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CREATING STUDENTS' LOYALTY IN THE AVIATION CAMPUS

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Abstract: Background: Education is like a basic need that must be met. Because by having qualified education, people will have provisions in competition in the world of work. consumers will also be very careful in choosing a tertiary higher education so that later the time and costs spent are comparable to what they get from the college's service products. He can usually find out about this from what is promoted by the College in marketing the service products it sells through the higher education. Student loyalty can also be created if students are willing to convey positive word of mouth (WOM) from time to time. Objective: The purpose of this study was to determine the effect of higher education image on students' loyalty through word of mouth at Aviation campus. Method: The type of research used in this study is hypothesis testing. The instrument used in this study was a questionnaire. After distributing the relevant questionnaires among 100 students, all usable questionnaires are returned. Then the data collections are analyzed by using Structural Equation Modeling (SEM). Result: Research findings show that higher education image has a positive significant effect on word of mouth and students' loyalty. Then, word of mouth has a positive significant effect on loyalty. Conclusions: The research has given description well that higher education image and word of mouth variables still give positive contribution toward student's loyalty in Aviation Campus.

Keywords: higher education image; loyalty; students; word of mouth

Introduction

At this time education is like a basic need that must be met. Because by having a qualified education, people will have provisions in competition in the world of work. With awareness of the importance of education, people compete in gaining knowledge, both through formal education and informal education. The decision to choose a college is an investment decision. The investment must benefit consumers after graduating from college. This is because apart from requiring a large amount of money, studying at a university also takes quite a long time. Therefore, consumers will also be very careful in choosing a tertiary higher education so that later the time and costs spent are comparable to what they get from the college's service products. He can usually find out about this from what is promoted by the College in marketing the service products it sells through the higher education (Fridayanthie, 2017).

Word of mouth communication or word of mouth communication. Word of mouth as a marketing effort that triggers consumers to talk about, promote, recommend and sell our products/brands to other customers. Word of mouth is formed in a group because in fact consumers trust other people more than advertisements launched by business people. Many consumers will often look for information about the product to be purchased. The information search can be sourced from advertisements made by producers and the opinions of people around them. Consumers will be interested first and then will be followed by their decision to buy (Prasetyo & Wahyuati, 2016).

Word of mouth is a powerful, effective and cheapest type of promotion. Satisfied consumers will tell and recommend others by word of mouth about a good experience with a product. Word of mouth often has more competitive advantages in conveying information about a business. This is because word of mouth marketing arises naturally from opinions in the social environment which are felt to be more honest and there are no specific motives in conveying information to other consumers. The emergence of increasingly sophisticated technology no longer limits word of mouth to face-to-face conversation situations, but can be via telephone or social networks. In addition, today's people's lifestyles are more likely to utilize their smart devices, which are known as smartphones, to access the internet (Lotulung et al., 2015).

It is important for a university to increase student loyalty. This is in line with the results of research by Ali et al., (2016) which states that higher education image has an effect on student loyalty. In addition, the results of other research conducted by Ehigie, (2006) stated that higher education image has a positive effect on creating consumer satisfaction so that it can have an impact on student loyalty. Kotler, (2010) explains that building an higher education image is important for the continuity of an organization in the future. According to Nguyen & Leblanc, (2001) that higher education image is an important factor in creating student loyalty. Meanwhile, Shoemaker & Lewis, (1999) states that a good company's higher education image will make customers feel satisfied.

Student loyalty can also be created if students are willing to convey positive word of mouth (WOM) from time to time. Duygun, (2015) which explains that student loyalty can have an effect on negative word of mouth intentions. This shows that the higher the student loyalty, the better the word of mouth in a university. This research is in line with research by Casidy & Wymer, (2015) who found that student loyalty has an influence on student word of mouth. Lymperopoulos & Chaniotakis, (2008) also stated that customer satisfaction can lead to a customer's desire to convey positive WOM. Satisfied consumers will convey positive WOM and are even willing to recommend it to others. Conversely, consumers who are dissatisfied will encourage others to purchase certain products or services Hennig-Thurau et al., (2002). Windiari & Djumarno, (2021) who tested the effect of higher education image, retention, satisfaction on student loyalty, stated that higher education image had a positive effect on student loyalty. Research conducted by Tehci, (2022) also found a strong influence of higher education image on word of mouth, the stronger the higher education image, the stronger the

interest of students to refer others. College student loyalty will be felt if they get satisfaction which will encourage them to convey positive communication (Casidy & Wymer, 2015). Aydin & Özer, (2005) who examined the antecedent loyalty of GSM service users in Turkey, found that higher education image had a positive effect on student loyalty. Conversely, student loyalty will also be negative if the communication behavior developed by the university is negative. In addition, according to Casidy & Wymer, (2015) the importance of word of mouth is explained as strengthening student recommendations to stakeholders in providing positive information continuously. Thus, word of mouth is needed in mediating higher education image towards student loyalty.

LITERATURE REVIEW

Higher education Image

Mai et al., (2013) define higher education image as a consumer response to the total offer that influences the business name, architecture, various products/services, traditions, ideology, and the impression of quality communicated by everyone interacting with the organization. Higher education image is assumed as a result of the choice of company customers when service attributes are difficult to evaluate, then an higher education image is created and developed in the minds of consumers through communication and experience so that an higher education image is believed to be able to create a halo effect on customer satisfaction ratings (Anderson & Srinivasan, 2003). Buchari, (2011) states that higher education image is defined as an impression obtained in accordance with one's knowledge and experience of something. Some previous views said that higher education image was interpreted as a view of the company by external shareholders, especially by customers. Imperceptibly, the theory of corporate image put forward by Kotler, (2010) explains that building an higher education image is important for the continuity of an organization in the future.

Rashid, (2013) emphasized that the company's reputation is a strong driver of loyalty for consumers. Shoemaker & Lewis, (1999) states that a good higher education image will make customers feel satisfied. Iman, M. & Suwandi, (2010) state that there are three important things in higher education image, namely the impression of an object, the process of forming an higher education image, and trusted sources. Objects include individuals and companies that consist of a group of people in it. Company image can be formed in processing information which does not rule out the possibility of corporate image occurring on objects from receiving information at any time. Based on the findings by Rashid, (2013) and Purgailis & Zaks, (2012) the effect of higher education image on customer loyalty has a significant impact. Meanwhile, according to research conducted by Richard & Zhang, (2012) that there is no significant effect between corporate image and customer loyalty. This is also in line with the results of research by Helgesen & Nettet, (2007) which found that higher education image has an influence on student loyalty.

Iman, M. & Suwandi, (2010) also stated that complete information about company image includes four elements, namely 1) personality, the overall characteristics of the company that are understood by the target public such as companies that can be trusted, and companies that have social responsibility, 2) reputation, things that are has been carried out by the company and is believed by the target public based on their own and other parties' experiences, 3) values, values owned by a company or corporate culture such as management attitudes that care about customers, employees who are quick to respond to customer requests and complaints, and 4) corporate identity, components that make it easier for the target public to recognize the company such as logos, colors, and slogans.

Anderson & Srinivasan, (2003) stated that higher education image can be extrinsic information and guidance for potential buyers. So that higher education image can affect student loyalty, for example the willingness to give positive word of mouth.

Word of Mouth

Word of mouth communication is a communication channel that is often used by many companies, because this communication is considered very effective in expediting the marketing process and is able to provide benefits to the company. Marketing using word of mouth can also be called word of mouth marketing, namely marketing activities through person-to-person intermediaries either orally, in writing, or electronic communication tools related to the experience of purchasing services or the experience of using products or services (Kotler, 2010). Another definition of word of mouth marketing according to (Pamungkas, 2016), is marketing activities that trigger consumers to talk about, promote, recommend and sell the brand of a product to other potential customers. Word of mouth has great power that has an impact on consumer buying behavior. Recommendations from trusted friends, associations, and other consumers have the potential to be more trusted than from commercial sources, such as advertisements and salespeople. For the most part, word of mouth occurs naturally, consumers begin by talking to others about a brand they use. Based on the theory regarding word of mouth above, it can be concluded that word of mouth is a promotional media carried out by intermediaries of people to convey messages about the value of a product/service that has been used to other people and has an impact on the evaluation of the product or service.

Word of mouth Armelini, (2011) is considered one of the most powerful marketing methods. The empirical test results from Armelini, (2011) prove that positive word of mouth helps gain and maintain student loyalty and enlarge the existing consumer base. Tehci, (2022) stated that word-of-mouth communication is a story in the form of impressions from consumers to their friends regarding a pleasant service and promotion of a product or service. Word of mouth is an interaction from individual to other individual which contains product information. Word of mouth is more trusted by potential consumers because the product information received comes from people who are known and have purchased the product. Word of mouth communication is a force and generates positive trust that has been recognized as a valuable place to promote the products and services of a company (Westbrook, 1987). Actually, with its non-commercial nature, word of mouth communication is seen as less useful than promotional efforts made by companies, even though word of mouth communication can be a factor that greatly influences every purchase decision (Westbrook, 1987).

Word of mouth is an informal communication about a product or service that is very different from formal communication (Westbrook, 1987). The influence of someone in word of mouth is very strong because information from word of mouth sources is relatively trusted and reliable, besides that it can reduce the risk in purchasing decisions. The word of mouth dimension according to Ariyanto et al., (2020), namely 1) positive stories, is the intention of consumers to tell others about positive things about the products they consume, 2) information, is the desire of consumers to provide information to others when they are asked regarding a good product, 3) recommendation, is the desire of consumers to provide positive information to other people who need information about product quality, and 4) solicitation, is the willingness of consumers to invite other people for the product they have consumed. Based on some of the theories above, it can be concluded that word of mouth is the delivery of positive and negative information to invite and recommend to other people about a service product that has been consumed before.

Student Loyalty

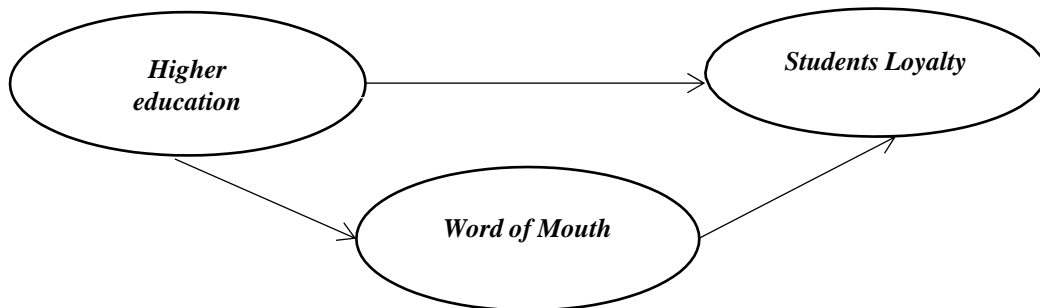
Student loyalty can be a reflection of the strength of the relationship between a

person's relative attitude and repeated patronage (Annamdevula & Bellamkonda, 2016). In addition, student loyalty can also create a brand reputation for universities during and after they are still on campus (Annamdevula & Bellamkonda, 2016). According to Anderson & Srinivasan, (2003), loyalty is a refraction of the behavior of the sales process resulting from a psychological process. Loyalty is a commitment that is firmly held by customers to repurchase in the future, even though there are situational influences and marketing efforts that have the potential not to repurchase Oliver, (1999). Some of the benefits that will be obtained are related to consumer loyalty, namely, positive word of mouth, positive complaint behavior, reuse, increased company profits, and low sensitivity to price increases Shoemaker & Lewis, (1999). Loyal customers are people who make repeat purchases from the same company, as well as provide positive information to other potential parties through word of mouth Andreassen & Lindestad, (1998); (Brown, 2001); (Yusmardi & Evanita, 2019). Student loyalty is the extent to which customers show their loyalty in a company or organization. Increasing student loyalty can increase the level of customer satisfaction. There is a positive influence between student loyalty and customer satisfaction (Aydin & Özer, 2005).

Student loyalty can be a reflection of the strength of the relationship between a person's relative attitude and repeated patronage Annamdevula & Bellamkonda, (2016). In addition, student loyalty can also create a brand reputation for universities during and after they are still on campus (Annamdevula & Bellamkonda, 2016). According to Anderson & Srinivasan, (2003), loyalty is a refraction of the behavior of the sales process resulting from a psychological process. Loyalty is a commitment that is firmly held by customers to repurchase in the future, even though there are situational influences and marketing efforts that have the potential not to repurchase (Oliver, 1999). Some of the benefits that will be obtained are related to consumer loyalty, namely, positive word of mouth, positive complaint behavior, reuse, increased company profits, and low sensitivity to price increases (Shoemaker & Lewis, 1999). Loyal customers are people who make repeat purchases from the same company, as well as provide positive information to other potential parties through word of mouth Andreassen & Lindestad, (1998); Brown, (2001); Evans & Laskin, (1994). Student loyalty is the extent to which customers show their loyalty in a company or organization. Increasing student loyalty can increase the level of customer satisfaction. There is a positive influence between student loyalty and customer satisfaction. Buchari, (2011) states that the components that make up an higher education image are academic reputation, campus appearance, fees, employee service, location, campus distance from residence, alumni, and personal school preparation, placement. work, social activities, and study programs. Aydin & Özer, (2005) who examined the antecedent loyalty of GSM service users in Turkey, found that corporate image has a positive effect on consumer loyalty, where word of mouth is one dimension of consumer loyalty. Hurriyati, (2005) reiterates a well-known proposition There is a broad understanding that companies will get profit if they have loyal customers, namely 1) reducing marketing costs in attracting new customers, 2) reducing transaction costs, 3) reducing consumer turn over costs, 4) increasing cross purchases that will expand market share, and 5) increase in positive word of mouth with the assumption that loyal customers also mean they are satisfied. Student loyalty has been influential through increasing student mobility which has given a new dimension of attraction process (Helgesen & Nettet, 2007).

Previous research conducted by Tehci, (2022) found a strong influence between higher education image and word of mouth, the better the higher education image, the better the student's interest in making references to others. This is in line with research conducted by Windiari & Djumarno, (2021) who found that the influence of higher

education image has a positive effect on student loyalty where word of mouth is a dimension of customer loyalty. From the description of the literature review above, the conceptual framework can be described as follows:



Conceptual Framework

Hypothesis Development

Higher education image influences student loyalty (Helgesen & Nettet, 2007). Bloemer et al., (1998) states that a good higher education image will make customers feel satisfied. Satisfied customers will generate positive word of mouth for the company, so that word of mouth is a strength and generates positive trust that has been recognized as a valuable place to promote products and services from a company (Westbrook, 1987). Based on this description, the first hypothesis (H1):

H1: Higher education image has an influence on student loyalty

Word of mouth creates 1) positive stories, namely the consumer's intention to tell others about positive things about the product they consume, 2) information, namely the desire of consumers to provide information to others when they are asked about a good product, 3) recommendation, namely the desire of consumers to provide positive information to other people who need information about product quality, and 4) solicitation, namely the willingness of consumers to invite other people for products that have been consumed (Tehci, 2022). Word of mouth communication is able to maintain the strength of student loyalty in higher education (Annamdevula & Bellamkonda, 2016). Based on this description, the second hypothesis (H2):

H2: Higher education image has an influence on word of mouth

Brown, (2001) found that in the restaurant business, positive word of mouth will encourage consumers to repeat purchases which means they become loyal customers. Brown, (2001) in their empirical research on aspects of word of mouth in restaurants confirms that there is a strong influence between word of mouth and customer loyalty.

H3: Word of mouth has an influence on student loyalty

Method

The type of research used is hypothesis testing, meaning that this research emphasizes the influence of causality between two or more research variables through hypothesis testing (Hermawan, 2006). The population and sample in this study were Aviation students. Based on, Anderson & Srinivasan, (2003), it was determined that the number of respondents in this study was 100 people. The sampling method used is non-probability sampling with a purposive sampling technique, meaning that the technique of determining samples from members of the population is based on criteria set by researchers (Ghozali, 2008). The criteria used are students from outside Yogyakarta. Of the 100 questionnaires distributed, 100 questionnaires were collected for analysis.

The variables in this study are 1) higher education image has four indicators

(academic reputation, campus appearance, campus location and employee service) Buchari, (2011), word of mouth has three indicators (positive stories, recommendations, and invitations) Tehci, (2022) and the student loyalty variable has three indicators (keep choosing, always liking, and believing the best) (Tjiptono, 2002). Each indicator will be made a questionnaire statement for respondents. The questionnaire distributed using a Likert scale with a score of 1 to 5 with answer choices such as: strongly disagree, disagree, neutral, agree, and strongly agree.

Confirmatory factor analysis for constructs with reflective indicators to test the validity of each indicator and the reliability of the construct. Where the validity criteria are measured by discriminant validity, while construct reliability is measured by composite reliability. The results of data processing through the PLS program in measuring the discriminant validity of the measurement model with reflective indicators are assessed based on the outer loadings of measurements with constructs. The results of outer loadings are as follows:

Tabel 1
Cross Loadings Validity

Variable	<i>Validities</i>	
Higher education Image	<i>Cross Loading</i>	<i>Result</i>
- Reputation	0,81	<i>Valid</i>
- Appearance	0,80	<i>Valid</i>
- Location	0,76	<i>Valid</i>
- Service	0,62	<i>Valid</i>
WoM		
- Positive story	0,91	<i>Valid</i>
- Recommendation	0,83	<i>Valid</i>
- Invite	0,60	<i>Valid</i>
Students Loyalty		
- It remains to choose	0,80	<i>Valid</i>
- Always liked	0,71	<i>Valid</i>
- Sure the best	0,73	<i>Valid</i>

Source : Results of data processing (PLS)

Based on the results of the table above, it is known that the construct variables for higher education image, word of mouth, and student loyalty with each indicator are higher than 0.5 so that the estimated construct meets the criteria of discriminant validity or is valid.

Next, a reliability test is carried out by looking at the composite reliability value of the indicator block that measures the construct. Composite reliability results will show a satisfactory value if it is above 0.7. The following is the value of composite reliability:

Table 2. Composite Reliability

Variable	<i>Composite Reliability</i>
Higher education image	0,84
Loyalty	0,72
WoM	0,81

Source : Results of data processing (PLS)

Based on the results of the table above, it shows that the composite reliability value for all constructs is above 0.7. This indicates that all constructs in the estimated model meet the criteria of being reliable. After testing the validity and reliability of the data, the inner model and outer model tests will be carried out to determine the effect of exogenous and endogenous

variables in this study.

Results

The inner model describes the influence between latent variables based on the acquisition of the output results from the loading factor construct structure model which can be seen in the following table:

Table 3. R-square

<i>Variable</i>	R-Square
<i>Higher education Image</i>	
<i>Students Loyalty</i>	0,68
<i>WoM</i>	0,32

Source: Results of data processing (PLS)

Based on the table above, the R-square value of student loyalty is 0.68, which means that higher education image and word of mouth are able to explain the student loyalty variance of 68% and the rest (32%) is influenced by other factors not examined in this study. Furthermore, the R-square value is also found in the word of mouth construct, which is equal to 0.32, meaning that the higher education image is able to explain the word of mouth variance by 32% and the rest (68%) is influenced by other factors not examined in this study

Table 4. Path Coefficients

Hypothesis	Original sample	p-value	Conclusion
H1: Higher education image has an influence on student loyalty	0,51	0,00	supported
H2: Higher education image has an influence on word of mouth	0,41	0,02	supported
H3: Word of mouth has an influence on student loyalty	0,28	0,00	supported

Source: Results of data processing (PLS)

The first hypothesis put forward in this study is that higher education image has an influence on student loyalty. Based on the path coefficient table, it shows that the effect of higher education image on student loyalty is a significant positive effect because it is at a significance level of 5% and a p-value of 0.00. Thus, the first hypothesis which states that higher education image has an influence on student loyalty is supported. The results of testing the hypothesis prove that higher education image (with indicators of academic reputation, campus appearance, campus location, and employee service) can significantly increase student loyalty (with indicators of still choosing, always liking, and believing the best) at Aviation. This means that higher education image has an influence on student loyalty at Aviation.

The second hypothesis put forward in this study is that higher education image has an influence on word of mouth. The path coefficient table shows that the influence between higher education image and word of mouth has a positive effect at a significance level of 5% and a p-value of 0.02. Thus, the second hypothesis proposed in this study, namely the higher the higher education image, the higher word of mouth is supported. The results of testing the hypothesis prove that higher education image (with indicators of academic reputation, campus appearance, campus location, and employee service) can significantly increase word of mouth (with indicators of positive stories, recommendations and invitations) at Aviation. This means that to increase word of mouth, Aviation needs to form a good higher education image.

The third hypothesis put forward in this study is that word of mouth has an effect on student loyalty. Based on the results of the path coefficient analysis, it shows that the influence of word of mouth on student loyalty is a significant positive effect at a significance level of 5% and a p-value of 0.00. Thus, the third hypothesis in this study which states that word of mouth has an effect on student loyalty is also supported. The results of testing the hypothesis prove that word of mouth (with indicators of positive stories, recommendations, and solicitations) can affect student loyalty (with indicators of still choosing, always liking, and believing the best) at Aviation. That is, the more positive the word of mouth, the more positive the impact will be on student loyalty at Aviation.

Following are the results of the mediating variable or indirect effect of word of mouth between higher education image and student loyalty:

Tabel 5. Indirect Effect

Information	<i>Original Sample</i>	<i>p-value</i>	Conclusion
<i>Indirect effect word of mouth antara higher education image on students loyalty</i>	0,33	0,00	supported

Source : Results of data processing (PLS)

Based on the indirect effect value in the table above for the higher education image variable on student loyalty through student word of mouth variable, which is equal to 0.33, it can be explained that the effect of higher education image on student loyalty through word of mouth is 33%, this value is in the medium criteria p-value is also 0.00. This shows that the higher education image variable has a better indirect effect on student loyalty through word of mouth variables than students directly. Referring to the direct effect value of the higher education image variable on student loyalty is smaller than the indirect effect through student word of mouth variables so that this mediating variable has been able to contribute a good influence and a large contribution between higher education image on student loyalty. Thus, these results are in line with research conducted by Nguyem & Nham (2013) which said that there is a positive impact of corporate image on customer loyalty through word of mouth, meaning that the better the higher education image, the better the student loyalty mediated by student word of mouth.

Conclusion

From the results of the explanation above, it can be concluded that 1) higher education image

has an influence on student loyalty, meaning that to increase student loyalty significantly, Aviation needs to continuously form an higher education image that Aviation is a campus worthy of recommendation, 2) higher education image has an influence significantly to word of mouth, meaning that to increase word of mouth, Aviation needs to form a good higher education image from time to time, and 3) word of mouth can have a significant effect on student loyalty at Aviation.

The theoretical implication of this study is that higher education image has a direct effect on student loyalty through word of mouth. Meanwhile, the managerial implications are 1) related to the higher education image variable, the organization must improve employee service in an excellent manner so that it further strengthens the sustainability of Higher Education in the future, 2) related to word of mouth, the organization must encourage students to recommend other people to participate in these tertiary higher education, 3) related to the student loyalty variable, organizations must motivate students so that they continue to choose tertiary higher education (Aviation) as the best.

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