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Effect of Service Quality, Online Advertising, and Learning Innovation on Customer Satisfaction Through Brand Image at Course Institutions in Tangerang City

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ABSTRACT

The purpose of this research is to analyze effect of service quality, online advertising, and learning innovation on customer satisfaction through brand image at Course Institutions in Tangerang City. This research approach uses quantitative research. The population of training participants in Tangerang City as many as 475 people. Based on the calculation, the number of samples to be taken is 221 people. Data analysis using inductive data analysis method. The results of the study show that service quality has a significant effect on brand image at Course Institutions in Tangerang City. Online advertising has no significant effect on brand image at Course Institutions in Tangerang City. Learning innovation has a significant effect on brand image at Course Institutions in Tangerang City. Service quality has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Online advertising has no significant effect on customer satisfaction at Course Institutions in Tangerang City. Learning innovation has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Brand image has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Brand image is able to significantly moderate service quality on customer satisfaction at Course Institutions in Tangerang City. Brand image is not able to significantly moderate online advertising on customer satisfaction at Course Institutions in Tangerang City. Brand image is able to significantly moderate learning innovation on customer satisfaction at Course Institutions in Tangerang City.

Service Quality, Online Advertising, Learning Innovation, Brand Image, Customer Satisfaction

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INTRODUCTION

The level of competition in the business world at this time is very intense, both for the domestic market and for marketing activities on an international

scale, so that business people can win the competition, they must be able to provide the best service so that customers can feel satisfied with what they get. they already bought. For example, by providing a product or service that it sells, it becomes better and at a lower price, activities for buying and selling transactions become faster, easier, and the service is far better than its competitors. Because service quality is one of the components that is so important that needs to be considered in business activities, the quality of good service provided to customers is the most important point that must be applied by every company both in the field of products and services, because the quality of service will be able to influence and will have a good impact on customer satisfaction. consumers (Mulyapradana et al., 2020).

Consumers can be said to have a sense of satisfaction with what they have purchased if they have a feeling of happiness that arises after they use the product or service they have received from the buying and selling transaction process, with the satisfaction of the customer, they will return to buy or use the product or service. services sold by sellers. To be able to form and be able to provide satisfaction to customers, of course, it must start with good quality, low prices and good service too, so that later customers will feel satisfied with the products or services that have been purchased by these customers (Sofyan et al., 2022).

Customer satisfaction begins with a consumer evaluation of the quality of the product or service it receives based on an expectation that is already in its mind. This hope will arise from a product or service that has been purchased or received in advance based on experience and word of mouth that reaches the customer. The evaluation will lead to satisfaction and dissatisfaction. Customers want to be satisfied if the quality provided is suitable (Rahman et al., 2022).

Every customer basically wants good and good service and optimal service levels, with a good and good service level that can later provide satisfaction to customers, a way to find out whether the customer is satisfied or not can be seen from the reviews or responses from customers the. If these customers can make repeat purchases and have no complaints about the products they have purchased, it means that these customers can be said to be satisfied with the products they have purchased. But on the contrary, if these customers do not make repurchases and even the number of customers decreases, their level of satisfaction with the goods or services they have purchased is not fulfilled (Hanny and Krisyana, 2022).

Decreasing sales turnover every year and even every month there is always a decline in sales, this is certainly not something that just happens.

There must be a reason why in course and training institutions there has been a decline in sales. In general, the reason for the decrease in turnover is in small mistakes that may be underestimated but have a big effect, including the poor quality of service to customers and not providing customer satisfaction.

Good service to customers greatly influences the impression or perception of consumers on the level of customer satisfaction. That is why companies can experience a decline in sales and even sales turnover. Good service provided to customers must be provided from the first time customers know about your brand, until they buy and use course and training services, in other words good service will be able to increase customer loyalty.

The purpose of this research is to analyze effect of service quality, online advertising, and learning innovation on customer satisfaction through brand image at Course Institutions in Tangerang City.

RESEARCH METHODE

This research approach uses quantitative research. Quantitative research is an approach that has characteristics that focus on research that is more detailed, normative, static and the process has existed before (Octiva et al., 2018; Pandiangan, 2018; Pandiangan, 2022). The research design in this research is descriptive causality because this research is conducted by describing the research object as it is and also the purpose of this research is to examine the relationship and relevance of the two variables (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015; Sutagana et al., 2022).

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and a conclusion will be drawn later (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). Which is meant by the population of training participants in Tangerang City as many as 475 people. Sample is a portion that represents the nature and character of a particular region or area which is taken based on regulated methods and methods which are expected to be representative of the population studied. Respondents were used as samples in this study. The selection of respondents appropriately needs to be done by researchers to ensure the results of the data provided are representative of the intended population (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). Based on the calculation, the number of samples to be taken is 221 people.

Data analysis using inductive data analysis method. Inductive data analysis method is the analysis of the sample data that is analyzed and is thought to represent the characteristics of the population studied. The result is

data in raw form as information from the answers of the sources that have been grouped and ready to be explained (Pandiangan et al., 2022; Tobing et al., 2018; Sudirman et al., 2023).

RESULT AND DISCUSSION

General Description of the Research Object

Course Institutions in Tangerang City are course institutions in the fields of programming, digital marketing, computer courses, graphic design and English, Computer Technician Professions, Accounting Expert Professions, Finance and Front Office Experts, Programming Expert Professions, and Computer Network Expert Professions. To be able to move towards globalization of education, the training system at course institutions uses the e-learning system and face to face by coming directly to class, since the pandemic, the training method has changed to using online learning methods by utilizing applications such as Zoom, Google Meet, and other applications.

Respondent Data Descriptive

The descriptive data obtained from the research results of the participants presented data on the identity of the participants from the sample in this study which included the distribution according to gender, age, and last education. Presentation of data descriptions about respondents was described with AMOS software version 26.00 so that in the process of measuring the data they could produce the right data.

Respondents who are female are 174 people or 78.73%, while the rest are respondents who are male, namely 47 people or 21.27%. This indicates that the respondents are dominated by women.

Most of the respondents, namely as many as 78 people (35.29%) aged between 20 to 25 years. Thus it can be indicated that the majority of respondents in this study are aged between 20 to 25 years.

The distribution of respondents based on recent education can be illustrated that the population of course and training participants in Tangerang City is dominant with senior high school education.

Hypothesis Testing

The research hypothesis test aims to determine whether the results of the research hypothesis are in accordance with the hypothesis model built at the beginning of the study.

Table 1.
Total Effect (Mean, STDEV, T-Values dan P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Customer Satisfaction	0.65	0.645	0.052	12.563	0
Learning Innovation ->Brand Image	0.386	0.385	0.114	3.398	0
Learning Innovation ->Customer Satisfaction	0.242	0.24	0.084	2.895	0.002
Online Advertising ->Brand Image	0.085	0.086	0.121	0.703	0.241
Online Advertising ->Customer Satisfaction	-0.011	-0.007	0.089	0.12	0.452
Service Quality ->Brand Image	0.205	0.215	0.071	2.883	0.002
Service Quality ->Customer Satisfaction	0.131	0.131	0.053	2.467	0.007

Source: SmartPLS Data Processing Results (2022)

Table 2.
Spesific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Learning Innovation ->Brand Image ->Customer Satisfaction	0.251	0.247	0.073	3.462	0
Online Advertising ->Brand Image ->Customer	0.055	0.055	0.078	0.707	0.24

Satisfaction					
Service Quality ->Brand Image ->Customer Satisfaction	0.133	0.139	0.048	2.794	0.003

Source: SmartPLS Data Processing Results (2022)

The results of the study show that service quality has a significant effect on brand image at Course Institutions in Tangerang City. Online advertising has no significant effect on brand image at Course Institutions in Tangerang City. Learning innovation has a significant effect on brand image at Course Institutions in Tangerang City. Service quality has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Online advertising has no significant effect on customer satisfaction at Course Institutions in Tangerang City. Learning innovation has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Brand image has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Brand image is able to significantly moderate service quality on customer satisfaction at Course Institutions in Tangerang City. Brand image is not able to significantly moderate online advertising on customer satisfaction at Course Institutions in Tangerang City. Brand image is able to significantly moderate learning innovation on customer satisfaction at Course Institutions in Tangerang City.

CONCLUSION

The results of the study show that service quality has a significant effect on brand image at Course Institutions in Tangerang City. Online advertising has no significant effect on brand image at Course Institutions in Tangerang City. Learning innovation has a significant effect on brand image at Course Institutions in Tangerang City. Service quality has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Online advertising has no significant effect on customer satisfaction at Course Institutions in Tangerang City. Learning innovation has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Brand image has a significant effect on customer satisfaction at Course Institutions in Tangerang City. Brand image is able to significantly moderate service quality on customer satisfaction at Course Institutions in Tangerang City. Brand image is not able to significantly moderate online advertising on customer satisfaction at Course

Institutions in Tangerang City. Brand image is able to significantly moderate learning innovation on customer satisfaction at Course Institutions in Tangerang City.

In this study the authors cannot prove that online advertising has a significant effect on brand image and also cannot prove online advertising on customer satisfaction. Researchers suggest re-examining the relationship of the variables that the researchers found had no significant effect with different locations and samples.

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