Improving Student-Alumni Satisfaction and Institutional Image Through Social Media Engagement in Tourism Vocational Higher Education

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Abstract

Advances in information technology and internet service users are increasing rapidly every year. The behavior of social media users exerts a broad influence on various aspects of the business, including higher education being the background to this research. This research aims to analyze the influence of the image of tourism vocational higher education and social media engagement on student and alumni satisfaction and the role of social media engagement in increasing student satisfaction. The study used a survey method conducted on 208 students and alumni of one of the vocational tourism colleges in Jakarta who became followers of the campus' official Instagram account. Data analysis methods use SEM (Structural Equation Model) with the help of Smart-PLS 3 software. The results revealed that the image of the college significantly affects social media engagement and student and alumni satisfaction. Social media engagement significantly affects customer satisfaction, and social media engagement is a significant mediator in the relationship between the college's student and alumni satisfaction image. The conclusion of this study has implications for college management to pay attention to campus social media to improve the college's sustainability.

Keywords: Social Media Engagement, College Image, Student and Alumni Satisfaction

Introduction

Internet users in Indonesia are experiencing a rapid increase from year to year. A lot of 196.71 million out of 267 million population of Indonesia or 73.70% use the internet (APJII, 2020). This number increased considerably in the previous five years which only 63 million internet users in 2012. The Indonesian Internet Service Providers Association presented data also mentioned that social media is the second-highest internet service (at 87.13%) that internet users most often access. One of the social media that has a reasonably large user in Indonesia is Instagram. There is a survey in 2016, APJII stated that Instagram ranked second after Facebook as the most visited social media content in Indonesia with 19.9 million users. In 2017 Instagram's active users in Indonesia have reached 45 million people, as data from Facebook Indonesia (Tempo.co, 2018). In today's digital era, social media has a vast influence on various aspects of people's lives. Companies or organizations must adapt to utilizing social media as one marketing and communication media that connects companies with their consumers. Several types of social media are popular in the community and have many users, such as Facebook, Twitter, Instagram, Youtube, Path, Google +, Linked and others.

In universities, the use of social media facilitates the campus academic community in interacting and collaborating. Active collaboration and user engagement help students are in group work, task completion, and other jobs more effectively (Al-Rahmi et al., 2015). Al-Rahmi reveals empirical evidence that students on campus need support in collaborative learning utilizing social media to complement face-to-face conventional interaction and learning. For students, the ease of perceived usefulness and perceived use of social media positively influences their collaborative learning and engagement and improves their learning performance, and ultimately this will increase student satisfaction with college.

Colleges with a strong brand image can affect students' satisfaction towards their universities and will further significantly affect the value of the college for its customers while they are still students and after becoming alumni (Azoury et al., 2014; Chen & Chen, 2014). Several other studies have drawn different conclusions related to college image and student satisfaction. The image of high learning is a

variable that has a weak influence on student satisfaction (Brown &Mazzarol, 2006). Iswahyudi et al. (2020), with the research object of vocational aviation school, states that the institution's image has no significant effect on the learning satisfaction of its students. The above explanation reveals differences in the conclusions of some previous studies related to the relationship between the image of college institutions and student-alumni satisfaction. Social media, especially Instagram, is expected to have a positive influence on student and alumni satisfaction and influence the relationship between the image of the institution and the satisfaction of students and alumni.

Literature Review

Social Media Engagement

The concept of customer engagement was first defined by Patterson et al. (2006). Petterson describes organizational behavior and describes customer engagement as "the level of physical engagement, thoughts, and emotions of customers concerning the service of a company or organization." Brodie et al. (2011) conducted a broader analysis of the concept of engagement in social science and management, then produced a definition of customer engagement. Customer engagement (CE) is a psychological state based on the customer's interactive and cooperative experience with a particular organization/object (such as a brand) in service. Differences in context and conditions result in different CE levels. The experience comes as a repetitive and dynamic process in the service relationship that generates value. CE plays a central role in causal relationships for other relational relationship service concepts (such as engagement and loyalty), antecedents, or consequences in repetitive CE processes. CE is a multidimensional concept consisting of cognitive, emotional, and behavioral dimensions (Brodie et al., 2011).

A conceptual customer engagement model for social media platforms developed by Cheung et al. (2011) distinguishes the psychological dimensions of customer engagement, cognitive (absorption), emotional (dedication), and physical (vigor). Brodie et al. (2011), using depth interview methods that analyze customer engagement in online communities, concluded that the level of customer engagement for the cognitive, emotional, and behavioral dimensions of its members has a variety of intensities. This research proves that the multidimensional nature of customer engagement actual relationship between consumers and companies or the customer community also applies to relationships in the online community.

College Brand Image

Kotler & Keller (2017) explain that brand image is an accumulation in the minds of consumers that provides a perception of the brand, its associations, attributes, benefits, and attitudes towards the brand. Hsieh et al. (2004) argue that brand image helps consumers recognize their needs and satisfaction regarding the brand, differentiate one brand from another and motivate customers to buy. Knowledge of a brand in memory is essential to decision making and has been well documented in memory. Brand knowledge is crucial in influencing a person's thoughts about brand awareness and image. Brand awareness is related to the introduction and re-reminder of a brand's performance by consumers. At the same time, brand image refers to a series of brand-related associations embedded in the minds of consumers (Kotler &Keller, 2017).

A good brand image for colleges will benefit institutions, such as increased recruitment and enrollment. Colleges are required to manage positive and negative information in an environment that can affect the image of the college, even more so amid intense college competition (Chen &Chen, 2014). The image of proven colleges is an essential factor influencing teaching and lectures (Masserini et al., 2019)

Student and Alumni Satisfaction

Satisfaction is a function of perception or impression of performance and expectations. If the performance is below expectations, then the customer is not satisfied. If the performance meets expectations, then the customer will be satisfied. If the performance exceeds expectations, then the customer will be very satisfied or happy. Satisfaction is a person's feeling of pleasure or disappointment from comparing a product's perceived performance or results with expectations. If the performance is far from expectations, the customer is not satisfied. When it is in line with expectations customer is

satisfied, and it exceeds expectations customer is very satisfied or happy. Customer satisfaction is a comparison between service and product quality or service expectations before and after purchase. Customer satisfaction results from a customer's subjective assessment of observed performance (Oliver, 1999). Research experts conclude that there are two dimensions of customer satisfaction: affective satisfaction and cognitive satisfaction (Schleicher et al., 2004; Weiss, 2002). The affective satisfaction dimension refers to a person's positive or negative feelings toward the identified target, while cognitive satisfaction refers to a person's beliefs or thoughts. Positive affective satisfaction is through feelings of alertness/ selectiveness, enthusiasm, pride, and strong determination. Included in positive affective satisfaction is dedication.

The satisfaction that alumni feel towards the college begins when they are students, related to infrastructure, services, and activities on campus (Stephenson &Yerger, 2015). The college as an institution is required to carry out all the well-planned proses to satisfy students. Students are satisfied to type in. They get all the things that support their needs. Once students become alumni, satisfaction will remain with them forever (Rattanamethawong et al., 2015).

Conceptual Framework and Research Hypothesis
Based on the description above, the conceptual framework in this study is outlined in figure 1 as follows:
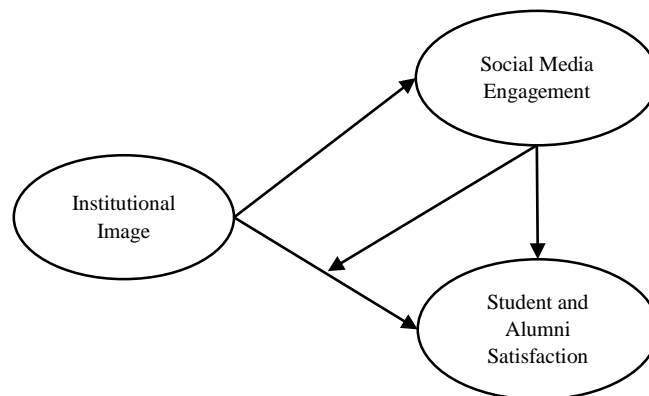
H1

H2

H3

H4

Fig 1. Conceptual Framework

Islam & Rahman (2016) conducted a study to test the influence between brand image and brand fondness for customer engagement. Research using the SEM method resulted in the conclusion that brand image positively and significantly affects customer engagement. Later research (Islam et al. (2017) again tested a model that examined the influence between the same brand image and customer engagement in the online community. The study used a survey method to 443 respondents to Facebook social media users. SEM data analysis concluded that the quality of self-brand image significantly affects customer engagement. Self-brand image is related to consumer self-concept and brand image, and research shows self-brand image positively and significantly affects customer engagement (Loureiro et al. 2017)
H1: The image of the college has a positive and significant influence on social media engagement.
Some researchers previously revealed that a good image of the institution would affect student satisfaction with the college (Azoury et al., 2014; Brown & Mazzarol, 2006; Chen & Chen, 2014). Azoury et al. (2014) reveal that the cognitive dimension of college image only partially affects student satisfaction, but the affective dimension entirely affects student satisfaction, but overall a variable college image has a positive and significant effect on student satisfaction.
H2: The image of the college has a positive and significant effect on student and alumni satisfaction.
Two research conducted by Brodie et al. (2013) and Brodie et al. (2011) identifies many essential consequences of the customer engagement process in online virtual communities: loyalty, consumer satisfaction, customer trust, and commitment. It can be concluded from the study that the higher the level of customer engagement, the higher the level of satisfaction felt by customers. In line with the

results of Brodie et al. (2013), Rahmawati &Aji (2016) revealed the conclusion in their research that customer engagement has a positive and significant effect on customer satisfaction.

H3: Social Media Engagement has a positive and significant effect on Student and Alumni Satisfaction.

Refers to the results of the study Azoury et al. (2014), which states only part of the dimensions of brand image that affect satisfaction and the results of Brown &Mazzarol research(2006) that the image of universities has a weak influence on student satisfaction. On the other hand, involvement in social media is a variable that significantly affects satisfaction. The fourth hypothesis of this study is:

H4: The image of the college has a positive and significant influence on Student and Alumni Satisfaction through social media engagement.

Methodology

Research hypotheses using quantitative descriptive methods include question questionnaires on a 5-point Likert scale, ranging from 5 (strongly agree) to 1 (strongly disagree). Questionnaires are designed to measure student and alumni perception for college image, customer engagement, and customer satisfaction. Sampling using purposive sampling techniques that belong to random sampling with sample criteria is students and alumni who become followers of campus Instagram accounts. Two hundred eighteen data obtained data analysis using structural equation model analysis techniques using Smart-PLS 3 software, a second-generation multivariate data analysis technique for complex causal modeling. This technique is also known as variance-based modeling of structural equations. SEM-PLS is also a nonparametric method that does not require assuming the distribution of data.

Results and Discussion

Characteristics of respondents

The characteristics of respondents in this study are confirmed based on gender, age, and status, as presented in table 1 below:

Table 1. Characteristics of Respondents

Criterion	Information	Frequency	%
Gender	Husband	100	45,87
	Woman	118	54,13
Age	<20th	122	55,96
	21- 30th	87	39,91
	31 - 40th	9	4,13
Status	Student	177	81,19
	Alumni	41	18,81

Source: Analysis results, 2019

Data in table 1 showed that most respondents were female at 54.13%, with the most age range being under 20 with a percentage of 55.96%. The majority of respondents' ages were directly proportional to the status of respondents, dominated by students by 81.19% compared to alumni.

Outer Model Test Results

Evaluation of the outer model used in the study used the Confirmatory Factor Analysis (CFA) method that measures convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. Table 2 below presents the values of the CFA analysis.

Table 2. Confirmatory Factor Analysis (CFA)

Latent variables	Indicators	Outer Loadings	Composite Reliability (CR)	Alpha Cronbach	AVE
Brand Image	Strength (X1)	0,721			
	Favorability (X2)	0,853	0,844	0,725	0,644
	Unique (X3)	0,827			
Social Media Engagement	Absorption (Z1)	0,911			
	Dedication (Z2)	0,942	0,931	0,888	0,818
	vigor (Z3)	0,859			
Customer Satisfaction	Product Quality (Y1)	0,801			
	Quality of Service (Y2)	0,840			
	Emotional (Y3)	0,827	0,905	0,868	0,655
	Price (Y4)	0,772			
	Cost (Y5)	0,805			

Source: Analysis results, 2019

Table 2 shows the value of the entire outer loading of each indicator over 0.70. That is, all variable indicators observed in this study have qualified convergent validity. While the results of discriminant validity obtained the AVE coefficient value of the entire construct > 0.50, meaning that all constructs of this study are valid. The composite reliability value and Cronbach's alpha value of the entire construct indicate a value greater than 0.70, stating that the entire construct has qualified reliability.

Inner Model Test Results

Evaluation of structural models (inner models) in this study using inner values VIF, R-Square (R2), Q-Square Predictive Relevance (Q2), and Goodness of Fit (GoF). The results of the inner VIF value test are in Table 3 below:

Table 3. Vif Inner Value

Variable	Brand Image	Social Media Engagement	Customer Satisfaction
Brand Image		1	1,99
Social Media Engagement			1,99
Customer Satisfaction			

Source: Analysis results, 2019

The initial stage of evaluating the inner model is to test the multicollinearity between the endogenous variable construct and its exogenous variable. From Table 2, the entire value of VIF is less than 5, concluding that there is no correlation between vital free variables. The inner model tests for R2, Q2, and GoF are in Table 4, which interprets that the structural model of this study generally has large moderate and predictive model properties. So it can be concluded that this research model has a high ability to explain empirical data.

Table 4. Evaluation of Inner Model

Variable	R2	Q2	GoF
Brand Image			
Social Media Engagement	0.498	0.248	0.593
Customer Satisfaction	0.604	0.365	

Source: Analysis results, 2019

Results of Research Hypothesis Testing

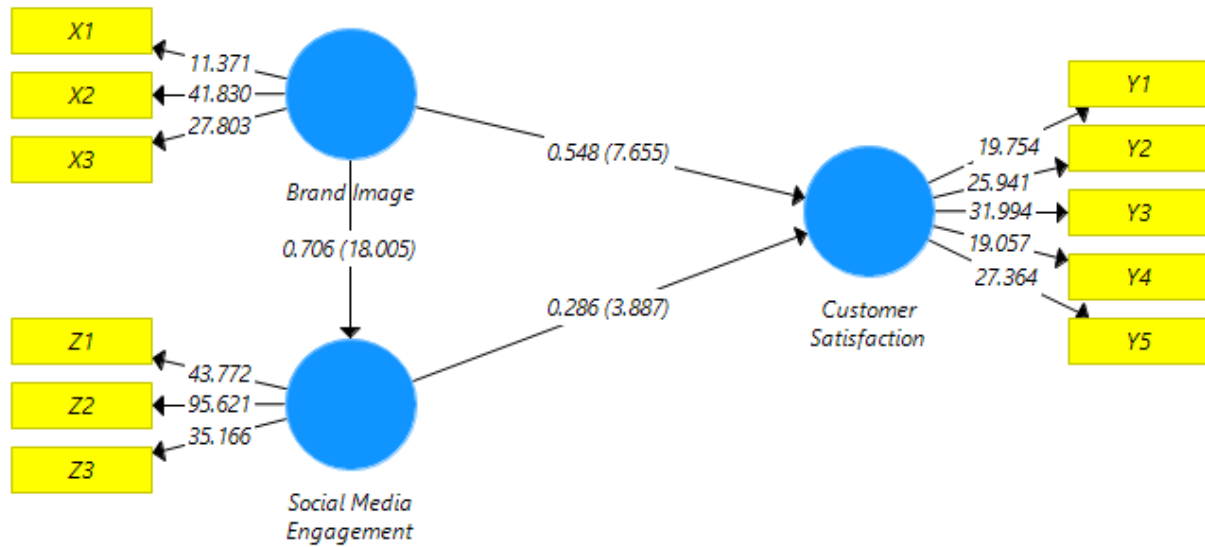The results of the hypothesis test are in figure 1 and table 5 below:

Fig 2. SEM modeling

Table 5. Path Coefficient Between Variables

Relationship Between Constructs	Path Coefficient	T Statistics	P Values	Conclusion
Direct Influence				
Brand Image☐ Social Media Engagement	0.706	18.005	0.000	Significant
Social Media Engagement ☐ Customer Satisfaction	0.286	3.887	0.000	Significant
Brand Image☐ Customer Satisfaction	0.548	7.667	0.000	Significant
Indirect Influence				
Brand Image☐ Social Media Engagement Customer ☐Satisfaction	0.202	3.841	0.000	Significant

Source: Analysis results, 2019

The hypothesis test results in Figure 1 and Table 5 above concluded that brand image significantly influences social media engagement, with t-statistical values > t-table and P-value of 0.000 smaller than 0.05, thus H1 accepted. Likewise, social media engagement to customer satisfaction and brand image to customer satisfaction have a t-statistic greater than t-tables and p-values smaller than0.05, so H2 and H3 are also accepted.   The indirect influence of brand image on customer satisfaction mediated by social media engagement also has a t-statistic value > t-table and a p-value of 0.000, which is smaller than 0.05, so H4 is accepted.

Discussion

This study revealed that brand image has a positive and significant influence on social media engagement (H1). The value of outer loading indicates that the favorability indicator predominantly reflects the brand image in vocational tourism colleges. The result shows that the image of vocational colleges related to the ease of graduates finding work becomes an essential factor in encouraging students to engage in social media campus to get more opportunities and get more information about work. While the social media engagement variable is more dominant reflected by the emotional factors felt by students and alumni when involved in campus social media. Engaging and informative content from campus social media will create a sense of pleasure and comfort for followers in their involvement there. This first hypothesis supports previous research conducted by Greve (2014) and Islam et al. (2017). The stronger brand image will be more robust customer engagement (Greve, 2014), resulting from research that tested the social media engagement of Facebook college in Germany.

The second hypothesis of this study states that social media engagement significantly influences student and alumni satisfaction. The dominant indicator reflecting student and alumni satisfaction is their sense of pride on campus. The involvement of students and alumni in social media managed by the campus and the benefits of communication established on social media will eventually foster their sense of pride on campus as a form of student and alumni satisfaction. This hypothesis aligns with the research results conducted by Al-Rahmi et al. (2015, 2018) and Brodie et al. (2013). Al-Rahmi et al. (2015) revealed a technology model on social media that students easily accept as users increase student satisfaction. The utilization of social media and various collaborative learning models will further increase student satisfaction(Al-Rahmi et al., 2018). The second hypothesis of this study states that social media engagement significantly influences student and alumni satisfaction. The dominant indicator reflecting student and alumni satisfaction is their sense of pride on campus. The involvement of students and alumni in social media managed by the campus and the benefits of communication established on social media will eventually foster their sense of pride on campus as a form of student and alumni satisfaction. The result aligns with the research results conducted by Al-Rahmi et al. (2015, 2018) and Brodie et al. (2013). Al-Rahmi et al. (2015) revealed a technology model on social media that students easily accept as users increase student satisfaction. The utilization of social media and various collaborative learning models will further increase student satisfaction (Al-Rahmi et al., 2018).

The third hypothesis reveals that a good college image significantly influences student and alumni satisfaction levels. Management's ability to shape and maintain a good image of the college will shape its students and alumni, reflected in satisfaction with the quality of teaching, service during learning, affordable tuition fees, and pride on campus. The results of several previous studies support this hypothesis by Masserini et al. (2019) researched one of the universities in Italy, and Panda et al. (2019), who conducted research on universities in two countries, India and the USA, concluded the results of the same study as this study.

The fourth hypothesis of this study is the indirect influence between a brand image on customer satisfaction mediated by social media engagement. This hypothesis reveals that social media is a medium that can provide an alternative form of engagement for students and alumni to college institutions that will ultimately provide satisfaction to the college. The image of a good college supported by social media management that can provide a forum for communication and information sharing will ultimately encourage better student and alumni satisfaction. The results of previous research revealed a significant impact on the image of universities on student satisfaction (Chandra et al., 2019; Masserini et al., 2019; Panda et al., 2019). Social media engagement significantly influences customer satisfaction (Al-Rahmi et al., 2015; Brodie et al., 2013). Reinforced by the results of this study that social media engagement is a significant mediator to influence the brand image of customer satisfaction, especially for college as a brand with students and alumni as customers.

Conclusion

The results of this study confirm the results of some previous research that the image of a good college and the engagement of students and alumni in campus social media channels will increase student learning satisfaction, and student and alumni satisfaction is reflected primarily on the benefits received following the costs incurred, the services provided and pride at alma mater. Student engagement in social media through features such as likes and comments provides emotional influences such as pleasure and ease of getting information in every campus social media post. This engagement ultimately increases the satisfaction of students and alumni as customers towards the college.

This research has limitations in the number of variables of the marketing field studied and research objects that use only one vocational tourism college. For further research, various other related variables can be developed, such as customer loyalty, other indicators related to the brand, and engagement on various other popular social media. For further research, various other related variables can be developed, such as customer loyalty, other indicators related to a brand, and engagement on various other popular social media.

Implications of the Study

This study provides managerial implications for the management of vocational tourism colleges to improve social media management, especially Instagram, with informative and educative content but

attachment and engagement of all followers. To create engaging social media content that makes followers provide reciprocal action needed planning and structured management. Through the image of a good college and social media content that can encourage student and alumni engagement, they will increase their satisfaction. Student and alumni satisfaction is one of the crucial aspects that ensure the sustainability of the college.

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