

Peranan Kuliner Tradisional Sebagai Pendukung Pariwisata di Setu Babakan

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Abstract

Culinary is one of the most valuable culture asset. However, the fact on the field often found it is still underappreciated, compared to the other culture asset. If taken with care, the culinary art can be the main attraction for a region, which is popular in foreign countries. To discuss this phenomenon, the research contains examinations about the role of the culinary art in Setu Babakan. Setu Babakan widely known as the place to learn further throughout Betawi cultural assets such as Ondel-Ondel and Tanjidor while the original Betawi culinary frequently less discussed. In this research, we will discuss the role as a culinary support for tourism in Babakan Jakarta. The method used in this research is descriptive qualitative method and the analysis in this study is a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The results showed that local culinary delights have a role in supporting tourism in this area.

Keywords: *Traditional Culinary, tourism, Setu Babakan.*

Pendahuluan

Indonesia terkenal akan kayanya budaya di setiap daerahnya, termasuk Jakarta. Bagi turis, baik lokal maupun mancanegara, keunikan budaya selalu menjadi suatu hal yang ditunggu-tunggu. Tentunya keunikan budaya suatu tempat yang sulit ditemukan di tempat lain merupakan alasan mengapa suatu daerah begitu dinanti-nantikan untuk dikunjungi. Meskipun budaya identik dengan daerah yang jauh dari perkotaan, nyatanya ada lokasi pengembangan khusus di tengah kota, yaitu Setu Babakan di dalam kawasan Ibukota Jakarta. Selain mendapatkan dukungan dan bantuan dari pemerintah, warga Setu Babakan juga berusaha mengembangkan daerahnya menjadi salah satu pusat pariwisata. Dipercaya, pariwisata memiliki kemampuan yang mumpuni dalam membangun ekonomi di daerah tuan-tanahnya. Oleh karena anggapan tersebut, bermunculan istilah-istilah internasional yang memberikan julukan-julukan baru bagi pariwisata, diantaranya adalah: “*passport to development*”, “*new kind of sugar*”, *tool for regional development*. “*invisible export*”, *non-polluting industry*” dan sebagainya (Pitana, 2002) seperti dikutip pada UNWTO (2017).

Ada banyak aset budaya di Setu Babakan, terutama budaya Betawi, mengingat tempat tersebut memang merupakan pusat kebudayaan Betawi. Mulai dari Ondel-Ondel, Tanjidor, hingga berbagai kuliner asli Betawi kerap menjadi daya tarik bagi para wisatawan. Penelitian ini akan lebih berfokus pada kuliner Betawi sebagai daya tarik wisata budaya Setu Babakan.

Tinjauan Pustaka

Pariwisata adalah aktivitas perjalanan ke suatu tempat yang dilakukan dalam jangka waktu tertentu secara sementara demi bersenang-senang sebelum kembali ke tempat asalnya. Menurut WTO (*World Tourism Organization*) pariwisata adalah aktivitas perjalanan dan kunjungan secara sementara di luar keseharian manusia dengan tujuan mencari hiburan.

Kuliner adalah hasil olahan masakan yang dapat berupa lauk pauk, kudapan, maupun minuman. Oleh karena setiap daerah selalu membawa budaya dan cita rasa masing-masing dalam kehidupan sehari-hari, begitu pula tradisi kuliner yang juga berbeda di setiap daerah (Novianti, 2013). Makanan (kuliner) merupakan kebutuhan manusia, baik makanan sederhana maupun makanan mewah. Demi memberikan keamanan, semua makanan memerlukan pengolahan yang tepat, yaitu dimasak. Kuliner adalah masakan atau hasil olahan yang diolah untuk dimakan oleh manusia.

Wisata kuliner ialah wisata yang menyertakan fasilitas kuliner terpadu. Bertamasya ke festival kuliner dan restoran juga termasuk wisata kuliner. Arti lain dari wisata kuliner yaitu menikmati sebuah makanan sambil menikmati suasana jalan-jalan, bersantai, berlibur, menghabiskan waktu ke tempat-tempat yang menyediakan masakan khas (Wahyuni, 2007).

Makanan tradisional merupakan masakan asli suatu daerah yang pengolahannya dikuasai oleh masyarakat setempat. Makanan tradisional tersebut dipengaruhi oleh kebiasaan cara orang setempat dalam kegiatan makan maupun sistem sosial budaya setempat. Oleh karena begitu kuatnya nilai budaya di dalamnya, ciri khas masakan tradisional tidak mudah hilang meskipun pihak pengolahnya sudah merantau ke daerah lain.

Indonesia dikenal sebagai negara maritim yang mempunyai banyak suku, otomatis ada beragam juga makanan tradisional yang dapat ditemukan di negeri ini (Castles, 2007). Tidak hanya bahasa, kuliner juga ikut mengalami akulturasi budaya. Budaya asing dari bangsawan dan pedagang bercampur menciptakan dan membentuk makanan daerah seperti yang dikenal hingga hari ini. Seiring berkembangnya zaman, makanan-makanan tersebut diberdayakan kembali untuk memenuhi selera lezat dan gizi yang cukup bagi masyarakat sekitar.

Setu Babakan adalah danau buatan dengan luas area 30 hektar dan dengan kedalaman cukup dangkal dari 1 hingga 5 meter. Air lokasi ini berasal dari sungai Ciliwung. Lokasi ini kerap digunakan dan dijadikan sebagai tempat wisata alternatif bagi warga Jakarta dan sekitarnya. Setu Babakan terletak di kelurahan Srengseng Sawah, Kecamatan Jagakarsa, Kotamadya Jakarta Selatan. Lokasinya cukup dekat dengan Depok dan berfungsi sebagai daerah terpadu pelestarian warisan budaya asli Betawi (Blackburn, 2012). Cagar budaya Betawi ini diresmikan pada tanggal 18 Agustus tahun 2000 melalui surat keputusan gubernur DKI Nomor 92 tahun 2000 yang dicetuskan oleh Gubernur DKI Jakarta Sutiyoso.

Aset dan artefak budaya yang dapat ditemukan antara lain rumah-rumah khas betawi, tarian adat Betawi, upacara adat khas Betawi dan kuliner khas Betawi (Saidi, 1997). Beberapa upacara adat yang ada ialah upacara pengantin sunat, tradisi pindah rumah, khatam Qur an dan njuh bulan.

Metode Penelitian

Penelitian ini menggunakan metode kualitatif, metode yang mengandalkan proses interaksi komunikasi sebagai data. Interaksi dan temuan sosial dikumpulkan demi memahami suatu fenomena dalam konteks sosial (Moleong, 2010). Data yang diperoleh dalam penelitian ini direkam dalam bentuk interaksi kualitatif berupa deskripsi. Data yang terkumpul melalui observasi dan wawancara digunakan sebagai data primer. Sedangkan data sekunder diperoleh dari dokumen, literatur, internet, jurnal ilmiah dan kepustakaan. Untuk menganalisa data, digunakan SWOT yang diintegrasikan dengan metode analisis deskriptif. Metode analisis deskriptif adalah metode analisa yang menggunakan gambaran untuk menganalisa data. Meskipun menggunakan gambaran, metode ini tidak bertujuan untuk membuat simpulan yang bertujuan untuk dijadikan sebagai persepsi umum (Sugiyono, 2013). SWOT adalah sebuah analisis untuk mengidentifikasi kekuatan dan kelemahan internal serta mengidentifikasi ancaman serta peluang eksternal (Fitzsimmons dan Fitzsimmons, 2006).

Hasil dan Pembahasan

Kuliner tradisional yang sangat beragam menjadikan Setu Babakan sebagai wisata kuliner yang berpotensi dapat dijadikan sebagai atraksi utama pariwisata di DKI Jakarta. Beberapa jenis kuliner lokal/tradisional yang dapat menjadi potensi wisata adalah:

1. Kerak Telor

Kerak Telor merupakan salah satu makanan khas Betawi yang paling dikenal kalangan umum. Untuk membuat makanan ini, diperlukan beras ketan, telur ayam atau telur bebek dan udang kering. Bumbu pelengkap makanan ini terdiri dari serundeng, beberapa rempah seperti cabai merah, kencur, jahe, lada, garam, dan gula pasir. Uniknya kuliner ini ialah cara memasaknya. Telur dimasak secara terbalik, menghadap arang demi menciptakan kerak yang diinginkan.

2. Dodol Betawi.

Keunikan dodol khas suku asli Jakarta ini adalah warnanya yang hitam gelap kecoklatan dengan variasi rasa yang lebih sedikit dibandingkan dodol dari provinsi lain. Bahan dodol Betawi antara lain adalah ketan putih, ketan hitam dan durian. Dodol ini dimasak dengan menggunakan kuali besar berdiameter 50 cm sampai satu meter yang sering disebut sebagai "kenceng". Dodol Betawi biasanya dibuat sebagai panganan khusus untuk pesta, Bulan Ramadhan, Idul Fitri atau Idul Adha. Sejauh ini, masih ada beberapa daerah di Jakarta dan sekitarnya yang masih memproduksi dodol Betawi, salah satunya adalah Setu Babakan.

3. **Laksa Betawi**
Laksa Betawi adalah panganan berjenis mie yang dilengkapi dengan rempah dan kuah yang padat dan kental. Mie ini memiliki cita rasa unik yang tidak ditemukan pada laksa dari daerah lain berkat penggunaan udang rebon pada kuahnya. Isi dari Laksa Betawi adalah irisan ketupat, telur, kemangi, taoge, kacang, bihun, perkedel dan bawang goreng. Terdapat cara alternatif untuk menikmati Laksa Betawi, yaitu memadukannya dengan Semur Betawi. Kombinasi rasa manis khas semur menambah cita rasa gurih pada lidah. Makanan ini merupakan makanan hasil perkawinan budaya antara Betawi dan Cina. Laksa Betawi ini sudah jarang ditemui namun masih diminati oleh wisatawan dan hanya terdapat di beberapa lokasi tertentu.
4. **Soto Betawi**
Keunikan yang menjadikan soto betawi berbeda dengan soto-soto dari daerah lainnya adalah soto betawi diperkaya kuah santan berisi daging sapi/ayam, tidak lupa juga ada jeroan dan irisan tomat. Begitu banyak penggemar Soto Betawi, penggemarnya bukan hanya orang Betawi, namun pecinta kuliner gurih lain di berbagai daerah juga gemar menyantap masakan khas Betawi ini.
5. **Bir Pletok**
Bir pletok terkenal sebagai minuman andalan khas betawi yang memiliki manfaat kesehatan, khasiat paling terkenalnya ialah kemampuannya yang dapat mengatasi masalah sulit tidur/insomnia. Minuman ini tidak membuat peminumnya mabuk seperti bir pada umumnya oleh karena bir ini tidak menggunakan fermentasi sama sekali pada proses pembuatannya. Bir ini dibuat dari menggunakan rempah-rempah yang hanya dapat ditemukan di Indonesia saja, antara lain jahe, daun pandan, sereh dan kayu secang.
6. **Es Selendang Mayang**
Minuman ini dihidangkan dalam keadaan dingin dan dapat mengenyangkan karena dibuat menggunakan tepung beras dan tepung sagu, kemudian disiram dengan kuah santan yang gurih dan segar. Perpaduan warna dalam selendang mayang terdiri dari warna hijau, merah dan putih yang menjadikan tampilannya menarik. Selendang mayang merupakan minuman khas asli Betawi yang sudah jarang ditemui penjualnya, namun masih diminati oleh para pecinta kuliner.
7. **Kue Rangi**
Kue Rangi atau biasa juga disebut sagu rangi adalah jenis kue khas tradisional Betawi yang sudah mulai langka di pasaran. Tetapi ada beberapa restoran yang memasukkan kue ini ke dalam menu mereka untuk melestarikan budaya Betawi. Bahan dasar kue ini adalah tepung sagu atau kanji yang ditaburkan kelapa parut dan garam. Kue ini biasa dihidangkan dengan taburan gula merah.
8. **Nasi Uduk**
Nasi Uduk adalah nasi yang diolah menggunakan larutan garam, santan, sereh dan daun jeruk. Nasi ini juga merupakan kuliner kebanggaan masyarakat Betawi. Biasanya, nasi ini dihidangkan dengan irisan telur dadar, semur jengkol, ayam goreng, daging empal goreng, kentang balado dan sambal kacang.
9. **Gado – gado**
Gado-gado terdiri dari beberapa macam sayuran yang biasanya dikonsumsi bersamaan dengan lontong atau ketupat serta disiram/dilumuri saus kacang dengan cita rasa gurih dan pedas.
10. **Asinan Betawi**
Asinan Betawi adalah kumpulan sayuran yang disajikan dalam keadaan mentah, biasanya terdiri dari daun selada, timun, taoge, kol, wortel yang diiris tipis kecil-kecil kemudian dihidangkan dengan bumbu kacang, kerupuk, kacang goreng, cabe giling dan cuka. Rasa asinan ini asam, pedas, dan segar.
11. **Roti Gambang**
Roti gambang adalah makanan khas tanah Jakarta yang hampir punah. Roti gambang dibuat dengan menggunakan terigu, telur dan gula. Roti ini mirip kue bolu hanya saja pemanis yang digunakan adalah gula merah. Banyaknya gula merah menjadikan warnanya coklat.
12. **Roti Buaya**
Roti Buaya merupakan makanan wajib khas Betawi yang kerap hadir pada acara lamaran maupun pernikahan. Roti ini dinamakan roti buaya karena dibuat serupa dengan hewan buaya. Orang Betawi percaya, pengantin dapat menjalani rumah tangga yang setia, seperti hewan buaya yang setia pada satu pasangan saja.
13. **Aneka kuliner Nusantara**

Selain menu khas Betawi, beberapa menu khas Nusantara dari daerah lainnya di Indonesia juga diujakan oleh berbagai pedagang di Setu Babakan. Menu-menu tersebut antara lain: bakso, mie ayam, nasi goreng, ketoprak, es doger dan lain-lain. Dengan keanekaragaman menu yang disajikan oleh pusat wisata kuliner, pilihan lebih banyak tersedia, ditawarkan kepada wisatawan. Tujuan ditempatkannya makanan dan minuman dari daerah lain ialah untuk ikut memperkenalkan kuliner nusantara lainnya kepada wisatawan asing.

Peranan Kuliner Tradisional Sebagai Pendukung Pariwisata Di Setu Babakan

Syarat suatu daerah untuk dijadikan daerah wisata harus mempunyai lebih dari satu obyek wisata yang menjadi aset pemasukan bagi daerah tersebut. Ada beberapa aset yang dimiliki Setu Babakan yakni wisata budaya, air, agro, sejarah dan kuliner. Wisata kuliner termasuk ke dalam salah satu wisata Setu Babakan yang sudah dapat dijumpai para wisatawan, namun aset ini memerlukan banyak perbaikan, pengembangan, pemanfaatan dan pelestarian yang lebih terstruktur. Wisata kuliner sangat krusial peranannya dalam kehidupan operasional pariwisata Setu Babakan.

Analisis SWOT bersifat sangat kondisional artinya hasil analisis pada periode terkait belum tentu sama dengan hasil analisis pada periode penelitian berikutnya. Hasil analisis ini rentan dipengaruhi oleh faktor situasi dan kondisi tertentu. Adapun faktor yang perlu dikaji yaitu kekuatan (*strengths*) yang seharusnya dimanfaatkan sebaik-baiknya; kelemahan (*weakness*) harus dikurangi dan diwaspadai; kesempatan (*opportunity*) peluang harus digunakan dengan optimal; ancaman (*threats*) atau tantangan harus diantisipasi (dikurangi). Melalui cara ini diharapkan objek penelitian (Setu Babakan) bisa memperbaiki langkah yang akan diambil ke depannya sehingga semakin banyak wisatawan yang datang, menghabiskan waktu lebih lama dan lebih banyak lagi uang yang dibelanjakan uangnya selama berkunjung ke situs wisata (Rangkuti, 1997).

Berikut ini adalah hasil dari analisis SWOT potensi situs pariwisata kuliner tradisional di Setu Babakan menurut hasil observasi, wawancara dan studi pustaka yang peneliti telaah:

1. Kekuatan (*Strength*)
 - a. Banyak penyedia kuliner di Setu Babakan yang menawarkan kuliner khas Betawi
 - b. Kuliner khas Betawi diminati oleh para wisatawan.
 - c. Kuliner di Setu Babakan memiliki nilai sejarah
 - d. Adanya dukungan dari pemerintah untuk mengembangkan wisata kuliner di Setu Babakan.
 - e. Letak Setu Babakan yang strategis sehingga mudah dijangkau.
2. Kelemahan (*Weakness*)
 - a. Penyedia kuliner di Setu Babakan belum memiliki standar kebersihan
 - b. Pedagang makanan di Setu Babakan belum memiliki standar rasa
 - c. Penyajian makanan di Setu Babakan kurang menarik
 - d. Kurangnya promosi wisata kuliner di Setu Babakan
 - e. Belum dikelolanya sarana dan prasarana secara profesional
 - f. Kurangnya modal pelaku usaha kuliner untuk mengembangkan usahanya.
 - g. Sebagian pedagang masih menggunakan fasilitas berjualan yang kurang nyaman dan efektif
3. Peluang (*Opportunity*)
 - a. Dapat menjadi indikator independen akan perkembangan pariwisata kuliner jika dikelola dan dirawat dengan seksama,
 - b. Dapat dijadikan obyek penelitian yang berkaitan dengan budaya terutama budaya Betawi
 - c. Banyaknya antusiasme *food blogger* yang seringkali meliput kawasan ini di media sosial untuk mempromosikan makanan dan minuman.
 - d. Kemunculan aplikasi *travel* yang berisikan berbagai informasi seputar situs-situs kuliner seperti Zomato dan Tripadvisor.
4. Ancaman (*Threats*)
 - a. Penjaja dan penjual kuliner di Setu Babakan masih banyak yang berjualan dengan menggunakan fasilitas yang tidak cukup menunjang dalam menghadapi berbagai cuaca.
 - b. Banyaknya makanan dan minuman baru (modern) yang berpotensi menggeser keberadaan kuliner khas daerah, terutama Betawi.
 - c. Daya tarik wisata kuliner belum mendominasi.

Berdasarkan hasil dari analisa SWOT yang dilakukan, didapatkan temuan bahwa perlu adanya strategi yang dapat dilakukan dalam pemberdayaan wisata kuliner terpadu di Setu Babakan. Strategi tersebut antara lain S – O (*Strength – Opportunity*), strategi W – O (*Weakness – Threats*), strategi S – O (*Strength – Opportunity*), Strategi W – O (*Weakness – Opportunity*), strategi S – T (*Strength – Threats*) dan strategi W – T (*Weakness – Threat*):

1. Strategi S – O (*Strength – Opportunity*)
 - a. Meningkatkan peran pelaku usaha kuliner untuk memanfaatkan ketersediaan sumber daya yang melimpah sebagai produk lokal yang berkualitas dan memanfaatkan ragam potensi lokal sebagai menu utama.
 - b. Mengembangkan kerjasama kolaborasi bersama pemerintah kotamadya lain untuk membangkitkan *awareness* kuliner di Setu Babakan.
 - c. Memberikan pelatihan kepada pelaku usaha kuliner di Setu Babakan sehingga mereka mempunyai standar bahan, rasa dan penyajian makanan yang layak dan merata.
2. Strategi W – O (*Weakness - Opportunity*)
 - a. Mengundang *food blogger* untuk meliput kuliner dengan sudut pandang sejarah.
 - b. Memotivasi para penjual hidangan kuliner untuk gencar melakukan promosi terkait dagangan kuliner yang ditawarkan.
 - c. Memberikan berbagai pelatihan yang mengedukasi dalam peningkatan kreativitas masyarakat untuk mengemas produk kuliner tradisional sebagai produk bernilai budaya.
3. Strategi S – T (*Strength - Threats*)
 - a. Menyiapkan dan memberikan akses terhadap fasilitas yang dapat meningkatkan daya saing para penjual kuliner dan memberikan kenyamanan lebih kepada para wisatawan.
 - b. Mengajak masyarakat untuk memiliki kepekaan dalam mengkonsumsi dan menghargai produk kuliner lokal sebagai sesuatu yang bernilai tinggi.
 - c. Mengajak masyarakat untuk lebih peduli melestarikan budaya Betawi.
4. Strategi W – T (*Weakness – Threats*)
 - a. Memotivasi para penjual kuliner untuk pengurusan standar sanitasi demi memberikan jaminan kebersihan, keamanan, dan kesehatan bagi para pengunjung.
 - b. Melakukan promosi melalui media cetak, media sosial, website resmi pemerintah, website resmi Setu Babakan.
 - c. Mengadakan *workshop* dan seminar untuk warga setempat dan penjual kuliner terkait untuk membangkitkan pemahaman akan pentingnya peranan kuliner lokal/tradisional bagi destinasi wisata daerah.

Simpulan

Setu Babakan memiliki potensi untuk menjadi daya tarik wisata kuliner utama di kawasan DKI Jakarta. Hal ini dibuktikan melalui begitu banyaknya penjual kuliner khas lokal di kawasan ini yang menyajikan kuliner khas Betawi. Beberapa kuliner lokal kerak telur, dodol, laksa, soto Betawi, bir pletok, selendang mayang dan aneka kuliner Nusantara dapat menjadi daya tarik tersendiri. Oleh karena itu, promosi wisata kuliner sangat diperlukan untuk memperkenalkan wisata kuliner untuk meningkatkan jumlah wisatawan yang berkunjung ke Setu Babakan. Selain itu, pengelolaan wisata kuliner di Setu Babakan masih sangat memerlukan perbaikan mengingat ditemukannya beberapa ancaman dan kekurangan yang dimiliki. Penelitian ini sendiri menemui beberapa kendala minor, seperti keterbatasan akses untuk mewawancarai dan mengoleksi data dari pihak bertanggungjawab setempat. Namun, penelitian ini tetap dapat dijalankan dengan semestinya berkat kerjasama berbagai narasumber yang merupakan praktisi kuliner.

Peneliti menemukan beberapa aspek yang dapat diperbaiki guna meningkatkan apresiasi dan daya tarik turis untuk mengunjungi dan menikmati kuliner Setu Babakan. Dimulai dari memperbaiki fasilitas yang dapat memberikan rasa aman dan nyaman bagi pengunjung yang nantinya mampu mendatangkan ulasan positif. Kemudian peningkatan promosi dan pengenalan mengenai situs wisata kuliner di Setu Babakan melalui media cetak, media sosial, website, aplikasi kuliner, mengundang *food blogger*, dan praktisi ekonomi kreatif lainnya akan dapat menciptakan *awareness* yang lebih kuat. Kebersihan dan inovasi juga seharusnya ikut menjadi perhatian utama bagi para pelaku usaha.

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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

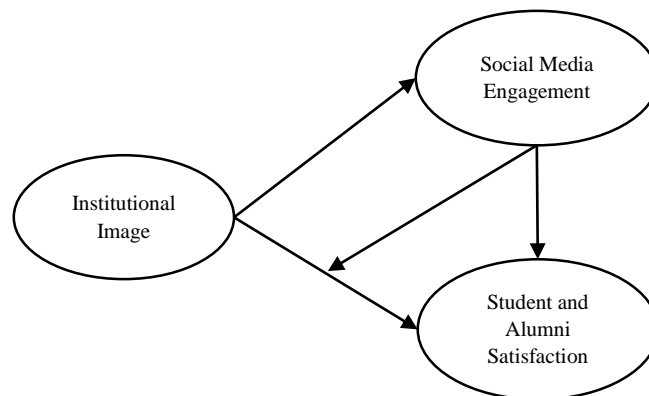


Fig 1. Conceptual Framework

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 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	0,844	0,725	0,644
	Favorability (X2)	0,853			
	Unique (X3)	0,827			
Social Media Engagement	Absorption (Z1)	0,911	0,931	0,888	0,818
	Dedication (Z2)	0,942			
	vigor (Z3)	0,859			
Customer Satisfaction	Product Quality (Y1)	0,801	0,905	0,868	0,655
	Quality of Service (Y2)	0,840			
	Emotional (Y3)	0,827			
	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	R ²	Q ²	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:

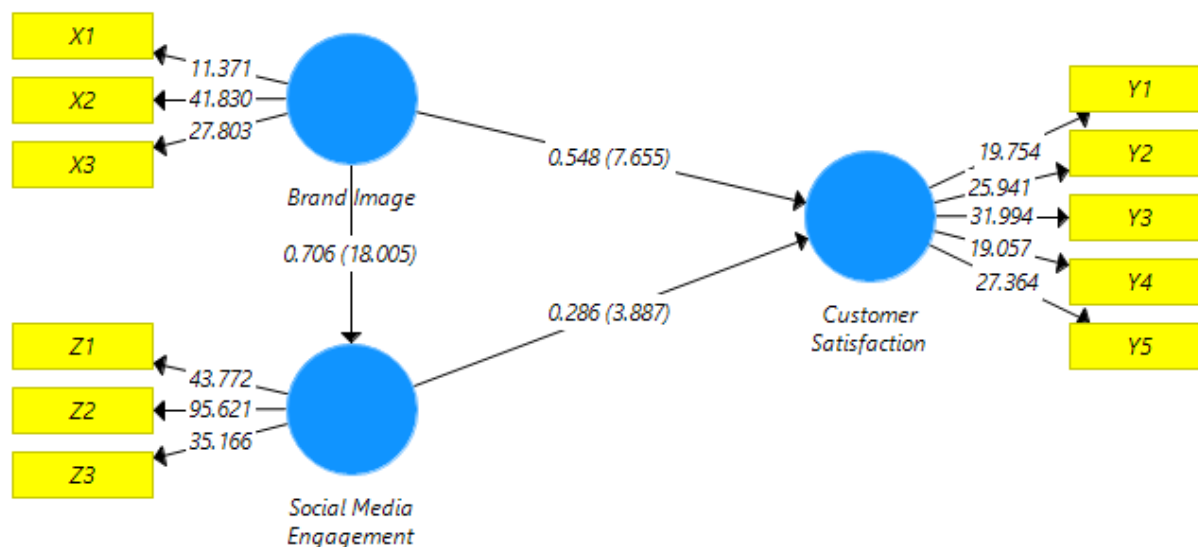


Fig 2. SEM modeling

Table 5. Path Coefficient Between Variables

Relationship Between Constructs	Path Coefficient	T Statistics	P Values	Conclusion
Direct Influence				
Brand Image \square Social Media Engagement	0.706	18.005	0.000	Significant
Social Media Engagement \square Customer Satisfaction	0.286	3.887	0.000	Significant
Brand Image \square Customer Satisfaction	0.548	7.667	0.000	Significant
Indirect Influence				
Brand Image \square Social Media Engagement Customer \square 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 than 0.05, 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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