

THE SATISFACTION OF STUDENTS BY USING BLACKBERRY MESSENGER IN SYIAH KUALA UNIVERSITY ACEH

Saed Armia
Syiah Kuala University, Aceh
INDONESIA

ABSTRACT

This research motivated by the condition of competition between instant message service providers company are increasingly widespread even been able to beat the users of short message service (SMS) in Indonesia. This research purposeful to determine effect of the trust, service quality, perceived value and customer satisfaction on the users of blackberry messenger. The sampling technique used in this research is the purpose sampling. Analysis in this research used multiple linear regression. The results of this research stated that partially trust, service quality and perceived value have positive effect and significant to customer satisfaction. Based on the result showed that the variable of perceived value have the biggest effect that is 36 percent with significance 0,000 Adjusted R square 0.364 showed that 36.4 percent of the variance of customer satisfaction is explained by independent variable in the regression equation, while the other 64.6 percent is explained by other variables not examined in this research.

Keywords: Trust, Service Quality, Perceived Value, Customer Satisfaction.

INTRODUCTION

Blackberry Messenger is required to lead the competition. It is because of Blackberry which is starting to erode with competitor of instant messenger as Line and WatsApp, and this condition pushes Blackberry messenger company to increase the service to keep the customers' trust. Servicing, increasing the satisfaction of customers and also keep a trust absolutely must be considered by supplier. When customers trust the service of supplier, they will satisfy as the users need. A previous research expressed that trust will affect the satisfaction for a long period of time (Kim et al, 2009). Few last years is the glory of smart phone which based in Android and iOS. Identical services like BBM appear and become popular, so BBM is rivaled.

In Indonesia, it is growing various of instant messenger service based platform mobile. Either U.S.A or China's application try to attract the consumers. They attempt to introduce the excellences of their product in media, so the consumers can choose the service which is compatible with their needs. Blackberry Messenger commits to supply the service based in platform as a veritable decision. It looks when BBM for android and I-Phone are officially released in October 2013. It directly get the attention of users with 10 millions downloads in 24 hours. It signifies that consumers' trust in using BBM service is huge. They can use this service even they do not use Blackberry device. Blackberry constantly maximizes the service by considering costumers' value and consumers' satisfaction even market competition dropped for previous period of time. However, company keeps sustainability to defense with consistently service given

LITERATURE REVIEW

Service is action which is offered by a part to the others intangibly. Service actually does not result owning of something (Kotler in Tjiptono, 2007). Based on this definition, Blackberry messenger service is categorized as service. Service has several characteristics that we can compare it with product.

Consumer Satisfaction

Azize et al. (2011) conclude brand experiences, satisfaction, trust have positively effects on brand loyalty. Kundi et al. (2014) detect the service quality contribute to customer satisfaction in Higher Education Institution, besides of that Chan et al. (2011) *Service Quality, e-satisfaction, and e-trust have strong direct effect on e-loyalty.*

Consumer satisfaction is evaluation of buying and selling which perception to product's quality chose to satisfy or exceed hope before buying. Whereas according to Zeithaml et al. (2009), definition of consumer's satisfaction is *Customer's evaluation of a product or service in terms of whether that product or service has met the customer's needs and expectation.* Mowen and Minor (2002), consumer's satisfaction is as the whole of action which is showed by consumer on product and service after getting and using it. Kotler (in Rizan, 2008) added that consumer's satisfaction is level of someone's feeling after using service with considering between quality of product and what is expected.

Trust

Trust is a foundation of business. Building a consumer's trust for a long period of time is an important factor to create consumer's loyalty. According to Morgan and Hunt's research (In Nisa 2011) trust appear when a group trust the reability and integrity of its exchange partner. Gefen (2003) said that trust is a willingness to make self sensitive of action which is taken by a trust person based on trust and responsibility. Based on Gefen's research (2003), expressed that from several factors that can affect transaction via *e-commerce*, trust become the key factor. Only customer who has trust dare to do transaction via internet. Without customer's trust, *e-commerce* transaction does not happen.

The trust factor's

There are three factors which form someone's trust to other people. They are ability, benevolence and integrity: (a) ability relates to competition and characteristic of seller or organization in affecting and targeting specific area. It is how seller can supply, serve and secure the transaction interferences. It means that consumer can get guarantee the satisfaction and security from seller in transaction. Kim et al (2003) expressed that ability contains of interest, experience, authentication, institutional and ability of knowledge.(b) Benevolence is seller's willingness in giving satisfaction which is beneficial between seller and consumer. Profit which is got by seller can be maximized. It must be equalized with consumer's satisfaction. Seller does not only reach high profit, but also put a huge attention to get consumer's satisfaction. According to Kim et al. (2003), benevolence consists of attention, empathy and trust. (c) Integrity relates to how action or habit of seller in operating business, information was given to consumer true or false, quality of product which is offered can be

trusted or not. Kim et al. (2003) expressed that integrity can be considered by fairness, fulfillment, loyalty, honesty, dependability and reliability.

Service Quality

According to Lewis and Booms (Tjiptono, 2008), quality service is a measure how good level of service that can be offered based on consumer's expectation. Based on definition, quality service determined by company's ability to fulfill need and willingness of consumer based on consumer's expectation. The superior service for consumer can create positive experiences which is expected by consumer to fulfill and exceed consistently their expectations. Setting, fulfilling and exceeding consumer's expectations can give huge contribution for business success (Devrye, 2003)

According to Parasuraman et al. (in Kartajaya, 2009), there are five dimensions in determining quality service:

1. Reliability relates to company's ability to give the accurate service during the first time without any error.
2. Responsiveness relates to readiness and ability of employees and responds their demand, and informs when service is offered and giving service accurately.
3. Assurance is action of employees can build customer's trust to company and company can secure the consumers.
4. Empathy means that company understands consumers' problem and serve for consumers' importance and give personal attention to consumers.
5. Tangible relates to physical attraction, equipment and material which used by company and employees' appearance.

Perceived Value

Value shows trade-off between given component and what consumer obtains, perceived value is difference of consumer's total value and consumer's total fee (Lin, 2003). Zeithaml and Bitner (2003) said that value perception as consumer assessment totally to utility of service based on perception of what they get. Based on Payne and Holt (2001), customer perceived value is trade -off between perceptual benefit and perceptual sacrifice. Perceived value is positive if quality of perception is bigger then perception of sacrifice that must be obtained by buyer. So, buyer's perceptions on value represent a mental of trade off between quality or benefit which they perceive to a relative product.

Frame Research (Thinking Framework)

Singer Research Thinking Framework is based on the theoretical study as has been described in the differences. To facilitate the understanding of Singer Research Review Framework can be seen on the following image:

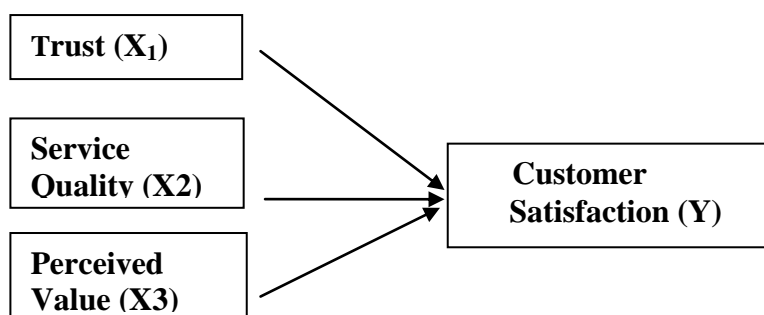


Figure 1 Research Model

METHODOLOGY

This study focused on the university campus of Syiah Kuala. This study was conducted toward 200 students as respondents, and research was conducted at the ending of 2015. The sampling technique used in this research is the purposive sampling, the population is the students of Syiah Kuala University who are eligible with the appropriate criteria for the desired sample. Criteria-based sampling: 1). Student as the users of Blackberry Messenger application. 2). Respondents are those who have been using the Blackberry Messenger application over a year so they have been more familiar with the Blackberry Messenger.

Analysis to assess the effect of trust, service quality and perceived value to customer satisfaction, researchers utilized the multiple linear regression analysis, analysis of primary data with SPSS version 20.0 the device multiple regression formulation according to Malhotra (2006: 231) as follows:

$$Y = a + b_1X_1 + b_2 X_2 + b_3X_3 + e$$

Y = Customer Satisfaction

X₁ = Trust

X₂ = Service Quality

X₃ = Perceived Value

a = Constants

e = error

RESULTS

Based on the data processing results of the SPSS 20.0 program, it was gained the multiple linear regression equation as follows:

$$Y = 0.251X_1 + 0.198 X_2 + 0.360 X_3$$

The constants obtained is 0,249, at the time of user satisfaction of BlackBerry Messenger are still absence of trust variable influence, service quality and perceived value. Thus, the value of student satisfaction BlackBerry Messenger users at Syiah Kuala University in Aceh is around 0,249.

The trust regression coefficient (X₁) of 0.215 at a significance level of 0.019 is smaller than 0.05. It means that any 100% changes to the trust variable will enhance the customer satisfaction in the amount of 21.5% and the value of these trusts have a significant effect for BlackBerry Messenger user satisfaction among students at Syiah Kuala University in Aceh.

The service quality regression coefficient (X₂) is 0.198 at significance around 0,037 which is smaller than 0.05, it is vivid that the service quality significantly influences the BlackBerry Messenger user satisfaction among students at Syiah Kuala University in Aceh.

The regression coefficient of perceived value (X₃) of 0.360 at a significance level of 0.000, which is smaller than 0.05. any changes to 100% of the perceived value variable, is certainly going to increase customer satisfaction by 36%. It shows that the Perceived value significantly influences the BlackBerry Messenger user satisfaction among Syiah Kuala University Students. Based on the analysis, it shows that the perceived value variable (X₃) influence more dominant toward BlackBerry Messenger users satisfaction.

DISCUSSION

The Simultaneous test results obtained F count around 18 319 while the F table at a significance level $\alpha = 5\%$ is 2773, shows that F count > F table with a probability level is

around 0,000. It can be comprehended that the trust (X1), service quality (X2) and the Perceived value (X3), jointly bring significant influence on students' satisfaction as BlackBerry Messenger users at Syiah Kuala University in Banda Aceh.

The study above proved the existence of a significant impact on the trust variable (X1), service quality (X2) and the perceived value (X3) toward BlackBerry Messenger users Student satisfaction at Syiah Kuala University in Banda Aceh. This condition is gained from the calculation that shows the value of F count > F table, with a probability level of 0,000. The Partial test results on the trust variable with a value of 2,394 and t-table value around 1.984, indicates that t-count > t-table, at a significance level is 0.019 or <0.05. Variables that significantly influence the Student satisfaction as BlackBerry Messenger users.

For the service of quality variable, the t count value is 2,115 where t table amounted to 1,984, in which t- count > t-table with a significance level of 0.037 or <0.05, demonstrating that the service quality, significantly influence the student satisfaction as BlackBerry Messenger users at Syiah Kuala University in Aceh.

While the perceived value variable, the value of 3.840 with t-table, t-count amounted to 1,984, in which t-count > t table at a significance level of 0.000 or <0.05. It is vivid that the perceived value variable significantly influence the student satisfaction as BlackBerry Messenger users.

CONCLUSION

1. Simultaneously at the 5% significance level are all variables significantly influence students satisfaction as BlackBerry Messenger users.
2. Partially that trust variable, service quality and perceived value positively and significantly impact on student satisfaction as Users. Among the three variables, appears that perceived value is more dominant.

RECOMMENDATION

1. Since the variable perceived value has most dominant influencing value for BlackBerry Messenger users, then the company should focus on the loyal customers.
2. BlackBerry should be earnest in maintaining trust by improving the service quality, in order to make the users derive the maximum satisfaction on BlackBerry Messenger service.

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