

# Influencing Factors of reputation on student satisfaction for Private university in Hunan

**Zihao Zhao, Eakolarn Chotianusorn**

*Suan Sunandha Rajabhat University, Thailand*

*Email: [s64567810038@ssru.ac.th](mailto:s64567810038@ssru.ac.th); [eakolarn.ch@ssru.ac.th](mailto:eakolarn.ch@ssru.ac.th)*

## ABSTRACT

The research was to investigate actual Influencing Factors of reputation on student satisfaction for Private University in Henan. The conceptual framework was developed from the literature review and survey in the area and other contemporaneous research in human resource management. Accordingly, the researchers consider the importance of the factors of educational source, teaching quality, teaching, personnel, facility location, and logistic service.

In this the researchers employed the quantitative research approaches. The instruments of research were steps of a questionnaire. Data were collected from 366 people who are student of private university in Hunan. The data collected were analyzed using the path modeling and on the basis of observing the actual student satisfaction of the organizations studied through all operational links in the reputation and management.

Findings are as follows: Applications of educational source, teaching quality, teaching, personnel, facility location, and logistic service were explanatory of the variance in student satisfaction at 56.2 percent ( $R^2 = 0.562$ ). Each factor involves significant aspects with the total being 27. All aspects should be addressed if problems are to be successfully solved over the long haul.

**Keywords:** reputation, private university, student satisfaction

## INTRODUCTION

China's 14th Five-Year Plan is an important step linking the past and the future, and also an important intersection of historical goals. The high-quality development of private colleges and universities is an important part of the development of higher education in the new time. As the most important subjects affecting China's economic development, private colleges and universities must shoulder their social responsibilities in the 14th Five-Year Plan, scientifically formulate and strictly implement the 14th Five-Year Plan, and predict the future development of colleges and universities. In recent years, private colleges and universities have developed rapidly. This new form of higher education has greatly alleviated the contradiction between supply and demand of higher education, and has become an indispensable part of the current development of higher education. According to data released by the Ministry of Education, private education has grown into an important force in Henan's higher education system in the process of developing from popularization to popularization. In 1949, when the People's Republic of China was founded, there were 69 private universities in China. In the early 1950s, they were turned into public schools. There were no private higher education institutions in China in the past 30 years since then. In the 1980s, private higher education began to resume. From 2001 to 2010, the number of private colleges and universities in Henan increased rapidly,

from 3 to 15, and the proportion of private colleges and universities in the total number of colleges and universities increased from 4.92% to 16.85%. At the end of the 12th Five-Year Plan, the number of private universities remained at 15, but the proportion decreased in the fluctuations. In 2016, the number of private colleges and universities increased to 16, then the number has remained unchanged, and the proportion of private colleges and universities has remained more than 17%, see Table 1.1 and Table 1.2. As the capital of China, Henan's overall school-running mode is representative. Therefore, whether the private universities in Henan can establish their own good reputation is of great influence on the future development of the major private universities in China.

As a result, private colleges and universities must start from itself, to market, customer demand (student) demand as the guidance, constantly improve its education teaching, management, service, personnel training level, to shape college good social image and reputation, and ensure that the college can remain in the future development of education students' advantage. The existing research results on the reputation of private universities are rare, and due to the different national conditions and educational models among countries, the reference value of the existing foreign research results is relatively limited. At the same time, Chinese colleges and universities in the fierce competition problem also caused the source of scholars 'thinking, the relationship between colleges and universities and the students from the previous "select students" evolved into "students choose" colleges and universities relationship, and due to the particularity of the characteristics of private colleges and universities, lead to private colleges and universities more dependent on students' choice. Therefore, this paper will analyze and study the influencing factors of private universities through the investigation of student satisfaction.

In this study on the influencing factors of reputation on student satisfaction of private universities in Henan from the perspective of student satisfaction, the researchers hope to explore their core concepts, related theoretical basis and related research before conducting the formal research. A research conceptual framework is then developed and applied to empirical research based on relevant concepts, theories and research and related research.

### **The concept of reputation**

The concept of reputation has not been clearly defined in academia. Scholars (Mahon, 2002) once pointed out that reputation is "hidden and invisible". Scholars from different areas of research, research perspective, and reputation is given various definitions. Therefore, this paper sorted out some of the existing literature on the definition of reputation at home and abroad and strives to have a simple definition of universities reputation on the basis of the concept of reputation.

In the field of management, Wartick (1992; 2002) and Gray & Ballmer (1998) indicate that reputation is a comprehensive understanding of stakeholders about the existing situation and the future expectations of the organization. Reputation is the rational assessment of organizational characteristics by all stakeholders. From the perspective of the formation mechanism, Saxton (1998) believes that reputation is an impression of the organization's stakeholders based on what they see and hear that are expressed through ideas and language. Mahon (2002) believes that the formation of reputation is a dynamic process, which is a social

impression formed through the communication and interaction between the organization and external stakeholders. From the perspective of organizational theory, reputation is a valuable asset and resource that can give the evaluated institutions sustainable competitiveness.

In the field of economics, David (2002) from the perspective of game theory research reputation refers to under the condition of information asymmetry, one participant for the other party participant is a certain type (preference or feasibility behavior) probability of a kind of cognition, the cognition is constantly updated to contain the repeated game between the two information. Yu Jinjin. (2003) pointed out from the perspective of network information theory that reputation is a mechanism formed in the process of social development. Every member of this social mechanism exists as a network, and they have their own social status, and are connected to each other at a relative distance. Albert, (1997). points out from trading theory that reputation is an "invisible" material asset, but its formation and demise require a certain process, maintenance, and investment in order to maintain its sustainability.

Therefore, there is a view that the reputation of colleges and universities is actually a kind of organizational construction of the internal assets of the evaluated colleges and universities. According to the perspective of behavioral psychology, reputation is the concept and evaluation of the third party on the basis of receiving various signals and information about the evaluated institution. Therefore, another view is that college reputation is a kind of psychological construction of the ideas and views of colleges and universities. Charles Fombrun provides a third explanation of the universities reputation, which is not only directly related to the views and evaluation of third parties, but also closely related to the resources of the university's organization (such as unique teaching ability, brand assets). This paper agrees with the third point of view, as scholars said, in the process of reputation formation, organizational assets, the concept of understanding, market behavior is closely linked, can not be ignored, so universities reputation should not be defined as one of the aspects, especially should not only be attributed to the concept of understanding. Referring to the reputational theory of organizational reputation, this paper understands universities reputation as "a comprehensive evaluation of the ability and resources that universities organizations can provide them with valuable output, including the emotional and cognitive components".

## **METHODOLOGY**

The study of influencing factors of reputation on student satisfaction of private university in Hunan. The researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The survey sample was 366 people from the Private University in Henan, China. The researchers used a simple random sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). The tool used in this research was the Questionnaire, created by the researcher from the literature review combined with the study of the actual area and from the sample interviews. After collecting the data from the questionnaire, the researcher analyzed and processed the data by using a statistical package and analyzing various aspects of the data. Information on the travel agency characteristics of the sample group using Frequent and Percentage distribution. Educational source, teaching quality, teaching, personnel, facility location, and logistic service of travel agency the mean ( $\bar{X}$ ) and the standard deviation (S.D.) were analyzed using a 5-interval approximation scale to count and weight each performance level and the performance level of

the sample group of respondents by assigning numbers instead of weights. The researcher used a 5-level estimation scale by choosing the Likert method and at each level, there was a range value derived from the following calculation formula (Thanin Siljaru, 2008). The data collected were analyzed using the path modeling and on the basis of observing the actual student satisfaction of the organizations studied through all operational links in the reputation and management.

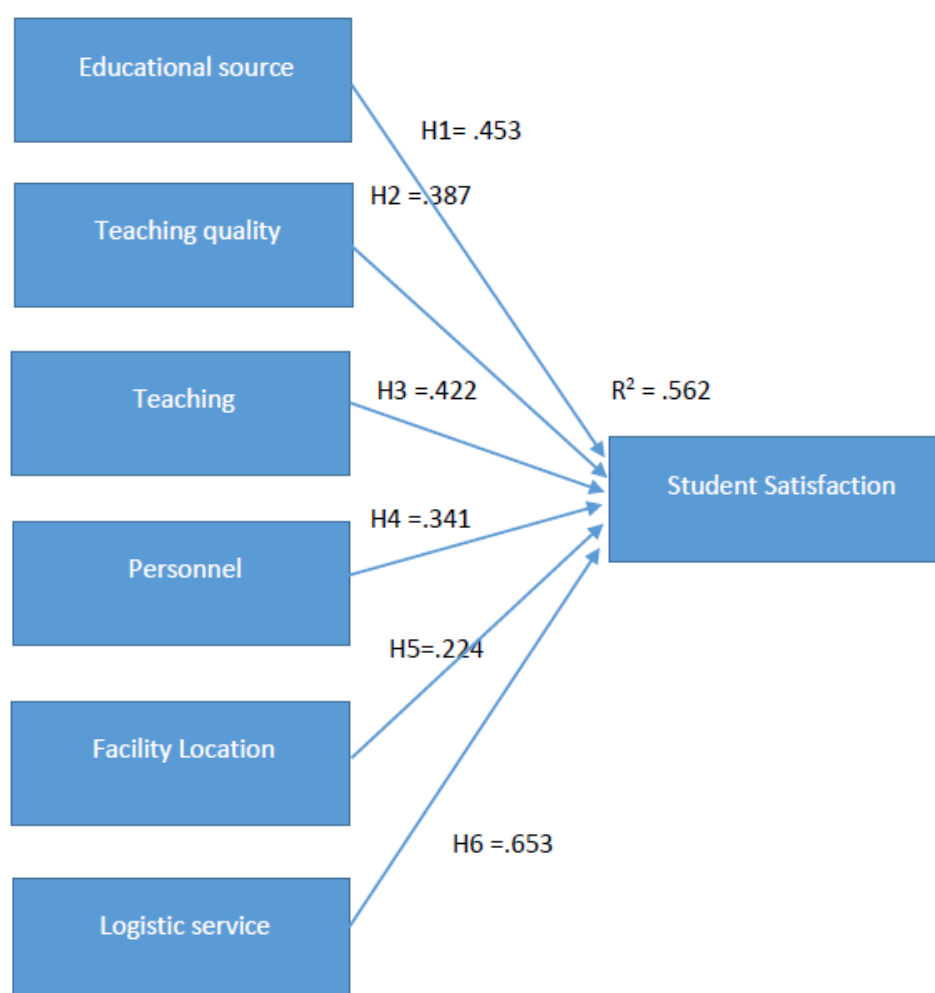
## RESULTS

Table 4.1 Results of testing reliability and validity by statistical methods

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
<b>Education Source</b> 1.School hardware equipment 2. Campus environment (green area, school road construction, etc.) 3. The learning atmosphere in the school 4. School size History of running schools (generally speaking, the longer the history of running schools, the better the management in all aspects	0.765 0.889 0.812 0.728	0.879
<b>Teaching quality</b> 1. The school has teachers who specialize in teaching. 2. The school has enough teachers for the number of students. 3. The school is interested in teaching and mentoring. 4. The school has teachers with specific expertise.	0.764 0.822 0.798 0.876	0.872
<b>Teaching</b> 1. Teaching quality (theoretical and practical teaching level) 2. Teacher teaching level 3. Teachers' scientific research ability	0.729 0.768 0.739	0.875
<b>Personnel</b> 1. The cultivation of students' creative ability 2. Teaching practice, practice, etc 3. The development of academic activities 4. Emphasis on students' ideological and moral and mental health education	0.821 0.729 0.826 0.738	0.898
<b>Facility location</b> 1.The development level of the city where the school is located 2. Employment opportunities in the school location 3. Convenience of the school area (train, high-speed rail, airport, bus station 4. Social influence of where the school is located	0.876 0.776 0.876 0.776	0.921

<b>Logistic service</b> 1. The school has a security system. 2. The school has a good document management system. 3. The school has a quick coordination between departments. The school has provided the corresponding news information.	0.760 0.678 0.887	0.887
<b>Student satisfaction</b> 1. You take pride in studying in this school. 2. You intend to study in this school 3. You ready to recommend friends, relatives to study at this school	0.887 0.789 0.879	0.875

The results of the study Influencing Factors of reputation on student satisfaction for Private university in Henan are as follows:



**Figure 1** Results of path analysis

## Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$EMS = \beta_0 + \beta_1 EDS + \beta_2 TEQ + \beta_3 TEA + \beta_4 PER + \beta_5 FAL + \beta_6 LOS + \zeta_1 \dots \dots \dots (1)$$

Hypothesis 1 Education source has a positive effect on student satisfaction

Hypothesis 2 Teaching quality has a positive effect on student satisfaction

Hypothesis 3 Teaching has a positive effect on student satisfaction

Hypothesis 4 Personnel has a positive effect on student satisfaction

Hypothesis 5 Facility location has a positive effect on student satisfaction

Hypothesis 6 Logistic service has a positive effect on student satisfaction

Table 2 Hypothesis Testing Results

Path	Path coefficient	t-stat	p-value	Hypothesis
H1: Education source → Student satisfaction	0.453	3.542***	0.000	support
H2: Teaching quality → Student satisfaction	0.387	3.891***	0.000	support
H3: Teaching → Student satisfaction	0.422	5.689***	0.000	support
H4: Personnel → Student satisfaction	0.341	4.423***	0.000	support
H5: Facility location → Student satisfaction	0.224	3.325***	0.000	support
H6: Logistic service → Student satisfaction	0.653	5.133***	0.000	support

## CONCLUSION

Out results of the effect between the dependent variables and all independent variables by regression analysis, it was found that the adjusted  $R^2 = .562$ . It means that the six independent variables are the impact of educational resources, teaching quality, teachers, talent training, regional location and logistics services on Students' satisfaction with school reputation, which can be affected by 56.2% impact. The Durbin Watson data of 1.902, close to 2, met the criteria, and no pseudo regression phenomenon in Eq.  $F = 191.738$ ,  $Sig. = .000^*$ , the value was much less than 0.05, suggesting that at least one factor affects the students' satisfaction with school

reputation. The investigators will then analyze the extent of the influence of the respective variable and the dependent variable.

The results showed that the factors affecting the reputation on student satisfaction of the private universities in Hunan were studied from the perspective of student satisfaction, with Adjusted  $R^2=56.2\%$ . In the following aspects, the factors affecting reputation on students' satisfaction of private universities in Hunan, China are educational resources (Beta=0.453), teaching quality (Beta=0.387), Teaching (Beta=0.422), Personnel (Beta= .341) facility location (Beta=0.224), and logistics services (Beta=0.653).

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