The Influence of Trust, Service Quality, and University Image Toward Undergraduate Students' LOYALTY in Chaina

Weilin Zhu , and Chayanan Kerdpitak

Program in Management Innovation, The Graduate School, Suan Sunandha Rajabhat University,

EMail: chayanan.ke@ssru.ac.th

Abstract

The OECD's education work must adapt to evolving issues, operate at the frontiers of knowledge, and interact with various futures. The pandemic has impacted universities, and colleges must redesign learning environments to enhance digitalization and maintain relationships. This study used quantitative and qualitative data to investigate the influencing elements, the mediating roles of university image and service quality, and the impact of service quality on customer loyalty. The researcher used a random sampling method to gather 400 responses from two universities in Anhui Province. The research on Chinese undergraduate students revealed their perceptions of trust, service quality, university image, and loyalty as crucial factors for their loyalty. Trust is a fundamental aspect that students seek in educational institutions, providing them with a sense of security and confidence in the university's ability to fulfill its promises. Service quality is another crucial factor that influences student loyalty, as it directly impacts their overall experience at the university. Institutional image plays a vital role in shaping student loyalty by enhancing the university's reputation and instilling pride and a sense of belonging among students. The study explores the combined effects of trust, service quality, and institution image on student loyalty. Chinese undergraduates prioritize trust, service quality, institution image, and loyalty, influencing university reputation and career goals. By prioritizing service quality, building trust, and cultivating a positive institution image, universities can create an environment conducive to fostering long-term loyalty among undergraduate students. From research results found that loyalty is crucial for students' university experience, fostering strong relationships, personal growth, academic success, well-maintained facilities, and mental wellness. They value counseling services and industry connections. Loyalty is crucial for students' university experiences, promoting strong relationships, personal growth, academic success, well-maintained facilities, and mental wellness. Students value counseling services, industry connections, personal growth opportunities, and well-maintained facilities.

Introduction

The OECD's education work must adapt to evolving issues, operate at the frontiers of knowledge, and interact with various futures (OECD, 2021). The pandemic has impacted universities, and colleges must redesign learning environments to enhance digitalization and maintain relationships. The study will use quantitative and qualitative data to investigate the influencing elements, the mediating roles of university image and service quality, and the impact of service quality on customer loyalty. The researcher used a random sampling method to gather 400 responses from two universities in Anhui Province. The research on Chinese undergraduate students revealed their perceptions of trust, service quality, institution image, and loyalty as crucial factors for their loyalty.

Trust is a fundamental aspect that students seek in educational institutions, providing them with a sense of security and confidence in the university's ability to fulfill its promises. Service quality is another crucial factor that influences student loyalty, as it directly impacts their overall experience at the university. Institutional image plays a vital role in shaping student loyalty by enhancing the university's reputation and instilling pride and a sense of belonging among students. The study explores the combined effects of trust, service quality, and institution image on student loyalty. Chinese undergraduates prioritize trust, service quality, institution image, and loyalty, influencing university reputation and career goals. By prioritizing service quality, building trust, and cultivating a positive institution image, universities can create an environment conducive to fostering long-term loyalty among undergraduate students.

Objective of Research

1. To study service quality plays a crucial role in mediating the relationship between trust and university image. High-quality services increase students' trust in the institution.

Literature review

Related of concept of Trust, service quality, and university image influence Chinese undergraduates' loyalty

This study investigates the impact of service quality on student loyalty through the mediation role of student satisfaction. It proposes a mediation model that relates university image and student loyalty. The model is based on empirical studies on service quality, customer satisfaction, and customer loyalty as individuals' impressions and motivations for purchasing goods and services from for-profit and not-for-profit enterprises. Brand trust, customer satisfaction, and customer loyalty are crucial marketing notions, as they determine the frequency with which consumers make purchases. The success or failure of a school is

measured by how satisfied its students are with its overall operations and methods (Subrahmanyam, A. (2017)). Teeroovengadum, V., et al.(2019). Gronroos .C et al. (2019), and Ali et al. (2016) all include these factors in their conceptual frameworks, however they did not include functional trust, service quality, or university image.

Trust is essential for social interaction and the foundation of social capital. It is made up of four components: consistency, compassion, communication, and competency. According to the OECD, social capital is defined as networks of shared norms, values, and understandings that allow collaboration within or among groups. Higher education service quality is an important component in affecting enrollment and satisfaction. Higher education institutions that prioritize consistency in their service delivery build trust among students and stakeholders.

Consistency ensures that students receive the same level of quality and support throughout their educational journey, fostering a sense of reliability and dependability. Additionally, compassion plays a crucial role in building trust within the higher education setting. Institutions that demonstrate empathy and understanding for students' needs create an environment where individuals feel valued and supported. This compassionate approach enhances the overall satisfaction of students, leading to positive word-of-mouth and increased enrollment rates. Effective communication is another vital component of trust-building in higher education. Clear and transparent communication channels facilitate the exchange of information between institutions, faculty, staff, and students. When communication is open and accessible, it fosters a sense of inclusion and engagement, allowing for effective collaboration and problem-solving. Furthermore, competency is a fundamental aspect that influences trust in higher education institutions. Students expect their educators to possess the necessary knowledge, skills, and expertise to deliver quality education. When institutions demonstrate competence in their academic The Higher Education Service Quality (HESQUAL) scale assesses service quality in a variety of areas, such as teaching, research, administration, staff, sports, and facilities (Gronroos, C., & Seebaluck, A. K. (2019). Trust is essential for survival. Most scholars agree that trust and trustworthiness are at the heart of social capital. Chen, J. L. (2016). Trust has four components: (1) consistency, (2) compassion, (3) communication, and (4) competency. Each of these four factors is necessary for a trustworthy connection, yet they are insufficient on their own. The four factors work together to develop trust (Teeroovengadum, V., et al.(2019).Trust is a fundamental aspect of social capital, as highlighted by various studies (Chen, J. L. (2016). It is composed of four essential components: consistency, compassion, communication, and competency. These factors are interdependent and must work in harmony to establish a trustworthy connection. Without consistency, one's actions and behavior become unpredictable, eroding trust. Compassion is crucial as it demonstrates empathy and understanding towards others, fostering a sense of security and reliability. Effective communication plays a vital role in

building trust by promoting transparency and clarity in interactions. Lastly, competency ensures that individuals possess the necessary skills and expertise to fulfill their commitments. Together, these four components form the foundation of trust (Teeroovengadum, V., et al.(2019)

It is also said that students' perceptions of university image would be taken into account when picking which higher education institutions to attend, making university image and reputation considerably more important than the degree of service excellence. - Created a 22-item, five-dimensional scale to assess service quality. Customers' assessments of the services they receive are used to determine service quality (Supanan, S.& Kanyamon KT. (2019).As a result, customers will benefit from high service quality. Increase consumer loyalty and attract new customers. Service excellence can help a company's product or service stand out in the market. PEQ stands for Perceived Education Quality (Subrahmanyam, A. (2017). The significance of educational services in the lives of students is critical, and students require a lot of drive and intellectual capacity to achieve their goals. According to the findings of a previous study, service quality has a direct impact on student happiness and an indirect impact on student retention. According to Asnawi, N., & Setyaningsih, N. D. (2020), The SERQUAL five dimensions are being used to measure service quality in higher education (Afridi et al., 2016; Chandra,T.et al., 2019; Parasuraman A., et al., 1994)

Students' perceptions of university image play a significant role in determining which higher education institutions they will attend (Osman, A. R., & Saputra, R. S. (2019).Educational services have a significant impact on students' enjoyment and retention. Improving service quality has a direct influence on student happiness and retention. To acquire a long-term edge in market share and profitability, higher education institutions must consistently improve their service quality. Institutional contentment, faculty happiness, programmatic level satisfaction, module-specific feedback, and student evaluation of teachers are the five categories of student satisfaction. The university's reputation has an impact on customer loyalty, which includes satisfaction in negotiations, willingness to build relationships, willingness to make more purchases, and willingness to recommend others. To attract and retain students, higher education institutions must compete on the basis of their image. The impression generated by a university on the public through looks, feelings, experiences, and proof (Panda, S.,et al. (2019); Amal S.A. Shurair and Shaligram Pokhare, 2019). This implies that universities need to carefully manage their brand and create a positive perception among the public. Building a strong image involves various aspects, such as maintaining attractive campus aesthetics, providing enriching experiences for students, and showcasing evidence of academic excellence.

Universities must strive to create an environment that fosters satisfaction in negotiations with prospective students, ensuring that their needs and expectations are met. Moreover, cultivating relationships

with students throughout their academic journey is crucial for building loyalty. By consistently delivering high-quality education and support services, universities can enhance student satisfaction, leading to increased willingness to make additional purchases such as enrolling in advanced courses or participating in extracurricular activities. Satisfied students are also more likely to become advocates for the university, recommending it to others and contributing to its positive reputation. Therefore, higher education institutions must prioritize their image and work towards creating a favorable impression that resonates with current and potential students alike (Astuty, W., & Pasaribu, F.,2021; Paul, R., & Pradhan, S., 2019; Latif, K. F., et al. (2021).

Variables for conceptual framework : 1) Trust: Relationship of teacher and student, cooperation, the process of teaching and learning (Gronroos, C., & Seebaluck, A. K. (2019). 2) Service quality: Connection to professional field, academic guidance/counselling, study facilities (Teeroovengadum, V., et al.(2019). 3) University image: Academic offer, graduate training, student Support Service, reputation 4) Students loyalty (Panda, S.et., 2019). 4) Students loyalty: Good things about this institution, Refer this institution to someone else , Encourage friends and family to study Annamdevula, S., & Bellamkonda, R. S. (2016b).
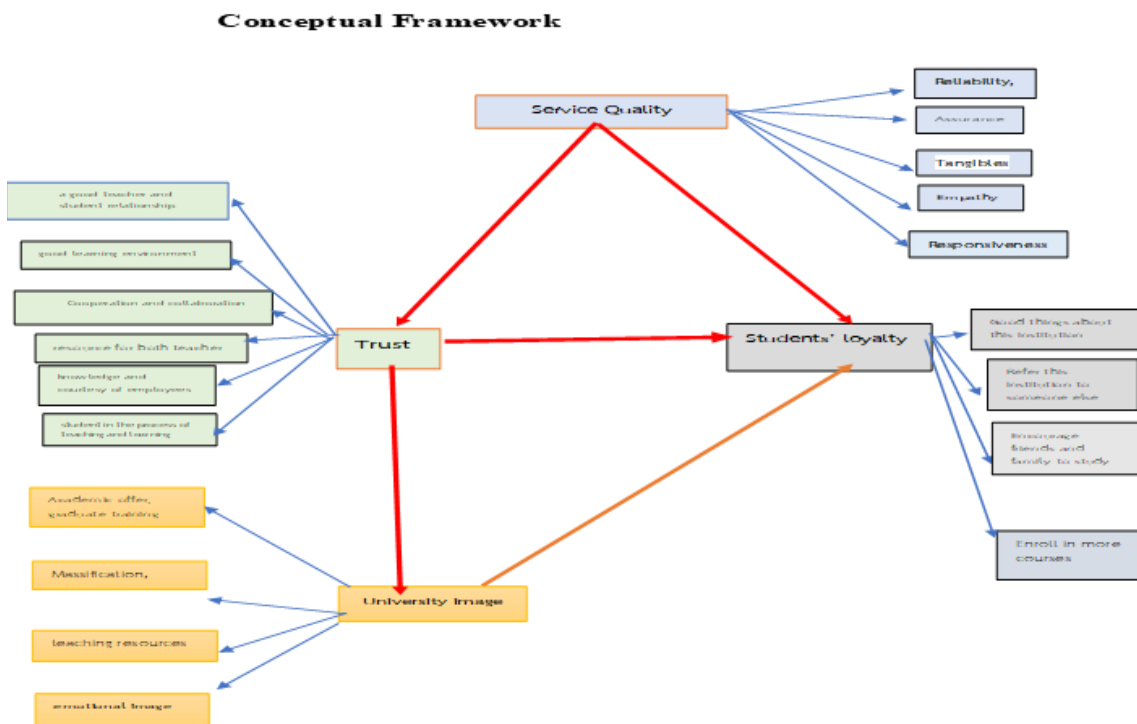

Figure 1 Conceptual framework

Research Methodology

The data analysis process in a study involves in-depth evaluation, verification of evidence credibility, and interpretation of information. The coding process organizes data into meaningful segments, while significant coding is used in grounded theory data analysis. Data collection, summarization, and analysis are all elements of the same process, with data sorting, induction, and analysis being crucial stages. Data collection involves conducting in-depth interviews to gather relevant information, while data sorting organizes and categorizes information based on themes and key points. Induction begins by identifying commonalities and patterns across different interviews, drawing general conclusions. Finally, analysis examines collected data to extract meaningful insights and draw conclusions. This holistic approach to data collection, induction, and analysis ensures a comprehensive understanding of the subject matter.

This study uses a questionnaire based on a tested conceptual framework to examine the impact of trust, service quality, institution image, and undergraduate student loyalty in China. A total of 18 people were interviewed to gain empirical data and use the results of qualitative research for hypothesis testing. The research involved 29 universities in Auhui Province, with a sample size of 400 respondents aged 18– 25. The sample size was determined using the sampling formula developed by Taro Yamane in 1960, with a required sample size of 398 out of a total population of 87,000. The selected schools are highly representative among colleges and universities in Anhui Province, with Fuyang Normal University having 21,196 undergraduate students and HFUT enrolling 29,480. Both universities offer a wide range of academic disciplines, renowned faculty, and state-of-the-art facilities. The universities also promote extracurricular activities and encourage student participation in clubs, societies, and events.

Research Result

This chapter analyzes and interprets data to answer research questions and achieve research goals. The purpose of this chapter is to answer the research questions and accomplish the study objectives by analyzing and interpreting the data. These goals of the research are: This study objectives: 1) To explore the role of trust, service quality, university image, and undergraduate student loyalty in China. 2) To identifying the impact of trust, service quality, university image, and undergraduate student loyalty in China. 3) To examine service quality positively mediates among the links of trust, university image, and undergraduate student loyalty in China.

1) To explore the role of trust, service quality, university image, and undergraduate student loyalty in China.

The data revealed that male students (61.25%) outnumbered female students (38.75%) in terms of gender distribution. The age breakdown showed that 75 students were under the age of 18, making up

18.75% of the total enrollment of 315 students between the ages of 18 and 25. Sport was the major for 100 students (25.0%), and business administration was the major for 130 students (32.5%). Art 100 came after that (25.0%). The statistical analysis showed that the circumstances of the survey participants make for a very close to ideal sample. The time period and circumstances under which university goals were chosen for this survey are likely to have an impact on the distributional traits covered there. The relationship between the teacher and student scores, service quality, and university image were also found to be high, with faith in universities having an application effect.

Research on Chinese undergraduate students reveals their perceptions of trust, service quality, institution image, and loyalty. Factors like trust, service quality, and university reputation significantly impact loyalty levels. Understanding these factors is crucial for comprehending their influence on student loyalty. By analyzing these aspects, researchers can gain valuable insights into how Chinese undergraduates perceive and prioritize trust, service quality, and institution image, ultimately developing loyalty towards their universities.

2) To identifying the impact of trust, service quality, university image, and undergraduate student loyalty in China.

Exploratory factor analysis measures the structural validity of scales to determine their consistency and structure. The trust scale had a KMO value of 0.911 and a Bartlett's sphericity test value of 988.477. The principal component analysis method was used to extract factors with eigenvalues greater than 1, resulting in a common factor. Construct validity tests, including exploratory factor analysis, confirmatory factor analysis, and convergent validity and distinction, evaluate the scale's capacity to measure a theoretical construct. The confirmatory factor analysis of student loyalty (SL) and structural equation models assessed the overall fit of the model, which can be applied to enhance service quality and student loyalty by emphasizing education through performance. The model's applicability extends beyond its current use, evaluating adaptation and data alignment with a specific model.

Undergraduate students in China value trust, service quality, institution image, and loyalty as crucial factors for their loyalty to universities. Trust provides security and confidence, service quality impacts students' experience, and institution image enhances the university's reputation and fosters pride. These factors contribute to students' loyalty by fostering trust, providing excellent service quality, and maintaining a positive institution image.

Research on Chinese undergraduate students reveals their perceptions of trust, service quality, institution image, and loyalty. Factors like trust, service quality, and university reputation significantly impact loyalty levels. Understanding these factors is crucial for understanding how Chinese undergraduates

prioritize trust, service quality, and institution image, ultimately developing loyalty towards their universities.

    3) To examine service quality positively mediates among the links of trust, university image, and undergraduate student loyalty in China.

    This research presents a structural equation model involving trust, university image, service quality, and student loyalty. The model supports the hypothesis that trust has a significant positive effect on student loyalty, while service quality mediates the relationship between trust and university image. Prioritizing service quality is crucial for fostering trust and improving reputation, attracting and retaining students, creating a supportive environment, and strengthening universities' image in the competitive education sector, As shown in the illustration.

The Path Coefficients of Structural Equation Models Test

	Path hypothesis		Estimate	S.E.	C.R.	P
T	$\longrightarrow$	SQ	0.287	0.081	4.633	0.00
UI	$\longrightarrow$	SQ	0.279	0.047	3.398	0.00
TS	$\longrightarrow$	SL	0.152	0.034	3.238	0.00
UIS	$\longrightarrow$	SL	0.143	0.049	3.894	0.00
SQS	$\longrightarrow$	SL	0.153	0.052	4.398	0.00

Note: *** means P<0.001.

Mediation test results

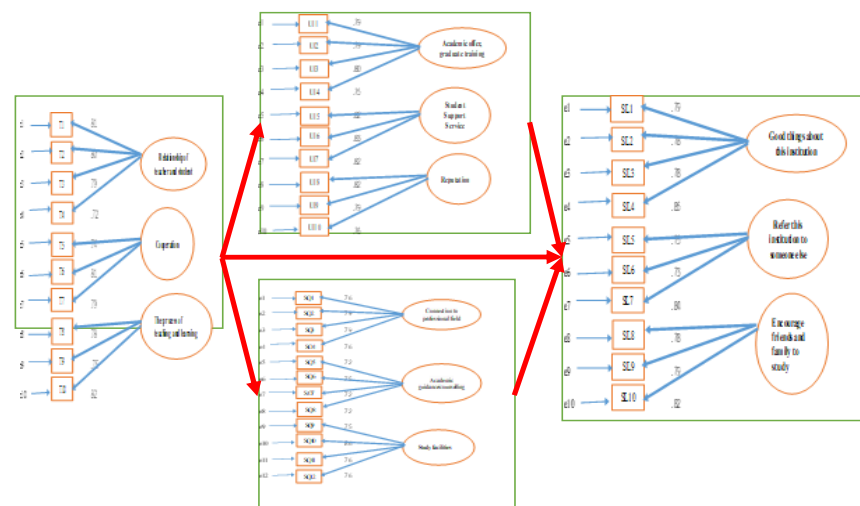| Parameter	Estimate	Lower	Upper	P
T→ SQ →UI	0.064	0.016	0.122	0.006
SQ→SL→UI	0.068	0.028	0.144	0.008

Figure 2 strengthening universities' image in the competitive education sector, As shown in the illustration.

The study found that service quality plays a crucial role in mediating the relationship between trust and university image. High-quality services increase students' trust in the institution, enhancing the university's overall image. This highlights the importance of prioritizing service quality to build trust and enhance a reputation. Universities should prioritize investments in improving service quality to ensure long-term success and competitiveness in the education industry. The study also found that service quality positively mediates trust and undergraduate student loyalty in China. Students who perceive high service quality are more likely to cultivate a strong sense of university loyalty, which has a positive effect on the university's image. Investing in service quality should be a top priority for universities, as it directly impacts recruiting and retaining students. The study highlights the importance of prioritizing service quality to build trust and enhance a reputation. By prioritizing quality, universities can effectively influence their ability to recruit and retain students, particularly in China, where trust placed in universities has a profound impact on the loyalty of undergraduate students. Emphasizing quality as a top priority enables universities to create an environment that consistently meets student expectations, ultimately leading to long-term success and growth.

From research results in the part of qualitative research found that service quality significantly impacts trust and university image, affecting students' trust in institutions. High-quality services boost trust, enhancing the university's reputation. Trust positively impacts undergraduate student loyalty in China, while service quality positively impacts institution image and student loyalty.

Table 1 Summarizes the Relationship between qualitative and Quantitative Research results.

Research Results of Qualitative	Research Results of Quantitative	Related
Chinese undergraduates prioritize trust, service quality, institution image, loyalty, influencing university reputation and career goals.	The role of trust has significant positive effects on undergraduate student loyalty in China.	H1
Prioritize service quality, infrastructure, and mental health for improved academic performance.	The service quality has significant positive effects on undergraduate student loyalty in China.	H2
University image praised for trustworthy personnel, academic reputation, job opportunities.	The role of trust has significant positive effects on undergraduate student loyalty in China.	H1

Campus service standards enhance student loyalty, retention, and positive learning environment.	The service quality positively mediates among the links of the trust and undergraduate student loyalty in China.	H4
University image impacts student loyalty; visuals enhance learning experiences.	The role of trust has significant positive effects on university image in China.	H3
Loyalty enhances relationships, self-improvement, attendance, discipline, well-being, trust.	The service quality positively mediates among the links of university image and undergraduate student loyalty in China.	H5
University image and trustworthiness are influenced by service quality, student loyalty, academic performance.	The role of trust has significant positive effects on university image in China.	H3

The above table relationship can be compared to the figure below:
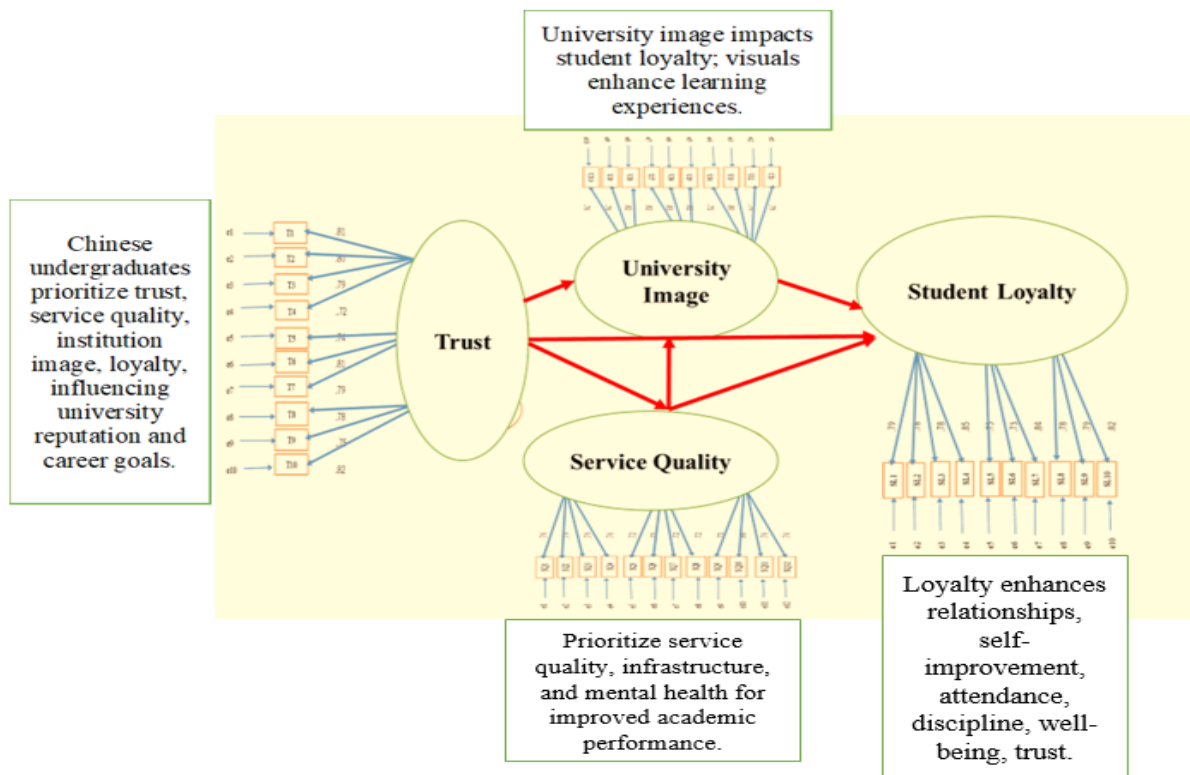

Figure 2 Summarizes the relationship between qualitative and quantitative research results.

Service quality positively impacts student satisfaction, with areas for improvement including class comfort, cleanliness, and data accuracy. Improved service quality, university image, and student loyalty are

essential factors in addressing education risks. Students should develop strong communication, interpersonal skills, extracurricular activities, internships, and stay updated with industry trends. A positive university image, service standards, and learning environment contribute to student loyalty.

Discussion of Research

According to quantitative and qualitative research, there is a correlation. From the research question "How do undergraduate students in China feel about trust, service quality, the institution's image, and loyalty?", it was found that undergraduate students in China perceive trust, service quality, institution image, and loyalty as crucial factors for their loyalty. The importance of loyalty to Chinese first-year students depends on these factors. Factors contributing to trust and reputation at universities include trust, service quality, and institution image.

Both quantitative and qualitative research showed consistency. Quantitative research found that universities should prioritize service quality to ensure long-term success and competitiveness in the education industry. Investing in service quality directly impacts recruiting and retaining students, fostering loyalty, and enhancing reputations in the competitive education sector. In addition, the study revealed that service quality also plays a crucial role in student satisfaction and the overall experience. Students who receive high-quality services are more likely to feel satisfied with their university experience, leading to increased retention rates and positive word-of-mouth recommendations. Moreover, service quality is closely linked to student engagement and academic success. When students feel supported and valued by their institution through excellent services, they are more motivated to actively participate in their studies and achieve better academic outcomes. This not only benefits individual students but also contributes to the overall success and prestige of the university. Therefore, universities should continuously strive to improve service quality by investing in staff training, technological advancements, and efficient processes. By doing so, they can create a positive environment that fosters trust, loyalty, and academic excellence among students while maintaining a competitive edge in the ever-evolving education industry.

From the research question "How important is loyalty to Chinese first-year students when trust, service quality, and the university's reputation are considered?", found that chinese undergraduates prioritize trust, service quality, institution image, and loyalty, which impact university reputation and career objectives. They value infrastructure, mental wellness, and academic success. Loyalty benefits relationships, self-improvement, attendance, discipline, well-being, and trustworthiness. They value well-maintained facilities, modern technology, and a comfortable learning environment. Mental wellness is also highly valued, and students seek universities with counseling services, stress management programs, and strong industry connections. Loyalty contributes to a university's positive image and reputation,

extending beyond academics to relationships with peers.

Our results, consistent with a number of studies of other species suggest that Research by Khalifa A. et.al.,(2022). found that graduate alumni have a negative perception of universities, with gender, nationality, academic level, and the university's capacity being the most significant variables. The study analyzed 597 graduate alumni's opinions and found that these factors significantly influence students' perceptions of universities. To improve graduate students' perceptions and improve weak spots, universities should conduct further research into these variables and consider their implications on recruitment strategies and marketing efforts. By understanding how gender and nationality influence graduate students' perceptions, institutions can tailor messaging and outreach to attract a diverse pool of applicants. Additionally, examining the impact of academic level on alumni opinions can help identify areas where further support or resources may be needed for students at different stages of their educational journey. Understanding the university's capacity's impact on its reputation can guide decisions regarding infrastructure development and resource allocation. By addressing these factors and actively working towards improvement, universities can enhance their image and reputation among graduate students, attracting top talent and fostering a positive academic environment.

From research question "what effect do trust, service quality, and institution image have on loyalty among Chinese undergraduate students?" found that the model's overall fit is good, as indicated by the X2/df ratio of 2.661, GFI and AGFI values of 0.987 and 0.969, and a high degree of adaptation. The NFI is 0.986, TLI is 0.985, and CFI is 0.979. The RMSEA is 0.058, indicating a good path. The fitting test for structural equation models is also performed. This research builds a structural equation model consisting of independent variables of trust, university image, service quality, and student loyalty. The research constructs a structural equation model involving trust, university image, service quality, and student loyalty. The model's overall fit is good, with high degrees of adaptation and a good path. The results can be used to emphasize education through performance and determine the degree of adaptation and match between data and the model. The hypothesis of T having a significant positive effect on SQ, UI having a significant positive effect on SQ, TS having a relationship with SL, UIS having a significant positive effect on SL, and SQS having a significant positive effect on SL. The mediation hypothesis is tested using various methods, revealing that service quality plays a crucial role in mediating the relationship between trust and university image. Prioritizing service quality can foster trust, improve reputation, and enhance overall image and student loyalty. In conclusion, service quality plays a crucial role in mediating the relationship between trust and university image. By prioritizing service quality, universities can foster trust and improve their reputation, ultimately enhancing their overall image and student loyalty. From the research results of Zkan et al., 2019; Quoquab et al., 2019 and Subrahmanyam, A., (2017), it was found that service quality has

an impact on student loyalty through the mediation role of student satisfaction. It proposes a mediation model that relates university image to student loyalty. The model is based on empirical studies on service quality, customer satisfaction, and customer loyalty as individuals' impressions and motivations for purchasing goods and services from for-profit and not-for-profit enterprises. Brand trust, customer satisfaction, and customer loyalty are crucial marketing notions as they determine the frequency with which consumers make purchases. The success or failure of a school is measured by how satisfied its students are with its overall operations and methods. Panda et al. (2019), Teeroovengadum, V., et al.(2019). Gronroos, C., & Seebaluck, A. K. (2019).), and Ali et al. (2016) all include these factors in their conceptual frameworks; however, they did not include functional trust, service quality, or university image.

Chinese undergraduates rely on trust, service quality, university image, and loyalty to address education risks. Trust establishes reliability and confidence, while service quality impacts satisfaction. A reputable institution enhances the value of a degree and instills pride in students. Loyalty is crucial for long-term commitment. Universities must understand and address these factors to mitigate education risks effectively. Fostering teacher-student relationships, participating in faculty activities, and promoting collaboration with peers enhances skills, relationships, and learning. Academic programs, graduate programs, and student support services all influence the perception of a university. Universities can attract top talent by investing in state-of-the-art facilities, offering robust student support services, and forming partnerships with industry partners. Continuously evaluating and adapting academic programs to meet job market needs ensures graduates are well-prepared for future employment. Furthermore, universities can foster a culture of innovation and entrepreneurship by providing opportunities for students to engage in research and experiential learning. This not only enhances their skills but also encourages them to think critically and creatively. Collaborative projects with peers from diverse backgrounds can broaden perspectives and promote cross-cultural understanding, preparing students for a globalized workforce. Additionally, universities can prioritize mentorship programs that connect students with industry professionals who can provide guidance and support in their career development. By offering internships, co-op programs, and networking events, universities facilitate meaningful connections between students and potential employers. Moreover, investing in cutting-edge technology and resources allows students to stay at the forefront of their fields and gain hands-on experience with the latest tools and techniques. This combination of academic excellence, practical training, and industry partnerships creates a dynamic learning environment that attracts top talent from around the world. In conclusion, promoting collaboration with peers not only enhances skills but also shapes the image of a university as an institution committed to academic excellence and innovation. Furthermore, the study explores the combined effects of trust, service quality, and institution image on student loyalty. The findings reveal that when trust, service quality, and

institution image are all high, student loyalty is maximized. This suggests that universities should prioritize building trust among students, enhancing service quality, and cultivating a positive institution image to foster greater student loyalty. Moreover, the study underscores the importance of these factors in the Chinese context, highlighting their potential implications for educational institutions seeking to enhance student satisfaction and retention rates. By understanding and effectively managing these relationships, universities can create an environment conducive to fostering long-term loyalty among undergraduate students in China.

Research suggestions.

This document offers some suggestions for education in entrepreneurship can lead to higher rates of business success and financial stability, increased confidence and self-efficacy, and increased productivity and economic growth.

1. According to research findings, Chinese undergraduates rely on trust, service quality, university image, and loyalty to address education risks effectively. Universities must foster relationships, invest in facilities, and foster innovation to attract top talent. Thus, the study argues that universities need to pay attention to their image in order to remain competitive. A positive university image can attract top talent and encourage collaboration with industry partners. By investing in state-of-the-art facilities and creating an environment conducive to learning and research, universities can position themselves as leaders in their respective fields. Furthermore, nurturing teacher-student relationships is essential for creating a supportive learning environment.

2. From research results found that loyalty is crucial for students' university experience, fostering strong relationships, personal growth, academic success, well-maintained facilities, and mental wellness. They value counseling services and industry connections. Loyalty is crucial for students' university experiences, promoting strong relationships, personal growth, academic success, well-maintained facilities, and mental wellness. Students value counseling services, industry connections, personal growth opportunities, and well-maintained facilities.

3. From research results found that undergraduate students in China perceive trust, service quality, institution image, and loyalty as crucial factors for their loyalty. Factors contributing to trust and reputation at universities include trust, service quality, and institution image. The university's facilities and infrastructure are sufficient, up-to-date, and effectively deployed. A digital library and information technology systems are in place, and the university provides accessible computer and network infrastructure. Environmental, health, and safety standards are defined, and the university provides a conducive environment for education and well-being.

Further research

1) In the future, researchers who are interested in the topic might think about conducting additional research on the topics of academic program quality relies on staff-student interaction, support staff services. This could be beneficial to the student Support Services.

2) Additionally, future researchers could investigate the impact of program collaborations with industry partners on students' employability and career prospects. Furthermore, it would be valuable to examine the role of technology in enhancing program delivery and student engagement. Moreover, exploring innovative teaching methodologies and pedagogical approaches that promote active learning and critical thinking could contribute to program enhancement. Lastly, investigating the influence of cultural diversity and inclusivity initiatives on students' overall learning experiences could provide valuable insights for program development in the future.

3) Furthermore, in addition to quantitative and qualitative research, action research can be conducted in future studies by developing university's facilities, infrastructure, digital library, and safety standards ensure effective education.

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