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The Promising Ethics and Competitive Advantage on Higher Education As A Part of International Collaboration Programs

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Abstract: Promises ethics in service triangle context on higher education can be met if performance improves superior performance and be given the implications for competitive advantage. The purpose of this study was to analyze and determine promising ethics in service marketing triangle and competitive advantage of higher education. The research method used is survey method, namely descriptive and explanatory. The number of respondents in the study is 330 students of the polytechnic in West Java, which is determined by sampling technique, which is cluster proportional random sampling. The hypothesis testing was done using a multivariate statistical test of the Partial Least Square (PLS). The data processing was done with smartPLS 2.0 programs and Statistical Programs of Social Science (SPSS) for Windows. The results show that: The promising ethics in service triangle context and competitive advantage influence as well but not quite good. The goal of internationalization of higher education are: (1) improve the quality of education (2) improve the quality of research (3) improve the competence and capacity of academic staff and researchers (4) improve the competence and capacity of graduates (5) enhance the college's reputation in the eyes of the international and financial gain (6) respond to the demands of the labor market of qualified internationally. There are five (5) general principles of corporate governance known as good corporate governance (GCG). Those are: Transparency, Accountability, Responsibility, Fairness and Independency.

Keyword: Promising Ethics, Competitive Advantage, International Collaboration.

INTRODUCTION

The condition of higher education (PT) in Indonesia is currently facing competition not only local, but also regional and global competition. Globalization has led to competition for educational institutions that is not only local or regional, but also international. Global competition impacts in the education sector, one of the internationalization of higher education, which is manifested through the four forms, namely: (1) the opening of branches of universities in other countries (like the class extension), for example, American universities to open a branch in Asia; (2), the cooperation between the universities of the country with universities in other

countries that offer degree programs, (3) lecture remotely through both print and virtual media over the internet. A number of leading universities in the United States, Europe, and Australia offers degree programs through this model, and (4), the comparative study of the quality of higher education that produces college ranking compared to some other college. The global competition will inevitably be faced by universities in Indonesia, both public and private.

Competition faced by the private universities will be heavier and tighter. Currently in Indonesia there are about 3147 colleges with 15,819 courses. Of these, as many as 15.6% or 491 colleges located in West Java. With that number, West Java has the highest number of colleges in Indonesia. Recent data, in 2010, of 115 private college (PTS) in West Java nearly 40% of them in an unhealthy condition due to lack of students (Kopertis of Region IV, 2011).

Competitive advantage to be owned by polytechnics should be tailored to the potential and variety of its resources. The ability to generate superior value that is deemed worthy to polytechnic believed in vocational education. Vocational education programs believed to be an option to boost the skills and practical skills according to related field; benefits, quality, product-specific attributes, events product use, the position of the competitor's product and product class classification. Thus, referring to the need to know the position of ethics in service triangle context on higher education, the identification of empirical support for the general theory of marketing ethics and ethical phenomenon, competitive advantage can be a part of international collaboration programs.

METHODS

This research is descriptive and verification conducted in 2014 to students in polytechnics in West Java. The unit of analysis in this study was the students of the polytechnic. In this study, it was used a range of time (time horizon) which was one shoot with the type of cross-section data. The descriptive hypotheses test used Weighted Mean Score / WMS. In the verification study with the approach in modeling and solution techniques to be used as a tool of analysis was a method of Structural Equation Modeling (SEM) based on a variant or a component, namely the Partial Least Square (PLS).

Table 1. Operationalisation and Variable Measurement

Latent Variable & the concept	Manifest Variable			Scale
	Dimension	Indicator	Measurement	
PROMISES ETHICS IN SERVICE MARKETING TRIANGLE Commitment of the institutions in making promises (honesty, fairness, and openness, and also clarity), what enable the promises (system), and how to deliver the promise, also the ability to keep the promise based on the ethical code that has been agreed with the approach of Service Marketing Triangle.	1. Making Promises Ethics : External marketing efforts, where a company makes promises clearly and honestly to the consumers about what companies (polytechnic) can provide to the consumers.	1. Honesty	Conditions of physical lecture building Conditions of educational support facilities Conditions of classroom lectures Conditions of the library Condition of teaching and learning tools Learning Method Description	O R D I N A L
		2. Clarity	Information on the condition of education infrastructure Information about the condition of the classroom lecture Information about the condition of the library Information about the conditions of teaching and learning tool	

			Information about the condition of the unit curriculum and lecture units Information about the conditions of learning methods	
2. Enabling Promises ; the activity of the company to try to keep the promise that had been given to consumers with the ability, skills, tools, and motivation and also the availability of the system to deliver.	1. Commitment		The seriousness of the institutions in providing campus The seriousness of the institutions in providing college building facilities The seriousness of institutions in providing learning spaces The seriousness of the institutions in dealing with academic problem The responsibility for education institutions Responsibility of institutions to improve the quality of learning The seriousness of the education institutions in accordance with the plans	O R D I N A L
	2. The System of Service Recovery		The efforts of the institution to restore the service failures in the use of facilities The efforts of the institution to restore the service failure in the library The efforts of the institution to restore the institution service failures in the use of learning spaces The efforts of the institution to restore the institution service failures in academic service The efforts of the institution to restore the institution service failures in educational administration	
3. Delivering the Promise ; namely: activity of the company to fulfill what had been promised in the form of service encounter (Gronroos, 2005; Kotler and Keller, 2009)	1. Service Customer		The eligibility physical condition of buildings The conformity of the lecturer's educational background with the faculty courses Amnestied The conformity of the lecture's material with the job requirements The Conformity of lecture material with graduates and career development prospects The conformity of lecture material with the adaptation	O R D I N A L

			of social environment (eg, Family & Society) Lectures administrative services (such as lecture schedule, grades, payments, exam schedules, and supervizing schedule)
		2. The Implementation of the Personal Ethics Code	The willingness of the lecturers to give students the opportunity to ask, discuss and express an opinion The objective attitude of the lecturer in treating students The lecturer’s speaking attitude The attitude of the lecturers in addressing the academic issues The attitude of the lecturers in addressing the issue of personal interests Lecturers’ efforts in motivating students
		3. The implementation of the ethics on the Ethics Code Program	Institutional respect on the students rights in obtaining learning process Institutional justice in viewing social status The attitudes of the institutions in maintaining the confidentiality of the student The openness of the institution in providing learning process
		4. The implementation of the Code of Ethics in Customer Service	The politeness of the customer service staff The efforts of the staff to maintain the confidentiality of student academic information

Table 2

Latent Variable & the Concept	Manifest Variable			Scale
	Dimension	Indicator	Measurement	
COMPETITIVE ADVANTAGE The existence of superiority of an organization or a company (polytechnic) that distinguishes one organization / company to the other organizations /	1. Service Unique	The variety of educational services products offered Fee Waivers Acces to Service Convenience Experience	The uniqueness of the educational service product variations offered by the institution Payment of fees (eg can be paid on credit, if it is paid before the time, there will be waivers granted) The easiness for the students to access services products offered Students comfort in receiving services Student experiences in receiving care	O R D I N A L

company as the competitors.	2. Benefit	Facility Service Personel Prestige	Learning facilities and a fully equipped lab equipment Good service administration The ability of a good lecturer The pride of being in polytechnic students
	3. Price	Cost Time Power Psychic	Tuition fees are relatively affordable The period of study is relatively fast Campus location within easy reach Mentally student does not feel burdened
	4. Performance Quality	The quality of lecturers service The quality of administrative services	1. The quality of lecturer service received by the students 2. The quality of administrative services received by students
	5. Innovation	Creativity Responsiveness	1. The creativity of the institutions 2. The institutions speed in responding to changes in the student wishes to follow
	6. Integrity & Responsibiliy	Simplicity Relationship	The responsibility of the institution to provide ease of service The responsibility of the institution in maintaining relationships with students

The population in this study is the overall characteristics of the study variables perceived by the students of the Polytechnic. The unit of analysis is 31 Polytechnics, while the unit of observation is the active students at the private polytechnic in West Java. The sample size was determined in accordance with the number of samples required for the variant or component-based structural equation model (Structural Equation Model / SEM), namely Partial Least Square (PLS). The sampling method used is proportional Simple Cluster Random Sampling Method (Cochran, 2010) to all students of a private polytechnic as the population unit. From the results of these calculations, the sample size in this study is 385 respondents.

The data obtained from the questionnaire spreading and the secondary data collection was carried out in 4 steps, namely coding, editing, processing the data and then analyzing the data. The data from the questionnaire spreading which is as a measure of the research variables was obtained from the answers score having ordinal level of measurement. For the descriptive analyzes, it was used Weighted Mean Score, with the aim to describe each respondent's answer to the question which is determined from each variable studied. Weighted mean scores was obtained from the following formula:

$$WMS = \frac{\sum AS}{\sum IS} \times 100\%$$

(Source: Adoption of Murray & Stephens, 2007:49)

Where:

WMS = Weighted Mean Score, which is the average of value weighted results, obtained from the ratio of total actual score with the total ideal score.

ΣAS = Actual Score, which is the total score obtained from multiplying the number of respondents, the number of questions, and the scores achieved by respondents

ΣIS = Ideal Score, which is the score obtained from multiplying the number of respondents, the number of questions, and the maximum score for each question

The results of Weighted Mean Score, and then it is interpreted by the established criteria, namely:

Table 3. The Interpretation of WMS (Weighted Mean Score)

WMS %	The Interpretation of WMS
80.99 – 100.00	Very Good
60.99 – 80.00	Good
40.99 – 60.00	Good Enough
20.99 – 40.00	Not Good
0.00 – 20.00	Bad

RESULT AND DISCUSSION

Result

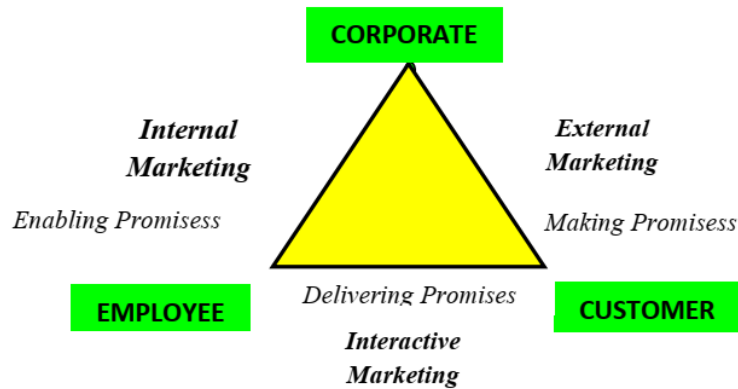
Grand Theory used in this study is the theory of consumer behavior. Schiffman and Kanuk (2000) argue that consumer behavior is an individual activity in finding information, purchasing, using something, evaluating against products and services in the hope of satisfying his desire. The essence of consumer behavior includes two elements, namely (1) the decision making process (decision process) and (2) the act or physical activity. Everything involves individuals in assessing, acquiring and using goods and services.

Middle Range Theory or the theory used in this study is the theory of Strategic Marketing for educational services with the applicable theories (Applied Theory) relating to services marketing mix theory, the theory of competitive advantage, and the theory of marketing ethics. According to Kotler and Fox in Strategic Marketing for Educational Institutions (2000:5), educational institutions realize that they have a lot of marketing issues, ranging from the declining number of students who enroll, small grants for education and other sources of income, while operating costs continue to rise. It is reminded that the educational institutions are also thinking about the reliance on markets where they are. Many educational institutions are in the face of changing expectations and needs of students, while increasing competition to acquire new students and new funding sources.

The results which are relevant to the performance of product attributes can be summarized as follows: (1) Iversen (2002) concludes that one way to achieve competitive advantage is by continuing to produce and elaborate synergies between the assets and facilities owned by the company, because the use of assets provides efficiency, when the company has different products with competitors' assets, it will be different, (2) Broun (2006), concludes that the differentiation of the packaging gives a unique impression on the product, (3) Raduan and Haslinda (2009) concludes that organizational capabilities include information, product development, relationship building associated with competitive advantage, (4) Yusuf Abdullah (2011), concludes that the product strategy and value creation affect competitive advantage.

Promises, in the view of the promises ethics, are a specific obligation that forms engagement with other parties who receive the promises. This engagement morally raises obligation that the promises made by others should be kept. Berry stressed that the basis for maintaining relationship in services is the promises that has been made to the customer. For service providers it has implications for the three activities namely make unrealistic promises,

keep and fulfill the promises at the time of the delivery the services with an effort to allow the promises on the service system being built to meet those promises (Bitner, 1995). The three important marketing activities to do the efforts are external marketing, interactive marketing, and internal marketing. The concept shows a linkage group that work together to develop, promote and deliver services that are referred to as key actors.

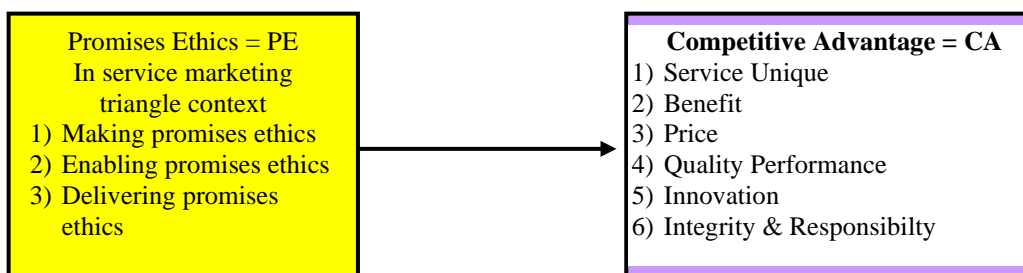


Source: Valerie A. Zeithaml dan Mary Jo Bitner. 2000. p 16 (adapted)

Picture 1. Service Triangle

Various studies relevant to the promises ethics can be summarized as follows: (1) Binter (1995) concludes that the activities of the company to attempt to meet promises has been given to the customer has something to do with the skills, abilities, motivation and system, (2) AMA (2004) concludes that the commitment of providers ethics in delivering the promises and sense of responsibility effect on the willingness to fulfill the promises, (3) Schwepker, (2005) concludes that honesty is a part of fairness and openness, and communicating it properly with the aim of creating trust for the other party, (4) Bertland (2009) asserts that ethical policies relating to the development of ethics in the organization that enable organizations to carry out their responsibilities, (5) Taufani (2010) concludes that the most important ethical aspects that play a role in making promises is the clarity in the promises delivery. The most important ethical aspects that play a role in enabling the most promises is the seriousness and responsibility in providing the system for students.

Here is the compiled research paradigm:



International relations (IR) or international affairs, depending on academic institution, is either a field of political science or an interdisciplinary academic field similar to global studies, in which students take a variety of internationally focused courses in social science and humanities disciplines. International relations is an academic and a public policy field, and so can be positive and normative, because it analyzes and formulates the foreign policy of a given State.

From Cooperation Coordination to Collaboration

○○○	○○○	○○○
<p>Cooperation...</p> <ol style="list-style-type: none"> 1. Short term 2. Informal Relations 3. No clearly defined mission 4. No defined structure 5. No planning effort 6. Partners share information about the project at hand 7. Individuals retain authority 8. Resources are maintained separately 9. No Risk 10. Lower intensity <p>*****</p> <p>--informal, no goals are defined jointly, no planning together, information is shared as needed.</p>	<p>Coordination...</p> <ol style="list-style-type: none"> 1. Longer term 2. More formal relationships 3. Understand mission 4. Focus on a specific effort or program 5. Some Planning 6. Open communication channels 7. Authority still retained by individuals 8. Resources and rewards are shared 9. Power can be an issue 10. Some intensity <p>*****</p> <p>--some planning is required and more communication, thus, a closer working relationship is developed.</p>	<p>Collaboration...</p> <ol style="list-style-type: none"> 1. Long term 2. More pervasive relationship 3. Commitment to a common mission 4. Results in a new structure 5. Comprehensive planning 6. Well defined communication channels all levels 7. Collaborative structure determines authority 8. Resources are shared 9. Greater risk: power is an issue 10. Higher intensity <p>*****</p> <p>--working together, having shared commitment and goals, developed in partnership. Leadership, resources, risk, control and results are shared. More accomplished than could have been individually.</p>

Adapted from the AASL "Collaboration" brochure, Fall 1996 Based on research done by Winer & Ray, 1994, Collaboration Handbook: Creating, Sustaining and Enjoying the Journey.

Discussion

Regarding to the right of refusal (the right not to respond on statements) of the respondents, then there should be 385 questionnaires collected, the fact is only 330 copies collected, so the number of questionnaires that can be processed is only 330 copies.

Here are responses / perceptions of the respondents on Promises Ethics in service marketing triangle context and Competitive Advantage.

Table 4. Recapitulation of Promises Ethics in service marketing triangle context

Dimention	Actual Score	Ideal Score	WMS (%)
Making Promises Ethics	12,150	18,000	67.5
Delivering Promises Ethics	12,000	18,000	66.7
Enabling Promises Ethics	18,410	27,000	68.19
Total	42,560	63,000	67.45

Table 5. Recapitulation of Competitive Advantage Dimension

Dimention	Actual Score	Ideal Score	WMS (%)
1. Service Unique	5,004	7,500	66.72
2. Benefit	4,190	6,000	69.83
3. Scarifies	3,900	6,000	65.00
4. Quality Performance	1,880	3,000	62.67
5. Innovation	1,880	3,000	62.67
6. Integrity and Responsibility	2,054	3,000	68.47
Total	10,122	15,000	65.89

Description:

- PE1 = Making promises Ethics
- PE2 = Delivering promises Ethics
- PE3 = Enabling promises Ethics
- CA1 = Service Unique

- CA2 = Benefit
- CA3 = Price
- CA4 = Quality performance
- CA5 = Innovation
- CA6 = Integrity and Responsibility

The Influence of Promises Ethics in Service Marketing Triangle Context on Competitive Advantage

The fourth influence of promises ethics in the service marketing triangle context on competitive advantage, is shown ;

The results of statistical calculations using SmartPLS 2.0 program, shows the influence of competitive advantage on the promises ethic in service marketing triangle context, in detail it can be seen as below;

Table 6. Test Result of the Influence of Promises Ethics on Competitive Advantage

Variable	Coefficient of Influence	Tobserved	α	Conclusion
Promises Ethics (PE)	0.6675	25.673	0.05	Significant
Direct Influence	Indirect Influence		Total Influence	
0.6675	0		0.6675	

According to researcher the positive value reflects that promises ethics actually has a positive and significant influence on competitive advantage.

To improve promises ethics as a part of competitive advantage in higher education, it should make collaboration both national and international as well. In Indonesia, since 1999, the National Committee on Corporate Governance (KNKCG) has issued guidance Good Corporate Governance (GCG) first and perfected in 2001. The principle of good corporate governance, namely: Transparency, independence, accountability, responsibility, equality and fairness.

1. **Transparency** ; The basic principle : to maintain objectivity in doing business, companies must provide material and relevant information in a way that is easily accessible and understood by stakeholders.
2. **Accountability** ; The basic principle: the company (including colleges) have to be accountable for its performance in a transparent and fair.
3. **Responsibility** ; The basic principle: the company (including colleges) have to comply with statutory regulations and fulfill its responsibility to society and the environment that can be maintained in the long-term sustainability of the business and gain recognition as a good corporate citizen.
4. **Independency** ; The basic principle : the company must be managed independently so that each organ of the company not dominate the other and can not be interfered with by other parties.
5. **Fairness** ; The basic principle: in carrying out its activities, the company must always consider the interests of shareholders and other stakeholders based on the principles of equality and fairness.

Application of the values of good corporate governance in higher education can be internalized into the college culture, so that it becomes a system that strengthen competitive advantage. The purpose of the policy of good corporate governance in higher education is that parties play a role in running the college management to understand and perform the functions and role of appropriate authority and responsibility. Parties whose role includes the Board of Trustees, the Board of Trustees, Senate, Rector and the Vice Rector, the Committee (if any),

Bureau Chief, Dean and the Vice Dean, The Structural Officials, Faculty, Head of Unit and Employees.

CONCLUSION

Based on the explanation above, it can be concluded as follows ; Promises ethics in the context of service marketing service directly influence the competitive advantage (66.75 %). And to make more quality in organizing higher education, it should do any programs both nationally and internationally as well. The socio-cultural benefits, collaboration could be used to support the development efforts and the development of social and cultural values of the nation in the response to any form of threats, challenges, barriers, international interference, within the framework of the implementation of national development and also collaboration can be used to increase the role and image of the country in international forums and the relationship between the state and the confidence of the international community. To make collaboration, partnership and consortium also very important one to keep Promising Ethics in activities also can be used in higher education. Those are are external marketing, interactive marketing, and internal marketing. The concept shows a linkage group that work together to develop, promote and deliver services that are referred to as key actors.

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