COMPARATIVE ANALYSIS OF UNIVERSITY IMAGE BETWEEN MALE STUDENTS AND FEMALE STUDENTS
(CASE STUDY MANADO SAM RATULANGI UNIVERSITY)

ANALISIS PERBANDINGAN CITRA UNIVERSITAS ANTARA MAHASISWA LAKI-LAKI DAN MAHASISWA PEREMPUAN
(STUDI KASUS: UNIVERSITAS SAM RATULANGI MANADO)

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Abstract: The image of the university is described as an overall impression made in the minds of the public about an organization. Can also define that the university is the result of character and identity of all aspects contained in the university that can be assessed by the community. A positive of university image is one of the absolute things that needs to be built in a company. Image is needed to change the way consumers perceive a company. The image of higher education can be built by providing an overview of what is experienced and felt after using the company's products / services.
The aim of this study is to know the difference of university image between male students and female students based on satisfaction, quality, and reputation. This research is a quantitative research and uses independent sample t-test. The sample size of this research is 110 Students of Manado Sam Ratulangi University (55 males and 55 female). The results showed that there is no significant difference of university image between male students and female students based on satisfaction, quality and reputation. Sam Ratulangi University Manado must improve all aspects of quality so that students feel satisfied. So that it can support the reputation of Sam Ratulagi University itself.

Keywords*: university, image, satisfaction, quality, reputation*

Abstrak: Citra universitas digambarkan sebagai kesan keseluruhan yang dibuat di benak publik tentang suatu organisasi. Bisa juga mendefinisikan bahwa universitas adalah hasil karakter dan identitas dari semua aspek yang ada di universitas yang dapat dinilai oleh masyarakat. Citra universitas yang positif adalah salah satu hal mutlak yang perlu dibangun di perusahaan. Citra diperlukan untuk mengubah cara konsumen memandang suatu perusahaan. Citra pendidikan tinggi dapat dibangun dengan memberikan gambaran tentang apa yang dialami dan dirasakan setelah menggunakan produk / layanan perusahaan. Tujuan dari penelitian ini adalah untuk mengetahui perbedaan citra universitas antara siswa laki-laki dan siswa perempuan berdasarkan kepuasan, kualitas, dan reputasi. Penelitian ini merupakan penelitian kuantitatif dan menggunakan independent sample t-test. Ukuran sampel penelitian ini adalah 110 Mahasiswa Universitas Manado Sam Ratulangi (55 laki-laki dan 55 perempuan). Hasil penelitian menunjukkan bahwa tidak ada perbedaan yang signifikan antara citra universitas antara siswa laki-laki dan siswa perempuan berdasarkan kepuasan, kualitas dan reputasi. Universitas Sam Ratulangi Manado sebaiknya meningkatkan semua aspek kualitas sehingga siswa merasa puas. Sehingga bisa mendukung reputasi Universitas Sam Ratulagi itu sendiri.

Kata Kunci: universitas, citra, kepuasan, kualitas, reputasi

J.E.Awuy.,M.V.J.Tielung.,Comparative Analysis....

INTRODUCTION

Research Background

The trend in Universities today is shifting towards an engagement in marketing and branding programs. The purpose is often to enhance the reputation of the university and to have a positive influence on university ranking. Greater competition exists today to attract the best and brightest students. A university is no longer just an institution of higher learning, but also a business. Millions of dollars are spent by universities trying to burnish their image and enhance their position in these rankings (Azoury, Daou and Khoury, 2014). Standard dictionaries define a university as an educational institution of the highest order, being a corporate body of teachers and students and providing facilities for teaching and researchers as well as offering undergraduate and graduate programs and bestowed degrees. A student is defined as a person who studies or investigates; and faculty or academic staff is described as being related to branches of learning or the learned professions

The concept of image has been the object of the much confusion derived from the term itself. According to Cornelissen and Thorpe (2002) an image is an immediate set of meaning inferred by a subject in confrontation or response to one or more signals from or about an institution. Basically, it is the net result of the subject's beliefs, ideas, feelings and impressions about an institution at a single point in time. Consensus has been built that an organizational image can only be held or assessed by its stakeholders or constituents. An image is a result of how signals or messages emitted by organizations are interpreted over time by stakeholders. Avenarius (1993) concluded that the real image makers are the publics. Fransisco (2015) a positive of university image is one of the absolute things that needs to be built in a company. Image is needed to change the way consumers perceive a company. The image of higher education can be built by providing an overview of what is experienced and felt after using the company's products / services.

Higher education programs in Indonesia are under Directorate of Higher Education (<u>Indonesian</u>: Direktorat Pendidikan Tinggi, DIKTI) and accredited by the National Accreditation Board for Higher Education (<u>Indonesian</u>: Badan Akreditasi Nasional - Perguruan Tinggi) an external quality assurance institution under the purview of the <u>Ministry of Research, Technology and Higher Education</u> (<u>Indonesian</u>: Kementerian Riset, Teknologi, dan Pendidikan Tinggi).

Table 1. Top 9 University in Indonesia according to Indonesian Publication Index (IPI)

1.	Diponegoro University
2.	Gadjah Mada University
3.	Surabaya State University
4.	Brawijaya University
5.	Udayan University
6.	Tanjungpura University
7.	**Sam Ratulangi University**
8.	Bogor Agliculture Institute
9.	Riau University

Source : suluttoday.com, 2017

Based on Table 1, it is explained that Manado's Sam Ratulangi University was seventh in University in Indonesia according to Indonesian Publication Index (IPI) which indicates that the University of Sam Ratulagi was active in the Indonesian Publication Index.

Sam Ratulangi University is one of the best University in eastern part of Indonesia. Located in the heart of Manado as the capital city of North Sulawesi, make the university more famous. Sam Ratulangi University has evolved from local universities starting as far back as 1954. Pinaesaan University was begun on 1 October 1954 with only the Law Faculty. Then in 1957, Permesta University was started. These two smaller universities were merged to become the University of Manado in 1958, with four faculties: Law, Economics, Letters, and Political Science. In 1961 the Ministry of Education based on Ministerial Decree No.002/Sek/PU, recognized the newly named University of North and Central Sulawesi as a state university with seven faculties: Law, Medicine, Agriculture, Economics, Political Science, Letters and Education. After several changes and re-organizations, the university was renamed Sam Ratulangi University in 1965 based on Presidential Decree No. 277/1965. The new name was in honor of <u>Dr. Gerungan Saul Samuel Jacob Ratulangi</u>, renowned throughout Indonesia, but hailing from Manado, as a leader in education. Initially, Unsrat had only seven faculties: Medicine, Agriculture, Animal Sciences, Law and Public Education, Economics, Political Science, and Engineering. In 1965, the Faculty of Letters which previously had private status was inaugurated into Unsrat.

One year later, the Faculty of Fisheries was established in Tahuna. In 1982, the Faculty of Teaching and Education, Manado in Gorontalo switch to Faculty of Teaching and Education Unsrat in Gorontalo (then known as State University of Gorontalo). The postgraduate program established in 1985, followed by the Faculty of Mathematics and Science in 1998, and faculty of Public Health in 2009. The university consists of eleven faculties with one postgraduate program:

1. Faculty of Medicine
2. Faculty of Engineering
3. Faculty of Agriculture
4. Faculty of Animal Husbandry
5. Faculty of Fishery and Marines
6. Faculty of Economics and Business
7. Faculty of Law
8. Faculty of Social and Political Sciences
9. Faculty of Humanities
10. Faculty of Mathematics and Sciences
11. Faculty of Public Health

Sam Ratulangi's university has achieved many achievements and received awards. According to manadopedia.com Unsrat was a winner in Champion Robot Contest Kemenristek Dikti. EURO Robotics Team (Robotics) which participated in Indonesian Robot Contest (KRI) succeeded to become the 2nd Winner of Regional 2 (West Java area, West Kalimantan and Sulawesi) in the category of KRSBI Division (Indonesian soccer robot contest) Wheeled, held at 10 -11 May 2018 at Tarumanegara University Jakarta. Despite losing to STMIK's 10-D robot team Adhi Guna but this achievement still gets high appreciation because Unsrat robot team can beat the robot team Chakramakara (University of Indonesia) and Dagozilla (Institut Teknologi Bandung). The development of the world of education in Indonesia is increasing rapidly which is evident in the high and high numbers of students. This will have an impact on university competition to be able to survive and attract new students. The same is true of what was done by Sam Ratulangi University (UNSRAT). In addition, many problems that have occurred but can faced by Sam Ratulangi University. With various forms of problems, make students discuss with each other about these things so that they can influence the perception of satisfaction, quality, and reputation of each student. With overall description on the previous paragraph, the researcher is interest in conducting research about *comparative analysis of university image between male students and female students*. *This study will be held at Manado Sam Ratulangi University.*

Research Objectives
The objectives of this research are:
1. To examine the difference in university image based on satisfaction between male students and female students.
2. To examine the difference in university image based on quality between male students and female students.
3. To examine the difference in university image based on reputation between male students and female students.

THEORETICAL FRAMEWORK
Marketing
According to Kotler and Amstrong (2010) marketing is a process of planning and executing the perception, pricing, promoting and distribution of ideas, good and services to create exchange that satisfy individual and organizational goals. According to American Marketing Association in Runtuwene, Lapian and Pandowo (2018) marketing is the activities, a series of institutions and process of creating, communicating, delivering and offerings that created value to the consumers, clients, partners also society.

University Image
According to Sach in Soemirat and Ardianto (2017: 171) image is knowledge about us and attitudes towards us who have different groups. Understanding this image is then cited by Effendi in Soemirat and Ardianto (2007: 171) that image is the world around us who looks at us. Can be defined that university image is the characteristic or identity of the university that can assassed by the student or the society.

Satisfaction

According to Kotler and Clarke in Hasan (2008) define satisfaction as a state felt by a person who has experience performance or an outcome that fulfill his or her expectation. According to Palacio, Meneses and Perez in Hasan (2008) in terms of students, expectation may go as far as before the students even enter the higher education, suggesting that it is important to the researchers to determine first what the students expect before entering the universities.

Quality

According to Goestch and David in Tulung *et al* (2018) quality is a dynamic condition that deals with products, services, people, processes and environments that meet or exceed expectations. Can defined that quality is the standart of measurement to measure the bad or good of something. According to Crosby in Tjiptono and Chandra (2016) states that quality is free. The cost of realizing quality products is far less than the costs incurred if the company fails to meet quality standards.

Reputation

Reputation is an assessment of the relationship of attitudes, emotions, finances, social and culture of an organization with various people in general according to Heath and Vasquez in Harahap et al (2018) reputation is a good name. All companies need good names, because they are trusted by other people, organizations / companies. That's because reputation is always related to trust. The definition of reputation made by Gaotsi and Wilson in Kinara (2009) is evaluating all stakeholders for the organization at all times based on the experience of these stakeholders with the organization. While reputation is the assessment of stakeholders, meaning internal and external parties of the organization.

Previous Research

Azoury, Daou, Khoury (2014) conducted a research about university image and its relationship to Student Satisfaction: Case of the Holy University of Kaslik at Lebanon. This work focuses on the study of the university's image with the aim of explaining the components of image and attributes of student satisfaction. Hypotheses were drawn setting the relationships between the affective, cognitive and overall image in relation with satisfaction. The results of the empirical work carried out on a representative sample of 200 students studying at Holy Spirit University of Kaslik (USEK) demonstrate that the cognitive component of image is an antecedent of the affective component. A Multi-Stage Study is suggested, starting with: qualitative Exploratory Research aiming at defining the attributes of the different components of the university image. It includes a Review of the literature followed by Group interview research of 30 students.

Alves and Raposo (2007) conducted a research about the influence of university image in student's expectations, satisfaction and loyalty. This investigation sheds light on the formation process of student satisfaction in higher education, showing that image and expectations can influence students' satisfaction, although this influence being negative for expectations. This investigation contributes to the deepening of the knowledge about university image, and its importance for higher education institutions to retain current students and attract new students.

Usman and Mokthar (2016) conducted a research about analysis of service quality, university image and student satisfaction on student loyalty in higher education in Nigeria. The purpose of this paper is to explore the relationship among service quality, university image and student satisfaction and student loyalty in higher education in Nigeria, A structured questionnaire was adopted and modified. The result of the study is the two constructs, service quality and student satisfaction was found to be the strongest predictor of student loyalty in HEIs in this study and while the university image is at $p<0.05$ siginificance level and is basically found to be less significance than service quality and student satisfaction.

Adeyinka, Charles, Olufolarin (2014) conducted a research about a comparative study of male and female students in agriculture and biology in kwara state college of Education, Ilorin. This study was carried out to determine if there were significant differences in the performance of male and female students in Agriculture and Biology of the final year students of 2002 set in the department of agricultural education, kwara State College of Education, Ilorin. The data for the study is the result of the NCE 111 final year and were personally collected from the schools head of departments. Essentially, their cumulative Grade Point Average(CGPA) were used. A t-test was employed to analyze the students" result at an alpha level of 0.05. Statistics revealed that there was no significant difference in the overall performance between the male and female students in the 2002 set.

Conceptual Framework

In supporting this study, researchers used a conceptual framework to help explain research on university image differences between male and female students. This conceptual framework is formed based on several supporting theories about the image of the university.
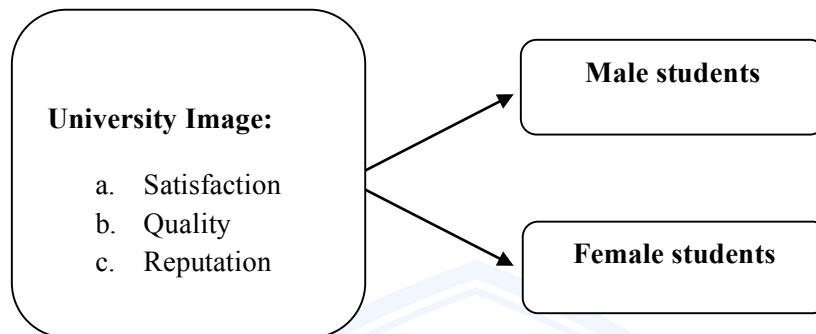
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┌─────────────────────┐                    ┌──────────────────────┐
│                     │         ──────────▶ │   Male students      │
│  University Image:  │                    └──────────────────────┘
│                     │
│   a.  Satisfaction  │
│   b.  Quality       │                    ┌──────────────────────┐
│   c.  Reputation    │         ──────────▶ │   Female students    │
│                     │                    └──────────────────────┘
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Figure 1. Conceptual Framework
Source: Theoretical Review (2018)

RESEARCH METHOD

Research Approach

The purpose of this research is to compare the university image between male students and female students. The types of this research are quantitative and comparative approaches. Quantitative research is defined by Maholtra (2009) quantitative research seeks to quantify data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis. So this specific form of research uses the quantitative data to analysis. Quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical or computational techniques.

Population, Sample and Sampling Technique

Populations refer to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2010). The population of this research is all the student of Sam Ratulangi University. Sample is a subset of the population. It compares some members selected from it. In this technique, all elements in the population are considered and each element has an equal chance of being chosen as the subject (Sekaran and Bougie, 2010).

The sample size of the study will be 110 respondents from Sam Ratulangi University students, 55 male students and 55 female students. Because Sam Ratulangi University has 11 different faculties, the students' perspectives and thoughts will be different. For this reason, the researcher decided to take 10 respondents to each faculty, namely 5 male students and 5 female students for each faculty.

Data Collection Method

Primary data is collected by a researcher to support the research (Burns and Bush, 2006). The researcher gets primary data from the result of questionnaires. Questionnaires are distributed to respondents so they can respond directly on the questionnaire. The primary data in question is data that will take directly by male students and female students about the variables of satisfaction, quality, and reputation for the University of Sam Ratulangi image of Manado.

Data Analysis Method, Validity and Reliability

The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity ensures the ability of a scale to measure the intended concept. Literature suggests research of this type to have three groups of validity: content validity, criterion validity and construct validity (Sekaran, 2003). Reliability refers to the repeatability of findings. If the study were to be done a second time, if it same result so the data are reliable. If more than one person observing behaviour or some event, all observes should agree on what is being recorded in order to claim that the data are reliable. Reliability also applied to individual measures.

RESULT AND DISCUSSION

Result

This section provides the description of the object of research used in this study. This study is to explain about the comparative analysis of university image between male students and female students. In this research, researcher using purposive sampling that is considered as the best way of getting some information quickly and efficient. Data had found from the questionnaire that distributed to Sam Ratulangi students. The sample size of this research is 110 respondents (55 respondents of male students and 55 respondents of female students). Researcher calculated the data using SPSS by Independent Sample T-test.

The data collected from 110 respondents that already distributed to the students. The data is analyzed with IBM SPSS (Statistical Package for Society Science) version 20.0 program and using Independent Samples t-test. There are some characteristics of the respondents in this research discussion. Characteristics of the respondent are discussed in this research include gender, age, faculty, and batch.

Implication of Research Result

The results showed that there is no significant difference of university image based on satisfaction between male students and female students. It means that the satisfaction result of university image between male and female students quite same.

The results showed that there is no significant difference of university image based on quality between male students and female students. It means that the quality result of university image between male and female students quite same.

The results showed that there is no significant difference of university image based on reputation between male students and female students. It means that the reputation result of university image between male and female students quite same.

Table 2. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Satisfaction	Equal variances assumed	2.935	.090	-1.650	108	.102	-2.36364	1.43222	-5.20254	.47527
	Equal variances not assumed			-1.650	106.722	.102	-2.36364	1.43222	-5.20293	.47566
Quality	Equal variances assumed	1.022	.314	-.587	108	.559	-.72727	1.23981	-3.18480	1.73026
	Equal variances not assumed			-.587	106.725	.559	-.72727	1.23981	-3.18513	1.73059
Reputation	Equal variances assumed	.009	.924	-1.192	108	.236	-1.36364	1.14416	-3.63156	.90429
	Equal variances not assumed			-1.192	107.836	.236	-1.36364	1.14416	-3.63160	.90433

assumed

Source: Data processed (2018)

Table 2 shows the results of the difference test of university image between male students and female students. From the table 4.5 found that sig. (2-tailed) of satisfaction is 0.102 it means that sig. (2-tailed) >5 = 0.102 > 5. Therefore, H_0 is accepted and H_1 is rejected means there is no difference in term of satisfaction of University image between male and female students at Sam Ratulangi University.

The second point is the results of the difference test of quality. Table 2 found that sig. (2-tailed) on quality is 0.559 it means that sig. (2-tailed) > 0.05 = 0.559 >5. Therefore, H_0 is accepted and H_2 is rejected, this mean there is no difference in term of quality of university image between male and female students.

The third point is the results of the difference test of reputation. Table 2 found that sig. (2-tailed) on reputation is 0.236 it means that sig. (2-tailed) > 0.05 = 0.236 >5. Therefore, H_0 is accepted and H_3 is rejected this mean there is no significant difference in term of reputation of university image between male and female students.

Result of Independent Sample T-test

A t-test is any statistical hypothesis test in which the test statistic follows a student's t distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimate based on the data, the best statistic (under certain conditions) follows a student's t distribution. This t-test is to analyze the difference of university Image between male students and female students. The criteria of the t-test as follow:

a. Sig < 0.05 means H0 is rejected and accepting Ha

b. Sig > 0.005 means H0 is accepted and rejecting Ha

Group Statistics Result

The results of this section can be explained and implemented by comparing the values, namely Mean Standard Deviation, and Standard Error Mean. If the Mean value for one category is higher than the remaining, it can be said that the category has a more dominant impact. On the other hand, Standard Deviations and Standard Errors Mean can be associated with possible levels or errors that can occur in this study. If the value for one category is lower than the remaining, it can be said that this category has a more dominant impact.

Limitation of Research and Future Research Recommendation

This section explains the limitations of research and recommendations for further research into the topics discussed. This study is limited to exploring data from respondents obtained at Sam Ratulangi University. If research is carried out in different geographical areas, it might produce different results. Respondents in this study were only devoted to male students and female students who were still active in college or still active as Sam Ratulangi University students in Manado. So that for the limit of this research only carried out at Sam Ratulangi University Manado.

Future recommendations also for future researchers will be better to explore further as long as they are related, and can gain more knowledge from this research. Future researchers can use research to develop more or add more variable. Because physical or non-physical always change.

Discussion

This study tries to answer the problem statement as described earlier in this thesis. Therefore, this study has identified differences in university image between male and female students. Research has considered all sources of theory, books, journals and other supporting sources in building the overall research. The questionnaire was used to collect data and the Likert scale was used to assess data. Then, the data were analyzed by Independent Sample t-test. This method is useful for knowing the differences in university image between male students and female students.

According to Kotler and Clarke in Hasan (2008) define satisfaction as a state felt by a person who has experience performance or an outcome that fulfill his or her expectation. Based on the understanding of satisfaction by expert that satisfaction as a state is felt by a person who has experience performance or an outcome that fulfills his or her expectation. In this case are students. In this study, the meaning of satisfaction is the measurement of the feeling of pleasure and relief of students towards all aspects that support the students' convenience likes learning process, the staff administrative services, the facilities, and about the environment.

As shown from the results in this study there were no significant differences between male and female students because the satisfaction felt by the students was the same. Comparing the results of the independent sample t test of the university image between male and female students shows no significant difference between groups. Male and female responded to perceptions of perceptions about their satisfaction while studying at Sam Ratulangi University. Based on the results there is no significant difference in the satisfaction of Sam Ratulangi University image between male and female students**.**

According to Goestch and David in Saerang *et al* (2018) quality is a dynamic condition that deals with products, services, people, processes and environments that meet or exceed expectations. Based on the understanding of the quality provided by expert, that quality is a dynamic condition. In this study, the meaning of quality are the quality of lecturers, quality of learning, the quality of staff administration, the quality of class room and building, the quality of facilities (toilet, parking area, garden, etc) But so far, Sam Ratulangi University in Manado has provided excellent quality. Comparing the results of the independent sample t- test of the university image between male and female students shows no significant difference between groups sig. (2-tailed) > 0.05 on quality for equal variances assumed and equal variances not assumed of male and female is 0.559 this means there is no difference in term of quality regarding quality based on opinions given by male students and female students.

Reputation is a good name. Reputation in this case is about how far students know about Sam Ratulangi. As we know that Sam Ratulangi University does have a good reputation even known by many people. With a good reputation, the students feel proud to be part of Sam Ratulangi University. As a result, there is no significant difference between male students and female students based on reputation. The results for reputation indicate that there is no significant difference sig. (2-tailed) > 0.05 on reputation for equal variances assumed and equal variances not assumed of male and female is 0.236, this means there is no difference in term of quality of university image between male and female students.

CONCLUSION AND RECOMMENDATION

Conclusion
Based on the data analysis and discussion, the conclusion of this research outline as follows:
1. There is no significant difference in university image based on satisfaction between male students and female students
2. There is no significant difference in university image based on quality between male students and female students.
3. There is no significant difference in university image based on reputation between male students and female students.

Recommendation
Recommendations for this research are:
1. Sam Ratulangi University may be able to maintain or improve all aspects that can affect the satisfaction of students such as teaching staff / lecturers in providing teaching, employee staff in providing administrative services, as well as physical buildings and the environment so that students feel satisfied choosing Sam Ratulangi University as a good university .
2. Sam Ratulangi University seems to be able to improve the quality of all aspects that support Sam Ratulangi University to be excellent such as the quality of teaching staff / lecturers, the quality of staff in providing administrative services, as well as the physical quality of buildings and the environment in order to attract public attention especially high school students who will continue to study at university.
3. Sam Ratulangi University may be able to maintain and strive to maintain its reputation so that Sam Ratulangi University will be better and excellent for the following days so that Sam Ratulangi University is well-known in the eyes of local and non-local communities.

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