERATURE REVIEW

Loyalty

According to Hasan (2014: 134), loyalty is a psychological condition related to attitudes toward products, consumers will form beliefs, set likes and dislikes, and decide whether they want to buy products. Meanwhile, consumer loyalty is a commitment held by customers to a store, brand or supplier based on a positive attitude that is reflected in a form of repeated, consistent purchases (Tjiptono, 2008: 110). Oliver as quoted by Kotler and Keller (2009: 138) states loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch.

Based on the opinions of the experts above, it can be concluded that customer loyalty is a form of customer loyalty to a product or service which is reflected in the attitude that always buys and uses products or services from a company consistently and repeatedly.

Satisfaction

Retnoningsih and Suharno (2012: 393) state that satisfaction, as long as the word is satisfied, means feeling happy, relieved, full, and so on because you have had enough or your heart's desires have been fulfilled. According to Kotler and Keller (2007: 177), satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product that is thought of against the expected performance. Meanwhile, according to Ratnasari and Aksa (2011: 117), consumer satisfaction is the level of feeling where a person states the results of a comparison of the performance of products/services received and expected. Tjiptono (2011: 434) states that consumer satisfaction is an after-purchase evaluation, in which the perception of the performance of the selected product/service alternative meets or exceeds pre-purchase expectations.

Based on the opinions of the experts above, it can be concluded that consumer or customer satisfaction is a person's feeling of satisfaction or disappointment as a result of a comparison between the perceived performance of a product or service to the expected performance.

Brand Image

According to Tjiptono (2015: 49), brand image is a description of consumer associations and beliefs about certain brands. Aaker translated by Aris Ananda (2010:69) states that brand image is how customers and other people perceive a brand. Brand image is the perception and belief held by consumers, as reflected by the associations embedded in the customer's memory, which are always remembered for the first time when they hear a slogan

and are embedded in the minds of consumers (Kotler and Keller, 2009: 403). Meanwhile, according to Rangkuti (2009: 244), brand image is a set of brand associations that are formed and embedded in the minds of consumers.

Based on the opinions of the experts above, it can be concluded that brand image is a set of brand associations that creates a belief (trust) and sticks in the minds of consumers or customers.

Fees/Prices

Supriadi (2010: 3) states that education costs are a very important component of instrumental input in the administration of education. Prices can be adjusted or changed dramatically, depending on what you want to achieve. Nevertheless, setting the right price is an important factor in determining the success of the company in the short and long term (Tjiptono, 2015: 289). According to Kotler and Armstrong (2008: 314), price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service. Meanwhile, according to Kotler and Keller (2009:67), price is one of the elements of the marketing mix that generates income, other elements generate costs. Price is the easiest element in a marketing program to adjust, product features, channels, and even communication take a lot of time.

Based on the opinions of the experts above, it can be concluded that cost or price is a tool used by marketers to provide an assessment of a product or service and is agreed upon by the consumer by making a purchase of the product or service.

Facility

According to Tjiptono (2008), facilities are anything that makes it easier for consumers in businesses engaged in services, so all existing facilities, namely the condition of the facilities, completeness, interior and exterior design and cleanliness of facilities must be considered, especially those that are closely related to what is felt. or directly obtained by consumers. Consumers must be satisfied, because if they are not satisfied they will leave the company and become competitors' customers. This will lead to a decrease in sales and in turn will reduce the company's revenue. Furthermore Tjiptono (2014: 317) states that facilities are physical resources that must exist before a service is offered to consumers. Meanwhile, according to Kotler (2009: 45), facilities are everything that is physical equipment provided by the service seller to support consumer convenience.

Based on the opinions of the experts above, it can be concluded that facilities are anything physical in nature provided by service providers to facilitate and expedite the implementation of a business or work in an effort to satisfy consumers' sense of security and comfort.

Hypothesis

Based on the framework above, it can be concluded that the hypothesis is as follows:

- H1: Brand image has a positive and significant effect on student satisfaction at STIE Pelita Indonesia Pekanbaru.
- H2: Education costs have a positive and significant effect on student satisfaction at STIE Pelita Indonesia Pekanbaru.
- H3: Facilities have a positive and significant effect on student satisfaction at STIE Pelita Indonesia Pekanbaru.
- H4: Brand image has a positive and significant effect on student loyalty at STIE Pelita Indonesia Pekanbaru.
- H5: Education costs have a positive and significant effect on student loyalty at STIE Pelita Indonesia Pekanbaru.
- H6: Facilities have a positive and significant effect on student loyalty at STIE Pelita Indonesia Pekanbaru.
- H7: Student satisfaction has a positive and significant effect on student loyalty at STIE Pelita Indonesia Pekanbaru.

3.0 METHODOLOGY

Place and Time of Research

This research was conducted at the Pelita Indonesia College of Economics (STIE) Pekanbaru, which is located on Jl. Gen. Ahmad Yani No. 78-88, Pulau Karam, Kec. Sukajadi, Pekanbaru City, Riau 28156. The research was conducted in 2019.

Population and Sample

According to Sugiyono (2007:90), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The sampling technique used in this study was proportionate stratified sampling. According to Sugiyono (2008: 218), proportionate stratified sampling is used when the population has members or elements that are not homogeneous and have a proportional status. The population of this study amounted to 1494 students. The number of samples that were successfully drawn was 183 respondents consisting of 11 Master of Management students, 94 Management Bachelor students and 78 Accounting Bachelor students from STIE Pelita Indonesia Pekanbaru.

Type and Source

The techniques used to collect primary data are interviews and questionnaires. The secondary data in this study is student data.

Variable Operational Definitions

Table 2. Definition and Research Variables

No	Variable	Defenition	Indicator	Scale
1	Brand Image (X1)	Brand Image is how customers and other people perceive a brand (Aaker translated by Aris Ananda, 2010).	1. Recognition 2. Reputation 3. Affinities 4. Domains (Aaker translated by Aris Ananda, 2010)	Interval
2	Tuition Fees/Price (X2)	Price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service (Kotler and Armstrong, 2008).	1. Affordability 2. Conformity of price with product quality 3. Price competitiveness 4. Price suitability with benefits (Kotler and Armstrong, 2012)	Interval
3	Facility (X3)	Facilities are physical resources that must exist before a service is offered to consumers (Tjiptono, 2014).	1. Consideration or spatial planning 2. Room planning 3. Fixtures and furnishings 4. Other supporting elements, for example: toilets, WiFi, canteens and so on. (Tjiptono, 2011)	Interval
4	Satisfaction (Y1)	Consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product in question with the expected performance (Kotler and Keller, 2009).	1. Conformity of Expectations 2. Interest in Returning 3. Willingness to Recommend (Hawkins and Lonney, in Tjiptono, 2014)	Interval
5	Loyalty (Y2)	Loyalty is a deeply held commitment to buy or re-patronize a preferred product or service in the future, even though situational influences and marketing efforts have the potential to cause customers to switch (Oliver quoted by Kotler and Keller, 2009).	1. Trust 2. Emotion commitment 3. Switching cost 4. Word of mouth 5. Cooperation (Baloglu dalam Astono, 2017)	Interval

Source: Journal recapitulation, 2020

Data analysis technique

Descriptive Analysis

The descriptive analysis in this study contains a discussion of the characteristics of the respondents associated with the responses of the respondents. Analysis of the characteristics of the respondents consisted of sex (gender), age, religion, study program (PRODI), semester, occupation, and monthly income/allowance. The analysis of the respondents' responses contains a discussion of the respondents' responses associated with the characteristics of the respondents.

Validity test

Validity test is a test conducted to measure the accuracy of research instruments or questionnaires. The questionnaire is said to be valid if the questions or statements from the questionnaire are able to reveal something that will be measured by the questionnaire. The accuracy of the questionnaire can be measured using the corrected item-total correlation. The questionnaire is said to be good and valid if the corrected item-total correlation value is > 0.30 (Ghozali, 2016).

Reliability Test

The reliability test is a questionnaire test conducted with the intention of measuring the consistency of the respondents' answers. The reliability test was carried out using the Cronbach's alpha statistical test. Cronbach's alpha test limit is ≥ 0.70 (Ghozali, 2016).

Structural Equation Analysis

SEM function or equation as follows:

$$Y1 = \beta1X1 + \beta2X2 + \beta3X3 + e1$$

$$Y2 = \beta4X1 + \beta5X2 + \beta6X3 + \beta7Y1 + e2$$

Where:

Y1 = Student Satisfaction
 Y2 = Student Loyalty
 X1 = Brand Image
 X2 = Tuition Fees
 X3 = Facility
 $\beta_1 \dots \beta_7$ = standardized coefficient
 $e_1 \dots e_2$ = error term

Testing Assumptions in Structural Equation Modeling (SEM)

Assumptions related to parameter estimation and hypothesis testing in SEM (Ghozali, 2017), are as follows: (1) The number of samples must be large (asymptotic). (2) Distribution of normal multivariate observe variables (variables that can be measured). (3) The hypothesized model must be valid. (4) The measurement scale uses intervals.

Testing the Goodness of Fit

Testing the SEM model is testing the overall model which involves a structural model and an integrated measurement model which constitutes the entire model. A model that can be said to be good (fit) is if the model is conceptually and theoretically supported by empirical data. The goodness of fit test for the overall model uses the following size:

Table 3. Table of Goodness of Fit Indices

No	Goodness of Fit Index	Cut off Value
1	Chi-Square	Small
	Probability	≥ 0.05
2	GFI	≥ 0.90
3	AGFI	≥ 0.90
4	TLI	≥ 0.90
5	CFI	≥ 0.90
6	NFI	≥ 0.90
7	IFI	≥ 0.90
8	RMSEA	0.05 - 0.08

Source: Hair et al., 1998

Measurement Model Fit

The approach to assessing the measurement model is to measure the composite reliability and variance extracted for each construct. Reliability is a measure of the internal (Renaldo, Sudarno, & Hutahuruk, 2020b) consistency of a construction indicator. High reliability results provide confidence that the individual indicators are all consistent with their measurements. The generally accepted level of reliability is > 0.70 , while reliability < 0.70 is accepted for exploratory research (Ghozali, 2017).

Variance extracted is a measure of validity. Validity is a measure of the extent to which all indicators accurately measure what is intended to be measured. The recommended figure for the variance extracted is > 0.50 (Ghozali, 2017).

Data Processing Process and Hypothesis Testing

The next step is to process the data using SPSS 21 and AMOS 21. The results obtained can be directly used to test the hypothesis.

4.0 RESULTS AND DISCUSSION

Descriptive Analysis

Analysis of Respondent Characteristics

The general description of the respondents in this study was made with the aim of knowing the characteristics of the respondents at STIE Pelita Indonesia Pekanbaru. To describe the condition of the respondents in the study can be explained as follows:

Characteristics of Respondents Based on Gender (Gender)

The most dominant characteristics of respondents regarding gender in this study were women with a frequency of 117 respondents with a percentage of 63.9%. While the least number of respondents based on gender (gender) is male with a frequency of 66 respondents with a percentage of 36.1%.

Characteristics of Respondents Based on Age

Characteristics of Respondents regarding the most dominant age in this study is age <25 years with a frequency of 149 respondents with a percentage of 81.4%. While the least number of respondents based on age is age <30 years with a frequency of 5 respondents with a percentage of 2.7%. While the third and fourth ranks are occupied by ages <20 years with a frequency of 20 respondents with a percentage of 10.9% of respondents and ages >= 30 years with a frequency of 9 respondents with a percentage of 4.9%.

Characteristics of Respondents Based on Religion

Respondent characteristics regarding the most dominant religion in this study is Buddhism with a frequency of 103 respondents with a percentage of 56.3%. While the least number of respondents based on religion is Catholic Christianity with a frequency of 9 respondents with a percentage of 4.9%. While the second and third places are occupied by Protestant Christianity with a frequency of 41 respondents with a percentage of 22.4% and Islam with a frequency of 30 respondents with a percentage of 16.4%.

Characteristics of Respondents Based on Study Program (PRODI)

Respondents' characteristics regarding the Study Program (PRODI) that were most dominant in this study were S1 Management with a frequency of 94 respondents with a percentage of 51.4%. While the least number of respondents based on Study Program (PRODI) is Master of Management with a frequency of 11 respondents with a percentage of 6.0%. While the second place is occupied by the Bachelor of Accounting Study Program (PRODI) with a frequency of 78 respondents with a percentage of 42.6%.

Characteristics of Respondents Based on Semester

Characteristics of respondents regarding the most dominant semester in this study was semester 4 (four) with a frequency of 70 respondents with a percentage of 38.3%. While the least number of respondents based on semester is semester 3 (three) with a frequency of 4 respondents with a percentage of 2.2%. While the second, third and fourth places are occupied by semester 6 (six) with a frequency of 53 respondents with a percentage of 29.0%, semester 7 (seven) with a frequency of 48 respondents with a percentage of 26.2% and semester 8 (eight) with a frequency of 8 respondents with percentage 4.4%.

Characteristics of Respondents Based on Occupation

The characteristics of the respondents regarding the most dominant occupation in this study were students with a frequency of 95 respondents with a percentage of 51.9%. While the least number of respondents based on work are civil servants and entrepreneurs with a frequency of 4 respondents with a percentage of 2.2% each. While the second place is occupied by private employees with a frequency of 80 respondents with a percentage of 43.7%.

Characteristics of Respondents Based on Income/Pocket Money per Month

The most dominant characteristics of respondents regarding monthly income/allowance in this study were > Rp. 3,000,000 per month with a frequency of 69 respondents with a percentage of 37.7%. While the least number of respondents based on income/allowance per month is < Rp. 1,000,000 per month with a frequency of 53 respondents with a percentage of 29%, while the second place is occupied by Rp. 1,000,000 – Rp. 2,000,000 per month with a frequency of 61 respondents with a percentage of 33.3%.

Analysis of Respondents' Responses to Variables

Respondents' responses in this study were used to obtain an overview of respondents' responses to brand image variables, tuition fees, facilities, student satisfaction and loyalty at STIE Pelita Indonesia Pekanbaru. The results of the analysis of respondents' responses in this study can be explained in the following exposure:

Respondents' Responses to Brand Image at STIE Pelita Indonesia Pekanbaru

Respondents' responses to brand image at STIE Pelita Indonesia Pekanbaru, on average, respondents gave good responses regarding brand image. This can be interpreted that the brand image of STIE Pelita Indonesia Pekanbaru is considered good according to the perception of each respondent.

Respondents' Responses to Education Costs at STIE Pelita Indonesia

Respondents' responses to the cost of education at STIE Pelita Indonesia Pekanbaru, on average the respondents had a good response to the cost of education. This can be interpreted that the cost of education at STIE Pelita Indonesia Pekanbaru is considered good according to the perception of each respondent.

Respondents' Responses to Facilities at STIE Pelita Indonesia

Respondents' responses to campus facilities at STIE Pelita Indonesia Pekanbaru, on average students have a fairly good response to campus facilities. This can be interpreted that the facilities of STIE Pelita Indonesia Pekanbaru are considered quite good according to the perceptions of each respondent.

Respondents' Responses to Satisfaction at STIE Pelita Indonesia

Respondents' responses to student satisfaction at STIE Pelita Indonesia Pekanbaru, on average, respondents had a good response to student satisfaction. This can be interpreted that student satisfaction at STIE Pelita Indonesia Pekanbaru is considered good according to the perceptions of each respondent.

Respondents' Responses to Loyalty at STIE Pelita Indonesia

Respondents' responses to student loyalty at STIE Pelita Indonesia Pekanbaru, on average, respondents had a good response to student loyalty. This can be interpreted that the loyalty of STIE Pelita Indonesia Pekanbaru students is considered good according to the perception of each respondent.

Questionnaire Test

Data Validity Test Regarding Brand Image Variables

From statement 1 to statement 9 used in this study, namely to measure the brand image variable of STIE Pelita Indonesia Pekanbaru, it has a corrected item-total correlation value > 0.30 . So that these results can be concluded that all statements used to measure brand image at STIE Pelita Indonesia Pekanbaru have valid or valid values. This can be interpreted that the use of a questionnaire in collecting data in this study, namely the statement items prepared are valid statements and what is the purpose of this research has met the testing requirements.

Data Validity Test Regarding Education Cost Variables

From statement 1 to statement 8 used in this study, namely to measure the variable cost of education at STIE Pelita Indonesia Pekanbaru, it has a corrected item-total correlation value > 0.30 . So that these results can be concluded that all statements used to measure the cost of education at STIE Pelita Indonesia Pekanbaru have valid or valid values. This can be interpreted that the use of a questionnaire in collecting data in this study, namely the statement items prepared are valid statements and what is the purpose of this research has met the testing requirements.

Data Validity Test Regarding Facility Variables

From statement 1 to statement 21 used in this study, namely to measure the variable facilities at STIE Pelita Indonesia Pekanbaru, it has a corrected item-total correlation value > 0.30 . So that these results can be concluded that all statements used to measure facilities at STIE Pelita Indonesia Pekanbaru have valid or valid values. This means that the use of a questionnaire in collecting data for this study, namely the statement items prepared are valid statements and what is the purpose of this research has met the testing requirements.

Data Validity Test Regarding Student Satisfaction Variables

From statement 1 to statement 9 used in this study, namely to measure student satisfaction variables at STIE Pelita Indonesia Pekanbaru, it has a corrected item-total correlation value > 0.30 . So that these results can be concluded that all statements used to measure student satisfaction at STIE Pelita Indonesia Pekanbaru have valid or valid values. This means that the use of a questionnaire in collecting data for this study, namely the statement items prepared are valid statements and what is the purpose of this research has met the testing requirements.

Data Validity Test Regarding Student Loyalty Variables

From statements 1 to 6 used in this study, namely to measure student loyalty variables at STIE Pelita Indonesia Pekanbaru, they have a Corrected Item-Total Correlation value of > 0.30 . So that these results can be concluded that all statements used to measure student loyalty at STIE Pelita Indonesia Pekanbaru have valid or valid values. This means that the use of a questionnaire in collecting data for this study, namely the statement items prepared are valid statements and what is the purpose of this research has met the testing requirements.

Data Reliability Test

Table 5. Data Reliability Test

No	Variable	Cronbach's Alpha	Alpha	Conclusion
1	Brand Image (X1)	0.884	0.7	Reliable
2	Education Cost (X2)	0.924	0.7	Reliable

No	Variable	Cronbach's Alpha	Alpha	Conclusion
3	Facility (X3)	0.954	0.7	Reliable
4	Satisfaction (Y1)	0.924	0.7	Reliable
5	Loyalty (Y2)	0.898	0.7	Reliable

Source: SPSS Processed Data, 2020

Based on the table above, it can be explained that all the variables used in this study have a Cronbach's alpha value greater than 0.70. It can be concluded that all variables used in this study have a reliable value. Thus, the questionnaire test in this study to test the reliability of a variable was not found to be a problem so that the next testing phase could be carried out.

Model Feasibility Test

Table 6. Test of Goodness of Fit Indices

No	Goodness of Fit Index	Cut Off Value	Test Result	Conclusion
1	Chi-Square	Small	225.741	Marginal Fit
	Probability	≥0.05	0.000	
2	GFI	≥0.90	0.897	Marginal Fit
3	AGFI	≥0.90	0.856	Marginal Fit
4	TLI	≥0.90	0.967	Fit
5	CFI	≥0.90	0.974	Fit
6	NFI	≥0.90	0.926	Fit
7	IFI	≥0.90	0.974	Fit
8	RMSEA	0.05-0.08	0.053	Fit

Source: Amos Processed Data Version 21, 2020

Based on the table above, it can be explained that overall the goodness of fit indices test that has been carried out has resulted in a fit model. So that the assumptions of the feasibility test of the model used in this study are acceptable.

Structural Equation

Based on the results of the standardized regression weights test above, it can be seen the relationship between exogenous variables and endogenous variables. With the results of data processing, a relationship or model equation in this study can be made as follows:

Equation Structure I

$$Y1 = \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$\text{Satisfaction} = 0.255*\text{Brand Image} + 0.236*\text{Educational Cost} + 0.405*\text{Facilities}$$

Structure of Equation II

$$Y2 = \beta_4X_1 + \beta_5X_2 + \beta_6X_3 + \beta_7Y_1$$

$$\text{Loyalty} = 0.204*\text{Brand Image} + 0.160*\text{Educational Cost} - 0.052*\text{Facilities} + 0.676*\text{Satisfaction}$$

Based on the structural equation of the model above, it can be explained as follows:

1. The brand image variable has a positive relationship to student satisfaction of 0.255. In other words, if the brand image increases by 1 unit assuming other factors are constant, it can increase student satisfaction by 0.255. It can be concluded that the better the brand image at STIE Pelita Indonesia Pekanbaru, the higher the level of student satisfaction at STIE Pelita Indonesia Pekanbaru.
2. The education cost variable has a positive relationship to student satisfaction of 0.236. In other words, if the cost of education increases by 1 unit assuming other factors are constant, it can increase student satisfaction by 0.236. It can be concluded that the better the cost of education at STIE Pelita Indonesia Pekanbaru, the higher the level of student satisfaction at STIE Pelita Indonesia Pekanbaru.
3. The facility variable has a positive relationship to student satisfaction of 0.405. In other words, if the facility increases by 1 unit assuming other factors are constant, it can increase student satisfaction by 0.405. It can be concluded that the better the facilities at STIE Pelita Indonesia Pekanbaru, the higher the level of student satisfaction at STIE Pelita Indonesia Pekanbaru.

4. The brand image variable has a positive relationship to student loyalty of 0.204. In other words, if the brand image increases by 1 unit assuming other factors are constant, it can increase student loyalty by 0.204. It can be concluded that the better the brand image at STIE Pelita Indonesia Pekanbaru, the higher the level of student loyalty at STIE Pelita Indonesia Pekanbaru.
5. The educational cost variable has a positive relationship to student loyalty of 0.160. In other words, if the cost of education increases by 1 unit assuming other factors are constant, it can increase student loyalty by 0.160. It can be concluded that the better the cost of education at STIE Pelita Indonesia Pekanbaru, the higher the level of student loyalty at STIE Pelita Indonesia Pekanbaru.
6. The facility variable has a negative relationship to student loyalty of 0.052. In other words, if the facility increases by 1 unit assuming other factors are constant, it can reduce student loyalty by 0.052. It can be concluded that the better the facilities at STIE Pelita Indonesia Pekanbaru, the lower the level of student loyalty at STIE Pelita Indonesia Pekanbaru.
7. Student satisfaction variable has a positive relationship to student loyalty of 0.676. In other words, if student satisfaction increases by 1 unit assuming other factors are constant, it can increase student loyalty by 0.676. It can be concluded that the better the student satisfaction of STIE Pelita Indonesia Pekanbaru, the higher the level of student loyalty STIE Pelita Indonesia Pekanbaru.

Hypothesis Test

Table 7. Hypothesis Testing

No	Endogenous		Exogenous	C.R	P-Value	Conclusion
1	Satisfaction	<---	Brand Image	2.924	0.003***	Significant
2	Satisfaction	<---	Educational Cost	2.493	0.013**	Significant
3	Satisfaction	<---	Facility	4.285	0.000***	Significant
4	Loyalty	<---	Satisfaction	7.066	0.000***	Significant
5	Loyalty	<---	Brand Image	2.629	0.009***	Significant
6	Loyalty	<---	Educational Cost	2.015	0.044**	Significant
7	Loyalty	<---	Facility	-0.614	0.539	Insignificant

Note: If alpha 0.01***, 0.05**, 0.10*

Source: Amos Processed Data Version 21, 2020

Based on the table of hypothesis test results above, the following explanation can be made:

The Effect of Brand Image on Student Satisfaction

Based on the results of testing the brand image variable on student satisfaction, it shows a p-value of 0.003*** or less than the alpha value. Because the p-value level is lower than the alpha value, it can be concluded that the brand image variable has a significant influence on student satisfaction. This means that H1 is accepted.

Effect of Tuition Fees on Student Satisfaction

Based on the results of testing the variable cost of education on student satisfaction, it shows a p-value of 0.013** or less than the alpha value. Because the p-value level is lower than the alpha value, it can be concluded that the education cost variable has a significant influence on student satisfaction. This means that H2 is accepted.

The Effect of Facilities on Student Satisfaction

Based on the results of testing the facilities variable on student satisfaction, it shows a p-value of 0,000*** or less than the alpha value. Because the p-value level is smaller than the alpha value, it can be concluded that the facility variable has a significant influence on student satisfaction. This means H3 is accepted.

The Effect of Brand Image on Student Loyalty

Based on the results of testing the brand image variable on student loyalty, it shows a p-value of 0.009*** or less than the alpha value. Because the p-value level is smaller than the alpha value, it can be concluded that the brand image variable has a significant influence on student loyalty. This means H4 is accepted.

Effect of Tuition Fees on Student Loyalty

Based on the results of testing the variable cost of education on student loyalty, it shows a p-value of 0.044** or less than the alpha value. Because the p-value level is smaller than the alpha value, it can be concluded that the education cost variable has a significant influence on student loyalty. This means H5 is accepted.

The Influence of Facilities on Student Loyalty

Based on the results of testing the facility variable on student loyalty, it shows a p-value of 0.539 or greater than the alpha value. Because the p-value level is greater than the alpha value, it can be concluded that the facility variable does not have a significant effect on student loyalty. This means H6 is rejected.

The Effect of Student Satisfaction on Student Loyalty

Based on the results of testing the variable student satisfaction on student loyalty, it shows a p-value of 0,000*** or less than the alpha value. Because the p-value level is smaller than the alpha value, it can be concluded that the student satisfaction variable has a significant influence on student loyalty. This means H7 is accepted.

Discussion

The Effect of Brand Image on Student Satisfaction at STIE Pelita Indonesia Pekanbaru

Based on the results of a descriptive analysis regarding respondents' responses to brand image at STIE Pelita Indonesia Pekanbaru, the average respondent gave a good response regarding brand image, so that it was considered good according to the perception of each respondent.

Based on the results of the standardized regression weights test, it shows that brand image has a positive relationship to student satisfaction. On the other hand, the results of hypothesis testing show that brand image has a significant influence on student satisfaction. It can be concluded that the higher or better the brand image of STIE Pelita Indonesia Pekanbaru, it will have an impact on increasing student satisfaction at STIE Pelita Indonesia Pekanbaru.

The findings from this study conclude that brand image has a positive and significant influence on student satisfaction. This is in line with the results of research conducted by Effendi (2015), Rahman (2018), and Subagiyo (2015) stating that institutional image has a positive and significant influence on student satisfaction. Likewise, the results of Nasib and Amelia's research (2018) confirm that campus image has a positive and significant influence on student satisfaction. However, contrary to the results of a study conducted by Chung, et al. (2016) found that brand image had a positive effect on loyalty but did not affect customer satisfaction.

The Effect of Educational Cost on Student Satisfaction at STIE Pelita Indonesia Pekanbaru

Based on the results of a descriptive analysis of respondents' responses to the cost of education at STIE Pelita Indonesia Pekanbaru, the average respondent has a good response to the cost of education. Furthermore, it can be concluded that the cost of education is considered good according to the perceptions of each respondent.

Based on the results of the standardized regression weights test, it shows that the cost of education has a positive relationship to student satisfaction. While the results of the hypothesis test show that the cost of education has a significant influence on student satisfaction. It can be concluded that the better the respondent's perception of the cost of education, it will have an impact on increasing student satisfaction at STIE Pelita Indonesia Pekanbaru.

The findings from this study conclude that the cost of education has a positive and significant influence on student satisfaction. This is in line with the results of research conducted by Wijaya, et al. (2016) revealed that the price or cost of education has a positive and significant effect on student satisfaction. Likewise with the results of Gofur's research (2019), Fachmy, et al. (2019), and Sari & Kurnia (2018) confirm that price has a positive and significant effect on satisfaction. However, contrary to the results of research conducted by Edi (2015) he found that tuition fees had no effect on student satisfaction. Likewise, the results of research from Nasib and Amelia (2018) confirm that cost or price has no effect on student satisfaction.

The Influence of Facilities on Student Satisfaction at STIE Pelita Indonesia Pekanbaru

Based on the results of a descriptive analysis of respondents' responses to campus facilities at STIE Pelita Indonesia Pekanbaru, the average student has a fairly good response to campus facilities, in other words it can be revealed that campus facilities cannot be said to be good.

Based on the results of the standardized regression weights test, it shows that facilities have a positive relationship to student satisfaction. On the other hand, the results of hypothesis testing show that the cost of education has a significant influence on student satisfaction. It can be concluded that the higher or better the facilities at STIE Pelita Indonesia Pekanbaru, it will have an impact on increasing student satisfaction at STIE Pelita Indonesia Pekanbaru.

The findings of this study conclude that facilities have a positive and significant influence on student satisfaction. This is in line with the results of research conducted by Santoso, et al. (2017) and Wirawan & Risfandi (2018) proved that facilities have a positive and significant effect on student satisfaction. Likewise with the results of research from Handayani, et al. (2019) confirmed that facilities have a positive and significant effect on satisfaction. However, contrary to the results of research from Sulistyowati & Mulatsih (2016) found that the facility variable has no significant effect on the satisfaction variable.

The Effect of Brand Image on Student Loyalty at STIE Pelita Indonesia Pekanbaru

Based on the results of the standardized regression weights test, it shows that brand image has a positive relationship to student loyalty. While the results of hypothesis testing show that brand image has a significant influence on student loyalty. It can be concluded that the higher or better the brand image of STIE Pelita Indonesia Pekanbaru, it will have an impact on increasing student loyalty in STIE Pelita Indonesia Pekanbaru.

The findings from this study conclude that brand image has a positive and significant influence on student loyalty. This is in line with the results of research conducted by Dharsono, et al. (2015), Sugianto (2016) revealed that the image of the institution or institution has a positive and significant effect on student loyalty. Likewise with the results of research from Setyowati & Wiyadi (2016) confirming that brand image has a positive and significant effect on customer loyalty. However, contrary to the results of research conducted by Mujahidin, et al. (2018) found that college image has no effect on student loyalty. Likewise with the results of research from Sinurat, et al. (2017) and Asy'ari (2018) emphasized that brand image has no significant effect on loyalty.

The Effect of Tuition Fees on Student Loyalty at STIE Pelita Indonesia Pekanbaru

Based on the results of the standardized regression weights test, it shows that the cost of education has a positive relationship to student loyalty. On the other hand, the results of hypothesis testing also show that the cost of education has a significant influence on student loyalty. It can be concluded that the better the respondent's perception of the cost of education, it will have an impact on increasing student loyalty at STIE Pelita Indonesia Pekanbaru.

The findings from this study conclude that the cost of education has a positive and significant effect on student loyalty. This is in line with the results of research conducted by Pangaila, et al. (2018), Sarjita (2018), and Setyowati & Wiyadi (2016) revealed that price has a positive and significant effect on loyalty. However, contrary to the results of research conducted by Nasib & Amelia (2018) found that costs had no effect on student satisfaction. Likewise with the results of research from Veronika, et al. (2018), Hanifa, et al. (2018) and Maskur, et al. (2016) confirmed that price has no significant effect on customer loyalty.

The Influence of Facilities on Student Loyalty at STIE Pelita Indonesia Pekanbaru

Based on the results of the standardized regression weights test, it shows that facilities have a negative relationship with student loyalty. While the hypothesis test shows that facilities do not have a significant effect on student loyalty. It can be concluded that whether the facilities at STIE Pelita Indonesia Pekanbaru are good or not, will not have an impact on increasing or decreasing student loyalty at STIE Pelita Indonesia Pekanbaru.

The findings of this study conclude that facilities have no significant effect on student loyalty. This is in line with the results of research conducted by Annas, et al. (2019) found that facilities have no effect on customer loyalty. Likewise with the results of research from Widagdo & Satiti (2015) confirming that institutional facility variables have no effect on customer loyalty. However, contrary to the results of research conducted by Riadi & Lubis (2016), Sofyan, et al. (2013), and Sari (2017) state that facilities have a positive and significant effect on loyalty.

The Effect of Student Satisfaction on Student Loyalty at STIE Pelita Indonesia Pekanbaru

Based on the results of a descriptive analysis of respondents' responses to student satisfaction at STIE Pelita Indonesia Pekanbaru, the average respondent has a good response to student satisfaction. It can be concluded that student satisfaction is considered good according to the perception of each respondent.

Based on the results of the standardized regression weights test, it shows that satisfaction has a positive relationship to student loyalty. On the other hand, the results of hypothesis testing show that student satisfaction has a significant influence on student loyalty. It can be concluded that the higher or better student satisfaction, it will have an impact on increasing student loyalty at STIE Pelita Indonesia Pekanbaru.

The findings from this study conclude that student satisfaction has a positive and significant influence on student loyalty. This is in line with the results of research conducted by Dharsono, et al. (2015), Hariawan (2015), Nasib & Amelia (2018), Sugianto (2016), and Rahmawaty (2015) show that student satisfaction has a positive and significant effect on student loyalty. However, contrary to the results of research conducted by Rahmat (2013)

found that satisfaction has no effect on loyalty. Likewise with the results of research from Yulia (2016) confirming that consumer satisfaction has no effect and is not significant on consumer loyalty.

5.0 CONCLUSION

Based on the results of the research that has been done, it can be concluded that (1) Brand image has a positive and significant influence on student satisfaction. (2) The cost of education has a positive and significant influence on student satisfaction. (3) Facilities have a positive and significant influence on student satisfaction. (4) Brand image has a positive and significant influence on student loyalty. (5) The cost of education has a positive and significant impact on student loyalty. (6) Facilities do not have a significant effect on student loyalty. (7) Student satisfaction has a positive and significant influence on student loyalty.

Based on the results of data analysis, hypothesis testing and conclusions that have been made, suggestions can be made in this study as follows: (1) It is suggested that STIE Pelita Indonesia Pekanbaru can improve again regarding brand image, even though brand image has a positive and significant influence on satisfaction and loyalty, but the tertiary institution must pay more attention to the reputation of the tertiary institution, namely regarding the competence of lecturers where the tertiary institution is expected to add more lecturers who are qualified as three-level graduates (S3). For accreditation, even though all study programs (PRODI) and education levels are accredited B, universities must be able to obtain accreditation A. Good university accreditation is very closely related to brand image so that it will have an impact on increasing student satisfaction and loyalty. For rankings or rankings, according to the official website <https://ayokuliah.id/> in 2019, STIE Pelita Indonesia nationally is still ranked 1892 out of 4,913 campuses throughout Indonesia. Therefore, it is hoped that the tertiary institution will make continuous improvements to raise its ranking nationally. A good ranking or ranking is an important element of a university's brand image so that it will have an impact on increasing student satisfaction and loyalty. (2) For educational expenses, it is hoped that the tertiary institution will add scholarships or discount tuition fees, especially for underprivileged students and also for outstanding students. And it is also hoped that the tertiary institution will maintain regarding the existence of relief and tolerance for students who are late paying semester tuition fees, because this greatly relieves students. (3) It is suggested to the STIE Pelita Indonesia Pekanbaru to pay attention to the variable facilities because they still get quite good responses from students. There are several supporting elements of campus facilities that must be improved and repaired in the future by the tertiary institution, such as the condition of the campus building and environment, the condition of the multi-purpose room (auditorium), the number and cleanliness of toilets, the range of hotspot/Wi-Fi signals, facilities to support the lecture process (canteens, ATMs, mosques/spiritual buildings), sports activity facilities, computer laboratory facilities, Student Activity Unit (UKM) room facilities, and the convenience of the yard/garden in front of the campus building. Complete campus facilities will have an impact on increasing student satisfaction and loyalty. (4) It is recommended for further research to add other variables that might influence and improve the results of this study. And it is also recommended for further research to increase the number of samples or respondents to be studied.

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