

FACTORS INFLUENCING THE IMAGE OF ISLAMIC HIGHER EDUCATION (CAUSALITY STUDY, BETWEEN ACADEMIC CULTURE, HEALTH ORGANIZATION, COSTUMER SATISFICTION AND SERVICE QUALITY) TO IMAGE OF ISLAMIC HIGHER EDUCATION INSTITUTIONS IN JAMBI INDONESIA)

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Abstract

College image Islam is high, isn't it? standing variable yourself, but rather influenced by various variable. Culture academic is one of the possible factors cause Good the bad image college Islamic high. Culture full academic with load science will increase mastery knowledge advanced knowledge and technology become product college tall. Organizational health college Islamic high, will also influence image. Organizations that have governance good (healthy organization) will make image college tall become good in society . Satisfaction customer is factor important in development image college Islamic high. Facts about the swelling number unemployment graduate of college high in Indonesia is cornered image college high, because that necessary efforts done is strengthen relevance field science organized by the college Islamic high with demands field work. With effort the so satisfaction customer will created and finally image college high Islamic will increase good. Quality service is part important in development image education tall. Users who get service quality from college high Islamic will obtain satisfaction and results will repair image service education Islam is high alone. Study this use approach study quantitative with use method equality structural or *Structural Equation Models* (SEM). Research this aim for know how much big influence latent variables (*latent variables*) against endogenous variables and variables exogenous. By general study this aim for know influence culture academic, health organization, satisfaction customers, and quality service to image college Islamic high. Study implemented in 15 State and Private Islamic Universities in Jambi Province through stages study is as following (1) Pre-survey; (2) Testing Instruments; (3) Implementation Study; (4) Data Collection; (5) Data Analysis; and (6) Writing report study.

Keywords: *Academic Culture, Organizational Health, Service Quality*

Introduction

Efforts to produce products and services education high quality No only become not quite enough answer government and leaders institution but covers all employees and personnel academics (HR) in the institution. This matter important arrange return education tall in a way positive with make framework change Good in a way individual or institution. Structuring That Can in form performance leadership, service, processes, skills, people and relationships social , or characteristics group . Johnson et al (1995 :2010), revealed that staff in education tall must own competence in frame give quality services , including : (1) with easy communicate change , (2) have various type talent , (3) capable maintain perspective meaning of University in general area , (4) has ability Work in team , (5) no satisfied with *status quo* but always do change , and (6) has ability appreciate against the states and federal government that provide it mandate .

Significance Study

Image for a institution very important , because is the most valuable non- physical asset that must be owned institution . Develop strong image need creativity and work hard . According to Witt and Moutinho (1989: 321) image a institution education tall is related brand *image* with corporate image because both of them own adjacent associations . Assael (2001 : 154) states image serve perception name and form from information / communication about name and past experience , meanwhile in image company / *corporate image* consumer organize various information / communication about company and experience with a product company .

Image is matter real , for it's a development and improvement program from *image* must based on reality (Bernstein) in Gronroos (1998 : 72). Image is an asset for organization , because impact on perception consumer with a number of things that are communicated and operated institutions (Gronroos,1998:168). Impact the are : (1) Image communicates expectations , together with advertising , *personal selling* , and *word of mouth* . (2) Image as a filter influence perception from operation college tall . Quality product college tall will filtered with image . (3) Image as a function from same experience good with expectation consumer .

Culture organization is one dimensions from overall a organization . Even though every organization own different culture One each other, however variety and type vary . It happened difference culture related organizations with characteristics dimensions from organization . Therefore That there is diverse definition from a number expert about culture organization .

According to Colcuitt (2009 : 547), culture organization is :

“ *First, culture is social knowledge among members of the organization. Second, culture tells employees what the rules, norms, and values are within the organization. Third, organizational culture shapes and reinforces certain employee attitudes and behaviors by creating a system of control over employees .* ”

It means :

“ First , culture is a habit member organization . Second , culture is How rules , norms and values member in the organization . Third , culture organization as guidelines in controller attitudes and behavior member organization . Different opinions about type culture organization proposed by Tosi, Rizzo, and Carroll (in Munandar, 2001: 269-274). According to they type culture organization can connected with five personalities neurotic , namely : *Charismatic vs Self-sufficient Cultures; Paranoid vs Trusting Cultures; Avoidant vs Achievement Cultures; Politicized vs Focused Cultures; Bureaucratic vs Creative Cultures* .

Avoidant vs Achievement Cultures . Culture organization dodge , grow from characteristic personality depressive , that is feeling inability and dependence on others. Culture organization tend For coalition in a way dominant , passive , and avoidant happen change . Meanwhile culture performance very value analysis logical and rational processes in study various the advantages and disadvantages it has organization . This matter beneficial For can outperform competitors organization other . For That they very recognize various need in do useful changes for organization . All need set based on results analysis to various valid information as well profitable opportunity .

Politicized vs Focused Cultures . Culture politics , feel No need For interact with other people, as well as with environment . So that in interact they always guard distance and character cold . Firmness leader For comply mark base organization No come true , so will formed coalition power from the leaders . Whereas culture focused , formed Because exists the same perspective from various layer member organization to target organization . With so will strengthen confidence , attachment , and enthusiasm in reach objective organization .

Culture according to Colquit (2009 : 546) is knowledge relevant social with the rules , norms and values that form it traits and behavior . McShane (2009 : 460) says that culture consists from shared values and assumptions . Identical with McShane, Jenifer (2008 : 567) stated that culture is set shared values , beliefs , and norms that influence method think , feel , and behave . Jim Collins (2001:201) states culture a academic formed by norm together And values insider college tall . DuFour (2004: 129) states to improve academic culture , someone does not Can ignore What really happened in in university , place Where process main schooling happen . In classroom , lecturer expectations Which critical in form interaction with student . Lecturer as central figure in college tall must be aware hope they And teaching approach they .Wagner & Masden-Copas (2002:231) stated that collegiality considered as one of factor important Which influence form academic culture . Lecturers must be encouraged For build connection collegial Which Can facilitate change .

Success a organization in reach peak accomplishments , often followed with ability manage culture productive academics . Even often success organization No accompanied wisdom result organization the become forget self and resistant to change . Maintain performance high , according to presumption they No need do changes , however Enough with repeat network activity the same as ever succeed.

Marvin Fairman (2009: 65) says health organization is ability organization in matter This college tall Islam For works effectively , for overcome adequate , to change with right , and grow from in . Brian Drive (2002: 145) states organizational health is a concept which is growing provide user with method For understand And take action to increase performance And welfare .

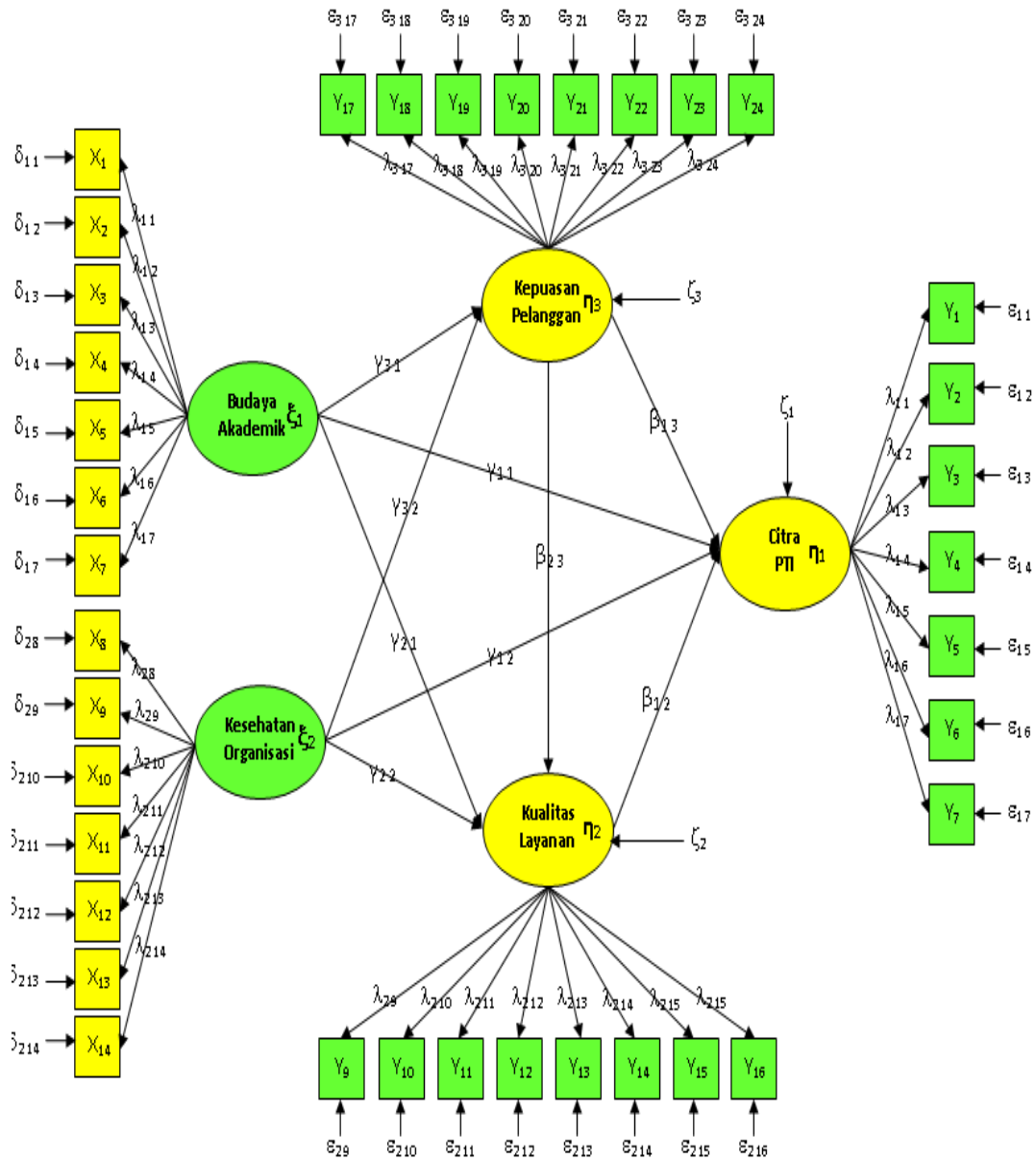
Leon McLean (2007: 231) states p principles in health organization are (1) guided by mission and centered on vision For give objective and direction which is clear , (2) members organization own freedom to choose and responsible on choice they , (3) exist trust empowering other people , (4) say value of the whole rather than the value of the parts (5) effective and mutually beneficial relationships (6) quality of production (results) requires continuous development .**Satisfaction Customer**, Band (1991: 142) says that satisfaction customer is a circumstances Where wants , hopes and needs customer fulfilled . One service assessed satisfying when service the can fulfil needs and hopes customer . Mowen said (1995:224) that the most important factor For create satisfaction consumer is performance from deep provider matter This is college tall . Kotler and Armstrong said that product service quality have role important For form satisfaction customers (1996:189). The more quality products and services provided , then satisfaction felt by customers the more tall . If satisfaction customer the more high , then can give rise to profit for business entities the. **Quality Service**. Tjiptono and Chandra said that quality service contribute significant for creation differentiation , positioning, and competitive strategy for every provider service education . Quality service in the end is also available create harmonious relationship between provider (college high) with customers (students and community /stakeholders), provide good basis for creation loyalty customers and form a recommendation from mouth to profitable word of mouth for provider service the .

Research Methods

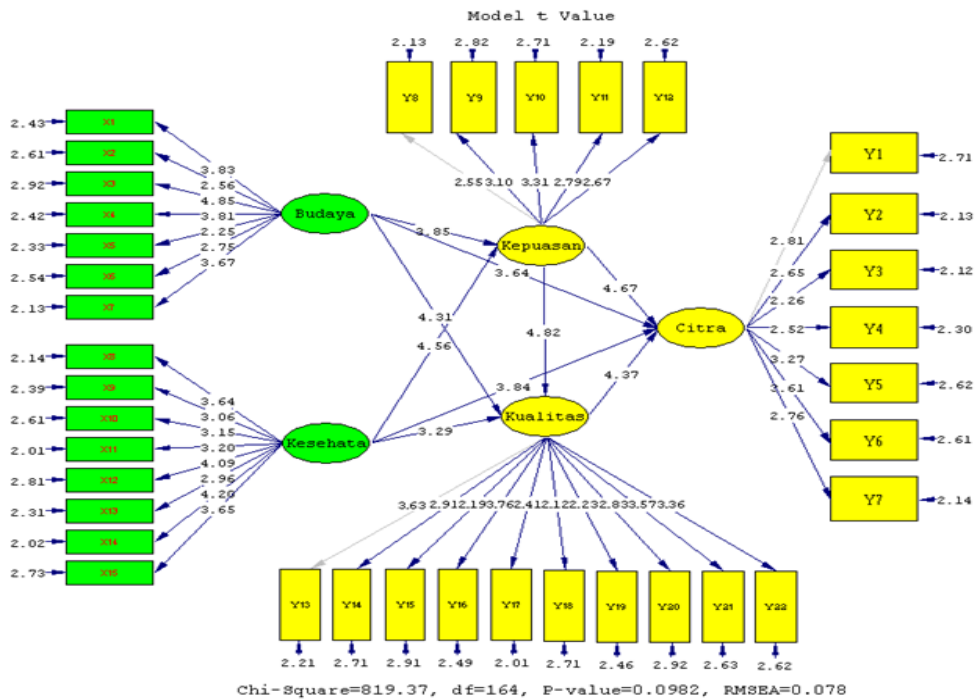
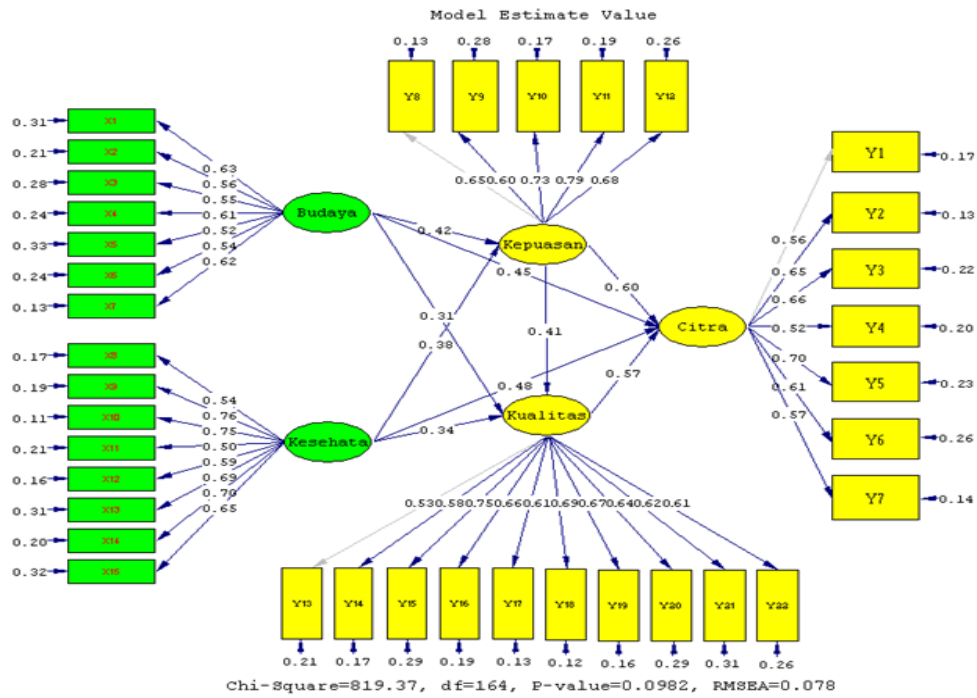
Study This use approach study quantitative with use method equality structural or *Structural Equation Models* (SEM). Research This aim For know how much big influence latent variables (*latent variables*) against endogenous variables and variables exogenous . As for the steps or stages in mandatory procedures done using equation models structural (SEM) according to Bollen and Lung (in Wijanto) as as follows : *first* , the model specification , in stage This related with initial model formation equality structural , before done estimate . Early model This formulated

based on a theory or study previously . Research model specifications in SEM presenting the problems studied very important . (Wijanto , 2008; 34).

Following This is a Structural Equation Model (SEM) model as a configuration model study This .



A. Structural Model Analysis Test Results

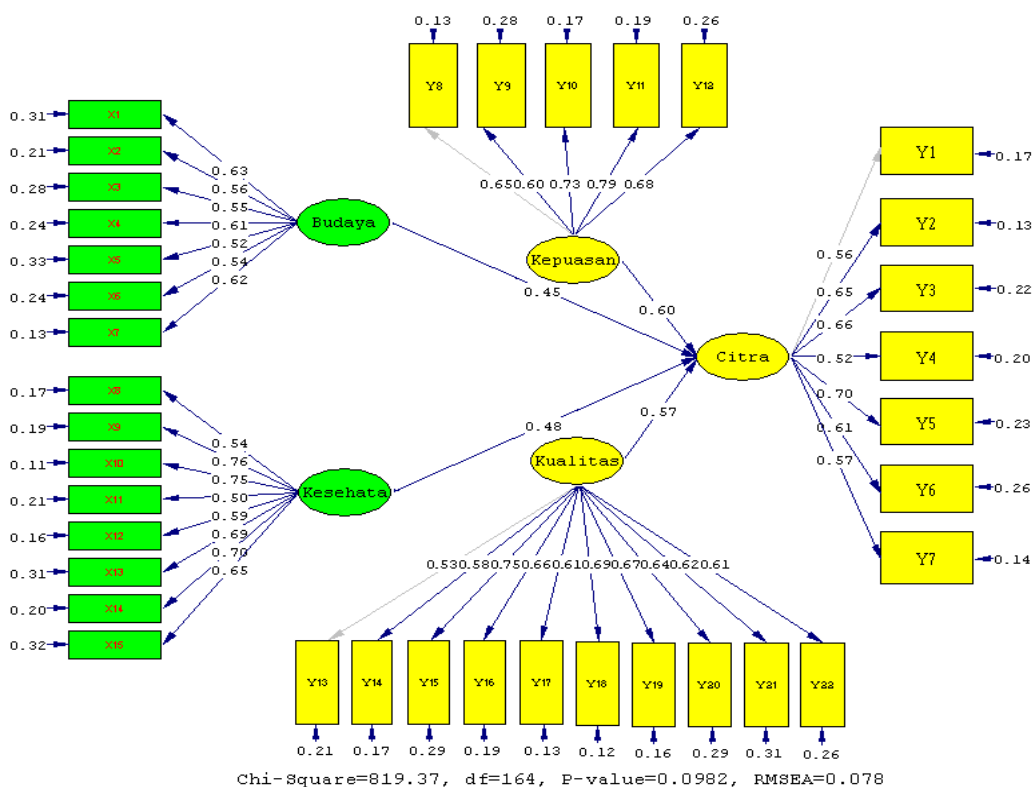


B. Linearity Test Equality Simultaneous (F test)

Testing process linearity equality simultaneous has done as in the attachment . F test results can be obtained each is described as following :

Equality Structural 1: Influence Culture Organization , Organizational Health , Satisfaction Customers , Quality Service on the Image of Islamic Universities in Jambi Province .

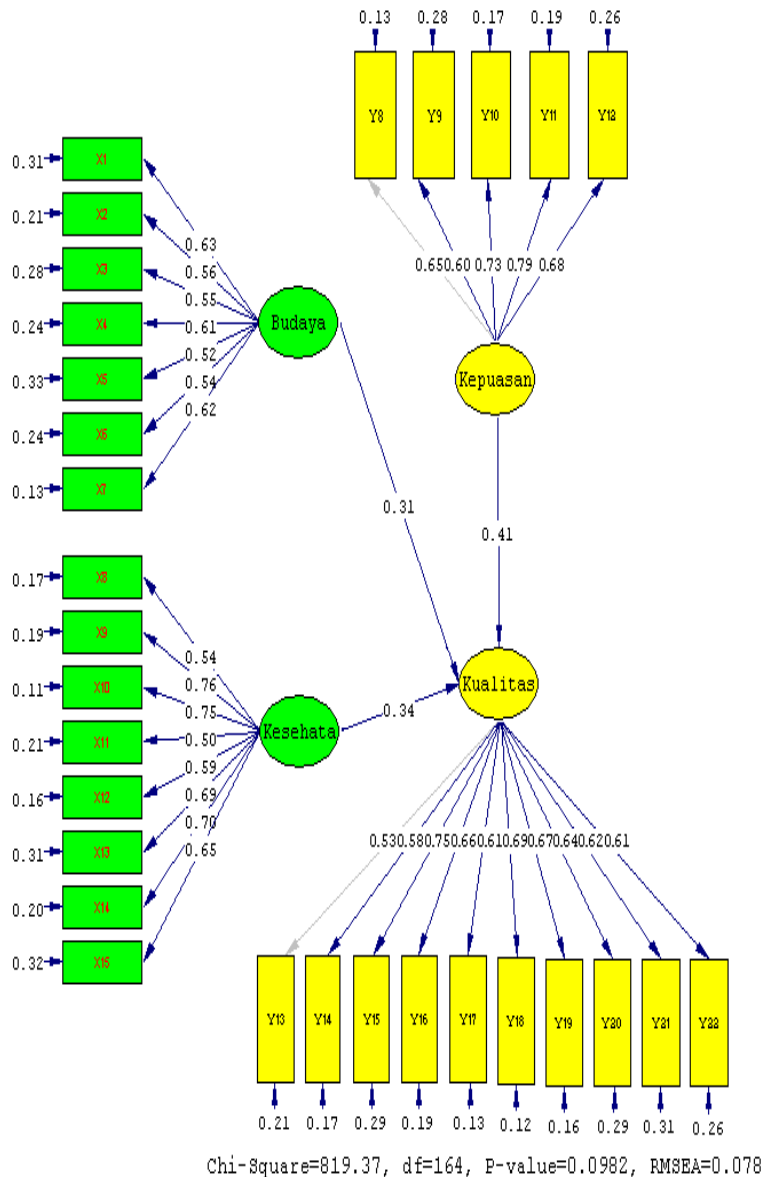
Equation model structural 1 describes causality between culture organization , health organization , satisfaction customers , quality service to image college Islamic high . that model can seen in the picture following This



Based on results F test calculations are obtained as big as 5.36, while $F_{tab} : (\alpha=0.05, k, (n-1))$ obtained $F_{tab} = 2.412$. With so so $F_{hit} : 5.36 > F_{tab} : 2.412$, meaning the Influence model Culture Organization , Organizational Health , Satisfaction Customers , Quality Service towards the Image of Islamic Universities in Jambi Province is linear. Calculation results Coefficient determination show that $R^2 = 0.89$ which means that the variability of the Image of Islamic Higher Education can be explained by Culture Organization , Organizational Health , Satisfaction Customers and Quality Service by 89%, meanwhile the rest 11 % (error variance) is explained by other variables outside the 4 variables mentioned above .

Equality Structural 2: Influence Culture Organization , Organizational Health , Satisfaction Customer to Quality Services at Islamic Universities in Jambi Province

Equation model structural 2 describes causality between culture organization , health organization , satisfaction customer to quality services at the college Islamic high . that model can seen in the picture following This .

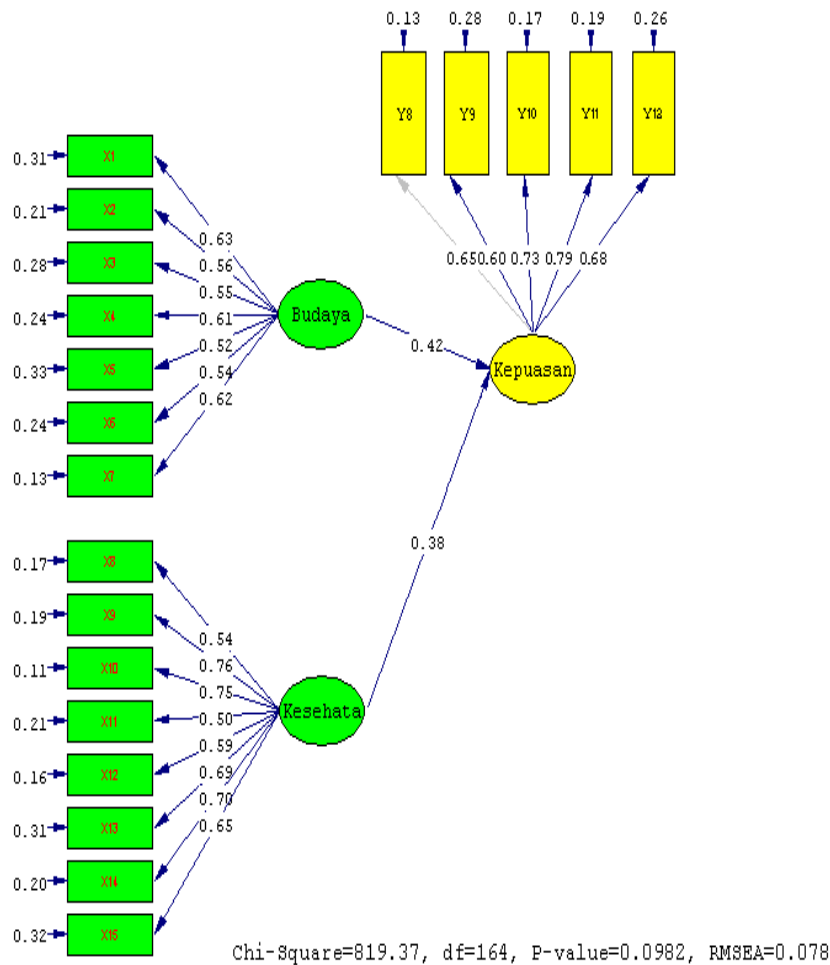


Based on results F test calculations are obtained amounted to 17.74, while $F_{tab} : (\alpha=0.05, k, (n-1))$ then $F_{tab} = 2.645$. With so so $F_{hit} : 17.74 > F_{tab} : 2.645$, meaning the Influence model Culture Organization , Organizational Health ,

Satisfaction Customer to Quality Service Islamic Universities in Jambi Province are linear. Calculation results Coefficient determination show that $R^2 = 0.59$ which means variability Quality Service can explained by Culture Organization , Organizational Health , and Satisfaction Customer amounting to 59%, the remaining 41% (error variance) is explained by variables outside the 3 variables above .

Equality Structural 3: Influence Culture Organizations , Organizational Health to Satisfaction Customer Islamic Higher Education in Jambi Province

Equation model structural 3 describes causality between culture organization , health organization to satisfaction college customers Islamic high . that model can seen in the picture following This .



Based on results F test calculations are obtained as big as 27.45, while $F_{tab} : (\alpha=0.05, k, (n-1))$ then $F_{tab} = 3.036$. With so so $F_{hit} : 27.45 > F_{tab} : 3.036$, meaning the Influence model Culture Organizations , Organizational Health to Satisfaction Customer Islamic Universities in Jambi Province are linear. Calculation results Coefficient determination show that $R^2 = 0.54$ which means variability Satisfaction Customer can explained by Culture Organizations and Organizational Health amounting to 54%, the remaining 46% (error variance) is explained by variables outside the 2 variables above .

Hypothesis Testing

Refers to results testing *confirmatory factorial analysis* , structural model testing , statistical model fit testing , testing linearity simultaneous equality structural 1, 2, and 3 then can delivered hypothesis test results as following .

Hypothesis 1: Influence Culture Organization on the Image of Islamic Universities in Jambi Province

Hypothesis Statistics : $H_0 : \beta_{11} \leq 0$

$$H_1 : \beta_{11} > 0$$

Based on equation 1 above , coefficient track Culture Organization towards the Image of Higher Education is as big as $\beta_{11} = 0.45$, $t_{count} = 3.64$ and $t_{table} = 1.96$ so reject H_0 . The conclusion there is influence direct positive culture organization to image college Islamic high .

Hypothesis 2: Influence of Organizational Health on the Image of Islamic Universities in Jambi Province

Hypothesis Statistics : $H_0 : \beta_{12} \leq 0$

$$H_1 : \beta_{12} > 0$$

Based on equation 1 above , coefficient Organizational Health pathway towards the Image of Higher Education is as big as $\beta_{12} = 0.48$, $t_{count} = 3.84$ and $t_{table} = 1.96$ so reject H_0 . The conclusion there is influence direct positive health organization to image college Islamic high .

Hypothesis 3: Influence Satisfaction Customer on the Image of Islamic Universities in Jambi Province

Hypothesis Statistics : $H_0 : \beta_{11} \leq 0$

$$H_1 : \beta_{11} > 0$$

Based on equation 1 above , coefficient track Satisfaction Customer towards the Image of Higher Education is as big as $\beta_{11} = 0.60$, $t_{count} = 4.67$ and $t_{table} = 1.96$ so reject H_0 . The conclusion there is influence direct positive satisfaction customer to image college Islamic high .

Hypothesis 4: Influence Quality Service on the Image of Islamic Universities in Jambi Province

Hypothesis Statistics : $H_0 : \beta_{12} \leq 0$

$$H_1 : \beta_{12} > 0$$

Based on equation 1 above , coefficient track Quality Service towards the Image of Higher Education is as big as $\beta_{11} = 0.57$, $t_{count} = 4.37$ and $t_{table} = 1.96$ so reject H_0 . The conclusion there is influence direct positive quality service to image college Islamic high .

Hypothesis 5: Influence Culture Organization to Quality Service Islamic Higher Education in Jambi Province

Hypothesis Statistics : $H_0 : \beta_{21} \leq 0$

$$H_1 : \beta_{21} > 0$$

Based on equation 2 above , coefficient track Culture Organization to Quality Service College is as big as $\beta_{21} = 0.31$, $t_{count} = 4.31$ and $t_{table} = 1.96$ so reject H_0 . The conclusion there is influence direct positive Culture Organization to Quality Service College

Hypothesis 6: Influence of Organizational Health to Quality Service Islamic Higher Education in Jambi Province

Hypothesis Statistics : $H_0 : \beta_{22} \leq 0$

$$H_1 : \beta_{22} > 0$$

Based on equation 2 above , coefficient Organizational Health pathway to Quality Service College is as big as $\beta_{22} = 0.34$, $t_{count} = 3.29$ and $t_{table} = 1.96$ so reject H_0 . The conclusion there is influence direct positive Organizational Health to Quality Service College .

Hypothesis 7: Influence Culture Organization to Satisfaction Customer Islamic Higher Education in Jambi Province

Hypothesis Statistics : $H_0 : \beta_{31} \leq 0$

$H_1 : \beta_{31} > 0$

Based on equation 3 above , coefficient track Culture Organization to Satisfaction Customer College is as big as $\beta_{31} = 0.42$, $t_{count} = 3.85$ and $t_{table} = 1.96$ so reject H_0 . The conclusion there is influence direct positive Culture Organization to Satisfaction Customer College .

Hypothesis 8: Influence of Organizational Health to Satisfaction Customer Islamic Higher Education in Jambi Province

Hypothesis Statistics : $H_0 : \beta_{32} \leq 0$

$H_1 : \beta_{32} > 0$

Based on equation 3 above , coefficient Organizational Health pathway to Satisfaction Customer College is as big as $\beta_{32} = 0.38$, $t_{count} = 4.56$ and $t_{table} = 1.96$ so reject H_0 . The conclusion there is influence direct positive Organizational Health to Satisfaction Customer College .

Based on testing hypothesis above , then can delivered summary as in the table below this .

Table 4.8 Summary of Hypothesis Testing

Hypothesis	Path	Coefficient	t_{count}	$t_{table} \alpha = 0.05$	Conclusion
1	β_{11}	0.45	3.64		
2	β_{12}	0.48	3.84		
3	β_{11}	0.60	4.67		
4	β_{12}	0.57	4.37		
5	β_{21}	0.31	4.31	1.96	Reject Null Hypothesis
6	β_{22}	0.34	3.29		
7	β_{31}	0.42	3.85		
8	β_{32}	0.38	4.56		

Conclusion

Based on results data analysis and calculations statistics as described in chap before, then findings from results study This can concluded as following:

1. There is Influence direct positive Culture Organization on the Image of Islamic Universities. It means increase Image of Higher Education must started with strengthening Culture Organization.
2. There is Influence direct positive Organizational Health on the Image of Islamic Universities. It means increase Image of Islamic Universities must started with increase Organizational Health.
3. There is Influence direct positive Satisfaction Customer on the Image of Islamic Universities. It means increase Image of Islamic Universities must done with increase Satisfaction Customer.
4. There is Influence Direct positive Quality Service on the Image of Islamic Universities. It means increase Image of Islamic Universities must started with increase Quality Service.
5. There is influence direct positive Culture Organization to Quality Service Islamic College. It means increase Quality Service Islamic College must started with strengthening Culture Organization.
6. There is influence direct positive Organizational Health to Quality Service Islamic College. It means increase Quality Service Islamic College must started with improving Organizational Health.
7. There is influence direct positive Influence Culture Organization to Satisfaction Customer Islamic College . It means increase Satisfaction Customer Islamic College must started with strengthening Culture Organization .

8. There is influence direct positive Organizational Health to Satisfaction Customer Islamic College . It means increase Satisfaction Customer Islamic College must started with increase Health Organization. Based on findings the can stated that image Islamic Higher Education is influenced by various variation among them variation Culture Academic Organization, Organizational Health , Satisfaction Customers and Quality Service .

Recommendation

Related recommendations with study This includes : (a) Leadership foundation as organizer Islamic Universities in Jambi Province , necessary develop outlook behavior encompassing organization various attributes inherent in an individual in organization , group , to structure organization . For That need change thinking based on knowledge and understanding as well as implementation from every rules and procedures work determined by the government and experts is related to image , so image college Islamic high school can be better. Good image among them influenced by culture organization academic , health organization , satisfaction customers , and quality service . Everything This recommended can implemented in carry out task as leader Islamic College . Because of knowledge and understanding procedure Work this is what happened reference administration and management A college tall featured in future come ; (b) Leadership college Islamic high , chairman department and head of study program in matter implementing management reforms A college high quality especially in the environment college Islamic high , can prioritize four dimensions important in arrange leadership and management college tall so that dapt management and administration reforms were carried out college tall in A college tall . Fourth dimensions in question is strengthening culture academic , improvement health organization , satisfaction customer , improvement quality services and improvements image leaders and employees .

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