

ANALYSIS OF E-CRM, SERVICE QUALITY AND BRAND TRUST RELATIONSHIP WITH STUDENT SATISFACTION

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Abstract

Purpose of the study: The purpose of this research is to find out the relationship between e-CRM and student satisfaction, to find out the relationship between service quality and student satisfaction, to find out the relationship between brand trust and student satisfaction.

Methodology: The questionnaire is used as a data-gathering technique with a total sample of 88 respondents, and it is using a purposive sampling technique. The collected data are then analyzed using Microsoft Excel and SPSS 19.

Main Findings: The research result shows that e-CRM is positive and has no relationship with student satisfaction, service quality is negative and has a relationship with student satisfaction, and brand trust is negative and has no relationship with student satisfaction.

Applications of this study: This study can be used for the management of the Economy and Business Faculty of Budi Luhur University Jakarta as an evaluation guideline.

Novelty/Originality of this study: E-CRM and brand trust variables are negative and have no relationship with student satisfaction. Some recommendations for future research are also made.

Keywords: *e-CRM, Service Quality, Brand Trust, Student Satisfaction.*

INTRODUCTION

The utilization of information technology to provide educational services for university students can be an appropriate strategy to create a good relationship between students and the university. The emerging CRM concept which is supported by information technology has created a new force to keep and increase student trust as customers and society as a potential student toward the university because simplicity and speed to get various services of information needs can be well given.

The most important thing for private universities is how to understand and fulfill student needs and wishes, therefore universities try to take new customers from each other, keep the existing customer and also satisfy the students by applying electronic customer relationship management (e-CRM). It is a strategy used to find out consumer needs and also to attract, keep or maintain consumers or be closed to the company. By using internet technology, customer data can easily be integrated with marketing, sales, analysis and customer service application. The existence of an e-CRM application not only functions like a help desk, but also can be used as a connector between the company, in this case, university, and the customer, in this case, student.

[Lai et al., \(2009\)](#) in his research regarding e-CRM and customer satisfaction states that the internet as a channel for trade and information gives an opportunity for businesses to use it as a tool to apply customer relationship management. This research reveals the relationship between e-CRM and customer satisfaction by determining the availability of the e-CRM feature on the website. E-CRM is a service with the web-based application which is made to create and increase service quality and trusted information, which results in the escalation of customer interaction and potential to help a company reach what is called portfolio benefit maximizing ([Marshellina and Prabowo, 2013](#)). Brand management is becoming increasingly a complex task in the present competitive world. Thus, in order to overcome such challenges, brand management is required which is personality directed known as brand personality, as expressed by ([Upadhyaya, 2019](#)).

A university administrator as one of the forms of service Provider Company should not think that all of their products or services will be sold without considering what the customer wants. University administrators should consider what the customer wants seriously. In other words, if a university wants to increase their value and satisfaction of students and society in general, then the administrator has to pay attention to the service quality given ([Setiarniet al., 2017](#)).

Several researchers have conducted a study related to the three importance of service quality at university by using various research instruments, such as SERVQUAL ([Smith, Smith, & Clarke, 2007](#)), SERVPERF ([Brochado, 2009](#)) and HEDPERF ([Abdullah, 2006](#)). [Sharif & Kassim \(2012\)](#) explain that service quality in form of non-academic strongly influences student satisfaction. Research conducted by [Ovyind and Nasset \(2007\)](#); [Nguyen and Leblanc \(1998\)](#); [Zamer et al., \(2015\)](#) find that there is a direct positive influence between service quality and student satisfaction.

Customer satisfaction is a factor that generates confidence in the company which offers product/service. The relationship with the company may increase the satisfaction and consumer desire and continue to relate to the company. The results

obtained by researchers ([Balleste and Manuera, 2001](#)) suggest that the key role of trust as a variable is that it generates commitment from customers, especially in situations of high involvement, where its effect is stronger in comparison to overall satisfaction. For the authors in ([Ballester and Manuera, 2001](#)) the main effect of trust is satisfaction. Research conducted by [Desfiandiet al., \(2019\)](#) mentions that there is a significant influence from one of his research variables that is brand trust in customer satisfaction.

Based on the previous researches above, therefore e-CRM has been applied to increase services in university considering the competitiveness of competition in the educational industry. Based on the phenomenon, therefore the researchers are interested in studying the relationship of e-CRM and service quality with student satisfaction.

LITERATURE REVIEW

E-CRM

According to [Kalakota and Roinson \(2001\)](#), e-CRM is a business strategy that uses information technology used by the university to give an overview extensively, reliable and also integrated to students so that all processes and interaction of students as their customer helps in maintaining and expanding beneficial relationship simultaneously. Here are some examples of services that can be given through the website according to [Greenberg \(2002\)](#): 1. Providing information search facility of product related to education services. Students are often having difficulty searching for information they need, therefore a convenience facility such as a *search* button is needed; 2. Providing free services. Something that can attract students to visit the university's website is the availability of free services that can be used in instant. It can be in the form of direct interaction information service through a discussion forum or *live chat*; 3. Providing services or information regarding various information that could be needed; 4. Providing *online* enrollment, registration or other academic services; 5. Providing academic administration information facility.

Service Quality

[Parasuraman et al. \(1985\)](#) state that service quality contains three fundamental understanding that must be acknowledged for all understanding of service quality, called by three well-documented characteristics of service, namely: intangibility, heterogeneity, and inseparability. University, both private and state, as service businesses have to provide qualified services for their consumer which is students ([Sultan & Yin Wong, 2013](#)). Service quality becomes the success trigger of a company in every aspect. Service quality is the company's obligation for the manufacturer and especially service Provider Company. Heskett, a sales expert, states, "Whatever your business, service have something to teach" ([Hutabarat, 1997](#)).

Brand Trust

[Lau and Lee \(1999\)](#) state that trust in a certain brand is the willingness of the consumer to trust the brand with all the risks it brings because there is a promised expectation of the brand to give the positive result of the product. If a certain brand is able to fulfill consumer's expectation or even surpass the expectation and give quality guarantee on every occasion, and if the brand becomes a part of the consumer's self, therefore brand loyalty will be easier to be formed, and brand trust will determine consumer's loyalty on a certain brand, and trust has potential to create high-value relationship ([Morgan & Hunt, 1994](#)).

Student Satisfaction

Student satisfaction is an emotional condition or reaction that occurs after receiving services. It can be in the form of anger, dissatisfaction, annoyance, neutrality, happiness and joy ([Lovell and Lauren, 2007](#)). [Kotler and Keller \(2003\)](#) define consumer satisfaction as the consumer's feeling, whether it is happiness or dissatisfaction occurs from comparing the appearance of a product and the expectancy of the product. If the expected appearance of a product is not the same as the real appearance, then surely consumers will be dissatisfied, and if the appearance of a product is the same as the expectation or even better, then the consumer will be satisfied or happy.

METHODOLOGY

This research is explanatory research. The population of this research is all bachelor students of Economy and Business Faculty of Budi Luhur University Jakarta year 2016/2017 which is 700 students in total. But after calculated using Slovin only 88 respondents are determined as a sample. Sampling technique using a purposive sampling method. The questionnaire is used in data and information collection process. To measure each item of the surveys we used a Likert scale of 5 points. Data collection techniques use a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the hypothesis is SPSS 19. The theoretical framework of the study along with the hypothesis is as follows:

H1: There is a relationship between e-CRM and student satisfaction.

H2: There is a relationship between service quality and student satisfaction.

H3: There is a relationship between brand trust and student satisfaction.

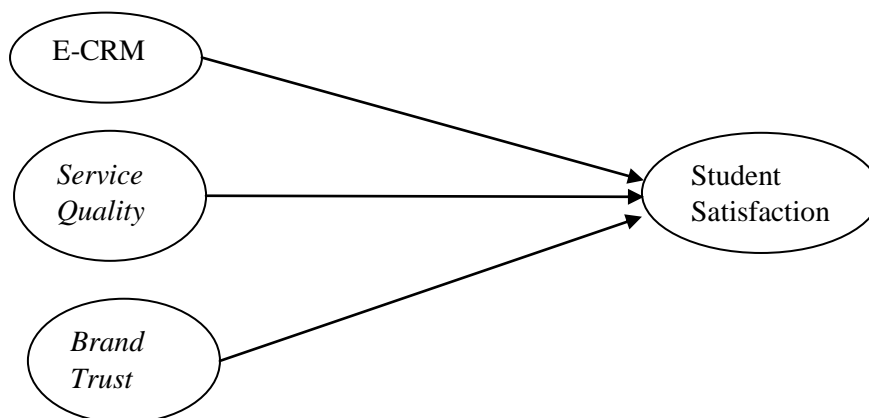


Figure 1: Theoretical Framework of the Study

DISCUSSION / ANALYSIS

Table 1: Summary Statistic of Validity and Reliability Test

variable	Indicator	Corrected Correlation	Item-Total	r-table
E-CRM, Cronbach alpha : 0.421 (Valid)	Web	.176	.1765	Reliable
	E-mail	.169		Not Reliable
	SMS	.144		Not reliable
	Social Media	.379		Reliable
	Telepon	.215		Reliable
Service Quality, Cronbach alpha : 0.705 (Valid)	Tangible	.350	.1765	Reliable
	Reliability	.508		Reliable
	Responsiveness	.509		Reliable
	Assurance	.554		Reliable
	Empathy	.414		Reliable
Brand Trust, Cronbach alpha : 0.525 (Valid)	Credibility	.423	.1765	Reliable
	Refuse	.423		Reliable
	Recommendation	.421		Reliable
Student Satisfaction, Cronbach alpha : 0.549 (Valid)	Customer Service contact	.377	.1765	Reliable
	Ghost Shopping	.227		Reliable
	Lost Customer Analysis	.316		Reliable
	Customer Satisfaction Survey	.435		Reliable

r-table 0.1765 (df = n - 2 = 88 - 2 = 86)

Based on the results of the reliability test, of the four variables including E-CRM, service quality, brand trust, and student satisfaction have fulfilled valid standards (masrun in solumun 2002 states it is said to be valid if the t-count is greater than 0.3). Based on table 1 above can be seen the value of the validity of each variable, E-CRM (0.421); Service Quality (0.705); Brand Trust (0.525); Student Satisfaction (0.549).

From table 1 above, it can be seen that the ECRM variable has 5 indicators but after testing there are two unreliable indicators because they are below the value of the t-table, the indicators E12 and S13. For service quality indicators which consist of 5 indicators and all are reliable, as well as for brand trust and student satisfaction variables have a reliable value greater than t-table.

Table 2: Summary statistics of dependent and independent variables used in this study

	Mean	Std. Deviation
E-CRM	3.77	.744
Service Quality	3.55.851	
Brand Trust	3.62.934	
Student Satisfaction	3.38.800	

Table 2 above shows that the dependent variable consists of student satisfaction, while the dependent variable consists of e-CRM, service quality and brand trust. The highest average value is e-CRM variable 3.77 with std. deviation value .744; brand trust average value is 3.62 in the second position after e-CRM with std. deviation value .934; and then the third and fourth position is occupied by service quality and student satisfaction with average values 3.55 and 3.38, and std. deviation .851 and .800.

Table 3: Correlations

e-CRM		Service Quality	Brand Trust	
Student Satisfaction	Pearson Correlation	.029	-.233*	-.056
	Sig. (2-tailed)	.788	.029	.604

*Sig at level 0.05

Table 3 provides the correlations of the variables used in this study i.e. student satisfaction is the independent variable whereas e-CRM, service quality, and brand trust are the dependent variable. All variables are significant at 5% level of significance. The correlation coefficient of e-CRM is .029 which is not significant, thus H1 which states that student satisfaction has a positive but no significant relationship with e-CRM is rejected. For the 2nd dependent variable i.e service quality, the correlation coefficients are-.233 which are also significant, thus we the 2nd hypothesis i.e. H2 which states that student satisfaction has a negative but significant relationship with service quality is accepted. For hypothesis three, the correlation coefficient of student satisfaction for brand trust is -.056 which is not significant, thus H3 which states that student satisfaction has a negative but no significant relationship with brand trust is rejected.

Hypothesis 1 shows that e-CRM does not have a relationship with student satisfaction. It is because the employees or lecturers indicator has not whole-heartedly given services to the students both academically and non-academically. Moreover, the promotion which has been done through social media (Facebook) still needs some improvements, because nowadays students get information about the economy and business faculty mostly not from its website. This needs serious attention from the management considering that students are assets that can create a sense of belonging to the campus where they study. This research is not in line with the research conducted by [Lai et al., \(2009\)](#) which states that internet usage as a channel for trade and information exchange gives an opportunity for business to use the internet as a tool for customer relationship management. This research reveals the relationship between e-CRM and customer satisfaction, in this case, student, through website still needs to be improved by the management of economy and business faculty.

Hypothesis 2 shows that service quality has a relationship with student satisfaction. This happens because the employees and lecturers have given good services to students; they can communicate with the students quite well concerning academic and non-academic problems. Moreover, students are well-perceived regarding the well-maintained building of economy and business faculty which meets the standard for the learning process. This research is in line with the research conducted by [Ovyind and Nessel \(2007\)](#); [Nguyen and Leblanc \(1998\)](#); [Zamer et al., \(2012\)](#); [Dr. P. Suresh& Suman Rajest S, \(2019\)](#) which finds that there is a direct and positive influence between service quality and student satisfaction. This research shows that students of the economy and business faculty at Budi Luhur University, Jakarta are satisfied with the service quality given by the employees and lecturers.

Hypothesis 3 shows that brand trust does not have a relationship with student satisfaction. This research reveals that students feel that there is still no conformity between what is written on the website and reality in the field. It is not in line with the research conducted by [Ballester and Manuera \(2001\)](#) and [Desfiandiet al., \(2019\)](#) which states that there is a significant influence of brand trust on customer satisfaction. Therefore, the management of the economy and business faculty needs to pay attention to what is written on the website and what is in reality so that students can put more trust to the university which then will give a positive impact.

CONCLUSION

Based on the hypothesis test result, it can be concluded that: e-CRM has no relationship with student satisfaction; service quality has a relationship with student satisfaction, and brand trust has no relationship with student satisfaction. Therefore, the management of the Economy and Business Faculty of Budi Luhur University Jakarta has to conduct the evaluation by increasing the optimization of e-CRM and brand trust usage with student satisfaction and also maintaining service quality with student satisfaction. Suggestions for further research are: expanding the research object; using another method to collect data to get a different point of view; adding other variables that influence student satisfaction, such as brand equity, brand image, and loyalty variable.

THE IMPLICATIONS OF THIS STUDY AND FINDINGS

This research aims to examine the effect of service quality and customer satisfaction on trust. Structural equation modeling was employed in the research. The results of the research show that: 1) service quality has a direct positive effect on customer satisfaction; 2) service quality has a direct positive effect on trust, and 3) customer satisfaction has a direct positive effect on trust.

The research result shows that e-CRM is positive and has no relationship with student satisfaction, service quality is negative and has a relationship with student satisfaction, and brand trust is negative and has no relationship with student satisfaction

LIMITATION AND SUGGESTIONS

Based on this case, this research needs to be carried out in order to give a theoretical contribution to the development of science because there is a connection between service quality, customer satisfaction, and trust; this encouraged me to examine the theoretical model of inter-variables empirically. This research also provides practical benefits for university leaders regarding the dominant indicators that establish the variables of service quality, customer satisfaction, and trust

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