

The Effect of Service Quality, Brand Image and Word of Mouth Communication towards the Continuing Study Interest

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Abstract

This study aims to determine the extent of the relationship between service quality, brand image and word of mouth communication to the interest in continuing study in management department Faculty of Economics, Universitas Bhayangkara Jakarta Raya. The research methodology used is descriptive quantitative research and multiple linear regression analysis. The data obtained from those management students especially the class of 2018 and 2019, then processed using SPSS version 22 which includes several tests like, Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test, Hypothesis Test (t test and F test) and Determination Coefficient Test (r^2). Based on the research results obtained that Service Quality (X_1) and Brand Image (X_2) variables have a negative and insignificant effect on Interest on Continuing Study (Y), but the other variable of Word of Mouth Communication (X_3) has a positive and significant effect on Interest on Continuing Study (Y) variable.

Keywords

Service Quality, Brand Image, WOM Communication, Continuing Study Interest, Quantitative Research.

Introduction

Education is something that is worth getting by everyone. Because with education it will make someone have the stock of knowledge to pick up the future. The level of education starts from the most basic level which is at this level learned values that are basic as well. After that, it will continue to a higher level. This process has the meaning that education is something that has a process that is not short, but has a long chain of processes. The length of this series of processes is something that has meaning as the maturation of knowledge and precipitating knowledge in a person. So that knowledge will have benefits in the next life. That education has the right to be received by every individual. So it is not surprising, in today's education of an individual is highly heralded. Because with this education will be expected to balance competition in the future. But on the other hand, educational problems always arise in the journey of the world of education itself. Which is a familiar problem here, namely the interest in continuing to college. By looking in reality, that the interest in continuing to tertiary education still has a level that is not balanced with the results of the output from the previous level. This condition is caused by various factors where these factors come from internal and external influences.

Literature Review

As the increasing public needs for formal education, especially tertiary education, make universities as strategic sector that expected to produce qualified human resources. The condition that is quite competitive among tertiary education institutions requires educational institutions pay attention to the quality of education institutions so that they are able to win the competition. Higher education institutions must take anticipative steps to face increasingly competitive competition and are responsible for exploring and improving all aspects of their services. Research on various problems faced by tertiary institutions in relating to the measurement of service quality, assessment with the accreditation approach and direct evaluation such as the case of studying failure (DO), studying term and others are considered insufficient so a new paradigm is needed as an indicator of quality measurement (AM Sadat, 2000).

The success of a faculty as a working unit in a university is largely determined by the quality of the services provided, where quality service can be identified through customer satisfaction, in this case, students. Cravens (R. Handayani, Yermias TK, 2003) states that, "To achieve a high level of satisfaction, an understanding of what is desired by consumers is needed, by developing the commitment of everyone in the institution to meet the needs of consumers".

Management Program in the Faculty of Economics, Universitas Bhayangkara Jakarta Raya (FE UBJ) as one of the higher education institutions, must apply the concept of prioritizing student satisfaction as a customer by providing the best service. Some service areas that must be developed sustainably are included: curriculum of the programs, learning processes, human resources (lecturers, staff, technicians), students, facilities and infrastructure, academic atmosphere, research and publications, community service, institution management, information systems, and domestic / foreign cooperation.

Besides the application of service quality, a well-known and trusted brand is a valuable asset. The most unique skill of professional marketing is its ability to create, maintain, protect and enhance a brand. Brands are names, terms, signs, symbols, designs or combinations of some of these elements, which are intended to identify them from their competitors (Kotler & Keller, 2015). While brand image is consumers' perception of a brand as a reflection of existing brand associations in consumers' minds (Keller, 2008). Brand image as a collection of brand associations formed in the minds of consumers (Freddy Rangkuti, 2009). The brand association itself is everything related to the memories of a brand. This association is an attribute that exists in the brand. Various associations that consumers remember can be strung together to form an impression of the brand (brand image). According to Rosalina, defining that brand image is a clue that will be used by consumers to evaluate products when consumers do not have enough knowledge about a product (Roslina, 2010). There is a tendency that consumers will choose products that are well known through their experience using products and based on information obtained from various sources. The program in a tertiary institution that has a positive and strong image is an attractive magnet and creates an interest for students to continue their studies in this program. The more positive and strong the image of a study program, the higher the interest in continuing study in this program.

Another thing that is also very important in this research is to find out the extent of the role of Word of Mouth Communication to the interest in continuing higher education. Simply put the definition of word of mouth communication is an action taken by consumers to convey any information related to the product by consumers to other consumers. According to WOMMA (Word of Mouth Marketing Association) is an activity where consumers provide information about a brand or product to other consumers (Anonymous, 2009). All promotional media, whether Above The Line or Below The line, word of mouth communication is a promotional activity which has a control level by line, word of mouth communication is a promotional activity which has control level by the product/service or brand of an institution. Institutions can encourage and facilitate word-of-mouth communication by first ensuring that the products/services or brands of the institution are

indeed unique and innovative so as to create positive word of mouth communication which in the end will generate sales for an institution. Word of mouth communication is one of the special characteristics in the service business. Customers often pay close attention to the delivery of services and then share their experiences with other potential customers according to Hurrtyati in Ihwani (Ihwani Azmi Ulil Mufti, 2013). Advertising will place consumers as objects, while word of mouth communication makes consumers as the subject. Advertising sacrifices consumers for the success of the institution, while word of mouth communication puts the consumer as part of the success of the institution. Consumers will prefer to buy the same brand that their friends bought. The credibility of the media is getting lower nowadays but the consumers are getting smarter not directly to believe in an ad that is read or viewed on social media. One reason, because there are too many ads and all talk about the same thing. According to Sumarni, explaining that if customers are satisfied they will certainly promote word-of-mouth communication. On the other hand, the power of word of mouth communication is also increased given that humans are social creatures who like to interact and share with others, including the issue of purchasing preferences. Word of mouth communication can spread out so quickly if the individual who spread it also has a wide network. Word of mouth communication can create a negative image that can go against a brand. For this reason, marketers can take advantage of the steps above to counterattack negative word of mouth communication. But the most important thing is still superior service, because that's where it all starts. Superior service is the most effective step in countering negative word of mouth communication. According to Kotler, Calder, Malthouse and Korsten (2012), the evaluation stage of the purchasing decision process, consumers form fondness / interest in brands in a selection of choices, consumers might form an interest in buying the most preferred product too (SE,MM, 2019).

The strategy of applying service quality, brand image and word of mouth communication to the interest in continuing studies in the Faculty of Economics, Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi, basically good or bad of a brand image and word of mouth communication depends on the good and bad quality of the service. In making the decision to continue study in Management Program in the Faculty of Economics, Universitas Bhayangkara Jakarta Raya, there are factors that must be considered to achieve customer satisfaction: excellence, strength and quality.

The following is a chart of the thinking framework in this research:

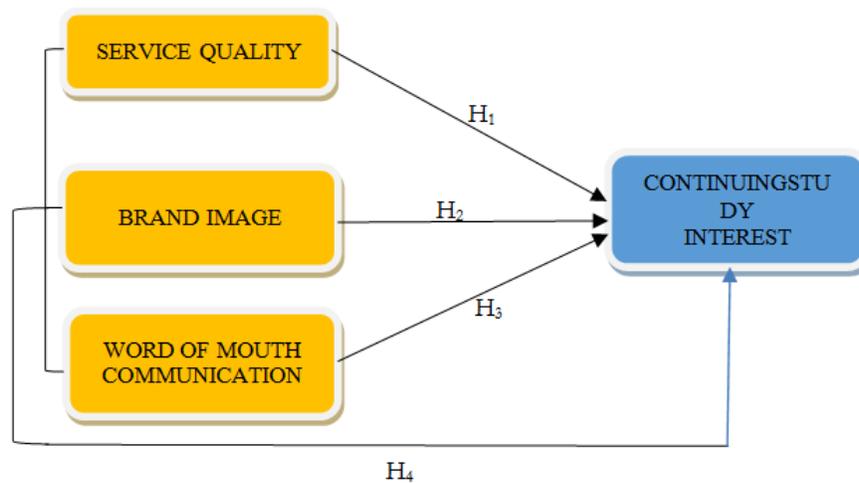


Figure 1 Hypothesis Framework

Research hypotheses are hypotheses formulated to address the problems using theories that are relevant to research problems and are not based on facts and support real data in the field (Riduwan & Sunarto, 2017). The study of the theory and thinking framework above can be obtained from the research hypothesis that there is an influence on the service quality, brand image and word of mouth communication on the interest in continuing study in Management Program in the Faculty of Economics, Universitas Bhayangkara Jakarta Raya on Campus 2 in Bekasi.

The hypothesis proposed in this study is as follows:

H₁: Service quality has a significant effect on interest in continuing study in Management Program in the Faculty of Economics, Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi.

H₂: Brand image has a significant effect on interest in continuing studies in Management Program in the Faculty of Economics, Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi.

H₃: Word of mouth communication has a significant effect on interest in continuing studies in Management Program in the Faculty of Economics, Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi.

H₄: Service Quality, Brand Image and Word of Mouth Communication have a significant effect on the interest in continuing studies in Management Program in the Faculty of Economics, Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi.

This study uses Statistical Data for Social Sciences (SPSS) version 22 as data processor.

Research Method

a. Research Type

This type of research is quantitative descriptive survey and multiple linear analysis, which is an assessment that aims to get a real condition of how Service Quality, Brand Image and Word of Mouth Communication can influence Interest on Continuing Study in Management Department Faculty of Economy Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi and relates it to existing theories and uses questionnaires as a data collection tool.

b. Research Location

This research was conducted at Faculty of Economy Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi and the object of research are the Management students, Faculty of Economy Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi Class 2018 and 2019. The reason the author chose the location of this research in Management Department Faculty of Economy Universitas Bhayangkara Jakarta Raya Campus 2 in Bekasi is because the author wanted to know how far Interest on Continuing Study in this institution influenced by Service Quality, Brand Image and Word of Mouth Communication.

c. Data, Population and Sample

In this study the data obtained were derived from the total population of Management students, Faculty of Economy University of Bhayangkara Jakarta Raya Class 2018 and 2019 and is about 244 people. The sample used by researchers is as many as 100 people with consideration according to the Slovin formula of the total population (sugiyono, 2007).

Data collection techniques used by researchers in this study were distributed some questionnaires to Management students, Faculty of Economy University of Bhayangkara Jakarta Raya Campus 2 in Bekasi Class 2018 and 2019 directly. Then the data are processed with SPSS software version 22, with several tests such as Validity Test, Reliability Test, Normality Test (Kolmogorov-Smirnov Test), Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test, Hypothesis Test (partial t Test and simultaneous F Test) and the Determination Coefficient Test (adjusted r^2).

Result and Discussion

1. Validity Test

Validity Test is used to measure the level of validity of a questionnaire. Validity Test is done using the correlation analysis method. The conclusions from the results of all indicators show significant results ($0.000 < 0.05$), and also $r_{count} > r_{table}$ so it can be concluded that each indicator is **Valid**.

Tabel 1.1 Validity Test of Service Quality, Brand Image, Word of Mouth Communication and Interest on Continuing Study Correlations

		SERVICE QUALITY	BRAND IMAGE	WORD OF MOUTH COMMUNICATION	INTEREST ON CONTINUING STUDY
SERVICE QUALITY	Pearson Correlation	1	0.484**	0.359**	0.182
	Sig. (2-tailed)		0.000	0.000	0.070
	N	100	100	100	100
BRAND IMAGE	Pearson Correlation	0.484**	1	0.418**	0.240*
	Sig. (2-tailed)	0.000		0.000	0.016
	N	100	100	100	100
WORD OF MOUTH COMMUNICATION	Pearson Correlation	0.359**	0.418**	1	0.608**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	100	100	100	100
INTEREST ON CONTINUING STUDY	Pearson Correlation	0.182	0.240*	0.608**	1
	Sig. (2-tailed)	0.070	0.016	0.000	
	N	100	100	100	100

Source : Data processed by SPSS

Table 1.2 Questionnaire's Indicators Validity Table
With $n = 100, df = 100 - 2 = 98$, so r_{table} is 0.1966

Variable	R Count	R Table	Result
Service Quality	0.423	0.1966	Valid
Brand Image	0.503	0.1966	Valid
Word of Mouth Communication	0.629	0.1966	Valid
Interest on Continuing Study	0.447	0.1966	Valid

Source : Data processed by SPSS

2. Reliability Test

This test is conducted to determine the level of consistency of the results of the responses/answers of the respondents. The table below shows the reliability test results of the Service Quality, Brand Image, and Word of Mouth Communication on Interest on Continuing Study. The results of this reliability test explain the **Cronbach's Alpha value > 0.70**, so it can be concluded that the measurement tool is **Reliable**.

**Table 2 Reliability Test
Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.708	0.712	4

Source : Data processed by SPSS

3. Normality Test (Kolmogorov-Smirnov Test)

Normality Test aims to test whether in the regression model, the interference or residual variables have a normal distribution or not. The results show that the significance value of the variable asymptotes (2 directions) from Service Quality (0,000), Brand Image(0,000), Word of Mouth Communication (0,000) and Interest on Continuing Study (0,000) are $< \alpha = 0.05$, so these variables are **not Normal** and has a **significant effect**.

**Table 3 Normality Test
One-Sample Kolmogorov-Smirnov Test**

		SERVICE QUALITY	BRAND IMAGE	WORD OF MOUTH COMMUNICATION	INTEREST ON CONTINUING STUDY
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	20.82	21.13	21.56	22.47
	Std. Deviation	1.783	1.361	1.737	1.605
	Most Extreme Differences				
Absolute	Positive	0.150	0.209	0.180	0.165
	Negative	0.100	0.171	0.180	0.135
		-0.150	-0.209	-0.160	-0.165
Test Statistic		0.150	0.209	0.180	0.165
Asymp. Sig. (2-tailed)		0.000 ^c	0.000 ^c	0.000 ^c	0.000 ^c

Source : Data processed by SPSS

4. Multicollinearity Test

Multicollinearity Test aims to test whether the Regression model finds a correlation among independent variables. A good regression model should not have a correlation among independent variables. Multicollinearity can be seen from the correlation between

independent variables below 0.90, or can also be seen from the Variance Inflation Factor (VIF) and Tolerance Value. If the VIF value < 10 and the tolerance value of the independent variable > 0.10, it can be concluded that there is no multicollinearity among independent variables in the regression model in this study. The results of the analysis show that all independent variables have a Variance Inflation Factor (VIF) value < 10 and a tolerance value > 0.10, it can be concluded that there is **No Multicollinearity** among independent variables in the regression model.

**Table 4.1 Multicollinierity Test
Coefficient Correlations^a**

Model		WORD OF MOUTH COMMUNICATION	SERVICE QUALITY	BRAND IMAGE	
1	Correlations	WORD OF MOUTH COMMUNICATION	1.000	-0.197	-0.299
		SERVICE QUALITY	-0.197	1.000	-0.394
		BRAND IMAGE	-0.299	-0.394	1.000
1	Covariances	WORD OF MOUTH COMMUNICATION	0.007	-0.001	-0.003
		SERVICE QUALITY	-0.001	0.007	-0.004
		BRAND IMAGE	-0.003	-0.004	0.013

Source : Data processed by SPSS

**Table 4.2 Multicollinierity Test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.846	2.239	4.844	0.000		
	SERVICE QUALITY	-0.038	0.085	-0.446	0.657	0.736	1.359
	BRAND IMAGE	0.000	0.114	0.004	0.997	0.697	1.434
	WORD OF MOUTH COMMUNICATION	0.575	0.084	6.852	0.000	0.793	1.260

Source : Data processed by SPSS

5. Heteroscedasticity Test

Heteroscedasticity test can be done with a Scatterplot chart. Through graph analysis, a regression model is considered not to occur heteroscedasticity if the points are scattered randomly and do not form a specific pattern that is clear and spreads above and below zero on the Y axis. To find out if there are symptoms of

heteroscedasticity, can be done using a scatterplot graph heteroscedasticity between the predictive value of the dependent variable with independent variables. From the scatterplot graph below, the points are scattered randomly and spread both above and below the zero point and the Y axis. It can be concluded that there is **No Heteroscedasticity (Homoscedasticity)** in the regression model, the regression model is feasible to be used in the test.

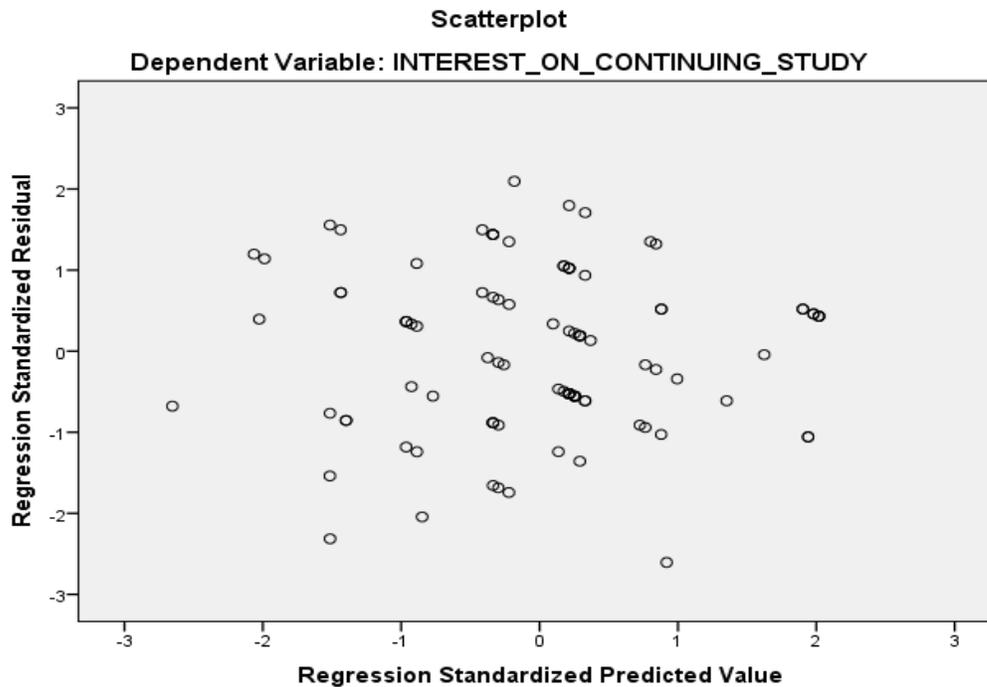


Figure 2 Heteroscedasticity Test

6. Multiple Linear Regression Analysis Test

Below are presented the results of the multiple linear regression analysis equation:

$$\text{Interest on Continuing Study} = 10.846 - 0.038 \text{ Service Quality} + 0.000 \text{ Brand Image} + 0.575 \text{ Word of Mouth Communication} + \text{error}$$

The Regression Equation Model above can be interpreted as follows:

- a. A Constant Value of 10.846 states that the Interest on Continuing Study variable is 10.846 if the Service Quality, Brand Image and Word of Mouth Communication variables are considered constant or equal to zero.
- b. The Regression Coefficient of the Service Quality variable is -0.038, which means that if the value of the Service Quality variable increases by one unit, the Interest on Continuing Study variable will decrease by 0.038.

- c. The regression coefficient of the Brand Image Display variable is 0.000, which means that if the value of the Brand Image variable increases by one unit, the Interest on Continuing Study variable will also increase by 0.000.
- d. The regression coefficient of the Word of Mouth Communication is 0.575, which means that if the value of the Word of Mouth Communication variable increases by one unit, the Interest on Continuing Study variable will also increase by 0.575.

Table 6 Multiple Linear Regression Analysis Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.846	2.239		4.844	0.000		
SERVICE QUALITY	-0.038	0.085	-0.042	-0.446	0.657	0.736	1.359
BRAND IMAGE	0.000	0.114	0.000	0.004	0.997	0.697	1.434
WORD OF MOUTH COMMUNICATION	0.575	0.084	0.623	6.852	0.000	0.793	1.260

Source : Data processed by SPSS

7. Hypothesis Test

a. Simultaneous F Test

In this study, the F test was used to determine the level of significance of Service Quality, Brand Image and Word of Mouth Communication variables simultaneously affect Interest on Continuing Study variable. The results of statistical calculations show the value of $F_{count} = 18.864 > F_{table} = 3.09$ and a significance value of $0.000 < 0.05$, this indicates that the Service Quality, Brand Image and Word of Mouth Communication variables **influence simultaneously and significantly** to Interest on Continuing Study variable.

Table 7.1 Simultaneous F Test

Anova^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	94.539	3	31.513	18.864	0.000 ^b
Residual	160.371	96	1.671		
Total	254.910	99			

Source : Data processed by SPSS

b. Partial t Test

To test the level of significance of the regression model for each variable can be partially obtained using the t test which can be seen in the table below:

1. Partial test results from the hypothesis for the Service Quality variable shows the value of $t_{count} = -0.446 < t_{table} = 1.984$ with a significance value of $0.657 > 0.05$, then it can be concluded that the Service Quality variable has a **negative and insignificant influence** to the Interest on Continuing Study variable.
2. Partial test results of the hypothesis variable for the Brand Image variable shows the value of $t_{count} = 0.004 < t_{table} = 1.984$ with a significance value of $0.997 > 0.05$, it can be concluded that the Brand Image variable has a **negative and insignificant influence** on the Interest on Continuing Study variable.
3. Partial test results of the hypothesis variable for the Word of Mouth Communication variable shows the value $t_{count} = 6.852 > t_{table} = 1.984$ with a significance value of $0.000 < 0.05$, it can be concluded that the Word of Mouth Communication variable has a **positive and significant influence** on the Interest on Continuing Study variable.

Table 7.2 Partial t Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.846	2.239		4.844	0.000		
SERVICE QUALITY	-0.038	0.085	-0.042	-0.446	0.657	0.736	1.359
BRAND IMAGE	0.000	0.114	0.000	0.004	0.997	0.697	1.434
WORD OF MOUTH COMMUNICATION	0.575	0.084	0.623	6.852	0.000	0.793	1.260

Source : Data processed by SPSS

8. Determination Coefficient Test (Adjusted r²)

The coefficient of determination is used to determine how far the independent variable affects dependent variable. The coefficient of determination is determined by the value of *adjusted r square*. Based on the table below, it can be seen that the coefficient of determination obtained is 0.351 or in other words the Service Quality, Brand Image and Word of Mouth Communication variables have

significant effect on Interest on Continuing Study variable by 35.1%, while the remainder(100% - 35.1% = 64.9%) is influenced by other variables outside this regression model.

Table 8 Determination Coefficient Test (Adjusted r^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.609 ^a	0.371	0.351	1.292

Source : Data processed by SPSS

Appendix

The results of the research's analysis, the researcher can conclude the results of this research as follows: **Service Quality (X_1) and Brand Image (X_2) variables have a negative and insignificant effect on Interest on Continuing Study (Y), but the other variable of Word of Mouth Communication (X_3) has a positive and significant effect on Interest on Continuing Study (Y) variable.**

This research has been attempted and carried out in accordance with scientific procedures, however it still has limitations, such as:

1. Factors that influence Interest in Continuing Study only consist of three variables, such as Service Quality, Brand Image and Word of Mouth Communication, while there are many other factors (64.9%) that affect it.
2. There is a limitation of the study using a questionnaire that is sometimes the answers given by respondents do not indicate the actual/inaccurate condition, because in practice it may still depend on the condition of the respondents in the field.

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