

The Influence of Service Quality, Institution Image and Promotion Strategy on Customer Value Through Institutional Attraction and Customer Experience of Private Shipping Academy in Java and Kalimantan Islands

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ABSTRACT: *The objectives of the study to examine the effects of service quality, institutional image and promotion strategies on customer value through customer attractiveness and customer experience of private shipping academies on the Java and Kalimantan. The research population is 3,406, students (cadets) of the shipping academy on the Java and Kalimantan. Using the Slovin formula with a 5% tolerance, samples of 358 respondents. The model tested with Generalized Least Square Estimation (GLS) and Structural Equation Model (SEM) analysis. Results show that the model (fit) can be seen from the values of GFI, AGFI, TLI, CFI, RMSEA and CMIN/DF, which amounted to 0.922, 0.914, 0.962, 0.973, 0.062 and 1,230 respectively in the expected value range so that the model can be accepted. The results showed that 1). Service quality affects the attractiveness, and value of academy customers. While the quality of service does not affect the customer experience. 2). The image of the institution affects the attractiveness of the academy. Meanwhile, the image of the institution has no effect on customer experience and customer value. 3). Promotion strategy affects the attractiveness of the academy, customer experience, and customer value of the academy. 4). Attractiveness affects the customer experience, and customer value. 5). Customer experience affects the value of private shipping academy customers in Java and Kalimantan. Remind that the vast role of promotion strategies on customer value of shipping academy, it is recommended that management improve the promotion strategy by providing information through advertisements, as well as by using other strategies such as creating national-scale activities, such as making friendly soccer matches between High school students, and equivalent. Thus the existence of a private shipping academy is maintained.*

KEYWORDS: *-service quality, institutional image, promotion strategy, customer attractiveness, customer experience, customer value.*

I. INTRODUCTION

Academies of shipping (maritime), including institutions in the field of education, are very dependent on consumers as users of educational services. The number of new cadets is expected to increase every year. Every year there is a change of cadets who graduate with new ones, with the main source being high school graduates. Every year these graduates are contested by a number of shipping academies in Java and Kalimantan, and even by all shipping academies in Indonesia. The shipping academy should be able to offer educational services with superior service quality. The shipping academy should be cadet-oriented in order to win the competition. By providing superior service quality will satisfy the cadets, which will build loyalty, and in the end can create a close relationship between the cadets and the shipping academy. Kotler (2015), states that customer satisfaction is highly dependent on service quality, performance and customer expectations. Wen-Chieh (2012), and Purwoko (2015), prove that there is a relationship between service quality and attractiveness. Suhendra & Yulianto (2017), proves that there is a relationship between service quality and customer value. While Sorooshian et al. (2013); Mubbsher (2014); Bleier et al. (2019); Kim & Choi (2013), prove that there is a relationship between service quality and company image and customer experience.

The customer experience is a key driver of word of mouth communication. Positive word of mouth communication will give a positive value to the existence of the shipping academy and is very beneficial, and vice versa if negative word of mouth communication will give a bad value to the shipping academy, and this will be very detrimental. To be able to provide a positive experience for the cadets, the shipping academy must be able to know and fulfill all the expectations, desires and needs of its cadets. Likewise, the cadets will respond to the rational appeal, as well as the image of the shipping academy. Jasfar (2009), states that image is a consumer's perception of quality related to the reputation of a brand or institution. Institutional image is the perception of an organization that is reflected in the customer's memory. Clifen et al. (2016), proving that there is a relationship between image and attractiveness, also proves that there is a relationship between image and

attractiveness on buying interest. While Fransiska and Seminari (2018), show that brand image mediates the relationship between attractiveness and purchase intention.

Promotion is a means of communication to convey information to consumers, both regarding prices, quality and types of products to be marketed. A successful promotional activity is certainly supported by a careful planning system, so that the target of the promotion program can increase the sales program. Marketers need to design strategies based on consumer behavior, the data of which can be obtained from a development of science and technology, as well as environmental changes that have a broad impact on all people's lives, including the education sector. Education has a very important role to prepare manpower and human resources, in facing the challenges of fulfilling the World Maritime Axis. The use of the concept of promotion strategy as an exogenous variable is one of the novelties in this dissertation research.

With various careful calculations, the shipping academy which will generally start its movement sells registration forms. As far as the author observes, the promotional strategies carried out by the education managers of private shipping academies on the islands of Java and Kalimantan, among others, are by promising bright future prospects, complete lecture facilities and infrastructure, and the best quality education. Fernando et al. (2017), proves that sales promotions affect consumers' purchase intentions. While Van Scheers et al. (2015), proved that the promotion strategy was suitable for the business, leading to an increase in market share and profitability. As an attraction that is highlighted to lure prospective cadets, that the promotion team from the shipping Academy does not hesitate to inform the greatness of its graduates, by mentioning a number of graduates who hold high positions, in various shipping agencies or become successful entrepreneurs. Nugroho and Suroto (2015), show the influence of attractiveness on customer value.

The problem faced by maritime universities is the increasing number of shipping academy colleges in Indonesia, which causes high competition among maritime universities. The tight competition causes maritime educational institutions to strive to offer the best service, so that the benefits received by students are greater, and will increase the competitiveness of cadets. The Sailing Academy must compete to maintain, and improve the quality of each of its cadets, this is in order to ensure the continuity of the Sailing Academy's activities. There are 29 Maritime Academy Universities in Indonesia. In the competition to get students, one way that educational institutions can do is to promote and convey the advantages of each educational institution to prospective students, thereby increasing the decision of students or prospective students, to choose a shipping academy as the main choice to continue their studies. . With the vast area and the large number of academies and colleges of shipping academies in Indonesia, this research is only focused on the Java and Kalimantan regions. The object of the research is the Maritime Academy and the Shipping Polytechnic in the cities of Yogyakarta, Surabaya, Banjarmasin, and Samarinda, as shown in Table 1.

Table 1. Private Shipping Academy Colleges in Java and Kalimantan

No.	College Name	City
1	Sekolah Tinggi Maritim Yokyakarta	Yogyakarta
2	Politeknik Perkapalan Surabaya	Surabaya
3	Akademi Maritim Nusantara Banjarmasin	Banjarmasin
4	Akademi Maritim Indonesia Samarinda	Samarinda
5	Politeknik Ilmu Pelayaran (PIP) Balikpapan	Balikpapan

Source: Data processed

Based on this information, a more in-depth study was conducted on the influence of service quality, institutional image and promotion strategy on customer value through institutional attractiveness and customer experience of Private Shipping Academy in Java and Kalimantan in facing the challenges of meeting the World Maritime Axis. The use of the concept of institutional attractiveness and customer experience as an intermediate variable is something new in this research. The results of this study are expected to help the institution to find out the student experience and the motivating factors for students in choosing the Sailing Academy institution.

II. LITERATURE REVIEW AND HYPOTHESES

Services have different characteristics from goods, so they require a more complex evaluation. Kotler (2015), states that service is any action or performance that one party can offer to another, which is essentially intangible and does not result in ownership. While customer value is the customer's perceived choice and evaluation of product and service attributes, performance attributes and consequences arising from using the product to achieve the goals and intentions of consumers when using the product (Woodruff, 1997). Woodruff also defines customer value as the customer's perception of the desired consequences of using a product. Customer value can be described as a customer's perceived preference for product characteristics, performance and the extent to which it has fulfilled what he wanted. According to Kotler (2015), customer value is the

difference between total customer value and total customer costs where, total customer value is a set of benefits expected by customers from a particular product or service, and total customer costs are a set of costs expected by consumers incurred for evaluate, acquire, use and dispose of a product or service. Meanwhile, Woodall (2003), states that Value for the Customer (VC) reflects the value of the customer itself, which explains what is received by consumers, and also what can be provided by the company. There is also the definition of each variable contained in this study, which can be explained as follows.

2.1 Service quality

Quality is conformance to needs, if low quality is the result of non-conformance. A product or service that complies with all its specifications, will be said to be of quality regardless of the form of the product. It is recognized that there is a close correlation between cost and quality. Quality must be achievable, measurable, profitable and to achieve this requires hard work. A system that is oriented towards quality improvement will be able to prevent errors in the assessment. Service quality is a measure of the extent to which a service provided can meet customer expectations (Lupiyoadi, 2014). In this paper, the quality of service is a measure of the extent to which the services provided by the shipping academy can meet the expectations of students or cadets.

2.2 Institutional image

Image relates to the reputation of a brand or institution. Image is the consumer's perception of the quality associated with a brand or institution. Institutional image is defined as the perception of an organization that is reflected in the customer's memory. The image of the institution is the student's impression of the shipping academy that is formed in processing information all the time from various trusted sources (Rangkuti, 2015).

2.3 Promotion strategy

Promotions are various activities carried out by companies that highlight the features of their products that persuade target consumers to buy them (Kotler, 2015). Sales promotion strategy is the planning or activity of an organization (shipping academy) in order to achieve the goals so that the desired goals can be realized (Tjiptono, 2015).

2.4 Institutional Attraction

Attractiveness is the ability to attract consumers' attention to a product, a company, and others. An effective advertisement of a company's products, goods or services can have an impact on consumers. The attractiveness of the image, the message is one of the driving factors for the effect of the consumer. Thus an attraction should ideally get attention, maintain interest, generate desire, and elicit action (Bovee et al., 2010). The attractiveness of the institution is the ability of the seafaring academy to attract the attention of the public.

2.5 Customer experience

Customer experience is a customer's response internally and subjectively as a result of direct or indirect interaction with the company. Aspects of the customer experience include product, brand, service, channel and promotion (Mayer, 1995). Customer experience is a customer's cognitive and affective response to the performance of the shipping academy.

2.6 Customer Value

Customer value is the emotional bond that exists between students as customers and shipping academy colleges as producers after customers use products and services from the company, and find that these products or services provide added value (Tjiptono, 2015).

2.7 Theoretical Framework

The variables used were explained as Fig. 1 and each relationship of an independent variable with dependent variable represent hypothesis.

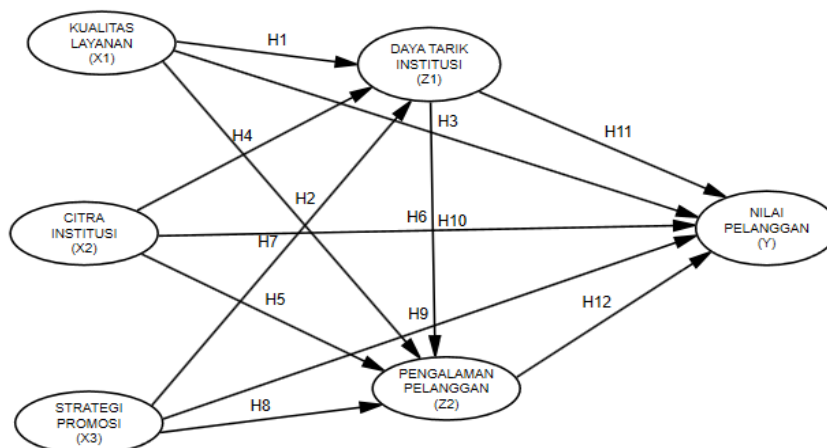


Figure1. Conceptual Framework

2.8 Research Hypotheses

The research hypothesis is as follows:

1. Service quality has a significant effect on the attractiveness of private shipping academies
2. Service quality has a significant effect on the customer experience of private shipping academy
3. Quality of service has a significant effect on the value of private shipping academy customers
4. The image of the institution has a significant effect on the attractiveness of the private shipping academy
5. The image of the institution has a significant effect on the customer experience of the private shipping academy
6. Institutional image has a significant effect on customer value of private shipping academy
7. The promotion strategy has a significant effect on the attractiveness of the private shipping academy
8. The promotion strategy has a significant effect on the customer experience of the private shipping academy
9. Promotion strategy has a significant effect on customer value of private shipping academy
10. Attractiveness has a significant effect on the customer experience of private shipping academy
11. Attractiveness has a significant effect on the value of private shipping academy customers
12. Customer experience has a significant effect on the value of private shipping academy customers.

III. RESEARCH METHODE

3.1 Research Subjects

The population of this research is 3,406 students of shipping academy on the islands of Java and Kalimantan. Referring to the Slovin formula with a tolerance of 5%, then the sufficiency of the sample is = 358 respondents. In this study, sampling was taken using the proportional random sampling method. Next, the sample size of respondents for each location is determined by the proportional allocation formula as shown in Table 2.

Table 2. Population and distribution of research sample respondents

No.	College Name	Number of Students (Population)	Respondents (sample)
1	Akademi Maritim Yogyakarta	672	71
2	Politeknik Perkapalan Surabaya	824	87
3	Akademi Maritim Nusantara Banjarmasin	773	81
4	Akademi Maritim Indonesia Samarinda	608	64
5	Politeknik Ilmu Pelayaran (PIP) Balikpapan	529	55
	Total	3.406	358

Source: Data processed

3.2 Research Measurement

The service quality variable was measured using 5 indicators adopted from Zeithaml et al., (2008), namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The variable image of the institution is measured using 5 indicators adopted from Rangkuti (2015), namely: Accreditation of shipping academy, Appearance of physical facilities, Guarantee of quality employee services, Quality and reliability of products (alumni), and Costs offered. Promotional Strategy Variables measured using 4 indicators adopted from Tjiptono (2015), namely: Customer, Trade promotion, Sales-force promotion, and Business promotion. The attractiveness variable was measured using 3 indicators adopted from Bovee et al. (2010), namely: Rational Attractiveness, Emotional Attractiveness, and Moral Attractiveness. The customer experience variable is measured using 4 indicators adopted from Buttle (2007), namely: Accessibility, Helpfulness, Problem solving, and Promise fulfillment. The customer value variable is measured using 4 indicators adopted from Tjiptono (2015), namely: Emotional value, Social value, Quality/performance value, and Price/value of money.

IV. RESULT AND DISCUSSIONS

4.1. Characteristics of Respondents

Respondents based on male gender were 53.1%, namely 190 people, while women consisted of 46.9%, namely 168 people. Descriptions of respondents based on age who were selected as research samples were those aged 17-55 years, and most were in the age group 17-25 years or at the age of young and adults. The number of respondents included in the age group 15-18 years was 2.5% (9 respondents) of the total respondents, the number of respondents included in the age group 19-21 years was 49.4% (177 respondents) of the total respondents, age group 22-25 years as much as 48.1% (172 respondents). The description of respondents based on semester level shows that most of the respondents are students in semester 6, namely as many as 214

respondents (59.8%). The second largest group of respondents was in semester 4, which was 138 respondents (38.5%). The rest in semester 2, as many as 6 respondents (1.7%) of the total respondents.

4.2 Results Testing Instrument

The results of testing the validity showed significant for all indicators or the item in question, which means that the indicators or items of questions for each of the variables included in the questionnaire have been eligible validity. From the results of Pearson product moment correlation, it is known that all of the questionable items on the questionnaire correlated significantly to the error rate of 5% (** <0.05), so we can say all of the item in question is valid and can be processed further (Hair et al., 2008).

Reliability test results with test Cronbach alpha (α) in this study indicate that all variables of the study are reliable, since the entire value of the alpha coefficient of each variable larger study of standardized (0.6), so that each item question on measurement instruments can be used. The value of the corrected item total correlation of the entire item in question is greater than 0.3.

4.3 Confirmatory Factor Analysis

Results of confirmatory factor analysis of the measurement model of research based on the results of statistical tests, obtained value of the loading factor for each indicator forming a study variable is greater than 3, therefore, all indicators of research variables are indicators that significantly shape each study variable (Table 3).

Table 3.Confirmatory Factor Analysis

Research Variables	Relationship	C. R.	Loading Factor (λ)	Probability
Service Quality(X1)	Service→X1.1	2.000	0.641	0.000
	Service→ X1.2	10.376	0.929	0.000
	Service→ X1.3	8.258	0.610	0.000
	Service→ X1.4	6.315	0.442	0.000
	Service→ X1.5	8.625	0.637	0.000
Institutional Image (X2)	Image→X2.1	2.000	0.449	0.000
	Image→ X2.2	3.436	0.245	0.000
	Image→ X2.3	3.508	0.895	0.000
	Image→ X2.4	3.625	0.820	0.000
	Image→ X2.5	3.457	0.692	0.000
Promotion Strategy (X3)	Promotion→X3.1	2.000	0.454	0.000
	Promotion→ X3.2	5.974	0.758	0.000
	Promotion→ X3.3	7.795	0.571	0.000
	Promotion→ X3.4	7.687	0.833	0.000
Institutional attractiveness (Z1)	Attractiveness→Z1.1	2.000	0.822	0.000
	Attractiveness→ Z1.2	3.197	0.484	0.000
	Attractiveness→ Z1.3	3.125	0.394	0.000
Customer Experience (Z2)	Experience→Z2.1	2.000	0.541	0.000
	Experience→ Z2.2	7.602	0.822	0.000
	Experience→ Z2.3	7.250	0.781	0.000
	Experience→ Z2.4	4.104	0.323	0.000
Customer Value (Y)	Value→Y.1	2.000	0.879	0.000
	Value→ Y.2	3.747	0.582	0.000
	Value→ Y.3	4.270	0.435	0.000
	Value→ Y.4	5.119	0.368	0.000

4.3. Goodness of Fit Test

Hasil pengolahan data dengan menggunakan sampel sebesar 358 menunjukkan tingkat signifikansi untuk uji hipotesis perbedaan diatas adalah 316,208 dengan probabilitas 0,068. Sementara itu nilai dari GFI, AGFI, TLI, CFI, RMSEA dan CMIN/DF masing-masing sebesar 0.922, 0.914, 0.962, 0.973, 0.062 dan 1.230 semuanya berada pada rentang nilai yang diharapkan sehingga model dapat diterima. The results are shown in Fig.2.

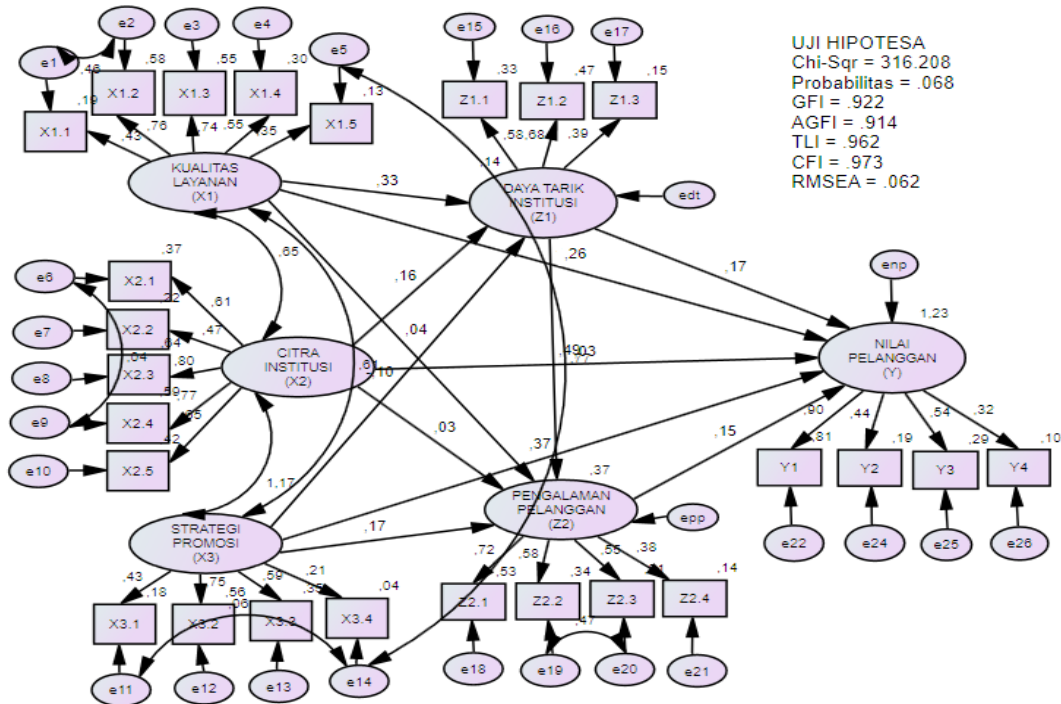


Figure 2. Coefficient of Research Model Path

4.5. Hypothesis testing

Hypothesis testing is done based on the estimated value of the parameters of the research model shown in Table 4.

Table 4. Hypothesis Testing

H	Relationship	Standardized Coefficient	C.R	P	Decision
H1	Service (X1) → Attractiveness	0.331	4.368	0.018	accepted
H2	Service (X1) → Experience	0.038	0.286	0.775	rejected
H3	Service (X1) → Value (Y)	0.264	3.228	0.000	accepted
H4	Image (X2) → Attractiveness	0.164	2.787	0.010	accepted
H5	Image (X2) → Experience	0.030	0.190	0.849	rejected
H6	Image (X2) → Value	0.025	0.223	0.824	rejected
H7	Promotion (X3) → Attractiveness	0.105	2.597	0.040	accepted
H8	Promotion (X3) → Experience	0.170	2.971	0.004	accepted
H9	Promotion (X3) → Value	0.373	4.170	0.000	accepted
H10	Attractiveness (Z1) → Experience	0.492	5.311	0.000	accepted
H11	Attractiveness (Z1) → Value	0.173	2.867	0.002	accepted
H12	Experience (Z2) → Value	0.153	2.673	0.014	accepted

Source: SEM output

V. CONCLUSION AND RECOMMENDATIONS

From the results of testing the model in this study, it has been found that the customer value of private shipping academies in Java and Kalimantan can be explained significantly by the variability of service quality, institutional image, promotion strategy, attractiveness and customer experience. This finding can be an alternative model or a way of managing service quality, institutional image, promotion strategy, attractiveness and customer experience with the aim of increasing value for customers. The results of this study are a significant contribution, especially in the marketing strategy of private shipping academy services.

Based on the results of the analysis and testing of research hypotheses, the following conclusions can be drawn:

- (1). The quality of service affects the attractiveness of private shipping academies in Java and Kalimantan. This shows that good service quality will increase the attractiveness of the shipping academy. Therefore, it can be concluded that the quality of service which consists of tangibles, reliability, responsiveness, assurance, and empathy, if done well and is always improved, the attractiveness of the shipping academy will increase. The results of the study are in line with the findings of Wen-Chieh (2012); Purba&Simarmata (2018).
- (2). Service

quality has no effect on the customer experience of private shipping academies in Java and Kalimantan. This shows that the service quality of the shipping academy has not been able to encourage increased customer experience. The results of the study are not in line with the findings of Wicaksana et al. (2019), and Kim & Choi (2013). (3). The quality of service affects the value of private shipping academy customers in Java and Kalimantan, this shows that the current quality of service can encourage the increase in the value of shipping academy customers. Therefore, it can be concluded that the quality of service, if implemented properly and always improved, the customer value of the shipping academy will increase. The results of the study are in line with the findings of Sorooshian et al. (2013), and Ghalandari (2013). (4). The image of the institution has an effect on the attractiveness of private shipping academies in Java and Kalimantan, this shows that a good institutional image will increase the attractiveness of shipping academies. The results of the study are in line with the findings of Fransiska& Seminary (2018), and Simarmata (2016). (5). The image of the institution has no effect on the customer experience of private shipping academies in Java and Kalimantan. This shows that the image of private shipping academy institutions has not been able to boost customer experience. The results of the study are different and not in line with the findings of Permadi (2014); Fransiska& Seminary (2018).(6). The image of the institution has no effect on the customer value of private shipping academies in Java and Kalimantan. This shows that the current image of private shipping academy institutions has not been able to boost customer value. The results of the study are different and not in accordance with the findings of Solechah&Soliha (2015); Panjaitan &Komari (2018). (7). The promotion strategy has an effect on the attractiveness of private shipping academies in Java and Kalimantan, this shows that the current promotion strategy of private shipping academies can encourage the increase in the attractiveness of the academy. Therefore, it can be concluded that the academy's promotion strategy, which consists of customer, trade promotion, sales-force promotion, and business promotion, if implemented properly and is always improved, will increase the attractiveness of the shipping academy. The results of the study are in line with the findings of Emmanuel (2016); Wargianto&Mashud (2019). (8). The promotion strategy has an effect on the customer experience of the private shipping academy in Java and Kalimantan, this shows that the current promotion strategy of the private shipping academy can boost the customer experience of the private shipping academy. Therefore, it can be concluded that the academy's promotion strategy, if implemented properly and always improved, will increase the customer experience of the shipping academy. The results of the study are in line with the findings of Kendri&Saputra (2018). (9). The promotion strategy has an effect on the customer value of the private shipping academy in Java and Kalimantan, this shows that the current private shipping academy promotion strategy can encourage the increase in the customer value of the academy. Therefore, it can be concluded that the academy's promotion strategy, if implemented properly and always improved, will increase the customer value of the shipping academy. The results of the study are in line with the findings of Hapsari&Madiawati (2015); Wargianto&Mashud (2019). (10). Attractiveness affects the customer experience of private shipping academies in Java and Kalimantan, this shows that the current attractiveness of private shipping academies can encourage the improvement of the academy's customer experience. Therefore, it can be concluded that the attractiveness of the academy which consists of rational, emotional, and moral, if implemented properly and is always improved, the customer experience of the shipping academy will increase. The results of the study are in line with the findings of Khodlro et al. (2013); Nugroho &Mudiantono (2013). (11). Attractiveness affects the customer value of private shipping academies in Java and Kalimantan, this shows that the current attractiveness of private shipping academies can encourage the increase in customer value of the academy. Therefore, it can be concluded that the attractiveness of the academy, if implemented properly and always improved, the customer value of the shipping academy will increase. The results of the study are in line with the findings of Khodlro et al. (2013); Nugroho &Mudiantono (2013). (12). Customer experience has an effect on the value of private shipping academy customers in Java and Kalimantan, this shows that the current experience of private shipping academy customers can encourage the increase in customer academy customer values. Therefore, it can be concluded that the customer experience which consists of accessibility, helpfulness, problem solving, and promise fulfillment, if implemented properly and always improved, the customer value of the shipping academy will increase. The results of the study are in line with the findings of Sakdiah (2018), and Khodlro et al. (2013).

For the benefit of private shipping academies, as well as science, some suggestions are given as follows: Given the large role of the promotion strategy on the customer value of the shipping academy, it is recommended that the management always improves the promotion strategy of the shipping academy by providing information through advertisements, or by using other strategies, such as making activities on a national scale, such as making friendly ball matches among high school students, and the equivalent. Thus the existence of a private shipping academy is maintained. Suggestions for other researchers are that it is necessary to increase the scope of research, taking into account the territory of all shipping academies in Indonesia, so that a clearer picture of the value of shipping academy customers throughout Indonesia is obtained. Further research is also advised to add other variables that have not been included in this study. Because there are many other

variables that can affect customer value. Further research is also recommended to further examine the attractiveness, customer experience, and customer value variables which have low factor value indicators in this study. Also examines the relationship between institutional image and experience, and customer value which has no effect in this study.

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