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An Impact of Behavioral Segmentation to Increase Consumer Loyalty: Empirical Study In Higher Education Of Postgraduate Institutions At Jakarta

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Abstract

A concept conducted from the role of marketing 3.0, behavioral segmentation and price on consumer value influenced for increase purchasing that impact to consumer loyalty in post graduate institutions of higher education at Jakarta. Research conducted by the quantitative confirmatory method, of structural equation hybrid modeling. Samples used 140 pertains postgraduate and doctoral students at three institutions in private universities at Jakarta. Research findings show confirmatory factors analysis (CFA) included variables; Communitization marketing 3.0, behavioral segmentation, price, consumer value, Purchasing and consumer loyalty have closed fit model and among variables have valid and reliable with Construct Reliability (CR) $_{value}$= .88, .86, .84, .93, .92 and .85, furthermore value of goodness of fit hybrid model has indicated closed fit, with; χ^2_{value}/df= 1.54, P_{value}= .000, RMSEA= .058, GFI= .80, AGFI= .98 and CFI= .82 . The hypothesis result be analysis with t $_{value,}$ H_2, H_3, H_6 and H_7 (2.01, 3.44, 2.36 and 3.75) were confirmed but H_1, H_4 and H_5 (-.29, .51 and 1.32) not confirmed, from hybrid model of this research. Finally test between the dimensions' variable and has the most superior and significant correlated with covariance matrix $_{value}$, the superior dimensions on consumer value variable on purchase. The dimensions that have superior covariance matrix $_{value}$, PVK (dimensions' place of Consumer Value) with KPJ (dimensions' concept of Purchase Intention and Act) = 1.29, for practical implications in higher education for institutions its strategic management implementation.

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1. Introduction

The role of higher education on post graduate program strategic and having value customers for students in build communities intellectual in Indonesia in the future so institutions post graduate programs have an important role in the efforts to build competitiveness institutions and competitive advantage. Furthermore according to Kotler and Keller (2013) to reach success in the future must marketing to be holistic, build brand stronger through performance than via a promotion and leading electronically as well as through building a system of information and superior communication. Futhermore institution prioritize to focus on customers, and performance institution defined by considering the external factor, namely from target customers which are thruster purchase (Wang and Lo, 2004). Then the management institution of higher education should be aware of the benefits and costs of various orientation marketing, before deciding.The marketing selected orientation will also have a big impact on the allocation of resources, and interested, college segments and the quality of students after graduation. After higher education institutions of a market structure determine offered, post graduated institutions will be useful to the development program profile to consumers can determine market and generic type of post graduated program .(Cravens and Piercy, 2006). In spite of the philosophy concept of marketing (Limakrisna and Susilo, 2012) aimed at giving satisfaction to needs and consumers, so can be a philosophy business stating that consumer needs is a requirement economic and social for competitiveness institutions, in order to get profit for the long run.

Customer satisfaction positively connected with an intention repurchase, desire to recommend goods and services, loyalty and also the benefits. In relation to customer loyalty, that if the customers satisfied on goods or quality of service, as well as superior value given to consumers, it will improve loyiality consumers.The consumer loyalty or allegiance will do the purchase of products reëxamined the same, as well as institutions notify to consumers that other potential, from the words of mouth. As an research result of Curtis *et al*., (2011) discussing overall loyalty of consumers pertaining to significantly to the act of purchasing repeated and level customer satisfaction, when customer satisfaction correlated on purchase. Thus so many cases competitiveness higher education institutions the weak at the size of competitiveness organization cover an aspect: (1).Work environment less conducive, (2). Jobs design not with scheduling well, (3). Innovation program development magister and learning processes, (4). Management technology applied still not integrated, (5). Management quality of being is still less reliable (6). Indicators a quality that standard. Competitiveness superior institutions could supported by loyiality, according to emphasized Curtis *et al*., (2011), stating that loyiality and purchase had strong impact and positive. Consumers normally attend a decision purchase, start of the stage understand the need for education, seek for information about instutusi of post graduated program, then do identification and evaluation an alternative program and finally decided one program. The basis line from the description the hence to do research regarding: model hybrid an influenced marketing 3.0 of the purchasing on institution post graduate program in Jakarta (Susilo *et al*., 2015).

Describing profile consumers started from program magister market the generic, at the level of profile consumers can describe size and composition in general based on consumers on post graduate program (Cravens and Piercy, 2006). Furthermore an according to Stimac and Simic (2012) strategy of being marketing applicability to institution of higher education; forming the department marketing- tools marketing should be used to promote institution: publicity, marketing, a web public relations, direct marketing aimed at potential students in current and former student to improve the image and reputation institution of higher education. Next to the improvement of competitiveness institution necessary networking a formal, such as results examine by Kingsley and Malecki (2004); there is little evidence indicates that informal network used by institution relative was little or seek the development of these formal chains, to could constructs development strategy institutions, by doing identification barriers exist, so that