The Role of E-Servicescape on Loyalty Intentions for Improving New State University Performances during Covid 19 Pandemic

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Abstract. This research aims to examine the important role of the e-servicescape on the level of commitment of college students to complete their lectures in their university during remote study in the covid 19 pandemic condition. This research also tries to explain how natural resources management in moderating e-servicescape towards intention to be loyal from new state university students. By using Partial Least Square analysis, the results are expected to be able to show the role of the e- servicescape towards the intention to be loyal of students and with student's perceived sacrifice able to strengthen or weaken student judgement to e-servicescape. This research is only carried out in a limited scope, where the population is students of 2017 until 2019, so that they can still pass the disposition stage or switch to different decisions during their study, so that the focus of the research is students of class 2017 until students of class 2019 who are still actively recorded on the main data of the faculty. The main reason for this population selection is to get measurable results whether there is a relationship to the assessment of e-servicescape with loyalty intentions, with the moderator variables of student's perceived sacrifice. The results of this research are expected to be able to provide a new embedded choice that enriches the process of developing service marketing in the natural resources management for higher education and the learning process for all parties. Within the examination among research variables, it was found that e-servicescape and perceived sacrifice have a significant effect on the implementation of student loyalty intentions. The results of this study can be used as a reference for the improvement of good university government construction management using a sustainable servicescape approach among students.

Keywords: e-servicescape, loyalty intention, perceived sacrifice, sustainable human resource

1 Introduction

Being in the midst of the current global issues that are currently related to a sustainable human resource to innovate and a creation process in an organization is not exceptional for educational institution to be able to develop on this issue, which results in high demanding levels in terms of quality education to be able more value that can compete. The means of educational infrastructure also inevitably have to keep abreast of the current developments. The movement of state and private tertiary institutions both in terms of technology and science development in Indonesia is now unavoidable, thus spurring universities to fulfill the satisfaction of the stakeholders in it, one of whom is students. The demand for universities today is to have an organization with a healthy environment such as a statement from HELTS, 2004-2011[14] where "a continuous service improvement should become its primary concern". This only applies to educational organizations or institutions with a healthy learning environment in delivering the best services so that they can achieve a continuously service improvement for good university governance goals, so that the purpose of higher education is in line with the marketing concept of providing services to customers.

A similar view of marketing in educational institutions is defined as systematic processing of the exchange of values intentionally carried out to promote school missions based on satisfaction of real needs both for stakeholders or the social community in general. Physical environment is part of the academic climate in higher education because this is one of the marketing objectives of educational institutions, but the physical environment is often misunderstood as the scope of everything from facilities both outside and inside the institution and do not see that this can increase student satisfaction in learn. Every business entity tries to create a good physical appearance in the eyes of its customers because the impression of consumers on a company will have an important influence on the company.

With a good physical appearance, the company will be able to attract more consumers. In this case servicescape (service environment) in terms of academic climate, cleanliness of campus facilities, signs, furniture layout, and even social assessment of employees (lecturers and education staff) are considered as role models that need to be emulated, both in terms of ability and appearance. Thus education based on the concept of students and educators is not only aimed at developing intellectual attitudes that are only able to solve problems, but also empathy that is not only able to solve problems but is able to feel the problem itself, if it happens to him. The current trend that is happening is the increase in the number of students who are not active especially for students of class 2016

and students of the class of 2017. So it can be measured that there is an increase of 3% in the data for 2016 and 2017 students, 1.7 % or comparable with 13 students who decided not to continue their studies in the 2018/2019 school year, and for the number of students in 2017 there were 4.7%, which is comparable to 35 students who decided not to continue their studies in this 2018/2019 school year.

Services are as a form of product, can be interpreted as "every action or action that can be offered by a party to another party which is basically intangible" [2]. But in reality, there are pure service products that do not require physical products such as lawyers, nutrition consultants, there are also services that require physical products as the main requirements such as ships for sea transportation services, food for restaurants. It is not easy to distinguish between goods and services, because most products tend to be a combination of goods and services. In service offerings there are two types of goods, namely support goods and facilitating goods. Type of support goods is a tangible aspect in helping the provision of services such as textbooks in education services, while facilitating goods are goods that must be available as a condition for providing a service, for example washing machines in laundry services.

1. 1. E-Servicescape (Electronic Service Environment)

Sweeney and Wyber [32] define e-servicescape as a created, man-made, physical environment of services and other tangible forms of communication. Cronin [20] states that companies that effectively plan the use of physical facilities are more profitable than companies that do not plan to use physical facilities effectively because it has an impact on consumer purchasing decisions. Turley and Milliman [33] in their research stated that there are various factors related to e-servicescape including lighting, color, symbol, texture, arrangement, decoration, and so on that motivated students to learn more and engage more with the study. Lloyd C Harris and Chris Ezeh [11] in their study divided e-servicescape into 4 dimensions, namely ambient factors, design factors, staff behavior and staff image. Designing environmental services is an art that involves a lot of time and effort, and this is expensive to implement. Remote environmental services, also called e-servicescapes, relate to the system and appearance of the physical environment and other elements of experience faced by customers on the service site. Once designed and built, environmental services are not easily changed. Objectives of e-servicescape [30]:
1. Creating experience and shaping customer behavior online.
2. Play an important role in determining customer perceptions of the company's image and positioning. Customers often use the service environment as an important quality marker.

3. Being a core part of value propositions.
4. Facilitating e-service delivery and strengthening quality while increasing e-service productivity.

1. 2. Loyalty intentions

Loyalty intentions are one of the interesting topics in marketing that are not widely used, because some researchers only focus on satisfaction and loyalty without looking more deeply at customer processes until they decide to commit to goods and services that are perceived according to their expectations. The definition of loyalty intentions according to Jacoby and Chesnut [34] "... the disposition of customers to either repurchase a product / service from a providing an organization or go to a competitor". Different definitions are given ".... it's about understanding of a behavior and conditions that foster repeat patronage of marketing endeavor". So that it can be interpreted that intention loyalty is a level that describes the commitment / intention of customers for certain services and goods.

1. 3. Perceived Sacrifice

Perceived Sacrifice is a genuine effort that has been given by consumers to obtain goods or services [10]. Perceived Sacrifice consists of monetary aspects such as prices [35] and non-monetary aspects such as time, search costs, and physical effort. Murphy and Eni [36] perceived sacrifice to be divided into two dimensions, namely effort and risk. Business is an amount of money, time and energy that customers are willing to sacrifice to get a product or service while risk is a condition if the product cannot offer benefits offered after making a purchase. In this case students as consumers of a college often provide an assessment or judgment of the physical environment they perceive. The perceived value is the assessment or opinion of customers on the benefits of empowered university products [3]. In this case the perception of the UPN Veteran East Java product as a New State University or *Perguruan Tinggi Negeri Baru* (PTNB) and its indicators include [13]:
1. Experience, is a feeling that grows when students take advantage of college products / services.
2. Subjective needs, are personal feelings possessed by students without being influenced by others.
3. Aspiration, is a strong desire that arises from within students after using higher education products / services in some time (semester).
4. Assessment, is the result of student thinking that arises by evaluating the product / service of the college that has been used.

2   Research Method

2.1.   Research Instruments

Research variables in this study are e-servicescape, loyalty intentions and student' perceived sacrifice. To measure the research variables, a questionnaire using the five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree, were used [12].

- The definition of e-servicescape (electronic service environment) in a study is to find out a picture about the service environment, with 4 variable dimensions [11]:

a) The first dimension is the ambient conditions, which are divided into 2 indicators: academic climate on e-learning campus; campus infrastructure e-learning.

b) The second dimension is the design factor, divided into 2 indicators: signs or directives; furnit equipment in class.

c) The third dimension is the staff behavior 2 indicators are: willingness to help at any time; expertise in helping.

d) The fourth dimension is staff image 2 indicators: appropriate work clothes; attractive physical appearance.

- The loyalty intentions variable is to show the level of commitment that students take after experiencing several years of lecture. Indicated by 2 indicators of measuring loyalty intentions, consisting of (Hoffman, K.D. and Turley, L.W. 2002): [22]

a) Complete lectures until graduation.

b) Give recommendations about the UPN Veteran Jatim campus.

- In the perceived sacrifice moderator variables consumers are often influenced by self-concept, self-motivation, personal income (Kotler, 2011). At perceived sacrifice it is indicated that it is able to moderate positivity and negativity in servicescape relationships with loyalty intentions, with several indicators: [11]

a) Identification of comparison.

b) Willingness to pay.

2.2.   Sample and Data Collection

The random sampling method was used in this study, with state-owned university' active students as respondents. Respondents that are participating are the student from three department and returned the questionnaires with credible answer. Population is the whole object observed that meets the

requirements or phenomena that have been determined in advance, the population is defined as a generalization area consisting of objects or subjects that have certain characteristics and have the same opportunity to be chosen as sample members. The study population was active students in the 2018/2019 school year at the Faculty of Economics and Business - UPN "Veteran" East Java, while the sample of this study was devoted to active students in the 2018/2019 academic year 2016 until the 2017 class which was chosen as the object of research. Where what is meant by active students are individuals who are still undergoing active lectures starting from the 2016/2017 school year to 2017/2018 in three study programs namely management, accounting and economic development at the Faculty of Economics and Business - UPN "Veteran" East Java is made as the object of research.

The research was conducted on the same class of students, this is because students generally invest time, costs and have relatively the same behavior or interest, which is a better hope if they enter a new state university. Determination of the sample is based on judgment sampling technique. The implementation of sampling in this study (questionnaire distribution) was conducted randomly and accidental sampling, namely conducting research when researchers or research assistants met directly with respondents [37]. The sample of this study is as many as 73 FEB students from the University of National Development "Veteran" East Java, where consideration in the use of sampling techniques (judgment sampling) is as follows:

1. The selected student / respondent is an active student recorded in the business economy faculty database for the 2019/2020 school year
2. The selected students / respondents are FEB active students of 2017 and 2018

2.3. Research Methods

Respondents taken in this study were students of the Faculty of Economics and Business in the 2016 and 2017 classes in the semester year of 2018/2019. The number of respondents in this study were 73 students who came from two different classes and varied both from the sex and majors taken. Respondents will provide different assessments of e-servicescape (electronic service environment) and loyalty intentions (intention to be loyal) students through the perceived sacrifice conducted by students.

2.4. Convergent Validity Test

The rule of thumb is that the loading factor must be more than 0.7 for confirmatory studies and the loading factor value between 0.6-0.7 for exploratory research. In the initial phase of the development of the measurement scale, the value of the loading factor of 0.5-0.6 is still considered sufficient [38].

The results of the convergent validity test can be seen for the moderator and dependence variable in this following table 1.

Table 1. Convergent Validity test

Variables	Indicator	Loading factor	Cut Point	Validity
Perceived Sacrifice (Z)	Z1	0.863**	0.6	VALID
	Z2	0.817**	0.6	VALID
Loyalty Intentions (Y)	Y1	0.817**	0.6	VALID
	Y2	0.669**	0.6	VALID
Ambient Condition (X1)	Y3	0.777**	0.6	VALID
Design Factor (X2)	X1.1	0.759**	0.6	VALID
	X1.2	0.626**	0.6	VALID
Staff Behavior (X3)				
Staff Image (X4)	X2.1	0.682**	0.6	VALID
	X2.2	0.747**	0.6	VALID
	X3.1	0.738**	0.6	VALID
	X3.2	0.729**	0.6	VALID
	X4.1	0.621**	0.6	VALID
	X4.2	0.737**	0.6	VALID

All indicators have a loading factor value of more than 0.6, so the evaluation criteria for convergent validity are fulfilled, meaning that the indicators for each construct variable have a high correlation.

2.5. Discriminant Validity Test

In table 2. and table 3. can be seen the results of the test Discriminant validity relates to the principle that the measurements of different constructs should not correlate with height. The way to test discriminant validity with reflexive indicators is to see the cross loading value for each variable must be> 0.70 [38].

Table 2. Discriminant Validity Test

Indicator	Cross Loading		
	X	Y	Z
Y1	0.247**	0.817**	0.221**
Y2	0.170**	0.721**	-0.028**
Y3	0.153**	0.777**	0.244**
Z1	0.528**	0.225**	0.863**
Z2	0.487**	0.198**	0.817**

All indicators on each variable have a cross loading value greater than 0.7, the assessment criteria for discriminant validity are fulfilled, meaning that none of the indicators of different variables have a high correlation.

Tabel 3. First Order Discriminant Validity Test

Indicator	Loading factor			
	X1	X2	X3	X4
X1.1	0.815**			
X1.2	0.864**			
X2.1		0.882**		
X2.2		0.903**		
X3.1			0.933**	
X3.2			0.931**	
X4.1				0.900**
X4.2				0.930**

All indicators in each first order construct have a cross loading value greater than 0.7, the criteria for evaluating discriminant validity are fulfilled. These results indicate that none of the different indicators of first order constructs have a high correlation.

2.6. Reliability Test

Rule of thumb is usually used to assess construct reliability, that is, composite reliability values must be greater than 0.7 for confirmatory studies and 0.6-0.7 values can still be accepted for exploratory studies [38]. Can be seen in this following table 4.

Tabel 4. Composite Reliability Test

Variables	Composite Reliability	Cut Point	Reliability
Perceived Sacrifice (Z)	0.827**	0.7	Reliable
Loyalty Intentions (Y)	0.754**	0.7	Reliable
Ambient Condition (X1)	0.827**	0.7	Reliable
Design Factor (X2)	0.887**	0.7	Reliable
Staff Behavior (X3)	0.929**	0.7	Reliable
Staff Image (X4)	0.911**	0.7	Reliable

All variables have composite reliability values greater than 0.7 so the questionnaire is declared reliable, meaning that the research instrument has accuracy, consistency and accuracy in measuring constructs or variables. All first order constructs have a composite reliability value greater than 0.7 so that all construct indicators are reliable and meet the reliability test.

2.7. Significant Test

All first order constructs have a P value greater than 0.05, meaning that influencing all first order constructs is a dimension of servicescape.

<div align="center">Tabel 5. Significant First Order CFA Test</div>

Variables	P Value	Sig.Point	Significant
X $\rightarrow$ X$_1$	0.000	0.05	Significant
X $\rightarrow$ X$_2$	0.000	0.05	Significant
X $\rightarrow$ X$_3$	0.000	0.05	Significant
X $\rightarrow$ X$_4$	0.000	0.05	Significant

2.8. *Inner Model* Evaluation

In figure 1 the structure of the model is explained where evaluation of the structural model aims to predict the relationship between latent variables [38].
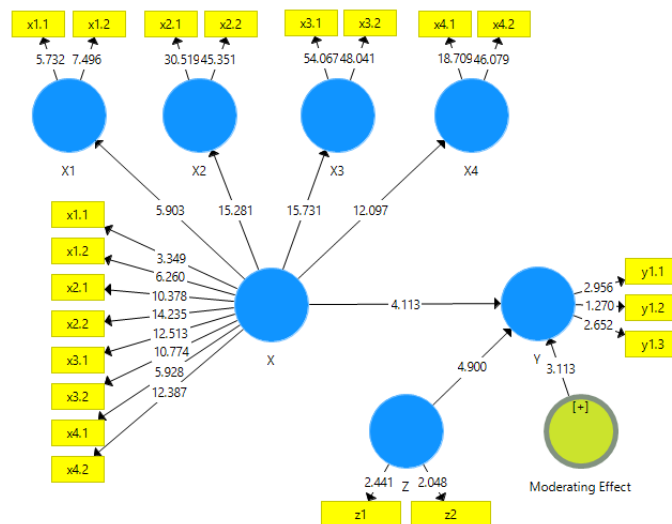

Figure 1. Inner Model of the research

The results of hypothesis testing in figure 1 structural models are obtained by bootstrapping procedure with a value that is considered significant if the t value of statistics is greater than 1.96 or the value of P Value is smaller than 0.05 (significance level of 5%).

Tabel 6. Inner Model Test

Variable	Coefficient	P Value		Hypotesis Test Sig	Result	R Square
X → Y	0.672	0.002	>	0.05	Signifikan	0.562
Moderating Effect → Y	0.448	0.001	>	0.05	Signifikan	

Explanation of the results of testing the hypothesis as follows:
1. R Square value of 0.562 indicates that Servicescape moderated by Perceived Sacrifice has an effect of 56.2% on Loyalty Intentions, meaning that the model belongs to the moderate category.
2. E-Servicescape variables have a value of P Value smaller than 0.05 indicating that e-servicescape has a significant effect on loyalty intentions. Servicescape variables have a positive coefficient value, meaning that if e-servicescape increases, loyalty intentions will also increase.
3. Moderators perceived sacrifice have a P value smaller than 0.05, meaning that perceived sacrifice variables can moderate the relationship between e-servicescape variables and loyalty intentions. Perceived sacrifice also has a positive coefficient value, meaning that the existence of this moderator variable strengthens the relationship between e-servicescape variables and loyalty intentions.

3   Results and Discussion

The role of ambient condition and design factor to loyalty intentions
H1: The higher the student's assessment of the ambient condition and design factors of e -learning, the higher the intention to be loyal.
The results showed that e-servicescape variables in the ambient condition and design factor dimensions were able to improve one's loyalty intentions [11]. Where the academic atmosphere and the laying of classrooms are able to increase the intention to complete their lectures, which according to students if the atmosphere of teaching and learning at universities can be maximized for the realization of good university governance.

The role of staff behavior and staff image to loyalty intentions

H2: The higher the student's assessment of the employee's attitude (staff behavior) and the image of the employee (staff image) campus, the higher the intention to be loyal.

The results showed that the e-servicescape variable on the dimensions of behavior staff and image staff was able to increase one's loyalty intentions [11]. Where a sense of empathy and competence is felt very necessary in an academic atmosphere that is able to increase the intention to complete their studies.

The role of perceived sacrifice as the moderator variable
H3: Natural Resources Management can moderate e-servicescape (electronic service environment) with loyalty intentions.

The results showed that the Perceived Sacrifice was able to significantly influence the Loyalty Intentions of students of the economic and business faculties of UPN East Java. The effect is positive, meaning the higher the Perceived Sacrifice, the higher the level of intention to be loyal to students. This is supported by the theory of Kotler [2] which states that "perceived sacrifice is perceived monetary value of the economic functional and physiological benefits of customers expect from a given market offering". The value of a sacrifice is a set of benefits expected to be obtained by customers from certain products or services.
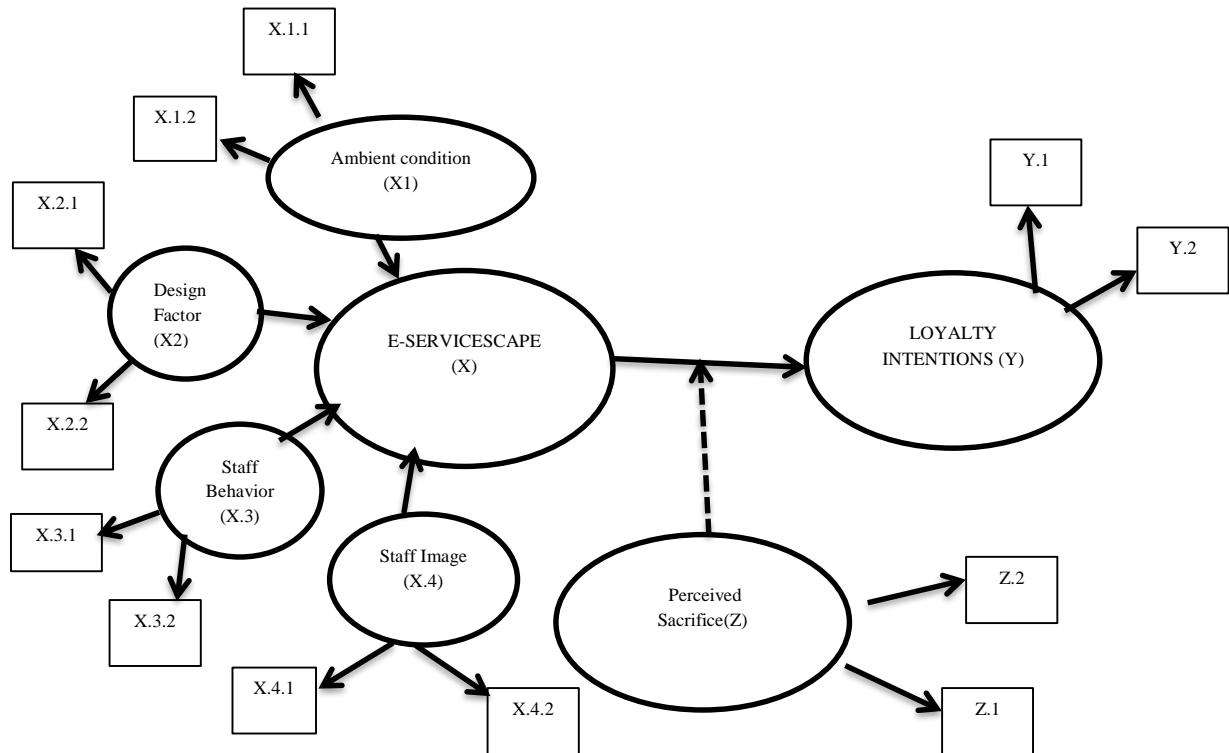
Figure 2. Conceptual Framework

The PLS correlation analysis to study the relationships between organizational culture, knowledge management, quality management systems, and companies' performances were conducted in SPSS 20. The results of the Pearson's correlation analysis as follows. Thick arrows in (Figure 1) and (Figure 2) represent significant correlation at 0.05 level, meanwhile thin arrows represent significant correlation at 0.05 level. Based on this partial least square analysis, it was found that perceived sacrifice able to affecting ambient condition, design factor, staff behavior and staff image creating loyalty intentions.

4   Conclusion

To the best of our knowledge, this study is the first study to empirically test the relationship between e-servicescape, loyalty intentions and perceived sacrifice to elaborate the good university governance in Indonesia specifically

UPN Veteran Jatim as a new state university. E-servicescape and perceived sacrifice have significant effects on the loyalty intentions. The improvement of good design and well manage of e-servicescape using perceived sacrifice approach has the opportunity to improve loyalty intentions to the university.

From the results of the research and discussion conducted by the author, conclusions were obtained:

1. The Ambient Condition and Design Factor partially has a positive direction and has a significant effect on Loyalty Intentions. This means that the higher the assessment of ambient conditions and design factors, the higher the Loyalty Intentions of students to continue to finish their studies.

2. Compared to the ambient condition and design factor variables, it turns out that those who have a large and dominant influence are the role of the university staff in terms of behavior and image captured by students in completing the study period. This means that they will be comfortable and not compare with other universities.

3. The Perceived Sacrifice variable has a dominant influence and has a positive direction towards Customer Satisfaction. This means that the higher the Perceived Sacrifice, the higher the Loyalty Intentions.

Based on the conclusions that have been made, some suggestions can later be useful for interested parties for the next research.

1. It is recommended that UPN Veteran Jatim pay more attention to the service environment that will be provided because it has the greatest influence on Loyalty Intentions, by maintaining or improving an attractive physical academic climate in order to be able to retain consumers, namely students, also to provide comfort for students in the class.

2. It is recommended that the next researcher, if you want to examine the same thing, add other variables, for example, service quality and perception which are thought to also influence the Loyalty Intentions of UPN Veteran East Java students.

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