



THE ANALYSIS OF SERVICE QUALITY AND BRAND IMAGE TOWARDS DECISIONS TO ENROLL AND ITS IMPLICATIONS ON CONSUMER SATISFACTION OF THE BERINGIN PRATAMA FOOTBALL SCHOOL BEKASI

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Abstract: The purpose of this research is to analyze the effect of service quality and brand image towards consumer satisfaction, as well as to determine the role of the decision to enroll as a mediating variable that affects service quality and brand image towards consumer satisfaction at the Beringin Pratama Football School Bekasi. The population in this research was all 130 students at the Beringin Pratama Football School Bekasi in 2020. The sample employed in this research was 100 respondents. The sampling method was carried out by a stratified random sampling method. In addition, this research employed the path analysis data analysis technique. Finally, this research indicated some following results, namely: service quality had positive and significant effects on the decision to enroll, the brand image had positive and significant effects on the decision to enroll, service quality had positive and significant effects on consumer satisfaction, and brand image had positive and significant effects on consumer satisfaction. Nonetheless, the decision to enroll was not proven to have positive and significant effects on consumer satisfaction.

Keywords: Service Quality, Brand Image, Decision to Enroll, Consumer Satisfaction.

INTRODUCTION

Football is one of the most popular sports in Indonesia. Their fans range from all ages and all economic levels. It indicates that football has very good potential if it is developed properly. In its history, Indonesian football has achieved several proud achievements on the world stage. One of them was being the representative in the first World Cup in Asia in 1938. Nevertheless, the pace of Indonesian national football is now far behind. Forget taking part at the international level, even at the regional level in Southeast Asia, it cannot demonstrate excellent achievements.

The Indonesian national football team has decreased in ranking based on the latest ranking list released by FIFA (*Federation Internationale de Football Association*) on December 10, 2020,

which is at the 173rd position. This ranking is the lowest ranking of the Indonesian national team since 2016.

Table 1. Comparison of the 2016-2020 FIFA rankings of ASEAN Countries

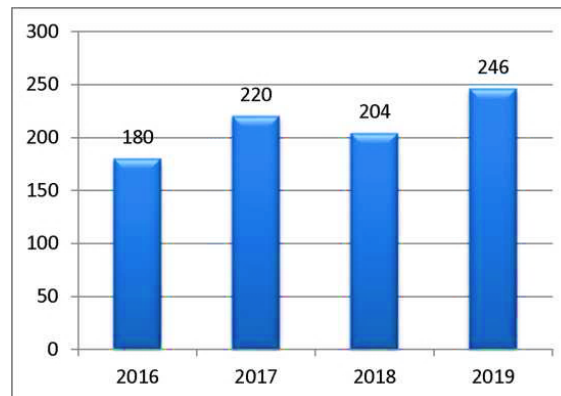
Year	Vietnam	Thailand	Malaysia	Singapore	Indonesia	Philippine
2016	134	126	161	165	171	120
2017	112	130	174	172	162	124
2018	100	118	167	165	159	116
2019	99	114	158	157	167	127
2020	93	111	153	158	173	124

Source: FIFA

The Football Association of Indonesia (PSSI) as the governing body of football in Indonesia seeks to improve Indonesian football quality, one of which is through coaching at the junior level by promoting coaching programs from an early age. Football school provides a place for early age football development. Currently, football schools are proliferating in every area, even in remote areas. In 2018, the number of football schools in Indonesia reached 12,096 and in 2019 it rose to 14,496. It caused a more competitive competition for football schools which results in every business actor competing to be a major role in marketing various kinds of products.

The Beringin Pratama Football School Bekasi is one of the football schools in Indonesia. From the data that the researcher's received in the last four years, it illustrates that the number of new students enrolling at the Beringin Pratama Football School Bekasi has increased, only in 2018 it decreased from the previous period, as illustrated in the following figure:

Figure 1. Number of Students at the Beringin Pratama Football School Bekasi 2016-2019



This graph illustrates that the level of consumer decisions to enroll at the Beringin Pratama Football School Bekasi is relatively high. However, if the decline in 2018 occurs in the next years, it could be a problem for the Beringin Pratama Football School Bekasi. This is because the number of students will affect the existence and income of the football schools.

In the competition in the football school industry, we can say that the Beringin Pratama Football School Bekasi has experienced a decline in the number of students enrolling there. The

researcher attempted to examine deeper what factors influence consumers in enrolling at the Beringin Pratama Football School Bekasi.

The correlation between service quality and customer satisfaction is explained in the journal of Alfi Syahri Lubis and Nur Rahmah Andayani (2017) indicating the research results that service quality had a positive and significant effect on customer satisfaction. Service quality is closely related to customer perceptions of the business quality. The better service will affect the satisfaction level felt by customers so that the business will be judged as having higher quality. Service quality is the totality of features and characteristics of products or services to satisfy stated or implied needs (Kotler and Keller 2012).

In addition to service quality, the brand image also plays an important role in creating customer satisfaction. The research results of Erni Setyowati & Wiyadi (2016) stated that brand image had positive and significant effects on customer satisfaction. Brand image is an image or something that is attached to the customers' minds. The better the perception of the company's brand image in the customers' minds, the higher the customer satisfaction will be. On the other hand, if the customer's perception of the brand image is bad, then customer satisfaction will be lower.

The researcher had conducted initial research by distributing questionnaires to 20 students of the Beringin Pratama Football School Bekasi. The results of the initial research indicated that 10 respondents stated that the field for practicing at the Beringin Pratama Football School Bekasi was wide and 15 respondents agreed that the coach was patient in coaching the students. Furthermore, 8 respondents stated that the Beringin Pratama Football School Bekasi had a good reputation and a total of 10 respondents were proud to join the Beringin Pratama Football School Bekasi. Then a total of 10 respondents had great determination in enrolling at the Beringin Pratama Football School Bekasi and 8 respondents felt the need for a place to hone their football skills.

From several answers obtained, the researcher classified them into three variables. The wide practice field and the coaches' patience were a part of the service quality. Then a good reputation was a part of the brand image. Furthermore, the need for a place to practice football and the determination to enroll was a part of the decision to enroll.

Judging from the results of the initial survey, 20 respondents expressed their opinion about the Beringin Pratama Football School Bekasi. The researcher summarized that the Beringin Pratama Football School Bekasi was identical with a wide field, coaches' patience, good reputation, and the customer's determination to enroll. The three dominant variables described the brand of the Beringin Pratama Football School Bekasi; thus, these factors encouraged customer satisfaction.

LITERATURE REVIEW

Service Quality

A service can have a long-term effect on building good relationships with customers. If it happens, then having loyal customers who are a source of promotion to bring in other customers is not a difficult thing for the company. According to Tjiptono (2007), service quality is the level of excellence expected and control over these advantages to meet customer desires. Service quality is influenced by two things, namely perceived service and expected service. If the service received or perceived is in line with expectations, the quality of service is perceived as good and satisfactory. Conversely, if the service received is lower than expected, then the service quality is perceived as bad.

According to Kotler and Keller (2012) the measurement of service quality consists of five dimensions:

a. Tangibles

The ability of a company to show its existence to customers. The appearance and capabilities of the company's physical facilities and infrastructure and the state of the surrounding environment are tangible evidence of the services provided by service providers to their customers.

b. Reliability

The ability of a company to provide services as promised accurately and reliably.

c. Responsiveness

The company's ability to assist and provide fast and precise service to customers by delivering clear information.

d. Assurance

Knowledge and ability of employees to foster customer trust in the company.

e. Empathy

The company's ability to provide sincere and individual attention to customers by trying to understand the customer's wishes.

Brand Image

According to Kotler and Keller (2012), brand image is the perceptions and beliefs held by customers as reflected in the associations formed in their memory. The brand image represents the overall perception of the product and is formed from information and past experiences of the product. According to Setiadi (2003), brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The brand image is related to attitudes in the form of beliefs and preferences for a brand. Customers who have a positive image of a brand will be more likely to make a purchase.

The indicators that shape the brand image according to Aaker and Biel (2009) include:

1. Developer Image (Corporate Image)

A set of customer associations against companies that make goods or services. The company will try to build its image so that the company's name is good as they will affect everything about what the company does.

2. Product Image

A set of customer associations for a product or service.

3. User Image

A set of customer associations against users who use goods or services. This image can be formed from experiences and contacts with the brand users.

Decision to Enroll

According to Schiffman and Kanuk (2008), purchasing decisions are the selection of two or more alternative purchasing decision options. This means when someone can make a decision, there must be several other choices. Customer purchasing decisions are influenced by customer behavior. Customer behavior will determine the decision-making process in their purchase. A process is a problem-solving approach consisting of several stages. The whole process is not always carried out by customers in their purchases.

According to Sunyoto (2014), there are four stages of purchasing decisions, namely:

1. Problem Acknowledgment

The buying process occurs when a buyer is aware of their needs. These needs can be triggered by internal and external factors which then become the driving force in seeking satisfaction of these needs. For this reason, companies need to know more about the problems of the needs of their customers.

2. Information Search

After realizing the problems arising in the form of a need, customers will search for information about objects that can satisfy their needs. Through information, consumers will know about competing brands, as well as the quality and features of these brands.

3. Evaluation of Alternatives

From the information obtained, customers will face choices considered to be purchased. With this choice, customers will evaluate products that match their needs and expectations.

4. Purchase Decision

The evaluation stage leads customers to form preferences among alternative brands of goods. In this stage, customers will form a consideration of the preferred brands to be purchased, where customers may also form an intention to buy the product they like the most.

Customer Satisfaction

Schiffman and Kanuk (2008) proposed that customer satisfaction is an individual's perception of product or service performance concerning customer expectations where each individual will have different expectations. A customer will give a high value to a product or service if they feel the benefits obtained are greater than the costs incurred, and other products or services from competitors are not able to provide better benefits. If the company's performance is better than what is expected by the customer, then the customer will be satisfied. According to Kotler and Keller (2012), measuring customer satisfaction can be done by employing the following dimensions, namely:

1. Performance Perception

Perceptions created by customers on the services received from the company such as satisfaction with product features, existing facilities at the company, benefits received, and information provided.

2. Expectations Conformity

Conformity between customer expectations of performance compared to the company's performance they acquired.

3. Customer Assessment

Assessment in the form of a comprehensive superiority assessment of the company's products/services compared to similar companies or competitors.

4. Total Satisfaction

Feelings of pleasure or disappointment that arise after comparing the performance (results) of the product thought to the overall expected performance.

RESEARCH METHODS

This research was conducted with quantitative methods and the research type belonged to a descriptive research model. In this research, the population employed were all students of the Beringin Pratama Football School Bekasi in 2020 for a total of 130 students. In this research, the sampling technique employed was the stratified random sampling method. Stratified random sampling is a sampling technique concerning a level (strata) in the population elements. The criteria set out in this research include:

1. Students who took part in the training program at the Beringin Pratama Football School Bekasi
2. Students aged 13-17 years
3. Students who were at the training ground of the Beringin Pratama Football School Bekasi when the research was conducted

The sampling method employed the Slovin formula with a population of 130 students at the Beringin Pratama Football School Bekasi in 2020 and an estimation error of 5%. Hence, the results were 100 respondents. The following is Slovin's formula:

$$n = N / (N.(d)^2) + 1$$

Note:

n = Sample Size

N = Population Size

d = Estimation Error

Hypothesis testing was carried out by employing SPSS 25 software. In testing the hypothesis, t-test (partial) and F-test (simultaneous) were carried out. The hypothesis is accepted if the value of t count > t table and the significance value < 0.05.

FINDINGS AND DISCUSSION

Reliability Test

A reliability test is a tool to measure a questionnaire. The questionnaire is categorized to be reliable if the respondents' answers to the statements are consistent and stable from time to time. The statement is reliable if it produces a Cronbach Alpha value > 0.60 . The results of reliability testing can be viewed in Table 2 below:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
Service quality	0.782	Reliable
Brand Image	0.841	Reliable
Decision to Enroll	0,706	Reliable
Customer Satisfaction	0,864	Reliable

Source: Results of Data Processing With SPSS 25

Based on the table above, it can be viewed that the variables of service quality, brand image, the decision to enroll, and customer satisfaction have high-reliability numbers because they have a Cronbach Alpha value > 0.60 , meaning that all variables are declared reliable and can be employed in this research.

Partial t-test

According to Sofyan Siregar (2010), the basis for decisions making for the Partial test (t -test) is based on two things. First, based on the calculated t value and t table:

1. If the t count value $> t$ table then the independent variable affects the dependent variable.
2. If the t count value $< t$ table, the independent variable does not affect the dependent variable.

Second, based on the significance value of the SPSS output results:

1. If the significance value is < 0.05 , the independent variable has a significant effect on the dependent variable.
2. If the significance value is > 0.05 then the independent variable has no significant effect on the dependent variable.

Table 3. Structure I t-test

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta			
(Constant)	12,666	2,667			4,749	,000
1 total_x1	,226	,079	,303		2,860	,005
total_x2	,415	,127	,346		3,261	,002

a. Dependent Variable: total_y

Source: Results of Data Processing With SPSS 25

H1 : Based on the calculation results, it was obtained that the t count was $2.860 > t$ table 1.98, while the significance value was $0.005 < 0.05$. It can be concluded that H_0 was rejected and H_1 was accepted, meaning that the service quality variable had a significant effect on the decision to enroll.

H2 : Based on the calculation results, the t count is $3.261 > t$ table 1.98, while the significance value was $0.002 < 0.05$. It can be concluded that H_0 was rejected and H_1 was accepted, meaning that the brand image variable had a significant effect on the decision to enroll.

Table 4. Structure II t-test

Model	Unstandardized		Standardized		t	Sig.
	Coefficients		Coefficients			
	B	Std. Error	Beta			
(Constant)	-6,506	2,695			2,414	,018
1 total_x1	,375	,075	,387		5,004	,000
total_x2	,695	,122	,446		5,701	,000
total_y	,149	,092	,115		1,613	,110

a. Dependent Variable: total_z

Source: Results of Data Processing With SPSS 25

H3 : Based on the calculation results, the t count was $5,004 > t$ table 1.98, while the significance value of $0.000 < 0.05$. It can be concluded that H_0 was rejected and H_1 was accepted, meaning that the service quality variable had a significant effect on customer satisfaction.

H4 : Based on the calculation results, the t count was $5.701 > t$ table 1.98, while the significance value was $0.000 < 0.05$. It can be concluded that H_0 was rejected and H_1 was accepted. It implies that the brand image variable had a significant effect on customer satisfaction.

H5 : Based on the calculation results, the t count was $1.613 < t$ table 1.98, while the significance value was $0.110 > 0.05$. It can be concluded that H_0 was accepted and H_1 was rejected, which means that the decision to enroll variable did not affect the decision to enroll.

Simultaneous F-Test

The F test aims to see how the influence of all the independent variables together on the dependent variable.

Table 5. Structure I F-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	287,488	2	143,744	25,378	.000 ^b
1	Residual	549,422	97	5,664		
	Total	836,910	99			

a. Dependent Variable: total_y
b. Predictors: (Constant), total_x2, total_x1

Source: Results of Data Processing With SPSS 25

The result of the F table value in the F value distribution of the statistical table was 2.46. It implies that the F count value was $25.378 > F$ table 2.46 and the significance value was $0.000 < 0.05$. Furthermore, it can be concluded that the variables of service quality and brand image together had significant effects on the decision to enroll variable.

Table 6. Structure II F-test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	960,770	3	320,257	68,280	.000 ^b
1	Residual	450,270	96	4,690		
	Total	1411,040	99			

a. Dependent Variable: total_z
b. Predictors: (Constant), total_y, total_x1, total_x2

Source: Results of Data Processing With SPSS 25

The result of the F table value in the F value distribution of the statistical table was 2.46. It implies that the F count value was $68.280 > F$ table 2.46 and the significance value was $0.000 < 0.05$. It can be concluded that the variables of service quality, brand image, and the decision to enroll together had significant effects on the variable of customer satisfaction.

Determination Coefficient

Table 7. The structure I Determination Coefficient

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.586 ^a	.344	.330	2,380	2,042

a. Predictors: (Constant), total_x2, total_x1
b. Dependent Variable: total_y

Source: Results of Data Processing With SPSS 25

Based on the table, the determination coefficient (R Square) was 0.344. It means that 34% of the decision to enroll variables can be explained by service quality and brand image variables, while the remaining 66% was explained by other variables outside of this research.

Table 8. Structure II Determination Coefficient

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,825 ^a	,681	,671	2,166	1,755
a. Predictors: (Constant), total_y, total_x1, total_x2					
b. Dependent Variable: total_z					

Source: Results of Data Processing With SPSS 25

Based on the table, the determination coefficient (R Square) was 0.681. In other words, 68.1% of customer satisfaction variables could be explained by variables of service quality, brand image, and decision to enroll, while the remaining 31.9% were explained by other variables outside of this research.

Path Analysis

Table 9. The structure I Path Coefficient

$p_{yx1} = 0.303$
$p_{yx2} = 0.346$

The path analysis equation formed is as follows:

$$Y = 0.303 X1 + 0.346 X2 + \epsilon_1$$

Table 10. Structure II Path Coefficient

$p_{zx1} = 0.387$
$p_{zx2} = 0.446$
$p_{zy} = 0.115$

The path analysis equation formed is as follows:

$$Z = 0.387X1 + 0.446X2 + 0.115Y + \epsilon_2$$

Table 11. Direct and indirect effects of service quality (X1), brand image (X2), decision to enroll (Y) variables, on customer satisfaction (Z)

Variable	Total Direct Effect	Total Indirect Effect Through Y	Total Effects
X1	$(0.387)^2 = 0.149$	$(0.303) (0.115) = 0.034$	0.183
X2	$(0.446)^2 = 0.198$	$(0.346) (0.115) = 0.039$	0.237

Y	$(0.115)^2 = 0.013$		0.013
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The table above provides:

1. The direct effect of service quality on customer satisfaction was 0.149 or 14.9%. The indirect effect through the decision to enroll was 0.034 or 3.4%. Then the total effect provided by the quality of service on customer satisfaction was 0.183 or 18.3%.
2. The direct effect of brand image on customer satisfaction was 0.198 or 19.8%. The indirect effect through the decision to enroll was 0.039 or 3.9%. Then the total effect provided by the brand image on customer satisfaction was 0.237 or 23.7%.
3. The direct effect of the decision to enroll on customer satisfaction was 0.013 or 0.13%.

Thus the total effect of X1, X2, Y = 0.183 + 0.237 + 0.013 = 0.433 = 43.3%

CONCLUSION AND RECOMMENDATION

Based on the results of the study, it can be concluded as follows:

1. Service quality had positive and significant effects on the decision to enroll customers at the Beringin Pratama Football School Bekasi.
2. The brand image had positive and significant effects on the decision to enroll customers at the Beringin Pratama Football School Bekasi.
3. Service quality had positive and significant effects on customer satisfaction at the Beringin Pratama Football School Bekasi.
4. The brand image had positive and significant effects on customer satisfaction at the Beringin Pratama Football School Bekasi.
5. The decision to enroll had no effect on customer satisfaction at the Beringin Pratama Football School Bekasi.

Recommendation

1. Companies need to improve the quality of their services. What needs to be done is to provide training to coaches to be more professional in training and responsive to student complaints. The company also needs to increase the number of training equipment so no students are waiting for other students to finish practicing to use the training equipment. Another thing that can be done is to bring in more national football players to provide coaching clinics to increase customer interest in enrolling.
2. Companies need to improve their brand image in order to be more superior in the customers' eyes. What needs to be done is to increase the number of PSSI and AFC licensed coaches so that it is embedded in the customers' minds that the Beringin Pratama Football School Bekasi is trained by professional coaches. The company is also expected to participate more regularly in competitions so that the public will become more familiar with the Beringin Pratama Football School Bekasi, especially if they win the competition which will add to the positive image of the Beringin Pratama Football School Bekasi.
3. In addition to improving service quality and brand image, companies also need to increase promotions distributed to the public. The goal is for the public to get a lot of information

about the Beringin Pratama Football School Bekasi before deciding to enroll. What can be done is to be more active in socializing its products and services through various social media such as Facebook, Instagram, Twitter, YouTube, and Website. As more information is obtained, the community becomes more convinced to enroll.

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