The Effect of Benefit, Ease of Service and Feedback in using the UB-Care Digital Application on the Image of the Institution With Customer Satisfaction (Stakeholder) as Intervening Variable at University of Brawijaya

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Abstract

Problems with the academic community in Indonesia now often involve the wider community, where such actions can injure the integrity of the University as a Higher Education (PT) which has become a formal educational institution in Indonesia. Meanwhile, to manage these problems, which can be done with public service management in accommodating complaints so that they can be resolved in an integrated manner as an embodiment of Good Governance at the University level. The purpose of this study is to evaluate and identify the effect of the UB-Care Application at Brawijaya University in managing complaints from stakeholders who have problems, criticisms and also suggestions related to educational facilities at Brawijaya University, where in this research it involves the existence of the effect of using the UB-Care Application on the perception of utilization, convenience, feedback that can result in customer satisfaction and in the end can affect the image of Universitas Brawijaya itself. The method used in this research is explanatory research or explanation with a quantitative approach using an instrument in the form of a Likert scale questionnaire. The sampling technique is Non Probity Sampling Purposive Sampling from 100 respondents. The results obtained, namely, the effect of using the UB-Care Application on the perception of utilization, convenience, feedback can affect the image of Universitas Brawijaya with the help of customer satisfaction as an intervening variable.

Keywords: Perception of utilization, convenience, feedback, satisfaction, company image

INTRODUCTION

The era of globalization requires educational institutions to provide professional, timely and efficient services. In addition, appropriate and attractive marketing management greatly influences the image of educational institutions in the eyes of the public [1]. Universitas Brawijaya is committed to becoming an educational institution/public institution and providing the best service to stakeholders. Since 2011, UB has used E-Complaint to provide complaint services for academics (students, employees, lecturers), alumni, and non-academic outsiders. Since then, UB's E-Complaint has become a forum to accommodate and manage complaints and suggestions to support and maintain the satisfaction of UB's service users. In the implementation process, UB's complaint service through E-Complaint is operated by the PIDK Unit (Information, Documents, and Complaints Center) to operate the complaint service system.

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Service failure occurs when there is no agreement between a legitimate expectation of receiving acceptable service and the actual service provided, largely due to a "performance gap" [2]. With this in mind, the Obama Administration realized several projects, including Feedback USA and the Core Federal Services Council. Some examples of service failures are: incorrect medical diagnosis; corporal punishment in prisons and schools; excessive use of force by the police; dissemination of information protected by privacy laws; corruption or discrimination in accessing public services; and, at the micro level, failure to cut green areas or repair holes; error in taxation. When service failures occur, disgruntled citizens can express their hatred by blaming (James et al., 2016), potentially activating negative strategies of word of mouth, citizen defection, or exit.

Utilization of Information Technology (IT) to support various needs and development of organizations, individuals and companies will certainly bring something positive. But keep in mind that IT can make us more meaningful people by using it for positive things. The benefits of Information Technology (IT) for positive things will certainly get a lot of support from various circles.

The information systems literature is replete with modeling of the factors associated with the use or acceptance of IT by workers, decision makers, and managers. The experts also found a Behavioral Management Information System (MIS) approach to the psychological approach, namely Theory Reasoned Action (TRA) and Technology Acceptence Model (TAM). Theory of Reasoned Action (TRA) is a theory of reasoned action with the premise that a person's reaction and perception of something will determine that person's attitude and behavior. Reactions and perceptions of Information Technology (IT) users will affect their attitude towards acceptance of the technology. One of the factors that can influence it is the user's perception of the usefulness and ease of use of IT as a reasoned action in the context of technology users. Meanwhile, the Technology Acceptance Model (TAM) is one of the models built to analyze and understand the factors that influence the acceptance of the use of computer technology which was first introduced by Fred Davis in 1986. TAM is the result of the development of The Theory of Reasoned Action (TRA), which was first developed by Fishbein and Ajzen in 1980.

The model that can be used to analyze the attitudes of information technology users is the technology acceptance model (TAM). TAM, which was first introduced by Fred D. Davis in 1986, is the most widely used model for researching the adoption of information technology [3]. In fact, Ma and Liu (2004) found at least one hundred studies published in journals, proceedings, or technical reports, related to TAM between 1989 and 2001. TAM has been applied to many different end-user technologies such as e-mail. mail, word processors, groupware, spreadsheets and the web. Vanketesh and Davis (2000) state that TAM is a valid, parsimonious, and strong model.

The purpose of TAM, according to provide an explanation of determinants of computer acceptance that can generally explain user behavior across a broad range of end-user technologies. In the TAM model, behavioral intention to use the system is directly determined by one's attitude towards using the system and perceived usefulness. TAM places the attitude factor of each behavior of information technology users with two variables, namely perceived ease of use and perceived usefulness [4].

Although the initial TAM model was specifically developed to predict user acceptance of computer technology in work situations, TAM is also found to be suitable as a theoretical basis for understanding the use, behavior, and acceptance of new Internet-based technologies [5]. . Several researchers have applied TAM in the context of using online technology.

According to [6] Citizen feedback – particularly complaints – has psychological, managerial and political connotations. Since feedback generally implies interaction between citizens/customers and the public sector, including awards, complaints, requests, etc., here a complaint is defined as a communication from a citizen, dealing with inconvenience suffered unfairly, sometimes as a consequence of service not or only partially provided. It undermines (or limits access to) legitimate rights or interests and citizens require redress. Thus, there are three important elements of a complaint: communication, inconvenience, and damage.

According to [7], feedback can concern the task, how it is done, self-regulation and the person who performs the task. It may be immediate or delayed, positive or negative. A citizen can react while (not) receiving services or after their provision. Feedback can be a sudden reaction to an action that is seen as a violation of a social pact. The results of the feedback may also concern: how a person behaves, where he goes, and what his future perspective is. This may or may not be routine [8], direct (complaints, awards, comments), indirect (not proposed by the original provider but re-suggested by the press), anonymous (if the provider considers that identifying themselves could be risky) or mediated (through interviews, for example with agreed questions), positive (in the sense of being proactive) and sustainable (grounded, applicable, long-term oriented).

With the development of higher education, many complaints, criticisms, and suggestions have prompted the development of a complaint complaint service system. Evidence of UB's commitment to serving stakeholders is shown by the improvement and development of the Complaint Service System from 2011 to 2019, including the appointment of a complaint service operator. Complaints to Faculties, Institutions, and Work Units based on the Rector's Decree. In addition, PIDK cooperates with UB's Information and Computer Technology (ICT) unit to update and add functionality to the E-Complaint system. In 2020, UB and the ICT unit through PIDK update the system functionality and change the name (rebranding) of the complaint service system

which was originally E-Complaint to UB-Care. Public services to students, stakeholders and the general public who use services at Universitas Brawijaya (UB) have been running smoothly, but have not fully met the quality of satisfaction expected by service users. The measurement of service success rate is in the form of Community Satisfaction Survey (SKM) for UB service users. In 2020, UB survey uses Google Form with the hope that it will be easier and more efficient.

Institutional image is the impression that stakeholders have of an organization. Some authors state that image is not what the institution believes, but the feelings and beliefs about the institution that exist in the market and that arise from the experiences and observations of relevant stakeholders. This shows that the image of the institution is not built for an organization; it is built overtime with a lot of effort and investment. In this context, Liew (1997) suggested that public trust and confidence can help the success of institutional image management. Thus, one of the main determinants of institutional image is trust and confidence, which results from high quality service experience and satisfaction [10].
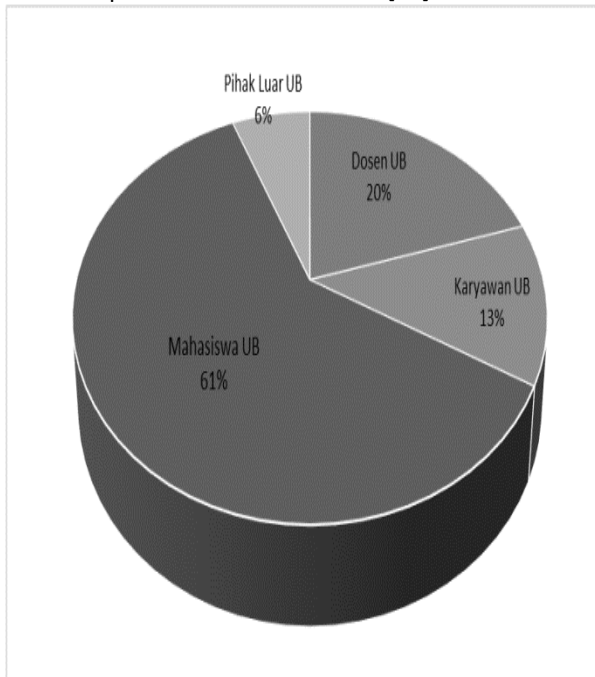
NO	UNSUR LAYANAN	NILAI SURVEY PER UNSUR	MUTU LAYANAN
1	Kesesuaian persyaratan pelayanan	3.19	B
2	Kemudahan prosedur pelayanan	3.07	B
3	Kecepatan pelayanan	2.93	C
4	Ketepatan waktu pelaksanaan layanan	3.03	C
5	Kewajaran biaya/tarif layanan	2.97	C
6	Kesesuaian pelayanan sesuai dengan Maklumat Pelayanan/standar pelayanan	3.08	B
7	Kesesuaian hasil layanan dengan yang tercantum dalam standar pelayanan	3.10	B
8	Kemampuan petugas dalam memberikan pelayanan	3.19	B
9	Perilaku petugas dalam pelayanan	3.18	B
10	Kualitas sarana dan prasarana	3.00	C
11	Bagaimana penanganan pengaduan, saran dan Masukan	3.41	B
Nilai IKM = 3.07			
Nilai Indeks kepuasan adalah = 3.07			
Nilai IKM setelah dikonversi (3.07 x 25) = 76.84			
Mutu Pelayanan = **76.84**			
Kinerja Unit Pelayanan = **B (Baik)**			

Source: University of Brawijaya Community Satisfaction Survey Report 2020

Based on the diagram above, it can be concluded that UB students have the highest value in using UB service applications, the agency makes the application in order to measure the performance of employee performance because a positive image will arise from the services provided either from the system that is run or services that are carried out directly. , this can be used as a benchmark to measure the level of satisfaction of the application users and can be used as a solution if there are problems that exist in the performance of the application or the performance of the employee.

In 2020, the results of SKM UB show that some services are already good and some services still need to be improved. The service elements that have been assessed as good by the respondents are the suitability of procedures, ease of procedures, service notices, service standards, HR capabilities, HR behavior, and complaint handling. The service elements that are still considered unfavorable are the speed of service, the accuracy of the service, the reasonableness of the cost, the results of the service, and the quality of infrastructure.

The student's perception of the university's image is important because it summarizes the student's insight into the university's position in the market. Since university image is a simple guide and way for students to evaluate programs, services offered, and overall value in the market, it is important to know whether student trust contributes to university image (Taliban et al., 2014). Students develop the cumulative effect of years of trust with their academic and

Figure 1. Proportion of SKM UB 2020 Respondents. Source: UB's Community Satisfaction Survey Report 2020

Table 1. Proportion of Respondents to UB's Service User Satisfaction Survey

administrative staff and with their institutions. Their cumulative trust develops an overarching cognitive impression and builds a positive image of the university.

Strategy determines where the organization is going, how and when it will get there. It refers to a plan of action to move from the current reality towards the vision. Strategy is concerned with what staff believe to be the main goals of the organization and the means by which staff can achieve these quality goals over time [10]. It can be thought of as a quality plan, which integrates the goals, policies and actions of the organization into a cohesive whole. Strategy can be referred to the organization's QI priorities. An organizational strategy is a plan of action that identifies what staff want to do and how they will use their resources to gain a competitive advantage in a changing healthcare environment, such as complaint management. The strategy dimension provides an opportunity to examine: objectives; facilitating policies or regulations and strategic plans for handling complaints, whether incorporated in quality management in general or the organization as a whole [10].

Customer satisfaction is a driver of profits and of the market value of an institution in the long term stated that customer satisfaction is the impact of service quality. Customer satisfaction is determined based on the experience process from the consumer's perspective. Service quality has several dimensions that can affect customer satisfaction, namely outcome quality, interaction quality, and peer to peer quality.

Peer to peer quality is an assessment of the perceived superiority of consumers' interactions with other people [11]. Interactions between consumers can affect consumer experience in the service industry and have positive and negative impacts on institutions [12]. Consumers who help other consumers will be an advantage for the institution, while consumers who have a negative attitude in receiving services will damage the experience of other consumers. In addition to service quality, customer satisfaction is the impact of corporate image.

In the 2020 SKM, the questionnaire is equipped with the option of writing down the major that is assessed more specifically. The recapitulation results show that there are around 50 majors in UB that are listed. The results of the response processing show that the IKM values vary as follows: A (very good) value is not there (0%), B (good) is 27 Departments (54%), C service value is (not good) there are 20 Departments (40

%), the value of D is 1 Department (2%), the rest is empty there are 2 Departments (4%). The development of service users' satisfaction with UB's services in general in all faculties and work units has increased from the previous year. Based on the graph above, it shows the development of UB's IKM value from 2015 to 2020. In 2015 the UB's IKM value was at 73.37, then it continued to increase little by little until 2018 (78.24). However, in 2019 the SKM results showed a slight decline at 75.75. In 2020 the value of the IKM rose again to 76.84. This shows that UB is trying to improve the quality of service, which in the past year had experienced a decline. In addition, the development of the level of community satisfaction based on each element of the existing service is shown by the graph in the image above. There are 10 service elements with 1 new service element, namely "quality of infrastructure". Furthermore, there are 7 service elements that experience an increase in the level of satisfaction. The rest, 3 service elements experienced a slight decrease, namely speed of service, reasonableness of costs, and service results according to service announcements. Therefore, these 3 service elements need to be considered for improvement in the following year. UB-Care as one of the media to maintain the image of the institution through customer satisfaction by emphasizing the principles of transparency, participation, and accountability.

MATERIAL AND METHOD

The type of research used is explanatory research with a quantitative approach. The research location is intended by researchers to obtain data on perceived benefits, perceived convenience, feedback, customer satisfaction, and company image. The reason for choosing the location based on the completeness of the data and the validity of the data that can be obtained for research purposes is Universitas Brawijaya which is located on Jl. Veteran Malang 65145 Ketawanggede Village, Lowokwaru District, Malang City, Tel. 0341-575 754, 0341-551 611 (117/118), Fax. 0341-575 754.

Data Collection

In the sampling technique used in this study is Non Probality Sampling, namely the selection of samples with non-probability methods or not randomly, population elements do not have the same opportunity to be selected as samples. This is done based on the consideration of a relatively fast time and relatively cheap cost, so the sampling method uses purposive sampling. The

steps taken in the sampling technique are as follows: (1) Active Student Status Universitas Brawijaya, (2) Dissemination of questionnaires is carried out via google form which will be sent via email to all students, (3) Results of distributing questionnaires that do not meet the criteria will not be included in the calculation, so it is possible that the distribution of the questionnaire will be carried out by more than 100 people, and only 100 will be taken according to the specified criteria, (4) Data for students who use the UB care application in 2020. The data sources used in this study are sources only. internal data. Internal data sources are sources of data obtained within the company or organization where the research is conducted. In this study, the internal data sources are students from Brawijaya University Malang and UB Care data at Brawijaya University, where the research instrument is a questionnaire on a Likert scale.

Analysis of the data in this study, the questionnaire that will be used as a data collection tool is first tested for validity and reliability, then the classical assumption test is carried out which includes tests for normality, multicollinearity and heteroscedasticity. While the last test is multiple linear regression analysis, t test and F test.

RESULT AND DISCUSSION

Based on 100 stakeholder respondents who are active students in 2020 and have used the UB-Care Application, the results of data analysis in this study are:

1. Validity test

The test criteria are if the correlation coefficient r_{xy} is greater than the Product Moment r_{table}, it means that the questionnaire item is declared valid and is declared valid as a data collection tool. Validity test with the number of samples n = 100 and the significance level ($\propto$ = 0.05) it is known that the r_{table} value is 0.197. So that the questionnaire items can be said to be valid.

2. Reliability Test

The test criteria state that if the Alpha-Cronbach value is greater than 0.6 then the questionnaire items are declared reliable. While the Alpha-Cronbach value for all variables is greater than 0.6. Thus, all questionnaire items are declared reliable so that they are declared good and suitable to be used as a data collection tool.

3. Normality test

Table 3 : Structural Normality Test Results 1

Variabel	K-S	Sig	Note
Standardized Residual	0,064	0,200	Normal

Table 4 : Structural Normality Test Results 2

Variabel	K-S	Sig	Note
Standardized Residual	0,065	0,200	Normal

In the structural normality test 1 and 2, it can be concluded that the regression model used is normally distributed because the probability value (Sig.) > 0.05.

4. Heteroscedasticity Test
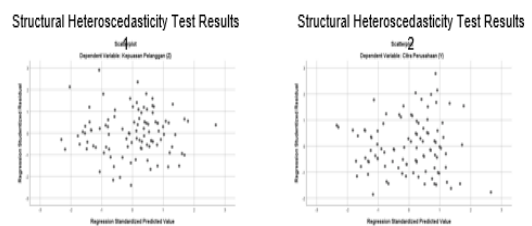
In the graphic image, it can be seen that the dots spread randomly without forming a clear pattern. Thus, it can be concluded that there is no heteroscedasticity, so the regression model is feasible to use.

5. Multicollinearity Test

Table 4 : Structural Multicollinearity Assumption Test Results 1

Variabel	Collinearity Statistics		Note
	Tolerance	VIF	
Perception of Benefits (x1)	.827	1.210	There is no multicollinearity
Perceived Ease of Use (x2)	.743	1.347	There is no multicollinearity
Feedback (x3)	.764	1.309	There is no multicollinearity

Table 5 : Structural Multicollinearity Assumption Test Results 2

Variabel	Collinearity Statistics		Note
	Tolerance	VIF	
Perception of Benefits (x1)	.742	1.347	There is no multicollinearity
Perceived Ease of Use (x2)	.672	1.488	There is no multicollinearity
Feedback (x3)	.661	1.513	There is no multicollinearity
Customer Satisfaction (Z)	.540	1.850	There is no multicollinearity

Multicollinearity was tested by VIF (Volume Inflation Factor). Multicollinearity is needed to determine whether there are independent variables that have similarities between independent variables in one model. If the VIF on the independent variable < 10, it means that there is multicollinearity and vice versa, if the variable is > 10, it means that there is multicollinearity. In the multicollinearity assumption test 1 and 2, variables X1, X2, X3 and

Z, each variable has a tolerance value of less than 1, as well as the VIF number is still between numbers 1-10, meaning that there is no multicollinearity.

6. Structural Regression Test 1 and 2

Table 6 : Structural Regression Test 1

Independent Variable	Beta	t	Sig t.	Note
Perception of Benefits (x1)	.272	3.302	.001	Significant
Perceived Ease of Use (x2)	.276	3.172	.002	Significant
Feedback (x3)	.332	3.862	.000	Significant
Bound Variable: Z				
R	= 0,678			
R Square	= 0,460			
Adjusted R Square	= 0,443			
F	= 27,216			
Sig F	= 0,000			

• From the test, the standardized coefficient (Beta) value is 0.272, indicating that X1 has a positive (unidirectional) effect on Z, meaning that the higher X1 the higher Z, and vice versa. Thus, the hypothesis: There is a significant positive effect of the Benefit Perception variable (x1) on Customer Satisfaction (Z), accepted

• From the test, the standardized coefficient (Beta) value is 0.276, indicating that X2 has a positive (unidirectional) effect on Z, meaning that the higher X2, the higher Z will be, and vice versa. Then the hypothesis: There is a significant positive effect of the Perceived Ease of Use variable (x2) on Customer Satisfaction (Z), accepted.

• From the test, the standardized coefficient (Beta) value is 0.332, indicating that X3 has a positive (unidirectional) effect on Z, meaning that the higher X3, the higher Z, and vice versa. Thus, the hypothesis: There is a significant positive effect of the Feedback variable (x3) on Customer Satisfaction (Z), accepted.

Table 7 : Structural Regression Test 2

Independent Variable	Beta	t	Sig t.	Note
Perception of Benefits (x1)	.150	2.097	.039	Significant
Perceived Ease of Use (x2)	.171	2.279	.025	Significant
Feedback (x3)	.305	4.036	.000	Significant
Customer Satisfaction (Z)	.383	4.577	.000	Significant
Bound Variable: Y				
R	= 0,800			
R Square	= 0,641			
Adjusted R Square	= 0,626			
F	= 42,367			
Sig F	= 0,000			

• From the test, the standardized coefficient (Beta) value is 0.150, indicating that X1 has a positive (unidirectional) effect on Y, meaning that the higher X1 is, the higher Y will be, and vice versa. Thus, the Hypothesis: There is a significant positive effect of the Perceived Benefits variable (x1) on Company Image (Y), accepted.

• From the test, the standardized coefficient (Beta) value is 0.171, indicating that X2 has a positive (unidirectional) effect on Y, meaning that the higher X2, the higher Y will be, and vice versa. Then the Hypothesis: There is a significant positive effect of the Perceived Ease of Use variable (x2) on Company Image (Y), accepted.

• From the test, the standardized coefficient (Beta) value is 0.305, indicating that X3 has a positive (unidirectional) effect on Y, meaning that the higher X3, the higher Y, and vice versa. Thus, the hypothesis: There is a significant positive effect of the Feedback variable (x3) on Company Image (Y), accepted.

• From the test, the standardized coefficient (Beta) value is 0.383, indicating that Z has a positive (unidirectional) effect on Y, meaning that the higher Z, the higher Y will be, and vice versa. Thus, the hypothesis: There is a significant positive effect of the variable Customer Satisfaction (Z) on Company Image (Y), accepted.

7. Soban Path Analysis Test-test

Figure 2: Sobel test path analysis 1

Input:		Test statistic:	Std. Error:	p-value:
a	.420	Sobel test: 2.67901289	0.04656193	0.00738396
b	.297	Aroian test: 2.63787674	0.04728803	0.00834269
s_a	.127	Goodman test: 2.72213556	0.04582432	0.00648615
s_b	.065	Reset all	Calculate	

From the results of the Sobel test calculation above, getting a p value of 0.007 <0.05, it proves that the hypothesis: There is a significant positive effect of the Benefit Perception variable (x1) on Company Image (Y) with Customer Satisfaction variable (Z) as the intervening variable, accepted.

Figure 3: Sobel test path analysis 2

Input:		Test statistic:	Std. Error:	p-value:
a	.339	Sobel test: 2.60357906	0.038671	0.0092256
b	.297	Aroian test: 2.56246584	0.03929145	0.01039318
s_a	.107	Goodman test: 2.64673689	0.03804043	0.00812726
s_b	.065	Reset all	Calculate	

From the results of the Sobel test calculation above, getting a p value of 0.009 < 0.05, it proves that the hypothesis: There is a significant positive effect of the Perceived Ease of Use variable (x2) on Company Image (Y) with the Customer Satisfaction variable (Z) as the intervening variable, received.

Figure 4: Sobel test path analysis 3

Input:		Test statistic:	Std. Error:	p-value:
a	.281	Sobel test: 2.94389471	0.02834918	0.0032411
b	.297	Aroian test: 2.90350472	0.02874354	0.00369011
s_a	.073	Goodman test: 2.98601857	0.02794926	0.00282635
s_b	.065	Reset all	Calculate	

From the results of the Sobel test calculation above, getting a p value of 0.003 <0.05, it proves that the hypothesis: There is a significant positive effect of the Feedback variable (x3) on Company Image (Y) with the Customer Satisfaction variable (Z) as the intervening variable, accepted .

8. Discussion of Simultaneous Influence Results

Supported by Harun's research (2017), states that good technology has a perception of benefits that can be felt by its users, while in assessing the usefulness, it can be evaluated related to customer satisfaction both in terms of features, response speed and also ease of access [13]. Based on Harun's research, it can be seen that the same situation exists in the use of the UB-Care Digital Application, where the UB-Care Digital Application has been equipped with a chain feature with distributed software architecture and advanced computing technology which makes the users of the UB-Care Digital Application- Care will get answers and accurate responses according to the type of complaint. So with this, Hypothesis 4: It is suspected that there is a relationship between utilization has a significant effect on customer satisfaction, is accepted.

According to the results of research by [14], states that the perceived ease of technology in the educational realm is increasingly felt by students in the Covid-19 era, then the existence of technology can provide convenience for students who want to submit criticisms and complaints, thereby creating customer satisfaction because students as customers feel facilitated [14]. If implemented, with the UB-Care Digital Application, students can provide reports related to various complaints by filling out forms and doing one-click practically, on the other hand, this kind of reporting bureaucratic chain of command efficiency can create satisfaction for Universitas Brawijaya students, especially in 2020, Universitas Brawijaya held online lectures due to Covid-19. Thus, Hypothesis 5: It is suspected that there is a relationship between service convenience which has a significant effect on customer satisfaction, and is accepted.

According to research by [15], it can be studied that in the development of the scope of the community order, the need for technology that is able to provide feedback can provide information related to various kinds of products services, as well as the participation of an organization to jointly solve problems, and satisfaction from consumers comes when the feedback has legality and is able to guarantee quality standards [15]. In the management of the UB-Care Digital Application, Universitas Brawijaya has adopted the Law of the Republic of Indonesia Number 25 of 2009 regarding the fulfillment of complaints facilities which will involve managerial ranks to be the implementers in decision making when there are internal problems (within the scope of the University), and external problems within the scope of outside the University which involves feedback from the people of Malang City and outside Malang City). Thus, Hypothesis 6: It is suspected that there is a relationship between UB Care's feedback that has a significant effect on customer satisfaction, it can be accepted.

According to [16], the usefulness of a product can create a company image when the benefits provided are in accordance with the existing commitments to the company, where the existing commitments have become A tool for a company to characterize its corporate identity to consumers, so that the quality of the product or service provided can improve the company's image when what is provided by the company is in accordance with the needs of consumers who are looking for a product based on an initial commitment that is promoted to consumers [16]. With this, it can be seen that UB-Care contains commitments in the form of the vision and mission of Universitas Brawijaya while the scope and value of the implementation of UB-Care is one of which is realizing the Vision, Mission, Goals and Targets, and Strategy for Achievement, then the image of Universitas Brawijaya has a positive direction because in accordance with existing commitments, so that it can be studied that Hypothesis 1: It is suspected that there is a relationship between utilization variables that have a significant effect on the image of the institution, is accepted.

According to research by Tatik (2021), states that the company's image can be highlighted from the quality of the products owned, where the company's image can be evaluated from the level of efficiency and practicality in meeting the needs obtained for a product [17]. If it is analogous to the existence of the UB-Care Digital Application, students and stakeholders can use the UB-Care Digital Application as an easy means of public service, in which the easily accessible UB-Care Digital Application has become a branding for the image of Universitas Brawijaya. Thus, Hypothesis 2: It is suspected that there is a relationship between the ease of service that has

a significant effect on the image of the institution, it is acceptable.

According to research, it states that the perception of feedback refers to how a person can interpret existing information inputs, such as telling a good experience and also bad from using a product. Where this describes that UB Care's feedback complaint service has provided an interpretation that there are students, the public, and stakeholders who tell stories, report incidents, and also make constructive criticism. The relationship between feedback and the image of the company is implicitly found in a research journal by [18] which states that brand experience (the experience of a brand) can influence brand image (product image) [18]. So that it can be studied that with the bad experience conveyed and resolved by the managerial side of Universitas Brawijaya in the public service of the UB-Care Digital Application, the brand image that can be visualized as the image of a company or institution from Brawijaya University that applies the principles of Good Governance. In the practice of the Law of the Republic of Indonesia Number 25 of 2009 regarding the fulfillment of complaint facilities, it can be displayed ideally. Thus, Hypothesis 3: It is suspected that there is a relationship between UB Care's feedback that has a significant effect on the image of the institution, it can be accepted.

Based on the theoretical basis by [19], states that consumer satisfaction and product image can bridge the existence of consumer loyalty, which aspects from product quality to guarantees are given and implementation in providing alternative solutions to solve problems has become a capital for a company to develop [19]. Although in this study there is no direct significant effect of customer satisfaction on company image, Sadad customer satisfaction and company image are components that will appear together when there are attributes of customer satisfaction that can be provided by the company. With this, through the UB-Care Digital Application, it can be seen that the UB-Care Digital Application has provided an alternative solution for students who have problems and need public services from the managerial side and also Public Relations by Universitas Brawijaya. completed, then student satisfaction will appear and the existence of this concept can create a good image of Universitas Brawijaya. Thus, Hypothesis 7: It is suspected that there is a relationship of customer satisfaction that has a

significant effect on the image of the institution, it can be accepted.

9. Discussion of Partial Influence Results

Based on the theoretical basis found from research by [20], describes that the quality of service and brand image This can be useful satisfaction (Utilizing Satisfaction Strategy), where there is a concept that a product provides benefits, and when these benefits provide satisfaction, then the company image or brand image will appear [20]. With this, when the UB-Care Digital Application runs properly with the commitment that has been shown, namely to serve students with excellent and professional services, one of which fulfills the principles of Good Governance related to justice and responsibility, then this condition will result in satisfaction which in the end will increase a positive assessment of the image. Brawijaya University. Thus, Hypothesis 8: It is suspected that there is a relationship between the use of a positive effect on the image of the institution and stakeholder satisfaction as an intervening variable, which is acceptable.

Due to the absence of a recent journal that discusses this issue, I use research by [21], which conveys that ease of use contributes to customer satisfaction and thus makes the image of a product much better than its competitors [21]. Supported by the latest research from [22], confirms that a product will have a superior image when satisfaction from consumers refers to the advantages possessed by the product [22]. The UB-Care Digital Application is a technology that is easy to use, because the platform-based UB-Care Digital Application has an aspect of using services by filling out forms and also through a one-click system, where the aspect of excellence over this convenience can certainly satisfy students who in the end can create the image of Universitas Brawijaya which is considered much better than other universities. Thus, Hypothesis 9: It is suspected that there is a relationship between the ease of service that has a positive effect on the image of the institution and stakeholder satisfaction as an intervening variable, it is acceptable.

According to research by [23], suggests that the existence of a brand experience which creates a good corporate image, can examined when there is satisfaction there [23]. In this case, the handling of problems encountered by students in online lectures during the pandemic places Brawijaya University to provide and

provide feedback, in which the feedback will result in satisfaction when the response is in accordance with the problem given. Thus, Hypothesis 10: It is suspected that there is a relationship between UB Care's feedback that has a positive effect on the image of the institution and stakeholder satisfaction as an intervening variable, it can be accepted.

10. Discussion Literatur Review Research Results with Previous Research

According to previous research by [24], states that consumer complaints about the service products provided can create a bad reputation that exists in the company [24]. This also applies to the assessment of this research, where when Universitas Brawijaya has problems in relation to meeting the needs and desires of students and stakeholders related to supporting their learning process, the existence of unresolved complaints will certainly lead to a disharmonious relationship between managerial parties. Universitas Brawijaya with students and all members of the academic community and the community.

Meanwhile, states that the quality of existing services has become an important aspect in creating the image of the University. Then according to [25], mentioning that internet technology and digital-based services have advanced the handling of problems, especially in relation to handling complaints [25], On the one hand, prevention of a bad image is the existence of public service instruments that can provide benefits and convenience for submitting complaints [25]. Where if implemented, this research bridges the evaluation related to complaints of intensification of educational conflicts (students and teachers), increased indirect costs, problems in educational programs, which are related to non-professional influences related to individuals who are uninformed or do not meet the requirements. , as well as inconvenience of facilities or damage to infrastructure. If the complaint is not accommodated by the managerial side of Brawijaya University, then gradually the complaint will spread to the wider community, so that before the issues and problems suddenly go viral or are exposed in cyberspace which makes the image of Brawijaya University considered bad and incompetent, it can be realize the Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services Article 36 which states that "Public service providers are obliged to provide complaints facilities and assign competent implementers in the management of complaints", Universitas Brawijaya (UB) as a public body/state institution in the field of education always strives to provide the best service to stake holders, namely students, employees, lecturers, alumni, and external users of UB services by procuring UB-Care Digital Application technology. solve academic and non-academic educational problems where the University becomes a bridge in producing superior human resources as a product of civilization and improving the quality of society in the future.

Meanwhile, states that the benefits and convenience of the application can affect satisfaction, on the other hand, complaint centers through digital applications have the maximum effect in creating convenience, especially to solve a problem. according to the needs desired by consumers. Where if examined, the existence of UB Chancellor's Regulation No. 50 of 2020 concerning service standards at Brawijaya University which in the Pertor regulates the change of the name of UB's e-complain complaint service system to UB-Care, has indicated that the platform refers to the concern of Universitas Brawijaya in seeing , hear, and understand the needs of students and the community both in Malang City and outside Malang, where with complaints that are heard and understood by Brawijaya University, the existing problem-making decisions are a form of public service commitment that wants to create mutual satisfaction, on the other hand. On the other hand, the existence of a technology-based UB-Care Digital Application can be a solution in accommodating and cutting unnecessary chains of command, so that in the end the One Stop Service (PTSP) in the management of Universitas Brawijaya is not running optimally because there are still parties who need command in pe Delegating tasks, which makes the lead-time management slow, can be completed easily by the UB-Care Digital Application.

Meanwhile, according to Wolfgang (2019), it can be studied that satisfaction has become an instrument in maintaining and improving the image of an agency (Wolfgang). Then according to Faizan, it can be studied that the image of the institution can be obtained from the quality of service that is able to provide customer satisfaction. On the other hand, the effectiveness of digital learning can increase student satisfaction and the image of the institution. In addition, according to Sidra (2020), student

satisfaction services refer to universities participating in serving their needs during the Covid-19 pandemic (Sidra, 2020). If an analogy with the results of this study, the technology-based UB-Care Digital Application is very useful in supporting online lectures due to Covid-19, where with this online lecture, students often do not get physical facilities, for example facilities and infrastructure in the classroom such as when studying offline. . So that with the UB-Care Digital Application, Universitas Brawijaya can display a positive image of integrity that students have a university that is able to solve problems within the scope of student affairs, such as complaints about the ineffectiveness of online assignments, etc., which is through the UB-Care Digital Application, The existing feedback will be processed through a managerial meeting of Universitas Brawijaya which will then be collaborated with learning methods that support the implementation of online-based education that makes it easier for students. With the UB-Care Digital Application, students will feel cared for and have a place to express their aspirations, especially on the other hand, for example, such as cutting tuition fees because they are online, registration for certain scholarships, to information related to educational programs which are really needed by students but students find it difficult. to carry out integrated services physically due to the obstacles of the Covid-19 pandemic. With this, the UB-Care Digital Application can provide satisfaction from the perception of convenience, usefulness and also feedback which will ultimately affect the image of Universitas Brawijaya.

The limitation of this study is that the researcher evaluates that there are still few supporting literature journals that can be used as guidelines in evaluating the causal relationship between Perceived Benefits (X1), Perceived Ease (X2), Feedback (X3) and Customer Satisfaction (Z), which significantly influences the Company Image (Y), especially the difficulty will find supporting journals from perceived benefits, perceived convenience, and feedback on image. As long as the authors search for supporting journals, the authors find that the phenomenon of corporate image variables is often used as an independent variable that affects the dependent variable, so that this research can be expected to be novelty on the issue of company image as a dependent variable which is influenced by perceived benefits, perceived ease, and feedback.

On the other hand, the authors also felt the limitations of the study from the aspect of obstacles in obtaining primary data that came directly from the respondents. Because the questionnaire data in this study were taken directly from UB-Care users, follow-up was done independently via email. The author considers that this method is less practical and makes the author have a fairly long lead-time in obtaining the results of the questionnaire. In addition, because this research was conducted when the Corona Virus Disease (Covid-19) pandemic was occurring which resulted in physical and space limitations, the writers to collaborate with IT officers from UB-Care also felt hampered. So that the hope of the authors for the development of further research, namely, research on the UB-Care Digital Application can be carried out again in the following years by using different variables, so that the performance evaluation of the UB-Care Digital Application can later be evaluated simultaneously in its development each year.

The implication of this research is that research can be a guide in gaining insight along with theoretical and practical knowledge from the obligation of higher education institutions (PT) from universities in Indonesia to do the same, namely providing an E-Education platform that functions to facilitate the needs of students and stakeholders with the content of the principle of usefulness, and the principle of ease of access and use which can later create satisfaction from the community and stakeholders and ultimately make the identity of the University have a positive image because of the assumption that universities today are committed and participate in technological development where progress This technology can be an instrument to advance the education system in Indonesia. On the other hand, this knowledge can have positive implications for Brawijaya University to develop UB-Care Digital Application technology and promote UB-Care Digital Application technology as a product that can solve educational problems and problems in society that require participation from Brawijaya University as the academic community in Malang.

CONCLUSION

From the results of data analysis and discussion reviewed in this study, it can be concluded that:
1. Based on the evaluation through a questionnaire instrument to 100 respondents

who are active students from various educational strata, namely Vocational, S1, S2, and S3, it can be seen that the existence of the UB-Care Digital Application which is a product of student technology by Universitas Brawijaya has created a perception of benefits (perceived usefulness), perceived ease of use, and feedback in the form of appreciation, criticism, suggestions, and input in order to improve the quality of UB's services to students as well as the community and stakeholders.

2. On the other hand, the results of this study revealed that the perceived benefits, perceived ease of use, and feedback had a significant effect on customer satisfaction.

3. Customer satisfaction has become an intervening variable that has a significant effect on the corporate image variable.

4. The existence of perceived benefits, perceived ease of use, and feedback from the UB-Care Digital Application has a significant effect on the positive image of Universitas Brawijaya with the satisfaction felt by users, which can be studied that customer satisfaction has succeeded in becoming an intervening variable of perception benefits, perceived ease of use, and feedback on corporate image.

From the results of data analysis and discussion reviewed in this study, the recommendations and suggestions that can be given by the author are:

1. Universitas Brawijaya is required to evaluate customer satisfaction from using the UB-Care Digital Application within a certain period of time.

2. Evaluation of customer satisfaction can be used to assess the existence of problems in aspects of the perceived benefits, perceived ease of use, and feedback variables.

3. Problems in aspects of perceived benefits, perceived ease of use, and feedback from the UB-Care Digital Application can be used as an instrument in decision-making which can later create customer satisfaction, both students and the community, so that the image of Universitas Brawijaya is getting more positive.

4. To improve the positive image of Universitas Brawijaya, it is hoped that the quality of UB-Care's Digital Application will also be developed while promoting the product to the internal scope of Universitas Brawijaya (all students) and external scope (society and stakeholders) so that all can collaborate and

take advantage of the existence of Digital Applications. UB-Care.

5. The existence of a positive image from Brawijaya University for the procurement of UB-Care Digital Applications is strongly influenced by the existence of Brawijaya University which is fully committed to handling problems effectively and responsively. So with this, it is hoped that the UB-Care Digital Application can be used properly in serving all forms of complaints, and experts who handle complaints from the UB-Care Digital Application are expected to continue to provide excellent performance, because the image of Brawijaya University is very dependent on the existence of perceived satisfaction, while the long lead-time in handling makes consumers feel dissatisfied and has the assumption that making a complaint through the UB-Care Digital Application is just a waste of time.

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