

Effect of Marketing Communications and Electronic Service Quality on Satisfaction of Indonesia Ministry of Education and Culture (KemenDikBud) Learning Portal House (Rumah Belajar) User

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Abstract: Various studies mentioned above show that social media platform can have impact on brand recognition and also make purchase intention to customer to buy product through social media official. And using electronic service quality (E-SQ) can retain online customers. The objectives of this study are (1) to find out the is marketing communication influence to consumer satisfaction; (2) to find out the is e-service quality influence to consumer satisfaction, and (3) to find out the is marketing communication and e-service quality influence to consumer satisfaction together. This research using quantitative method to describe the conclusion which the researcher distributes questionnaires in seven districts on South Tangerang, Banten. The population are student of Senior High School in South Tangerang area and sampling using Slovin method with Margin of Error (MOE) was set in 5%. The data obtained comes from the results of the questionnaire and then calculated by software SPSS 25.0. The conclusion from data is both variable X1 (marketing communication) and variable X2 (e-service quality) have a positive effect on user satisfaction of rumah belajar service

Keywords: Effect of Marketing Communications Electronic Service Quality , Satisfaction , Learning Portal House

1. Introduction

The Corona Virus Disease -19 (COVID-19) pandemic has had many impacts in all fields. The rapid and massive spread and its impact on humans have forced various countries to do everything they can to overcome this. In the field of education, online teaching and learning activities (KBM) are an alternative option that is being implemented in almost all parts of the world affected by the COVID-19 pandemic. And this is a blessing in disguise (a blessing in disguise) for some parties (both public and private party) to provide online learning facilities in order to meet the needs and desires of the community in terms of online learning. And become a new target market (new target market) due to the increasing demand and need for online learning.

The impact of social media has attract many of scholar to research it. According to Rayat, et al [1] their research show the advantageous of campaign on social media. Hanifawati, et al [2] describes that social media was an effective tools to increasing brand popularity the same finding that Balakrishnan, et al [3] found that online marketing communications, specifically, e-WOM, online communities and online advertisement are effective in promoting brand loyalty and product purchase intention through company website and social media platforms among generation Y. Latiff & Saniee [4] found that Instagram was a good platform to set up branding strategies for new business. Meanwhile according Octabriyantiningtyas, et al [5] using a dynamic system found e-service quality can increase customers satisfaction and the research of Sholeh & Budiyanto [6] shows that marketing communication and e-service quality can impact purchase intention of decision choosing in e-commerce. Rita, et al [7] suggest that managers to better understand how e-service quality formed and how important each attribute and dimension of e-service quality is to ensure customer's satisfaction and trust, which in the end can help to retain online customers. And Wibowo [8] concluded in his research that the dimension of e-service quality can affect of electronic loyalty by mediating electronic satisfaction were compensation, web site design, and privacy. And according to Philips, et.al (2016) in Uzir, et. al [9] they explain that role of social network as well as media has become increasingly significant. So that way, reviews and recommendations on a product as well as service play an influential role in customer's decision-making process in the current digital age.

From the various studies mentioned above show that social media platform can have impact on brand recognition and also make purchase intention to customer to buy product through social media official. And using electronic service quality (E-SQ) can retain online customers. Therefore, this research was conducted to see about satisfaction of user rumah belajar through marketing communication (M-COM) and e-service quality (E-SQ). Since rumah belajar has a least follower on their official social platform compared to others application in the market and also their rating in google playstore just got 3,5 star rating and also number of downloads still below the average of other application.

2. Literature Review

Marketing communication (M-COM)

Communication is one of main means to form public opinion, which is necessary nowadays to ensure efficient connection with costumers [10]. Communication has no longer geographical boundaries obstacle and also communication today has become more virtual and a lot of use of internet and networking.

According to Ivanov [11] IMC (Integrated Marketing Communication) is concept of marketing communications planning that recognizes the added value of comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (ex; direct respon, sales promotion, and public relations) and combine this disciplines to provide clarity, consistency, and maximum communications impact. Ivanov continue explained that there are three factors that have brought to the fore integrated marketing communications:

1. development and use of digital technologies in all fields
2. The use of trademarks as the important tool for differentiating the company product from competitor
3. Business globalization

Meanwhile Csikosova, et al [12] describe IMC as an approach to brand communication where the different modes work together to create a seamless experience for the costumer and are presented with a similar tone and style. It is goal is to make all aspect of marketing communication such as advertising, sales promotion, online communication and social media work together as unified force, rather than permitting each to work in isolation.

In this research are using dimensions that stated from Smith & Zook [13] they propose ten dimensions to measure business communication and also to promote what they over to their consumer and to achieve their financial and nonfinancial goals. Those are:

1. Advertising, any form of presentation in the form of promotions, ideas, goods or service by predetermined sponsor.
2. Sales Promotion, action oriented that encourages buyers to buy or at least try the products or services offered.
3. Direct Marketing, marketing activities that interact directly with costumers so that they get a direct response from costumers.
4. Public Relations, designed to develop and maintain good relationship with different publics, the aim is the company's reputation with the public so as to eliminate rumors, negative news, negative stories and events.
5. Sponsorship, elements that aim to genuinely help other parties continuously to achieve the specific objectives of a communication goal.
6. Exhibitions, a medium that's bring the entire market (buyer, seller and competitors) in one place for several days.
7. Merchandising, elements applicable to a broader range of markets, from consumer to industrial. The budget spent is usually above the advertising line to get the attention or change in costumer attitude.
8. Packaging, having multiple objectives also provides an opportunity to create a competitive advantage and save money. Managing the packaging design process is tantamount to managing any other communication tools.
9. Website, a page containing information about a product or service that can be accessed via the internet.
10. Social Media, a group of internet-based applications which enable the creation and exchange of user-generated content.

E-service quality (E-SQ)

Service quality is a vital theme to discussed if we wanna try to know consumer satisfaction especially in scope of service marketing. No wonder service quality is become one of theme that most be describes from many scholars and researchers and they have developed many varians electronic service quality to measure service quality that base in internet or electronic network; Zehir & Narcikara [14] stated from Rowley (2006) e-service quality as deeds, efforts as performances whose delivery is mediated by information technology. Rust and Lemon (2001) stated in [15] that they are agreed e-service related to the function of services in an online environment. Moon [16] using Lin (2007) opinion propose e-commerce SERVQUAL as system quality of website design and interactivity, information quality of informativeness and security, and service quality of responsiveness, trust, and empathy. And Olga [17] defined e-service as the provision of service over electronic networks such as internet, driven by the costumer and integrated with related organizational costumer support processes and technologies. Also Olga [17] stated that e-service quality can be distinguished from literature as two main research approaches stated. First: approach in technological and second; is the marketing approach. Using Santos (2003) opinion, Hussain [18] suggest e-service quality as an overall costumer evaluations and judgement regarding the excellence and the quality of e-service delivery in the virtual marketplace. Chek & Ho (2016) [19] stated Parasuraman et al (2015) was develop E-S-Qual and E-RecS-Qual framework to measure electronic service quality which are website efficiency, fulfilment, system availability, privacy, responsiveness and contact are considered to be dimensions. Meanwhile. And according to Zemblyte [20] has identified 14 dimensions of e-service quality which may form three scales;

1. A core service quality scale (E-S-Qual)
2. E-service quality recovery scale (E-RecS-Qual), and
3. Website Quality scale (W-S-Qual)

In this research are using dimensions that stated from Blut (2015). According to Blut [21] he suggest 4 (four) dimension to measure satisfaction through e-service quality (E-SQ) they are;

1. Website design,
Attributes related to the website interface
2. Fulfilment,
which refers to the online store' ability to ensure that customers receive what they thought they ordered
3. Costumers service,

Relates to online customer support—prior to, during, or after the online order has been placed. It includes attributes related to the online store's general service level and return handling/policies.

4. Security/privacy
Which refers to customers' concerns regarding potential security/privacy lapses

The dimension can help us to define what is a perception of e-service quality and how e-service quality are formed.

Costumers Satisfaction (CS)

Costumer's satisfaction should be in the top list of priority for every management or organization leader in every marketing activities cause costumer's satisfaction clearly can affect to costumer's loyalty [22];According to Kotler and Keller [23] Customer satisfaction is a feeling of comfort or disappointment arising from the result of comparing the products received. Kotler and Keller further added that if the outcome received by the customer is far from expectations, the customer will be disappointed, whereas if the outcome received by the customer is in accordance with the expectation, they will be satisfied, and if the outcome received exceeds the customer's initial expectation will be satisfied which in turn will create loyalty. Tseng (2019) in [9] argue that costumer's satisfaction is very vital to the success of a company; it is also crucial to identify those influential factors.

According to Janahi & al-Mubarak (2017) costumer's satisfaction is the measurement of the costumer's satisfaction towards the organization's product, service or other selling processes including costumer service.[24].

At this study focused on investigating how e-marketing communication and e-service quality reach of costumer's satisfaction.

2. Methods

This research uses a quantitative method to measure satisfaction of user Portal Learning House (Rumah Belajar) Indonesian Ministry of Education and Culture and become a part of social science. This research began was held June 2020 until Sept 2020. Conducted in seven districts of South Tangerang with total of 398 respondent from population of 65.967 High Senior School students (or equivalent). Number of respondents are determined based on Slovin formula with margin of error (MOE) 5%. Simple random sampling was used to represent sampling from population across in seven districts. The results of questioner then analysed using software Statistical Package of Social Science (SPSS) 25.0 to find out wether user of Rumah Belajar are satisfied in using it or not through marketing communication (M-COMM) and e-service quality (E-SQ) that rumah belajar provided to their costumer. And data then described to get conclusion to answer the problem that occur in introduction.

3. Results and Discussions

3.1 The Characteristic of Respondents

After conducted data from respondent, the characteristic of respondent can be figured by picture below:

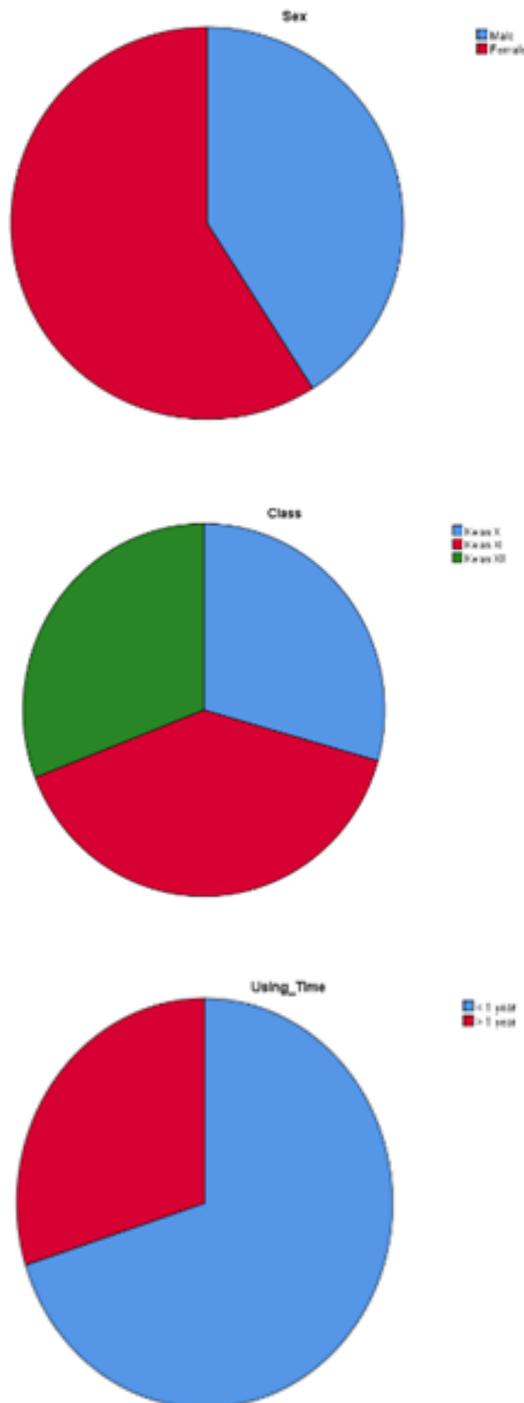


Figure 1. The Characteristic of Respondent

From figure 1. Can be seen 59% of respondents or 234 students was female, 41% of respondents male was 165 person. Meanwhile 117 students were in first high senior school or 29% from total respondent, 39% respondent were in second high senior school or 158 students and 30% were sit in third senior high school or 123 students. And 26% or 106 students were using rumah belajar more than one year (> 1 year) meanwhile 292 students or 73% from total respondent using it below one year (< 1 year).

Indicator Variable	r-test	r-table	Indicator Variable	r-test	r-table	Indicator Variable	r-test	r-table
MCOM_1	0,703	0,098	E_SQ_1	0,792	0,098	CS_1	0,676	0,098
MCOM_2	0,652	0,098	E_SQ_2	0,783	0,098	CS_2	0,348	0,098
MCOM_3	0,506	0,098	E_SQ_3	0,777	0,098	CS_3	0,727	0,098
MCOM_4	0,529	0,098	E_SQ_4	0,757	0,098	CS_4	0,383	0,098
MCOM_5	0,676	0,098	E_SQ_5	0,799	0,098	CS_5	0,328	0,098
MCOM_6	0,726	0,098	E_SQ_6	0,786	0,098	CS_6	0,393	0,098
MCOM_7	0,704	0,098	E_SQ_7	0,793	0,098	CS_7	0,619	0,098
MCOM_8	0,673	0,098	E_SQ_8	0,761	0,098	CS_8	0,583	0,098
MCOM_9	0,682	0,098						
MCOM_10	0,749	0,098						

Table 1. The Validity Of Instrument Research

From table 1, all instrument in this research was valid (> r-table) and it is possible to be used as an instrument. Meanwhile for reliability test, all instruments also reliable and the value alpha croncbach were more than standar minimum which is shown in table below.

Indicator Variable	Alpha's Croncbach	Std min	Description
MCOM	0,617	0,60	reliable
E_SQ	0,852	0,60	reliable
C_S	0,908	0,60	reliable

Table 2. The Reliability of instrument

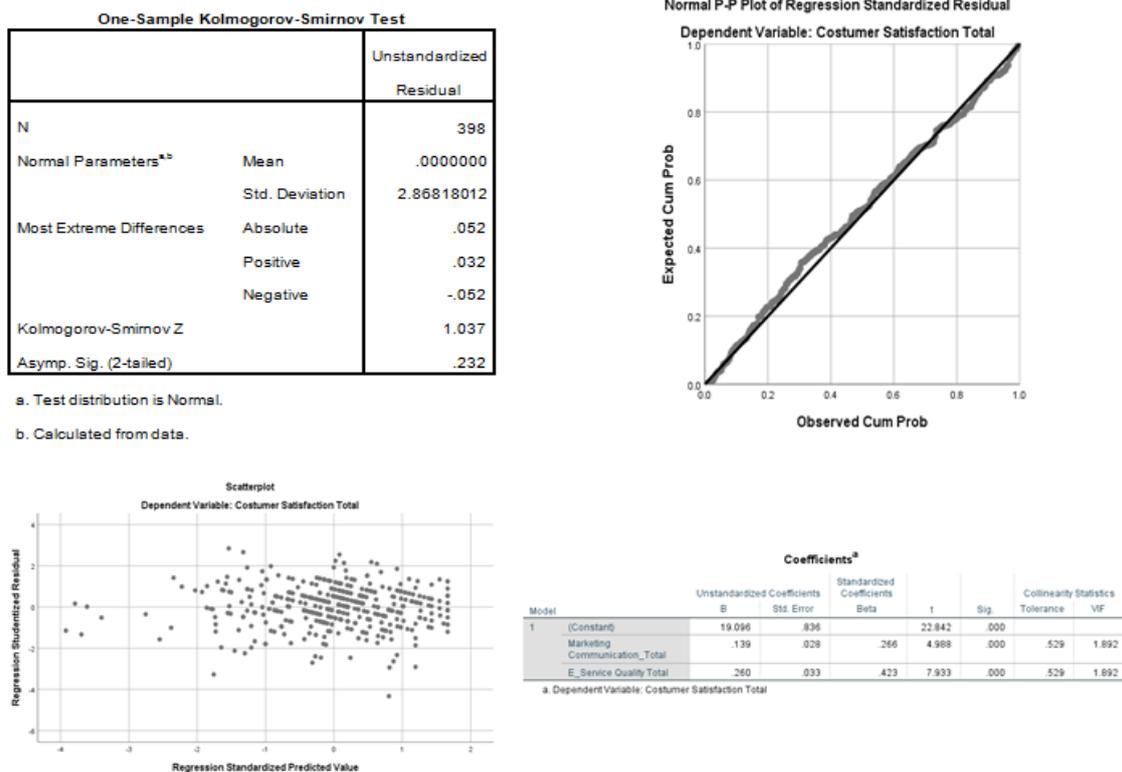


Figure 2. The Results of Ordinary Least Square (OLS)

Figure 2 was shown the result of Ordinary Least Square (OLS) test in this research. In that figure explain that that KS (Kolmogorov-Smirnov) value more than 0,05 so the data meet the elements of normality. And p-plot shown the data extraction was be around a diagonal line. Meanwhile scatter plot shown do not come together in one particulars pattern. And the last was VIF (Variance Inflation Factor) value under 10 (< 10) that explain there is not a multicollinearity problem.

3.2 Results and Analysis

Partially result test in figure 3 below show that marketing communication (MCOM) has a strong enough correlation with costumer satisfaction of Rumah belajar indicated R value (0,557). And value Rsquare (r^2) 0,310 indicate it has influence of 31% in this research.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.557 ^a	.310	.309	3.092

a. Predictors: (Constant), Marketing Communication_Total
 b. Dependent Variable: Costumer Satisfaction Total

Figure 3. Correlation and Koefisien Determination Test Marketing Communication (MCOM)

Meanwhile, result from electronic service quality (E-SQ) has shown in figure 4 below. It has indicate that E-SQ has strong correlation with costumer satisfaction (CS) of rumah belajar indicated from R Value (0,606). And it has influence 36,8% for costumer satisfaction.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606 ^a	.368	.366	2.961

a. Predictors: (Constant), E_Service Quality Total
 b. Dependent Variable: Costumer Satisfaction Total

Figure 4. Correlation and Koefisien Determination Test Electronic Service Quality (E-SQ)

And from figure 5 below, noted that E-SQ (electronic service quality) and MCOM (marketing communication) has strong correlation and totally affect costumer satisfaction (CS) by 40,5% in this research ($R^2 = 0,405$).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 ^a	.405	.402	2.875

a. Predictors: (Constant), E_Service Quality Total, Marketing Communication_Total
 b. Dependent Variable: Costumer Satisfaction Total

Figure 5. Correlation and Koefisien Determination Simoultaneous Test Electronic Service Quality (E-SQ) and Marketing Communication

4. Conclusion

Marketing communication (MCOM) and electronic service quality (E-SQ) in this research both simultaneously and separately test have been shown to have an affect or influence on costumer (user) satisfaction (CS) of rumah belajar KemenDikBud. This is evidenced by t-value more than t-table in each of variable ($X_1; 4,988 > 1,966$, $X_2; 7,933 > 1,966$). And also for ANOVA have evidenced that f-value more than F-table ($134,468 > 0,947$). For further research, it is recommended to design which service of rumah belajar most visited and liked by user of rumah belajar. Because of that can be used as information for better management of rumah belajar.

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