
Trustworthiness and Trust as Drivers of Value Perception and Its Implications for Positive Word of Mouth Intention (Study on the Context of Private Campuses in Jabodetabek)

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Abstract

This research to understand for trustworthiness and trust in implication for perception value of implementation for positive word of mouth intention. Study from private universities in Jabodetabek. Object research this is a student of private universities those who live in jabodetabek. To answer problems in this research and the testing of hypotheses research, data analysis using Structural Equation Model (sem) - amos to know how strong the influence of every variable the treatment, this study found that the variable to connect for trust, perceived value and student loyalty have dimension operational competence, operational benevolence, and problem solving orientation as benchmarks of Trust in the institution personnel and Trust in the institutions management to create Perceived Value to the campus and generate student loyalty is expected to be able to have a positive influence on increasing student trust.

Keywords: customer participation, customer involvement, customer engagement, value, trust, word of mouth.

Abstrak

Penelitian ini untuk memahami trustworthiness and trust dalam implikasi nilai persepsi implementasi terhadap niat word of mouth positif. Studi dari universitas swasta di Jabodetabek. Objek penelitian ini adalah mahasiswa perguruan tinggi swasta yang berdomisili di jabodetabek. Untuk menjawab permasalahan dalam penelitian ini dan pengujian hipotesis penelitian, analisis data menggunakan Structural Equation Model (sem) - amos untuk mengetahui seberapa kuat pengaruh setiap variabel terhadap perlakuan, penelitian ini menemukan bahwa variabel tersebut berhubungan untuk trust, perceived value dan loyalitas mahasiswa yang berdimensi kompetensi operasional, kebajikan operasional, dan orientasi pemecahan masalah sebagai tolak ukur kepercayaan pada personel institusi dan kepercayaan pada manajemen institusi untuk menciptakan Perceived Value terhadap kampus dan membangkitkan loyalitas mahasiswa diharapkan mampu memberikan pengaruh positif terhadap meningkatkan kepercayaan siswa.

Kata Kunci: partisipasi pelanggan, keterlibatan pelanggan, keterlibatan pelanggan, nilai, kepercayaan, dari mulut ke mulut.

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1. Introduction

Higher education institutions (campus) are service providers in the field of education. Higher Education Services is the same as other businesses in terms of getting customers who are in the field of intangible, that is, intangible. Intense competition in the world of higher education requires institutions to develop marketing strategies. Today's increasingly global competition, providing quality services is the key to the survival and success of many organizations. Higher education services must be proficient in promoting and marketing higher education services. Increasing competition from the service sector comes from various industries, one of which is where campuses are required to market their programs more aggressively. Along with the rapidly increasing level of competition among higher education service providers in Indonesia, the number of campuses in Indonesia occupies the first position with the largest number of campuses in ASEAN. This makes competition in getting prospective new students even more difficult, thus making the marketing function even more important. The situation faced by Private Higher Education (PTS) is more complex because PTS does not receive full financial support from the government, so they have to finance their own activities related to the Tri Dharma of Higher Education.

Research purposes

Based on the description of the background, this study aims to determine the effect of workload on the performance of employees, to know, how is the effect of compensation on the performance of employees, to identify, what is the effect of work stress on the performance of employees, and the last is to know, how is the effect of workload, compensation, and work stress jointly affect the performance of employees of PT. Airo Maha Kerinci.

2. Research Framework

Hypothesis

Here are hypotheses that may be relevant in this study:

- H1: Personnel Trustworthiness has a positive relationship with Trust in the institution's personnel
- H2: Management Trustworthiness has a positive relationship with Trust in the institution's management
- H3: Trust in the institution's Administrative has a positive relationship with Percived Value
- H4: Trust in the institution's management has a positive relationship with Percived Value
- H5: Trust in the institution's Faculty is positively related to Percived Value
- H6: Perceived Value is positively related to Positive WOM Intention

3. Research Methods

Research conducted to determine the value of independent variables, either one variable or more for research methodology is a series of laws, rules and certain procedures that are regulated and determined based on scientific principles in conducting research in certain scientific corridors whose results can be accounted for scientifically (Herdiandyah, 2010). Primary data is generated directly by researchers for specific purposes in answering research problems. In this study, primary data was obtained by survey method using a Google Form questionnaire which was distributed to target respondents online. The sample used in this study is students who are in the Greater Jakarta area.

4. Results and Discussions

In accordance with the data processing method chosen in the previous chapter, the application used by researchers is Amos 20 as a supporting application for Structural Equation Model (SEM) analysis. The Amos 20 application will assist researchers in processing data so that it becomes easier. The results of the analysis can be seen in the structural model to test the fit of the model with the data. Af-

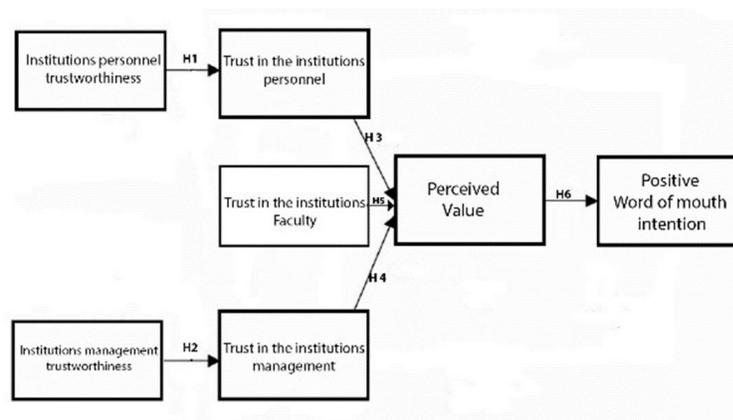


Figure 1. Research Model

ter knowing the results of the data analysis, it will be interpreted and conclusions will be drawn from the interpretation.

Respondent Profile

The researcher will explain the profile of the respondent being observed, namely, among other things, the sex of the respondent, the domicile where the respondent lives, as a filter the researcher also gives more specific questions to the respondent, namely the question whether the student is a student who is still actively studying at one of the private campuses is in the Jabodetabek area

Domicile Distribution of respondents, out of 150 respondents who participated in this study spread across the areas of Jakarta, Bekasi, Depok and Tangerang, 150 respondents participated in this study, 34% of respondents were male (51 respondents) and 66% of respondents were female (99 respondents). The number of campuses from respondents, of the 150 respondents who participated in this study, were spread across private campuses

Data Analysis

In accordance with the data processing method chosen in the previous chapter, the application used by researchers is Amos 20 as a supporting application for Structural Equation Model (SEM) analysis. The Amos 20 application will assist researchers in processing data so that it becomes easier. The results of the analysis can be seen in the structural model to test the fit of the model with the data. After knowing the results of the data analysis, it will be interpreted and conclusions will be drawn from the interpretation.

The results of the analysis in this study are all constructs or measuring instruments for each valid and reliability variable and the measurement model is in accordance with the SEM method. The overall model structure shows that of the 6 hypotheses, all hypotheses have a positive effect. The following is a discussion of each of the research hypothesis tests.

Influence (Institutions Personnel Trustworthiness) on (Trust in the Institution Personnel Administrative)

The results of data processing analysis and proving the hypothesis in this study indicate that there is a positive and significant influence between Institutions Personnel Trustworthiness and Trust in the Institution Management. This proves that trust in educational staff plays an important role in increasing trust in educational staff in the administrative field.

The influence of (Institution Management Trustworthiness) on (Trust in the Institution Management)

The results of the analysis of data processing

and proving the hypothesis in this study indicate that there is a positive and significant influence between Institution Management Trustworthiness on Trust in the Institution Management. This proves that trust in campus management plays an important role in increasing trust in the campus. This is in line with research conducted by (Singh and Sirdeshmukh, 2000), namely campus policies can be enforced in dealing with student problems. Based on this analysis, it is hoped that students will be able to provide recommendations to potential consumer salons. From the explanation above, it can be concluded that Institution Management Trustworthiness can increase Trust in the Institution Management.

The influence of (Trust in the Institution Personnel Faculty) on (Perceived Value)

The results of data processing analysis and proving the hypothesis in this study indicate that there is a positive and significant influence between Trust in the Institution Personnel Faculty and Perceived Value. This proves that the relationship between teaching staff/lecturers and students plays an important role in increasing the Perceived Value received by students. In line with research conducted by (Al-alak, 2010) states that building trust in faculty has been applied to reality on campus, measuring trust and evaluating lecturers together can increase student Perceived Value. Thus it can be concluded that Trust in the Institution Personnel Faculty can increase students' Perceived Value.

Influence (Trust in the Institution Personnel Administrative) on (Perceived Value)

The results of data processing analysis and proving the hypothesis in this study indicate that there is a positive and significant influence between Trust in the Institution Personnel Administrative and Perceived Value. This proves that Trust in the Institution Personnel Administrative with students plays an important role in increasing students' Perceived Value of campus education staff. In line with Hunt's research (1994) that trust exists if one party believes in the integrity of the other party. In addition, research conducted by Ganesan and Shankar (1994) shows that positive interactions occur in exchange relationships. Thus it can be concluded that Trust in the Institution Personnel Administrative of students with the campus will make students have Perceived Value for the campus. From these results it can be concluded that Trust in the Institution Personnel Administrative is very important for improving the services provided by the campus so as to prove increasing Perceived Value.

Effect of (Trust in the Institution Management) on (Perceived Value)

The results of data processing analysis and prov-

ing the hypothesis in this study indicate that there is a positive and significant influence between Trust in the Institution Management and Perceived Value. This proves that Trust in the Institution Management with students plays an important role in increasing the Perceived Value that students will carry out on campus. In line with research conducted by Schertzer and Schertzer (2004) that improving institutional and faculty relationships with students can increase student value, from institutional commitment and retention is the beginning of the creation of Perceived value

Influence (Perceived Value) on (Positive Word of Mouth)

The results of data processing analysis and proving the hypothesis in this study indicate that there is a positive and significant influence between Perceived Value and Positive Word of Mouth. This proves that Perceived Value for students plays an important role in increasing the Positive Word of Mouth that students will do for campus. Research conducted by (Browne et al, 1998). Research conducted by (de Matos & Rossi, 2008) states that customers who believe in agencies are more likely to give positive word of mouth. From the explanation above, it can be concluded that Perceived Value can increase the Positive Word of Mouth of students towards the campus.

Based on the results of the analysis of the validity test and reliability test, the test results show that

the values of all the variables tested have passed the required values where in the validity test all indicators show standardized loading factor (SLF) ≥ 0.5 and it can be concluded that the variable under study is valid. In the reliability test, it can be seen that all indicators have an Average Variance Extended (AVE) value of ≥ 0.5 , while in Construct Reliability (CR) the values of all indicators are ≥ 0.7 . This indicates that the variables studied are reliable.

Based on the GOF calculation results in Table 2 above, it can be seen that the three GOF measures, namely CMIN/DF, CFI, and RMSEA have different levels of fit, CMIN/DF has a good fit, CFI shows a slight fit (marginal fit), while the RMSEA has poor fit. Thus, the overall model indicates that overall the data is quite fit with the SEM model, it's just that the RMSEA data is slightly less fit.

The results found in this study are that the driving force (positive WOM intention) comes from (perceived value) which has a relationship originating from Trust in the Institutions Personnel Administrative, Institution Management Trustworthiness, Trust in the Institutions Management from the three drivers of perceived value there are dimensions that come from Institution Personnel Trustworthiness and Institution Management Trustworthiness produce a positive relationship and from managerial implications there is something to be improved from the research results. Following are the managerial implications of this research.

Table 1. Validity and Reliability Test

Variabel Laten	Indikator	Uji Validitas			Uji Reliabilitas	
		Factor Loading ≥ 0.5	Kesimpulan	AVE ≥ 0.5	CR ≥ 0.7	Kesimpulan
Personnel Operational Competence	POC1	0.836	Valid	0.742	0.896	Reliable
	POC2	0.893	Valid			
	POC3	0.854	Valid			
Personnel Operational Benevolence	POB1	0.789	Valid	0.732	0.891	Reliable
	POB 2	0.873	Valid			
	POB 3	0.902	Valid			
Personnel Problem Solving Orientation	PPSO1	0.836	Valid	0.712	0.881	Reliable
	PPSO2	0.892	Valid			
	PPSO3	0.848	Valid			
Management Operational Competence	MOC1	0.808	Valid	0.728	0.889	Reliable
	MOC2	0.856	Valid			
	MOC3	0.894	Valid			
Management Operational Benevolence	MOB1	0.922	Valid	0.817	0.931	Reliable
	MOB2	0.886	Valid			
	MOB3	0.904	Valid			
Management Problem Solving Orientation	MPSO1	0.917	Valid	0.876	0.955	Reliable
	MPSO2	0.954	Valid			
	MPSO3	0.954	Valid			
Trust in the management	TIM1	0.939	Valid	0.889	0.96	Reliable
	TIM2	0.959	Valid			
	TIM3	0.93	Valid			
Trust in the personnel Faculty	TIPF1	0.871	Valid	0.819	0.931	Reliable
	TIPF2	0.936	Valid			
	TIPF3	0.907	Valid			
Trust in the personnel Administrative	TIPA1	0.95	Valid	0.884	0.958	Reliable
	TIPA2	0.939	Valid			
	TIPA3	0.932	Valid			
Perceived Value	PV1	0.635	Valid	0.571	0.798	Reliable
	PV2	0.823	Valid			
	PV3	0.792	Valid			
Positive WOM Intention	PWI1	0.766	Valid	0.732	0.891	Reliable
	PWI2	0.902	Valid			
	PWI3	0.892	Valid			

Table 2. Goodness of Fit Research Results

GOF	Cut of Value	Hasil	Evaluasi
		Analisis	Model
CMIN/DF	CMIN/DF \leq 3,0 (<i>good fit</i>)	3.634	<i>Good Fit</i>
CFI	CFI \geq 0,90 (<i>good fit</i>) 0,80 \leq CFI \leq 0,90 (<i>marginal fit</i>) CFI \leq 0,80 (<i>poor fit</i>)	0,846	<i>Marginal Fit</i>
RMSEA	RMSEA \leq 0,08 (<i>good fit</i>) 0,08 \leq RMSEA \leq 0,10 (<i>marginal fit</i>) RMSEA \geq 0,10 (<i>poor fit</i>)	0,114	<i>Poor Fit</i>

The managerial implications of Institution Personnel Trustworthiness are as follows

Institution Personnel Trustworthiness has a dimension as a benchmark of personnel operation competence to measure the competence of teaching staff to act as a service that provides good service and accommodates complaints of problems experienced by students. Student confidence in the competence of the teaching staff plays a very important role so that students have a sense of confidence that their problems are resolved properly. The next benchmark dimension is personnel operation benevolence, namely service regarding how students experience service to educational staff, being polite and speaking well will lead to student confidence in handling existing problems and always serving sincerely. Personnel Problem Solving Orientation is the handling of problems faced by students to be resolved by prioritizing the best solutions and prioritizing student needs.

The managerial implications of Institution Management Trustworthiness are as follows

Institution Management Trustworthiness has a dimension as a benchmark of management operation competence to measure campus procedural efficiency to handle student services which always goes well. Student trust in campus management plays a very important role so that students have a sense of confidence in regulations regarding policies that put students first. Management operation benevolence, namely the campus prioritizes the interests of students in its policies, respecting students to serve as consumers. Education staff are always positive about their students. Management Personnel Problem Solving Orientation is a problem solving process carried out by the campus to act quickly. Regulatory policies in a campus prioritize the best decisions for students. Campus management should always make direct contact with students, such as facilitating student needs in relation to attending lectures, whether there are any problems in everyday life.

The managerial implications of the Trust in the Institution Personnel Administrative are as follows

Trust in the Institutions Administrative Personnel have an equally important role in strengthening the relationship between students and the campus. An important role in generating a trust from students for services that support teaching and learning on campus so they can be relied upon. Competent educational staff will support student trust so that they can improve the quality of the campus in the future. It is hoped that with student trust in educational staff, their performance and integrity will improve in serving students.

The level of perception of the average respondent states that Trust in the Institutions Personnel Administrative is in second position at 5.94, in the overall level of the influence of perception formation as a driver of perceived value is at a value of 0.284, has the same position, namely second place in calculating the relationship so as to produce positive WOM intention.

Improving Trust in the Institutions Administrative Personnel in this case requires increased attention in terms of adding special training in each field so that they can add other knowledge and references in the same field he is in.

The managerial implications of Trust in the Institutions Faculty are as follows

Trust in the Institutions Personnel Faculty is a belief in the competence of campus lecturers who have high integrity so that they have an important role in strengthening the relationship between students and lecturers. Creating a strong emotional connection between students and the campus through faculty personnel will make students care about all teaching and learning activities on campus, concern for the campus will make all students give their best contribution to improving the quality and services provided by the campus.

The level of perception of the average respondent states that Trust in the Institutions Personnel Faculty is in the first position of 5.94, in the overall level of the influence of perception for-

mation as a driver of perceived value is at a value of 0.255 has a different position, namely third place because of the influence the formation of perceptions is low but the level of interest of respondents states that it is the most important as creating positive WOM intention.

Improving Trust in the Institutions Personnel Faculty, in this case it is necessary to increase the ability of lecturers in terms of mastery of the material being taught and good teaching methods by updating research in each field so that they always get the latest knowledge from the subjects being taught. The number of comparative references on an international scale, for example attending seminars in scientific fields that are studied in theoretical and practical terms, needs to be added in order to increase the capability and standardization of a campus for its graduates.

The managerial implications of Trust in the Institutions Management are as follows

Trust in the Institutions Management is a policy matter that must be maintained by the campus if it does not want the integrity of the campus to be questioned. Competent campus management to organize conducive teaching and learning activities and ensure that service facilities run well. Liaison in various transactions between campuses and students is managed by campus management that students can rely on. Handling student problems properly will be trusted in terms of campus commitments that are believed to be competent in their fields.

The level of perception of the average respondent states that Trust in the Institutions Management is in the third position of 5.92, the level of importance is low but in terms of the overall level of influence in the formation of perceptions as a driver of perceived value it is at a value of 0.420 having the first position. The influence of formation on perceived value is needed to create positive WOM intention, the influence of forming perceptions is high.

Improving Trust in the Institutions Management, in this case, requires increasing standardization regarding campus policies to regulate everything and be able to provide awards for those who excel and be given punishment if there are those who violate it. Management's ability to deal with problems that exist in the line of division must be generalized, the treatment is not differentiated.

Campus policies must have strong regulations and standardized policies that can position students as consumers who need the best learning. In terms of facilities, treatment from administration, and lecturers who have high standards to form a strong character in their students. Positioning students as consumers is indeed necessary in campus management, but in practice it requires good standardization to produce the best graduates because

the learning process that requires struggle will create strong fundamentals, so that they are needed when they are already employed.

5. Conclusion and Suggestion

The purpose of this study was to examine the relationship between the variables Institution Personnel Trustworthiness, Trust in the Institution Personnel Administrative, Institution Management Trustworthiness, Trust in the Institutions Management, Trust in the Institutions Faculty, perceived value and Positive Word of mouth intention. The results of the analysis using the SEM method show that all hypotheses have a positive effect. Research to test the hypotheses proposed on private campuses in Jabodetabek can be concluded as follows:

Based on the results of the analysis and conclusions in this study, it can be used as a suggestion for improving the quality of service in involving students as one of the recommendations in terms of marketing the campus. The analysis in this study is supported by data obtained by respondents from private campuses in Jabodetabek. The suggestions for further researchers are as follows:

For Private Campuses in the Jabodetabek area Variables that have a significant influence as a driving force for Institution Personnel Trustworthiness, Trust in the Institution Personnel Administrative, Institution Management Trustworthiness, Trust in the Institution Management, Trust in the Institution Faculty, perceived value and Positive Word of mouth intention are Institution Personnel Trustworthiness and Institution Trustworthiness Management, the campus should focus more on the two variables above because they act as a driving force for all variables, especially increasing perceived value and Positive Word of Mouth Intention. Always involve students in every campus decision, both academic and non-academic activities. Increase student enthusiasm in order to increase student participation for future service improvements.

Increase a sense of trust with students so that students feel that they are an integral part of the campus, which in the end students will make a positive contribution to the campus. Maintain and improve the quality of service to students so that students feel comfortable studying at the current place so that there is satisfaction with the services provided by the campus to students. Focus on increasing Trust in the Institution Personnel Administrative, Trust in the Institution Faculty and Trust in the Institution Management because these three variables play an important role in increasing perceived value and Positive Word of mouth intention.

For further researchers Respondents who are more thorough in the distribution of regional distribution. Researchers found that 137 campuses in Jakarta were more dominant respondents, namely private campuses and the rest there were several

other areas around Jakarta of 13 private campuses

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