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The Influence of Trust and Brand Image on Student Satisfaction in the Education Industry

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ABSTRACT : The quality of education provided by an educational institution has a very significant impact on students' intellectual, social and professional development. In the midst of increasingly fierce competition in the world of education, the quality of education is a key factor that influences the perceptions and satisfaction of students and parents. Educational institutions are required to be professional in serving service users. So that consumers become more organized so that consumer demands for the best service increase. The aim of this research is to determine the influence of trust and brand image on the satisfaction of students enrolled at Jember Regency Central State Middle School. The sample was 379 Jember Regency State Middle School students and was taken using proportioned stratified random sampling. The research results show that trust has a significant effect on student satisfaction. Brand image has a significant effect on student satisfaction.
KEYWORDS: trust; brand image; satisfaction, Junior high school.

I.   INTRODUCTION

The quality of education provided by an educational institution has a very significant impact on students' intellectual, social and professional development. In the midst of increasingly fierce competition in the world of education, the quality of education is a key factor that influences the perceptions and satisfaction of students and parents. With the development of the world of education which experiences changes from time to time. causing competition between educational institutions, especially schools (Hambali, 2022). Schools are organizations that offer products in the form of educational services which act as a forum for forming human resources into superior individuals.

Significant changes in recent years regarding the policies, structure and status of educational institutions have occurred throughout the world. Problems such as privatization and increasing competition between higher education institutions are now commonplace in most countries. Educational institutions, like other institutions, are currently facing various challenges, including a strict competitive structure which is characterized by the large number of educational institutions that also provide the same services. Educational institutions are required to be professional in serving service users. So consumers become more selective so that consumer demands for the best services increase. Offering services to consumers must be based on consumer interests and school performance, therefore schools must pay attention to everything that consumers consider important (Chandra et al., 2019). Justin et al. (2019) stated that education is a representation of the service industry where service quality and satisfaction are the keys to competitiveness and important determinants of the success of educational institutions.

The concept of satisfaction in an educational context focuses on the student community. Flores (2023) defines student satisfaction as a student's subjective assessment of various outcomes and experiences related to education and is formed through continuous and repeated experiences at school. For the purposes of this study, student satisfaction is defined as a student's happiness or satisfaction with the student's overall school experience. Educational institutions tend to place importance on student satisfaction because of its impact on student motivation, recruitment of new students and retention of existing students. Educational institutions must include student satisfaction as an important component of educational management in addition to the core business of teaching and learning. Customer satisfaction is a feeling of happiness from customers because they have received services that exceed their expectations (Qomariah, 2016). Customer satisfaction in the context of this research is student satisfaction. Student satisfaction shows students' feelings about what they receive from the school after they receive the services provided to students. There are many factors that can make customers satisfied, including trust and brand image.

Consumer trust is a very powerful weapon in building relationships because the high level of customer trust in the company makes the company strong in building relationships with its stakeholder groups. In a business context, trust can be defined as a customer's sense of confidence and trust that the customer's

expectations for the business are met (Nugraha, 2022). According to Kotler & Keller (2019), trust is a problem in business because customers depend on promises from business entities or the products or services provided. Customers' perceived risks can be reduced by building relationships based on trust. Consumers expect companies to be willing and able to act based on consumer interests, and to be honest in transactions. Trust must always be maintained by the service provider. The trust given by consumers to a service is invaluable. Once a consumer believes in a product or service, the consumer has decided to use that product or service to fulfill their needs. Research conducted by (Kundu & Datta, 2015), (Putra &Indriyani, 2018), (Andhini&Khuzaini, 2017), (Latifah et al., 2020), (Wulandari &Suwitho, 2017), (Kasinem, 2020; Lestari, 2019; Pambudi& Soliha, 2021), (Kartika &Ganarsih, 2019), (Santosa et al., 2021); (Panda et al., 2019); and (Gustiwinarah, 2022) states that trust has an impact on customer satisfaction. Meanwhile, research conducted by (Mawey et al., 2018), (Juwaini et al., 2022); (Mawey et al., 2018); (Rizkiana et al., 2023); and (Natasya &Yudhira, 2023) stated that trust has no effect on customer satisfaction.

The second factor that also needs attention is brand image. Branding is the process of representing certain practices in the production, consumption and distribution of brands between organizational agents and ultimately consumers. In a definition often cited by Kotler & Keller (2019), brand image is described as the perception of a brand as reflected by brand associations stored in memory. Empirical research that provides evidence of the influence of service quality on brand image includes (Tresnadi et al., 2024); (Ramadhan et al., 2022); (Hwang & Choi, 2019); (Shehzadi et al., 2021); and (Natalia &Erdiansyah, 2020), (Kurniawati et al., 2014), (Upamannyu, 2014), (Pusparani&Rastini, 2014), (Dimyati& Subagio, 2016), (Neupane, 2015), (Nursaid et al ., 2020), (Atmanegara et al., 2019), (Usvela et al., 2019), (Indarto et al., 2018), (Djanas, 2016), (Qomariah, 2012), (Mutmainnah, 2018), (Setyaningsih&Murwatiningsih, 2017), (Dayrobi& Raharjo, 2020), (Septiandari et al., 2016), (Septiandari et al., 2019), (Prameswari&Mahestu, 2019). Inconsistent results were obtained (Özkan et al., 2020), (Sukamuljo et al., 2021) which stated that service quality had no significant effect on brand image. Different results were obtained by research (Yosua, 2021), (Rusmahafi& Wulandari, 2020); (Prastiwi&Rivai, 2022); and (Rivai&Zulfitri, 2021), which states that brand image has no significant effect on trust.

Based on data submitted by the Central Region Middle School in Jember Regency, it is clear that the number of students has generally increased from year to year. This is inseparable from the addition of the ceiling which was determined as a form of effort to improve education services from the Regional Government through the Jember Regency Education Office to improve education services. Each increase in the ceiling is followed by the fulfillment of the ceiling, this indicates that state schools are still an option for parents or students. In relation to student satisfaction, the picture obtained is that in general, Central Region Middle Schools in Jember Regency have student satisfaction scores ranging from 65.33% - 84.00%. This shows that student satisfaction with educational services at Central Region Middle Schools in Jember Regency is not yet optimal and requires improvement or improvement. Meanwhile, regarding the results of previous research regarding trust and brand image variables which are linked to customer satisfaction, there are still inconsistent results. In connection with the problems that occurred, the aim of this research was intended to determine the influence of brand image trust on student satisfaction at Middle School Middle School students in Jember Regency.

II.   LITERATURE REVIEW

Trust

Trust is based on the buyer's expectation that the seller will behave reliably, ethically, and socially appropriate, fulfilling the buyer's obligations, regardless of the buyer's vulnerability and dependency (Nugraha, 2022). According to Tjiptono (2019), trust is the most important element in every relationship. Trust can be interpreted as the initiative, ability, integration and motivation of another party to play a role in providing satisfaction in the form of agreed needs and interests of a person.

Brand Image

The term image is the public's feeling or conception about a company, an object, a person, or an institution. Image is an impression obtained that is in accordance with a person's knowledge and understanding. Swasty (2020) states that image is the identity of an organization that is brought to society and makes people loyal to products or services that help grow customers.

Consumer Satisfaction

Consumer satisfaction represents the feeling of disappointment or happiness that consumers feel after receiving the expected service or product results for performance or results that meet expectations. Solomon (2019) provides a definition of satisfaction as the level of a person's feelings after comparing the performance or results he feels compared to his expectations. Customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived discrepancy between previous expectations and the actual performance of the product that is felt after using it (Lupiyoadi, 2019).
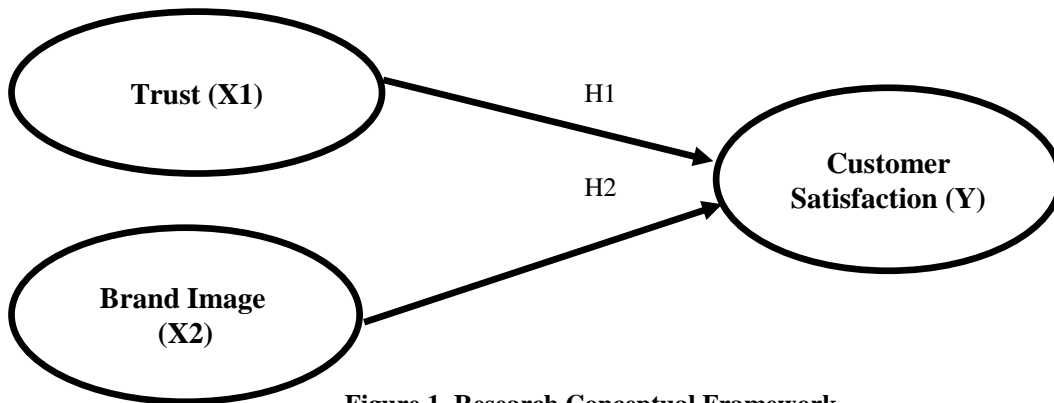
III. CONCEPTUAL FRAMEWORK

Figure 1. Research Conceptual Framework

Research Hypothesis
1. The higher the consumer's trust in the product or service, the higher the customer satisfaction.
2. The better the brand image in the eyes of consumers, the higher the customer satisfaction

IV. METHODS

This research is categorized as confirmatory research at the same time. The population in this study were all Central Region State Middle School students in Jember Regency, totaling 7,112 people. The sample in this study was a portion of students in class VIII and IX of State Middle School in the Central Region of Jember Regency. The method used to determine the sample size was the Slovin formula where the sample was determined as 379 respondents. Sampling was carried out using proportioned stratified random sampling. There are 2 types of variables used in this research, namely exogenous variables including trust (X1) and brand image (X2) and also endogenous variables, namely student satisfaction (Y). Data analysis in this research uses a descriptive analysis approach, reliability and validity tests, and direct influence tests.

V. RESULTS AND DISCUSSION

Descriptive Analysis Results

The research respondents were students in grades VIII and IX of Central Regional Public Middle School, Jember Regency. In Table 1 below, the demographic statistics of respondents who are students of Central Regional Middle Schools in Jember Regency are presented.

Table 1: Descriptive Statistics Results

Criteria		Frequency (Person)	Percentage (%)
Age	13 Years	114	30,08
	14 Years	163	43,01
	15 Years	102	26,91
	Total	379	100,00
Gender	Man	168	44,33
	Woman	211	55,67
	Total	379	100,00
Class	VIII	198	52,24
	IX	181	47,76
	Total	379	100,00

Data Validity Analysis Results

Validity is a scale that describes the ability of a research instrument to accurately measure the concept or variable it measures (Solihin & Ratmono, 2013). The results of the validity test in this research are presented in Table 2 below.

Table 2. Outer Loadings Values

Variable	Indicator	Loading Value	Information
Trust(X1)	X1.1	0,889	Each loading value > 0.5 in this case is declared to meet validity
	X1.2	0,873	
	X1.3	0,876	
	X1.4	0,902	
	X1.5	0,859	
	X1.6	0,877	
	X1.7	0,892	
	X1.8	0,899	
	X1.9	0,875	
	X1.10	0,859	
Brand Image (X2)	X2.1	0,903	Each loading value > 0.5 in this case is declared to meet validity
	X2.2	0,865	
	X2.3	0,898	
	X2.4	0,911	
	X2.5	0,909	
	X2.6	0,885	
	X2.7	0,866	
	X2.8	0,929	
	X2.9	0,847	
	X2.10	0,898	
Student Satisfaction (Y)	Y1	0,870	Each loading value > 0.5 in this case is declared to meet validity
	Y2	0,874	
	Y3	0,881	
	Y4	0,882	
	Y5	0,898	
	Y6	0,846	
	Y7	0,841	
	Y8	0,869	
	Y9	0,866	
	Y10	0,832	

Reliability Analysis Results

Component reliability testing is one of the test tools used to measure the level of accuracy of measuring instruments if carried out repeatedly (Ghozali, 2013). In Table 3 below, the results of the reliability analysis of research data are presented.

Table 3. Results of Reliability Test Analysis

Variable	Cronbach Alpha	Results
Trust (X1)	0,968	Meet
Brand Image (X2)	0,971	Meet
Student Satisfaction (Y)	0,963	Meet

Hypothesis Testing Results

For hypothesis testing with the aim of knowing the impact of exogenous variables on endogenous variables. Below are presented the results of hypothesis testing which are the results of hypothesis testing in Table 3.

Table 3: Direct Effect Test Results

Research Hypothesis	Path Coefficient	P-Value	Information
Trust→Customer Satisfaction	0,223	<0,001	H1Accepted
Brand Image → Customer Satisfaction	0,531	<0,001	H2 Accepted

Discussion

The Effect of Trust on Student Satisfaction

The research results show that trust has a positive and significant influence on student satisfaction. So the hypothesis which states that trust has a significant effect on student satisfaction at Central Region Middle Schools in Jember Regency is proven to be true or H1 is accepted. This means that the better the trust in Central Region Middle Schools in Jember Regency, the better the student satisfaction will be.The results of this study are in accordance with and support research (Handayani et al., 2021); (Dam & Dam, 2021); (Shamsudin et al., 2020); (Rusmahafi & Wulandari, 2020); (Diputra & Yasa, 2021); (Chien & Chi, 2019); (Hallencreutz & Parmler, 2021); (Ali et al., 2022); (Sultan & Wong, 2019); (Chandra et al., 2019); (Panda et al., 2019); (Hwang & Choi, 2019); (Shehzadi et al., 2021); (Mawey et al., 2018); (Rizkiana et al., 2023), (Sutrisno et al., 2017), (Ambarwati et al., 2022), which shows the influence of trust on consumer satisfaction.

The Influence of Brand Image on Student Satisfaction

The research results show that brand image has a positive and significant influence on student satisfaction. So the hypothesis which states that school brand image has a significant effect on student satisfaction at Central Region Middle Schools in Jember Regency is proven to be true or H2 is accepted. This means that the better the school's brand image, the better the student satisfaction at Central Regional Middle Schools in Jember Regency. The findings of this research support empirical research findings (Handayani et al., 2021); (Dam & Dam, 2021); (Shamsudin et al., 2020); (Özkan et al., 2020); (Diputra& Yasa, 2021); (Delima et al., 2019); (Chien & Chi, 2019); (Hallencreutz&Parmler, 2021); (Ali et al., 2022); (Sultan & Wong, 2019); (Chandra et al., 2019); (Panda et al., 2019); (Hwang & Choi, 2019); (Shehzadi et al., 2021); (Hendrawan&Agustini, 2021); and (Kuswati et al., 2021), (Purnomo et al., 2023), (Atmanegara et al., 2019) which prove the influence of brand image on consumer satisfaction.

VI.   CONCLUSIONS AND RECOMMENDATIONS

The research conclusion is that trust has a significant effect on student satisfaction. The school's brand image has a significant effect on student satisfaction. The suggestion put forward is that the agency, in this case the Central Region Middle School in Jember Regency, should always pay attention to matters especially those related to trust. For a further research agenda, it is recommended to use or add other variables such as relationship marketing, service innovation, perceived value, and others. So that better findings can be obtained in explaining brand image and consumer satisfaction.

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