



STRATEGY TO STRENGTHEN HIGHER EDUCATION COMPETITIVENESS: AT UNIVERSITAS ISLAM SYKH-YUSUF TANGERANG INDONESIA

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ABSTRACT

Institutions of higher education to be able to compete among other institutions, both state and private, must transform by finding formulations and innovations according to the character of each superior institution. Higher education can improve their reputation and positive brand image by developing a marketing strategy for educational services. The purpose of this study is to reveal strategies for improving brand image and competitiveness in marketing at Higher Education. This study uses a qualitative approach. Data collection was carried out using interview, observation and documentation techniques. The results of the study indicate that: (1) service quality; (2) customer satisfaction; (3) understanding or cognition; (4) competitive prices; (5) product quality; (6) product excellence; (7) service quality; (8) customer satisfaction; and (9) self-awareness (behavioral intentions) are indicators of strategies for strengthening the competitiveness of higher education which have provided benefits for higher education organizations

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1. INTRODUCTION

This study focuses on the competitiveness of PTS. In addition, this study also examines several main concepts, namely good university governance, strategic planning, total quality management and competitiveness strengthening strategies. Analyzing the competitiveness strengthening strategies that have been implemented in Universitas Islam Syekh-Yusuf Tangerang Indonesia.

Efforts to improve the brand image and competitiveness of higher education institutions through marketing strategies. In this way, the aim is to analyze the development and implementation of activities in achieving targets according to the objectives set and designs to meet the desires of the community. Higher education is able to map and determine the perception or views and assumptions of the community can be successful if it can use the right marketing strategy. Public satisfaction can be known by higher education institutions as a benchmark in evaluating the institution to increase popularity, and the brand image of a good and superior university (Ulufah et al., 2023:95-96).

Defining the vision and mission of the University, setting goals and objectives and designing a portfolio are elements of marketing strategy planning. Universities can increase public interest in the quality of institutions in the long term, build a brand image of educational institutions as a whole, and have competitive competitiveness with their competitors. With this, the right effort for an institution must always innovate and improve the quality of service in meeting the needs and desires of the community in order to be able to compete with its competitors. Ham and Haydun stated that there are three factors that can influence the competitiveness of educational institutions, namely service quality, customer satisfaction, and understanding or cognition (Ulufah et al., 2023:98).

Competitiveness is an indicator of quality that has the ability to compete in the business world. In the world of education, competitiveness is an ability that is owned and run by educational institutions, which is intended to attract

customers to affiliate themselves with the institution. Quality that has competitiveness is an indicator of ability that has an accurate target, where in determining the direction and results of the target to be achieved, it can face competition. The indicators of competitiveness according to Michael Eugene Porter are competitive prices, product quality, and product excellence (Zakaria et al., 2023:67).

There are several factors that are closely related to the strength and weakness of competitiveness in educational institutions. According to Ham & Haydun as quoted by Alma, there are three main factors that influence the competitiveness of educational institutions, namely; (1) service quality, (2) customer satisfaction, and (3) self-awareness (behavioral intentions). Service programs are often the first thought of a manager (education). Service through physical abilities refers more to good comfort, friendliness and equipment (facilities); (Jaya, 2023:86).

The component that influences the strength of the competitiveness of educational institutions is their productivity or output. Universities that have high competitiveness are universities that sell well in the market (society) where the quality of their output is in demand by the market. In other words, productivity is considered the spearhead and something that is most central and a priority in increasing the competitiveness of educational institutions. From this educational product, it will later become a carriage that can influence the market (Jaya, 2023:88-89)

2. THEORITICAL FRAMEWORK

2.1. Competitiveness Strengthening

Strategy Literature studies on the role of innovation in increasing economic competitiveness have been widely conducted by researchers in various journals both in Indonesia and internationally. For example, a study conducted by (Kurni Setyawati, 2020; Mandiri et al., 2018; Sain, 2019) in Indonesia shows that technological innovation is a key factor in increasing company competitiveness, followed by product innovation, process innovation, and marketing innovation. In addition, research conducted by (Hilman, 2014) in Indonesia also shows that product innovation has a significant influence in increasing company competitiveness. Another study conducted by (Lim et al., 2019) in South Korea shows that innovation has a positive influence in increasing the competitiveness of manufacturing companies. The results of their study show that product innovation and process innovation have a significant influence in improving the company's economic performance. In other countries, research conducted by (Bögenhold et al., 2019) in Austria shows that innovation is a key factor in increasing regional economic competitiveness. They found that innovation can increase productivity and product quality, and make a significant contribution to creating new jobs. A study conducted by (Romijn & Albaladejo, 2002) in the Netherlands showed that innovation can have a positive impact on increasing macroeconomic competitiveness. They found that innovation can increase production efficiency and competitiveness in international trade. Other research conducted by (Nambisan & Sawhney, 2011) in the United States showed that innovation can play an important role in increasing the competitiveness of companies in a business environment that is constantly evolving and changing (Aidhi et al., 2023:123-124).

2.2. Customer Satisfaction

Satisfaction/dissatisfaction is the result of an evaluation of a specific transaction or consumption experience (Athiyaman, 1997:528-540). Customer satisfaction is an abstract and somewhat ambiguous concept. The manifestation of satisfaction varies from one person to another and from one product to another. The state of what is called "satisfaction" depends on a number of psychological and physical variables, and relates it to certain behaviors. Among the psychological variables, personal beliefs, attitudes and evaluations can affect customer satisfaction (Ajzen and Fishbein, 1980). In this context, attitudes towards the quality of higher education are believed to affect individual satisfaction. According to Oliver (1981), customer satisfaction is relatively temporary and consumption-specific, while attitudes are relatively enduring. Westbrook and Oliver (1981) argue that satisfaction is an evaluation of the totality of a purchase situation relative to expectations, while attitudes are desires for a product or service that have no comparative elements. Therefore, from this perspective, the level of satisfaction can vary, depending on the alternatives available to customers (Dirgantari, 2023:13).

Quality when managed properly can contribute positively to customer satisfaction. Quality provides added value in the form of special motivation for customers to establish long-term mutually beneficial relationships with the company. This kind of emotional bond allows the company to thoroughly understand the specific expectations and needs of customers. In turn, the company can increase customer satisfaction where the company tries to maximize pleasant customer experiences and minimize or eliminate unpleasant customer experiences (Tjiptono, 2008:83). Quality is clearly the key to value creation and customer satisfaction (Kotler and Kevin Lane Keller, 2009:170); (Dirgantari, 2023:14).

Customer satisfaction will affect the image of a company or organization, this is in accordance with the statement put forward by Andreassen (1994) in his research on consumer orientation stating that image is an important factor that is interrelated with consumer satisfaction and loyalty. Direct experience has a strong influence on image (Selnes, 1993). Consumers who have experiences that meet their expectations and are satisfied with the service they

receive will have a positive attitude towards a product. This consumer attitude will show the purchasing process in the future, namely by repeating consumption or telling others. By Manickas et al., (1997) and Ryan (1999) it is stated that all forms of decisions will have a positive influence on image. Customer satisfaction and loyalty are also influenced by image (Yi, 1992); (Dirgantari, 2023:14-15).

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2.3. Understanding or cognition

In the context of higher education, it is not only the appropriate learning model that affects the improvement of student achievement, but also their learning styles and characteristics. Developing optimal learning outcomes requires a deep understanding of student characteristics, including cognitive style as one of the key factors. Cognitive style is an innovative concept in the fields of developmental and educational psychology (Rahmatina, Sumarmo, and Johar, 2014). This concept focuses on the study of how people take and organize information from their surroundings. The findings of this study show that people have different approaches to experimental tasks, but these differences do not reflect a specific level of intelligence or ability pattern. Instead, they use unique ways to process and organize information and respond to environmental stimuli. Each person has a unique cognitive style in processing data or facing tasks and problems. In addition to variations in problem-solving abilities, levels of 18 types of intelligence, and creative thinking, students also differ in the way they acquire, store, and apply knowledge. The approach to learning situations, how to process and connect experiences, and responses to specific teaching methods can also differ among them (Khoiriyah, 2019). So, from the explanation above, it can be concluded that cognitive style is an individual's characteristic in feeling, remembering, solving problems, and making decisions based on information. This includes how they receive information, process it, store it, solve problems, and make decisions, all of which can develop in line with the development of intelligence. Cognitive style is related to how students learn text comprehension skills. In reading learning, students show variations in their approaches to understanding, processing, and storing reading information (Yusantika, Suyitno, and Furaidah, 2018). For example, some students tend to identify main ideas and collaborate in groups; they prefer to follow the existing structure with the guidance of lecturers and have extrinsic motivation when reading. On the other hand, there are other students who tend to analyze the contents of the reading in depth; they like to work alone by building their own information that they receive, are less prejudiced, and have intrinsic motivation when reading. Based on the discourse above, it is interesting that this study was conducted with the aim of enriching our knowledge related to this study (Pattiasina et al., 2023: 581-582).

Cognitive style is an individual's characteristic ability in using cognitive functions such as thinking skills, solving problems and so on which are consistent and long-lasting.⁵ Researchers define cognitive style as a typical way that an individual has or does in functioning mental activities in the cognitive field, such as thinking, remembering, solving problems, making decisions, organizing or processing information which is consistent (Osella, 2023:2).

Cognitive style is the characteristic of each individual in using cognitive functions (thinking, remembering, solving problems and so on) which are displayed through consistent perceptual and intellectual activities. According to Eunjoo and Doohun, cognitive style is a difference in the way a person processes information. Cognitive style is a person's typical way of observing and doing mental activities in the cognitive field which is individual and often unconscious and tends to persist (Winkel, 1996). Omrod's opinion about cognitive style is a typical way used by a student to think about a task and process new information directly (Purwanti et al., 2016:115–122). Ferrari and Stanberg also provide opinions that are in line with the understanding above regarding cognitive style as the dominant or specific way students use their cognitive abilities in various conditions and situations in dealing with something complicated. Based on the opinion above, the researcher defines cognitive style as a typical way that individuals use mental activities in the cognitive field, such as thinking, remembering, solving problems, making decisions, organizing or processing information that is consistent (Osella, 2023:31).

2.4. Framework of Thinking

The following is a picture of 4 frameworks of thinking that underlie this research. By mapping this framework of thinking, researchers can determine the results or outputs obtained effectively. The framework of thinking can be in the form of a theoretical framework and can also be in the form of a logical reasoning framework. The framework of thinking is a brief description of the theory used and how to use the theory in answering research questions. In this

framework of thinking, the research problems that have been identified in a relevant theoretical framework will be placed and are able to express, explain, and show perspectives on or with the research problem.

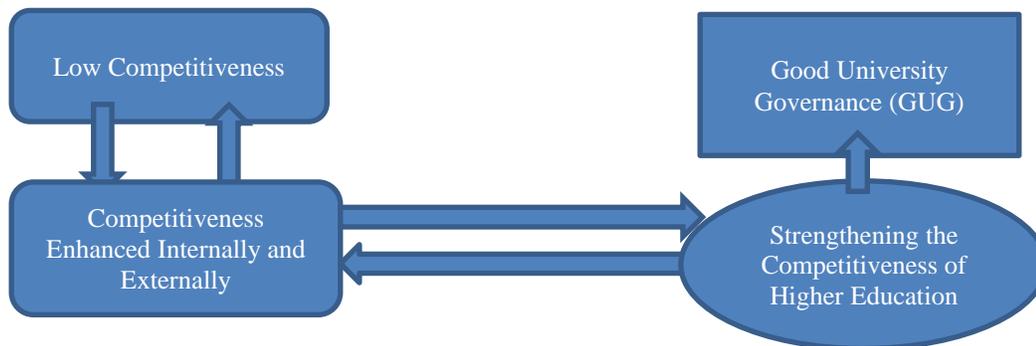


Figure 4 Research Thinking Framework

The low competitiveness carried out by UPT Humas and Marketing in its efforts is less aggressive in capturing market share. The fact that aggressive marketing has not been maximized is an existing reality; it is possible that tuition fees are high compared to existing competitors. The ease of excellent service is not yet maximized compared to competitors from other universities.

However, in the framework of this research, it is necessary to continuously and integrately strengthen the competitiveness of universities both internally and externally so that it can increase the strengthening of competitiveness.

3. METHODS

The type of research in this study is qualitative research. Bogdan and Taylor define qualitative research as "research that produces descriptive data, in the form of written or spoken words from people and observable behavior" (Fatah, 2012:41). By using this qualitative method, the data obtained will be more complete, more in-depth, credible, and meaningful, so that the research objectives can be achieved. The design of this qualitative research is divided into four stages, namely: Data analysis was carried out after the author conducted observations and in-depth interviews. To obtain complete information in accordance with the focus of the research, the data collection techniques are as follows: Interviews are conversations with certain intentions and methods. This technique is carried out to determine the education quality assurance system so that the readiness of the Institution in facing competitiveness can be known. Observation and documentation techniques are carried out to determine the condition of facilities and infrastructure, learning processes, and competencies. Documentation can be in the form of "writing, pictures, or monumental works from someone". The documents shown in this case are all documents related to institutions and administration, vision and mission, organizational structure, learning processes. The method used in this paper is a literature review. This literature review is intended to solve a problem based on an in-depth study of the theory of relevant library materials. Literature review is carried out by collecting data or information from various library sources that are needed as sources, ideas to explore new thoughts or ideas, as basic materials for making deductions from existing knowledge, so that a new theoretical framework can be developed (Septiyani et al., 2023:249).

4. RESULT AND DISCUSSION

a. Service quality

There are eight factors that influence customer satisfaction, including:

1. Value, is the benefit or result obtained from a product or service according to the user's perception. Special value is given to products or services enjoyed by users. If users feel that school services meet their desires or expectations, then they will get a value that is in line with those expectations. This is because users do not always consider the value of products or services provided by schools to be in accordance with their preferences.
2. Competitiveness, educational services need to compete with similar products and services, because the inability to compete can cause customer disappointment and dissatisfaction, potentially encouraging them to switch to other alternatives.
3. Customer perception, this is related to the views of service recipients at school, when they receive optimal service, their perception will be in line with the quality of service they receive.

4. Price, generally, consumer satisfaction occurs when the rates paid are in line with the quality of service received. Conversely, if the costs are high and the service is inadequate, customers tend to feel dissatisfied.
5. Image, perception of reputation has an impact on user satisfaction. If the reputation is not good, it can easily affect the quality of school services, while a good reputation can facilitate user acceptance of school services.
6. Service stage, customer satisfaction does not occur directly; however, customers will feel satisfied when receiving services at certain stages.
7. Service moments, service recipients feel satisfied with every service moment involving the type of service, implementation process and supporting environment that organizes the service.
8. Customer interest level, beneficiaries who have a significant interest in school services will feel satisfied if the school provides services according to the level of interest desired by the beneficiary. (Munir, 2020); (Febrianti et al., 2023:20).

The meaning of customer satisfaction varies, not always measured in monetary terms, but rather based on the fulfillment of feelings related to individual needs. According to Kartono quoted (Wijaya et al., 2018), money is not always the main motive, but pride and significant interest in something can provide unique satisfaction (Febrianti et al., 2023:20).

b. Customer satisfaction

In customer satisfaction there are several measures that can measure customer satisfaction according to (Kasmir, 2017) revealed that measuring customer satisfaction can be done through four means, namely the complaint and proposal system, consumer satisfaction surveys, Samara consumers and analysis of former customers. The indicators of customer satisfaction according to Tjiptono (2016:101) state that customer satisfaction indicators consist of conformity to expectations, interest in revisiting and willingness to recommend. In this study for the customer satisfaction variable, researchers used questions in the questionnaire to measure aspects in this variable (Samara et al., 2023:251).

Products can provide tangible and intangible benefits that have the potential to satisfy customers. Customer satisfaction is the most important factor for business development. Product strategy will have an impact on customer satisfaction. Therefore, satisfied customers will repurchase a product and recommend the product to other customers (Rahayu, 2023:109).

In addition, companies need to have a product strategy in marketing their products if the company wants its business position in the market to remain good. Through a product marketing strategy, the company has guidelines and safety measures in the event of a counterattack or the emergence of new competitors. Customer satisfaction is very important for building a more advanced business to increase profits for the company. Building a business with a long term to provide benefits and success is something that is expected by the company (Rahayu, 2023: 111).

The success of a business's marketing strategy can be achieved if customer satisfaction has been met. Obtaining customer satisfaction is not easy because customers have different levels of satisfaction even though they need the same product. A good and supportive service system makes customers feel happy with the products produced by the company. If customers are satisfied with a product, demand will increase, and vice versa, dissatisfied customers, demand for the product will decrease. The creation of customer satisfaction can provide benefits, including a harmonious relationship between the company and its customers, providing a good basis for repeat purchases and creating customer loyalty and forming positive viral recommendations that are beneficial to the company (Rahayu, 2023: 112).

c. Understanding or cognition

Implementation of cognitive theory in learning can be done from the teacher's perspective by implementing the following things, including:

1. Motivate students to think about the content of the lesson in a way that helps them remember the lesson.
2. Help students identify the most important things they need to learn.
3. Provide experiments that help students understand the topics they are studying.
4. Connect new ideas with what students already know and believe about the world.
5. Consider the strengths and limitations of cognitive processing of students of different ages.
6. Plan classroom activities that encourage students to actively think about and use class topics (Omrod in Anidar, 2017); (Etika et al., 2023:10577).

In the perspective of social cognitive theory, individuals are seen as being proactive and self-regulating rather than merely being able to behave reactively and be controlled by biological or environmental forces (Mukhid, 2009). Likewise, in the learning process, students are seen as individuals who are able to control their own thoughts, feelings, and actions and regulate themselves to achieve educational goals. Social cognitive theory views that social, cognitive, and behavioral factors play an important role in learning (Santrock, 2011); (Givansyah et al., 2023:126).

Social cognition is an individual's ability to process, store, and use social information in social interactions. In the context of Muslim dress codes, social cognition involves an individual's understanding of Islamic dress norms, including the types of clothing that are allowed and not allowed, as well as how to dress in accordance with religious rules. In practice, individuals can influence their perception and understanding of social cognition of Muslim dress codes through the social interactions they experience. Social interactions with groups that have different understandings of Muslim dress codes, for example, can influence an individual's perception of those rules. In addition, factors such as family, peers, and the environment can also influence an individual's social cognition of Muslim dress codes (Givansyah et al., 2023:126).

d. Competitive prices

Higher comparative and competitive advantages will allow countries to dominate the global market in a free trade environment (Al Ghozy et al., 2017). The more producers and exporters of a product in the world, the more intense competition will occur between countries to win the market (Wardani & Sunyigono, 2021). Increasing export competitiveness is one strategy that can be used to increase exports (Izzatin et al., 2023:339).

Competitiveness is the key to the national economic order. To be competitive, not only companies need to reform or form alliances, but also the government to improve economic performance and attract foreign investment. Therefore, not only companies must compete, but also the government of the country (Sugiyanto, 2002). The competitiveness value is calculated according to the amount of commodity exports in a country. According to agricultural export data, the highest contributor to Indonesia's exports is the plantation sector. Plantation products are one of the subsectors that have an important contribution to economic development. Good plantations will make food available and accessible according to the purchasing power of the population which is an important factor in national development (Rohana & Duakaju, 2008); (Surya et al., 2023:1-2).

The development of the era has increased business competition in various business lines, ranging from the automotive sector, fashion sector to electronics. The increasingly diverse and dynamic consumer mindset requires every business line to create a product that has high competitiveness with other products. In addition to competitiveness, the benefits that consumers get from the goods they use, attractive designs also make users of an electronic product attract consumers to make purchases, improve performance, cut costs, and adjust values to the target market. Kotler and Keller (2009) quoted (Tabelessy, 2020) the number of elements that influence the appearance, taste, and function of a product based on customers is called product design. Purchase interest is a stage that consumers go through before deciding to make a purchase on a product, the factors that influence a consumer to strengthen purchase interest are feeling satisfied with the goods, and the services provided after getting the goods (Ananto et al., 2023: 2720-2721)

e. Product quality

This shows that purchasing decisions are greatly influenced by product quality. The quality of goods can be considered as the nature of goods to the extent of their capacity to meet specific and direct needs. As a result, customers' decisions to purchase products can be influenced by their perceptions of product quality. The overall characteristics and properties of goods and services that affect their ability to meet stated or implied needs and desires, which are manifested directly or face-to-face between the seller and prospective customers during product presentations, can also provide an explanation of product quality (Purnama & Rialdy, 2021). Consumers must check the quality of the product first before making a purchase transaction, to find out the quality of the product by reading reviews left by a number of people who have previously purchased the product. As a result, it can have an impact on the decision to buy. Contrary to the findings of (Supriadi et al., 2018), the findings of this study are consistent with the findings of (Wulandari & Iskandar, 2018), (Hestyani & Astuti, 2017), (Ernawati 2019,) (Lesmana & Ayu, 2019), (Gunawan, 2021), and (Devi, 2019).2017); (Nurfauzi et al., 2023:186).

Product quality, according to (Kotler and Armstrong, 2008), is a potential strategic weapon to defeat competitors. In addition, (Kotler, 2009) is all the characteristics of an item that significantly affect the capacity to meet expressed/inferred needs. According to Luthfia, "product quality" refers to the capacity of a product to perform its function, which may include strength, ease of packaging, product repair, or reliability or progress. Product quality, as defined by (Sudaryono, 2016:), is a comprehensive customer evaluation of the performance of a good item or service. A product is something that can be sold, used, or consumed to satisfy a want or need and can be offered to the market to attract attention. According to (Keller and Keller, 2009), goods, services, experiences, events, people, places, properties, organizations, information, and concepts are examples of products (Nurfauzi, et al., 2023:184).

According to David Garvin, to determine the dimensions of product quality, it can be through the following eight dimensions (Umar, 2002; Lupiyoadi, 2001):

1. Performance, this is related to the functional aspect of an item and is the main characteristic that customers consider in purchasing the item.

2. Features, namely the performance aspect that is useful for adding basic functions, related to product choices and their development.
3. Reliability, something related to the probability or possibility of an item successfully carrying out its function every time it is used in a certain period of time and under certain conditions.
4. Conformance, this is related to the level of conformity to previously determined specifications based on customer desires.
5. Durability, namely a reflection of economic life in the form of a measure of the durability or service life of the item.
6. Serviceability, namely characteristics related to speed, competence, ease, and accuracy in providing services for repairing goods.
7. Aesthetics, is a subjective characteristic regarding aesthetic values related to personal considerations and reflections of individual preferences.
8. Perceived quality, consumers do not always have complete information about product attributes. However, consumers usually have information about the product indirectly (Nurfauzi, et al., 2023:184-185).

f. Product excellence

In today's competitive business era, the marketing concept must be used to achieve success for the company. Marketing must be understood in a modern sense, namely satisfying consumer needs. Marketing is expected to meet consumer needs, develop products and services that have superior value for consumers, set prices, products and services effectively, the product will be easy to sell. Marketing is defined as the process by which companies create value for customers and build strong relationships with consumers, and with the aim of capturing value from consumers in return (Kotler and Keller 2009); Khasbulloh et al., 2023:171).

Business competition in the scope of service providers such as property companies in the current free market era is very strong. As a service product provider, it must be able to provide maximum product and service quality in order to compete with others (Hariyanto, Arief, and Praja 2022); (Khasbulloh et al., 2023:171).

High consumer purchasing decisions can result in high sales volumes so that the profits that will be obtained by the company are even higher. In order for the company to achieve high profits, the company must be able to influence consumers to make purchasing decisions and be able to analyze consumers in preparing product or service quality, services, prices, promotions and so on so that in competition the company can be superior and can also benefit the company itself. Seeing the increasingly tight market conditions, there must be a strategy to win the competition by providing products that can satisfy consumer needs and desires so that the product is sold on the market. In addition to satisfying products, consumers also see whether the service can provide satisfaction to consumers or not (Fadhli et al. 2021); (Khasbulloh et al., 2023: 171-172).

g. Service quality

Service quality is one of the determining aspects of success that affects industry competition. The adoption of new service quality in the world of e-commerce is online-based service quality. Online service quality (e-service quality) is a level that can facilitate effectively and efficiently to make purchases, sales, and delivery of both products and services. Customers will be satisfied with the services provided by the industry if they feel that the service facilities they receive can meet their expectations. Industries that can provide quality services to customers will create customer satisfaction and influence loyalty itself. As a marketplace, such as Shopee, Lazada, and Tokopedia face several competitors. Based on reviews from users of the e-commerce mobile application, both as sellers and buyers, there are still many opinions that this application is less than satisfactory, especially in the main features such as its payment features, order tracking, applications that often error and photos that do not appear. Based on these problems, the purpose of this research is to determine public satisfaction that influences loyalty to e-commerce, through the e-service quality procedure (Wulandary et al., 2023:47).

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Service quality is the difference between customer expectations of what the company provides and the service performance perceived by the customer. The emergence of internet-based services has changed the way companies and consumers interact. E-service quality is operationalized as an interactive information service that provides a mechanism for companies to differentiate their offerings and develop their competitive advantage services (Santos, 2011 quoted by Herington and Weaven, 2011). Various e-service quality calculation scales have been developed by experts. An example is e-SQ developed by Zeithaml, Parasuraman, & Malhotra, 2017:17-21) which is used to measure e-service quality. The e-SQ scale is an update of the SERVQUAL model compiled by Parasuraman et al. in 1998 to measure offline service quality. Based on the results of testing a number of aspects that are considered to influence the quality of electronic services, Parasuraman et al. (2012:220) then refined the electronic-service quality (E-S-Qual) scale by applying a core scale called Electronic-Service quality (E-S-Qual) and a recovery service scale called Electronic-Recovery Service Quality (E-RecS-Qual). The Electronic-Service quality (E-S-Qual) scale consists of four dimensions, namely: Efficiency, namely the ease and speed of accessing and using the website; Fulfillment, namely the ability of the website to fulfill their promises regarding product availability and product delivery to consumers. System availability, namely the accuracy of the technical functions contained in the website; privacy, namely website security and protection of consumer information (Wulandary et al., 2023:48-49).

h. Customer satisfaction

Kotler, (2005:70) in (Atmaja, 2018), said that satisfied customers are customers who feel happy or disappointed that arises after comparing the value of a product (result) with the desired expectations. Meanwhile, Tjiptono, 2014:353) in (Arifn, Rachma, & Slamet, 2019) "customer satisfaction is an emotional response to their experiences related to certain products or services purchased, retail outlets, or even behavioral patterns (such as shopping behavior and buyer behavior), and the market as a whole" (Nasution et al., 2023:7).

According to Lupiyoadi (2001), customer satisfaction refers to the level of satisfaction felt by consumers towards the value provided by a product or service, which is likely to make them customers for a long period of time. There are two types of satisfaction, namely functional satisfaction derived from the function of the product used, and psychological satisfaction derived from the intangible attributes of the product. Customer satisfaction, according to Kotler (2001), is a person's feeling of pleasure or disappointment derived from the comparison between product performance and expectations. Meanwhile, according to Rangkuti (2003), customer satisfaction is a response to the discrepancy between previous expectations and actual performance after using the product. Based on these definitions, it can be concluded that customer satisfaction is a customer's assessment of a product or service that has provided a level of enjoyment according to expectations. Every business activity, especially in sales, is related to customer satisfaction, because customer satisfaction affects the continuity of the company's business. According to Hawkins and Lonney (2004), the attributes that form satisfaction consist of conformity to expectations, interest in reusing, and willingness to recommend. Conformity to expectations includes products, services, and supporting facilities that meet or exceed expectations. Reuse intention involves satisfaction with the service, value, and benefits of the product. While the willingness to recommend includes recommendations to friends or family based on the service, facilities, or value of the product obtained (Husin et al., 2023:4).

i. Self-awareness (behavioral intentions)

Emotional intelligence in the context of human resource management refers to an individual's ability to recognize, understand, manage, and use their own emotions and the emotions of others effectively in the work environment. This includes self-awareness of emotions, the ability to manage stress, communicate with empathy, and build healthy and productive relationships. Emotional intelligence is very important in human resource management because of its relationship to individual performance, leadership effectiveness, and team dynamics in the workplace (Robbin, 2017). Factors that influence emotional intelligence in human resource management include personal and environmental factors. Personal factors include the level of self-awareness, the ability to manage emotions, the ability to understand the emotions of others (empathy), and skills in solving problems involving emotional aspects. Environmental factors include organizational culture, leadership style, coworker support, and opportunities for personal development (Hasbuan, 2016); (Surahman, 2023:470)

Indicators of emotional intelligence in human resource management can be observed from several aspects. First, emotional self-awareness is reflected in an individual's ability to identify and understand their own emotions. Second, the ability to manage emotions is reflected in how a person deals with stress, frustration, and pressure in the work environment. Third, the ability to build positive and cooperative relationships with coworkers and subordinates shows a strong level of empathy and interpersonal relationship skills. Finally, awareness of other people's emotions and the ability to read situations accurately helps in making wise decisions in team dynamics and conflict management (Hasbuan, 2016); (Surahman, 2023:470).

Based on the awareness of halal cosmetic purchases in Indonesia, it is necessary to know that with the halal logo, Muslim consumers can ensure which products they are allowed to consume, namely products that have and

include the halal logo on their packaging. A good company halal logo can create a good attitude from consumers too, so that Attitude to Brand or attitude towards the brand can be interpreted as an overall evaluation carried out by consumers towards the brand of the product or service they buy, where market share tends to increase when consumer attitudes towards the brand are increasingly positive. According to Dewi (2009) there is a positive influence between the halal logo and attitude. Then, attitude can also create behavioral intention. Behavioral intention is a condition in which consumers have the intention or attitude of being loyal to goods or services from a particular brand and voluntarily tell and recommend the advantages of the product or service to other people or parties (Kotler, 2012); (Mardani et al., 2023:4226).

5. CONCLUSION

From the study above, universities with existing regulations increase the competitiveness of education, as well as increase other production factors in education. Thus, every higher education can improve the quality of its education by implementing it continuously, so that the quality that has been achieved can be seen, and if improvements are made, there will be continuous improvement. With the improvement of the quality of universities, it will strengthen the competitiveness of universities, especially in facing the desires of the people in Indonesia.

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