ABSTRACT
This study aims to test data to analyze the effect of using information technology with zoom cloud applications, corporate image, student satisfaction and loyalty. This research was conducted with the research population composed of all students at Farabi Bali Music Education Institute totaling 1,338 students, the sample used was 93 students with the method of purposeful sampling, that is, the method of determining the sample according to predetermined characteristics. The implication of this research is that the use of information technology with zoom cloud applications can be improved, paying attention to the performance indicators of the work in progress, so that the use of information technology with zoom cloud applications can increase student satisfaction and loyalty. A company's image can be enhanced with a set of impressions. Student satisfaction can be increased by general satisfaction and loyalty can be increased by demonstrating immunity to competitors' attractiveness.

Keywords: Utilization of Information technology with zoom cloud applications. Corporate image. Student satisfaction. Student loyalty.

RESUMEN
Este estudio tiene como objetivo testar datos para analizar el efecto del uso de tecnología de la información con aplicativos de nube de zoom, imagen corporativa, satisfacción y fidelización del alumno. Esta pesquisa foi conduzida com a população de pesquisa composta por todos os alunos do Farabi Bali Music Education Institute totalizando 1.338 alunos, a amostra utilizada foi de 93 alunos com o método de amostragem proposta, ou seja, o método de determinação da amostra de acordo com características predeterminadas. A implicação desta pesquisa é que o uso da tecnologia da informação com aplicativos de nuvem de zoom pode ser aprimorado, prestando-se atenção aos indicadores de desempenho do trabalho em desenvolvimento, de modo que o uso de tecnologia da informação com aplicativos de nuvem de zoom possa aumentar a satisfação e a fidelidade dos alunos. A imagem de uma empresa pode ser aprimorada com um conjunto de impressões. A satisfação do aluno pode ser aumentada pela satisfação geral e a lealdade pode ser aumentada pela demonstração de imunidade à atratividade dos concorrentes.


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Este estudio tiene como objetivo testar datos para analizar el efecto del uso de tecnología de la información con aplicativos de nuvem de zoom, imagen corporativa, satisfacción y fidelización del alumno. Esta pesquisa foi conduzida com a população de pesquisa composta por todos os alunos do Farabi Bali Music Education Institute totalizando 1.338 alunos, a amostra utilizada foi de 93 alunos com o método de amostragem proposta, ou seja, o método de determinação da amostra de acordo com características predeterminadas. A implicação desta pesquisa é que o uso da tecnologia da informação com aplicativos de nuvem de zoom pode ser aprimorado, prestando-se atenção aos indicadores de desempenho do trabalho em desenvolvimento, de modo que o uso de tecnologia da informação com aplicativos de nuvem de zoom possa aumentar a satisfação e a fidelidade dos alunos. A imagem de uma empresa pode ser aprimorada com um conjunto de impressões. A satisfação do aluno pode ser aumentada pela satisfação geral e a lealdade pode ser aumentada pela demonstração de imunidade à atratividade dos concorrentes.

Palabras-clave: Utilización de tecnologías de la Información con aplicaciones zoom cloud. Imagen corporativa. Satisfacción de los estudiantes. Fidelización de los estudiantes.
INTRODUCTION

Along with the development of the music industry and changes in trends that are getting faster, there are more and more varieties of new musical instruments and the increasing number of young people who already have strong aspirations to become musicians. This has led to the proliferation of music courses and music schools in various regions, especially in the city of Denpasar - Bali. The intense competition causes the music education institution industry business players to be more creative and innovative in marketing their business to meet the desires of consumers. Coupled with the Covid-19 pandemic disaster, entrepreneurs are required to be extra extra in marketing and maintaining their students or consumers. This condition has forced most business actors, especially music education institutions, to change their business model from a face-to-face teaching and learning system to an online teaching and learning system. This aims to respond to changes in consumer behavior, especially in buying music course services.

Music courses have become a necessity for some people to learn music in order to hone and develop their interests and talents. Today, music schools and music courses are increasingly developing to accommodate the needs of these communities. In a music school or music course, there are a variety of skills offered such as: drums, bass, violin, vocals, classical piano, contemporary piano and guitar. With such a wide range of skills, it helps everyone to choose the skills they are interested in. In the city of Denpasar, music courses have spread widely and some schools even have branches in several places. This proves that the public's interest, especially in the city of Denpasar, is very strong in learning music.

Learning music at each course has a benchmark to determine how much individual musical ability is achieved. One of the benchmarks is the exam which is held every three months, once every six months or once a year. Each course location has its own test standards. In some cases, some refer to an institution and some have their own curriculum standards.

As in the Farabi Music education Institute, it has its own standards and curriculum. They make and compile their own curriculum. The uniqueness that exists in curriculum management and learning in music course institutions is in the arrangement of applications or practices that are more numerous and become the main focus of student graduation, so that it implies a lack of attention to the music course institute in compiling the structure and program of the learning curriculum. The curriculum designed in the music course institute is in the form of a different and simple chart and the preparation of the curriculum does not resemble the curriculum in formal schools.

Customers are the most important thing in running a business, because without customers, the company cannot make a profit. Therefore, it is necessary to make efforts to provide the best service so that it can create trust to get loyal customers to the company (WIDYANTO, 2013). The development of the music industry has experienced rapid development, music course institutions are required to create advantages so that they can always compete. For any music course institute, services is an important factor in establishing loyalty to students.

One of them is felt by the Farabi Bali Music Education Institute which follows recommendations or government policies by providing online-based educational services. This is considering that the technology infrastructure and human resources have been prepared even though the learning system that has been implemented is not 100 percent online. Instructors are also encouraged to be more creative in providing learning materials online, namely by making learning videos in the form of tutorials uploaded on Youtube, maximizing the use of Google Classroom, Whasaap Group, video conferencing applications such as Zoom cloud. An application that is often used by instructors and students in teaching and learning activities is to use Zoom cloud because teaching and learning use tends to practice directly with musical instruments.

The use of information technology is a technology used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely information that is relevant, accurate and timely, which is used for personal, business and government purposes and constitutes information strategic for decision making (SUTABRI, 2014, p.3). Zoom cloud represents application online meeting with the concept of screen sharing. This application can also support communication needs anywhere and anytime with many people without having to meet physically in person. This application allows users to meet face to face with more than 100 participants. Not only on a PC or laptop, this application can also be downloaded on a smartphone (www. Zoom.us).

Research conducted by Erica and Rasyid (2018) found that there is a significant influence on the causal relationship of service quality and the use of information technology on loyalty through customer satisfaction.
and research conducted by Rasyid (2017) found that as for the novelty of this study, it also found a positive influence on the use of information technology on customer satisfaction and loyalty.

Likewise, research conducted by Paramita and Sudiksa (2018) satisfaction is able to mediate service quality and company image with customer loyalty, whereas researchers found that customer satisfaction cannot mediate between company image and customer loyalty (KUSUMAWATI, 2018). In empirical studies that have been described it is known that the influence of corporate image on customer loyalty is not consistent. Therefore, it is proposed a variable that can mediate the relationship, namely customer satisfaction.

To avoid the widespread spread of Covid-19 Music education institutions follow recommendations or policies by carrying out social restrictions in the form of studying at home, that is, every entrepreneur wants his students to remain loyal to their company or business while maintaining their relationship with students, one of which is learning to use the use of information technology is all forms of use of technology that are applied to be able to process and transmit information in electronic form where the level of use can be measured based on the depth of use, the level of utilization and the number of applications used. (RASYID, 2017).

Research conducted by Erica and Rasyid (2018) found that the use of information technology was found to have a positive and significant impact on customer satisfaction and research conducted by Zulfianto (2019) found that the use of information technology had no significant effect on customer satisfaction.

Image reflects the identity of an organization or company. An organization or company can have several different images in the eyes of different publics. A good corporate image is meant to keep the company alive and the people in it continue to develop creativity and even provide more meaningful benefits to others (PONTOH & TUMBUAN, 2014). Research conducted by Mulyaningish and Atmosphere (2016) found that company image has a positive and significant effect on customer satisfaction at Bank OCBC NISP in Denpasar. Meanwhile, researchers found that company image and trust have an effect on customer satisfaction, partially company image has no significant effect on customer satisfaction (PONTOH & TUMBUAN, 2014).

To be able to satisfy students one of the important factors that must be considered by the company is the company's image. According to (Normasari et al, 2013) Company image is defined as an impression or mental impression or a picture of a company in the eyes of its audience which is formed based on their own knowledge and experience. Research conducted by Putri et al. (2017) found that company image has a positive but insignificant effect on customer loyalty, while research conducted by Kardani & Sugianingrat (2015) found that corporate image significantly affects loyalty.

Likewise with student loyalty, students will be loyal if they feel satisfied with a performance if it exceeds expectations. One of the factors that influence loyalty is satisfaction. Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought against the expected performance (or results) (Kotler, 2014a. 150 in NUR HIDAYAT, 2019). Research conducted by Adnyana and Suprapti (2018) found that satisfaction has a positive and significant effect on customer loyalty, while research conducted by Alida Pallati (2007) found that the level of satisfaction is adequate and the level of satisfaction desired has a significant and negative effect on loyalty, customers in South Sulawesi.

Student loyalty is absolutely necessary because of increasingly fierce business competition. The company will find it difficult to develop properly in the future without loyalty from customers, it can even experience a decline which can threaten the company's existence (PUTRI and ATMOSPHERE, 2017). Research conducted by Selvy Normasari et. Al. (2013) found that loyalty is formed due to experience in using a product or service, while research conducted by Kristiana and Mandela (2019) found that customer loyalty has a very large role in a company, maintaining they mean maintaining the viability of the company and improving financial performance. This is the main reason for a company to retain and attract students.

Based on the phenomena in the field, it shows that there has been a decrease in the number of active students in April and May 2020 and there are some students who are still participating in learning activities using online classes and there are some students who take leave of course due to several factors, one of which is the use of information technology with zoom cloud application.

If the use of information technology with the zoom cloud application is found to be not good enough, it will affect student satisfaction, and have an impact on the company image of "Farabi Bali Music Education Institute". Based on the formulation of this problem, it is very important to carry out empirical studies to prove the truth of these allegations. This should be an evaluation for management to find solutions to overcome this. This research was conducted based on two reasons, namely:
1. There is a research gap that has been disclosed in the previous paragraph.

2. There is a research problem found in the field. This study took the object of the Farabi Bali Music Education Institute

Thus, this research takes the title “The Effect of Information Technology Utilization with Zoom Cloud Application and Company Image on Student Satisfaction and Loyalty at the Farabi Bali Music Education Institute”

LITERATURE REVIEW

Utilization of Information Technology

According to Thompson et al (1991; 1994) defines the use of technology as the benefits expected by users of information systems in carrying out their duties where the measurement is based on the intensity of utilization, frequency of use and the number of applications or software used. Meanwhile, Teddy Jurnali (2001) argues that the use of technology is related to the behavior of using the technology to carry out his duties.

Meanwhile, the use of information technology according to Thompson et al in Rohman (2019) is the benefit expected by information system users in carrying out their duties where the measurement is based on the intensity of utilization, frequency of use and the number of applications or software used. The user factor is one very important aspect to consider in the application of a technology. The level of readiness of the user to accept the technology has a big influence in determining the success of the application of the technology. One approach used to see the convenience of a technology is the Technology Acceptance Model (TAM).

Zoom cloud

According to Dabbagh and Ritland (2005) in Pakpahan & Fitriani (2020) online learning is an open and distributed learning system using pedagogical devices (educational aids), which are made possible through the internet and network-based technology to facilitate the formation of learning and knowledge processes through action and meaningful interactions. Zoom cloud is a free HD meeting app with video and screen sharing for up to 100 people. Zoom is a powerful communication application for video and audio conferencing, collaborations, chats, and webinars by using video. These applications can be used in a variety of mobile devices, desktops, to phones and systems (source: www.zoom.us)

Company image

The term Image or image became popular since the 1950s. This term is expressed in various contexts, below presents some expert opinions regarding the definition of Corporate Image including Kotler and Armstrong, (2006, p.299) defining a company image is a set of beliefs, ideas and impressions that a person has about a company. According to Kasali in Pontoh et al. (2014) image reflects the identity of an organization or company. An organization or company can have several different images in the eyes of different publics. A good corporate image is intended so that the company can stay alive and the people in it continue to develop creativity and even provide more meaningful benefits to others.

Satisfaction

Individual student satisfaction is very difficult to achieve because of the diversity of student desires, this requires an approach to obtain optimal solutions. Maintaining customer satisfaction will be able to improve the continuity of relationships with old students and continue to foster new customers. Customer satisfaction is a critical concept in marketing which in general argues that if students are satisfied with a product, service or brand, they will prefer to continue their purchase and tell others about their experiences (ANANDA & JATRA, 2019).

Schiffman and Kanuk (2010, p.29) say that customer satisfaction is the individual customer's perception of the performance of a product or service and its relationship with their expectations. Research shows that the level of customer satisfaction has a relationship with consumer behavior and identifies several types of consumers. On the positive side, highly satisfied consumers will hold on to their purchases, they will have experiences that exceed their expectations and they will give very positive recommendations about the company to others. But on the negative side, consumers who feel normal or even dissatisfied will stop doing business with the company, furthermore they will give bad recommendations about the company to others.

According to Kotler and Keller (2003, p.140), one of the keys to retaining customers is customer satisfaction. Very satisfied customers usually stay loyal for a longer time, buy again when the company introduces new products.
and updates old products, talk about good things about the company and its products to others, pay little attention to competing brands and are not too price sensitive, offers a product or service idea to the company, and its servant fees are cheaper than new customers because transactions can become routine. Although there is no consensus on how to measure customer satisfaction, a number of studies show that there are three important aspects that need to be explored in Tjiptono's (2007, p.365) perception, namely:

(1) General satisfaction or overall (Overall satisfaction)
(2) Confirmation of expectations (confirmation of expectation), namely the level of conformity between performance and expectations.
(3) Comparison between ideal situations [comparison to ideal], namely product performance compared to ideal products according to consumer perceptions.

Loyalty
According to Juandi (2018) loyalty is a commitment to a company, brand or supplier based on a positive attitude which is reflected in the form of consistently repeated purchases. Customers who are truly loyal are not very potential word of month advertisers, but are likely to be loyal to the company's product and service portfolio over the years.

Hypothesis

H1 : Utilization of Information Technology with the Zoom Cloud Application Has a Positive Effect on Student Satisfaction at the Farabi Bali Music Education Institute.

H2 : Company Image Has a Positive Effect on Student Satisfaction at the Farabi Bali Music Education Institute.

H3 : Utilization of Technology Information with the Zoom cloud application has a positive effect on student loyalty at the Farabi Bali Music Education Institute.

H4 : Company Image Has a Positive Effect on Student Loyalty at the Farabi Bali Music Education Institute.

H5 : Student Satisfaction has a positive effect on Student Loyalty at the Farabi Bali Music Education Institute.

RESEARCH METHODS

Location and object of research
The location of this research is the area and scope of the researcher at the Farabi Bali Music Education Institute, which is located at Jalan Pemuda IV No. 1 Renon Denpasar Selatan. The background of this study found problems related to the use of information technology with the Zoom cloud application and corporate image on student satisfaction and loyalty at the Farabi Bali Music Education Institute. This research was conducted for 4 months, starting from April to July 2020. The object of this research is students who take courses at Farabi Bali Music Education Institute. The research object that the writer studied was The Influence of Information Technology Utilization with Zoom Cloud Application and Company Image on Student Satisfaction and Loyalty at the Farabi Bali Music Education Institute.

Population, sample and research sample determination method
The population in this study were students in 2020 at the Farabi Bali Music Education Institute. The population during January to May 2020 was 1,338 students. Due to limited time, energy, and selection of analysis tools in this study, not all populations can be used as research samples. To determine the number of samples, a technique is used, namely the sampling technique. The sampling method in this study is using purposive sampling method to determine the number of samples. The purposive sampling method is a sampling technique with certain considerations (SUGIYONO, 2016, p.67). The purpose of sampling using a purposive sample of students in semesters 6 to 12 semesters or who have participated in teaching and learning activities for a period of more than 3 years because students in that semester have exceeded the planned curriculum. Samples taken were 93 students. With the method used is purposive sampling method, namely the method of determining the sample in accordance with predetermined characteristics.
Identification of research variables
The variables and indicators involved in this study can be identified into 3, namely exogenous variables, intervening variables, and endogenous variables.

1. Exogenous variables (exogenous variables) are dependent variables that are not influenced by other variables in the model, and are able to influence the variation in the value of other variables which are generally given the X symbol. The exogenous variables in this study are the use of information technology with the zoom cloud application (X1) and company image (X2).

2. Intervening or endogenous variables (endogenous variables) are independent variables that are influenced by other variables (exogenous / independent variables) which are generally given the symbol Y. The endogenous variables in this study are customer satisfaction (Y1) and customer loyalty (Y2).

Data analysis technique
The analysis technique used is structural equation modeling (Structural Equation Modeling - SEM) based on variance or component based SEM, known as Partial Least Square (PLS). PLS is a powerful method of analysis, because it does not assume that the data must use a certain scale measurement, is used on a small sample size (30-50 units or < 100 units) and can also be used for theory confirmation (MARTHA, 2019).

RESEARCH RESULT

Results of data analysis
Evaluation of measurement model (Outer Model)

Table 1 Outer Model Check

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>INDICATOR</th>
<th>LOADING OUTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilization of Information Technology with the Zoom cloud application (X1)</td>
<td>X1.1, Becoming a job easier (makes job easier)</td>
<td>0.714</td>
</tr>
<tr>
<td></td>
<td>X1.2, Usefull</td>
<td>0.517</td>
</tr>
<tr>
<td></td>
<td>X1.3, Increase productivity</td>
<td>0.835</td>
</tr>
<tr>
<td></td>
<td>X1.4, Enhance effectiveness (enhance effectiveness)</td>
<td>0.757</td>
</tr>
<tr>
<td></td>
<td>X1.5, Developing job performance (improve the job performance)</td>
<td>0.780</td>
</tr>
<tr>
<td>Corporate Image (X2)</td>
<td>X2.1, Impressions</td>
<td>0.725</td>
</tr>
<tr>
<td></td>
<td>X2.2, Trust in the institution / company (Trust to corporate)</td>
<td>0.783</td>
</tr>
<tr>
<td></td>
<td>X2.3, Attitudes (attitudes) of all visitors and employees</td>
<td>0.734</td>
</tr>
<tr>
<td>Student Satisfaction (Y1)</td>
<td>Y1.1, Benefit for cost</td>
<td>0.699</td>
</tr>
<tr>
<td></td>
<td>Y1.2, Service satisfaction (service satisfaction)</td>
<td>0.764</td>
</tr>
<tr>
<td></td>
<td>Y1.3, Satisfaction with the product offered (satisfaction with products offered)</td>
<td>0.701</td>
</tr>
<tr>
<td></td>
<td>Y1.4, Overall satisfaction (Overall satisfaction)</td>
<td>0.758</td>
</tr>
<tr>
<td>Student Loyalty (Y2)</td>
<td>Y2.1, Re-purchase</td>
<td>0.701</td>
</tr>
<tr>
<td></td>
<td>Y2.2, Purchase more than one product (Purchase more than one product)</td>
<td>0.757</td>
</tr>
<tr>
<td></td>
<td>Y2.3, Referencing to others (reference to others)</td>
<td>0.691</td>
</tr>
<tr>
<td></td>
<td>Y2.4, Demonstrated immunity to attractiveness of competitors (Immunity will show the attractiveness of competitors)</td>
<td>0.764</td>
</tr>
</tbody>
</table>

Source: Data processed (2020).
The results above indicate that all indicators can be used in this study. Evidenced by the value of all indicators above 0.5.

**Discriminant validity**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Ave</th>
<th>Vave</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Company image (x2)</td>
</tr>
<tr>
<td>Company image (x2)</td>
<td>0.531</td>
<td>0.748</td>
<td>0.748</td>
</tr>
<tr>
<td>Student satisfaction (y1)</td>
<td>0.560</td>
<td>0.731</td>
<td>0.578</td>
</tr>
<tr>
<td>Student loyalty (y2)</td>
<td>0.535</td>
<td>0.729</td>
<td>0.593</td>
</tr>
<tr>
<td>Utilization of information technology with the zoom cloud application (x1)</td>
<td>0.531</td>
<td>0.729</td>
<td>0.197</td>
</tr>
</tbody>
</table>

**Source:** Data processed (2020).

The results of the discriminant validity examination in Table 2 show that the AVE value is greater than 0.50, and the four latent variables studied have a larger square root of average variance extracted (VAVE) value with a correlation coefficient between other variables. Thus, the results obtained indicate good discriminant validity.

**Composite reliability**

The indicator group that measures a variable has good composite reliability if it has a composite reliability value above 0.70. The results show that the value of composite reliability is above 0.70.

**Reliability – Alpha (α) Cronbach**

The variable has good reliability if it has a Cronbach alpha (α) value above 0.60. The results of the assessment of composite reliability and the Cronbach's alpha value in the measurement model show a value above 0.60:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilization of Information Technology with the zoom cloud application (X1)</td>
<td>0.785</td>
<td>0847</td>
</tr>
<tr>
<td>Corporate Image (X2)</td>
<td>0.606</td>
<td>0.792</td>
</tr>
<tr>
<td>Student Satisfaction (Y1)</td>
<td>0.709</td>
<td>0.821</td>
</tr>
<tr>
<td>Student Loyalty (Y2)</td>
<td>0.705</td>
<td>0819</td>
</tr>
</tbody>
</table>

**Source:** Search data

**Hypothesis test**

Hypothesis testing is done by t-test by sorting for testing the direct and indirect effects or testing the mediating variables. The following sections describe the results of the direct effect test and examination of the mediating variables, respectively.

**Direct effect testing**

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. The estimation output for testing the structural model of this study can be seen in the following table:
Table 4. Hypothesis testing results direct effect

<table>
<thead>
<tr>
<th>NO</th>
<th>VARIABLES</th>
<th>PATH COEFFICIENTS</th>
<th>T STATISTICS</th>
<th>P VALUE</th>
<th>INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Utilization of Information Technology with Zoom cloud (X1) -&gt; Student Satisfaction (Y1)</td>
<td>0.306</td>
<td>3.905</td>
<td>0.000</td>
<td>H1 Accepted</td>
</tr>
<tr>
<td>2</td>
<td>Company Image (X2) -&gt; Student Satisfaction (Y1)</td>
<td>0.518</td>
<td>4.248</td>
<td>0.473</td>
<td>H2 Accepted</td>
</tr>
<tr>
<td>3</td>
<td>Utilization of Information Technology with Zoom cloud (X1) -&gt; Student Loyalty (Y2)</td>
<td>-0.008</td>
<td>0.837</td>
<td>0.000</td>
<td>H3 Denied</td>
</tr>
<tr>
<td>4</td>
<td>Company Image (X2) -&gt; Student Loyalty (Y2)</td>
<td>0.028</td>
<td>0.717</td>
<td>0.000</td>
<td>H4 Accepted</td>
</tr>
<tr>
<td>5</td>
<td>Student Satisfaction (Y1) -&gt; Student Loyalty (Y2)</td>
<td>0.979</td>
<td>32.120</td>
<td>0.403</td>
<td>H5 Accepted</td>
</tr>
</tbody>
</table>

**Source:** Data processed (2020).

The results of testing the research hypothesis based on Table 4 are as follows:

1. Testing Hypothesis 1: Utilization of Information Technology with Zoom cloud positive effect on Student Satisfaction.

These results can be seen in the Path Coefficient value of 0.306 with a P-Value of 0.000 and a statistical T value of 3.905. This means that the Path Coefficient value is positive and has a significance level of > 0.05, which is equal to 0.306 and the value of T statistic > 1.96 which is equal to 3.905. Based on these uses of Information Technology with Zoom cloud positive and significant effect on Student Satisfaction so that hypothesis 1 is accepted.

2. Hypothesis Testing 2: Company image positive effect on Student Satisfaction.

These results can be seen in the Path Coefficient value of 0.518 with a P-Value of 0.473 and has a statistical T value of 4.248. This means that the Path Coefficient value is positive and has a significance level of > 0.05, which is equal to 4.248 and the value of T statistic > 1.96 which is equal to 4.248. Based on these Company image positive and significant effect on Student Satisfaction so that hypothesis 2 is accepted.

3. Hypothesis 3 Testing: Utilization of Information Technology with Zoom cloud positive effect on Student Loyalty.

These results can be seen in the Path Coefficient value of -0.008 with a P-Value of 0.000 and a statistical T value of 0.837. This means that the Path Coefficient value is negative and has a significance level < 0.05, which is equal to -0.008 and the value of T statistic < 1.96 which is equal to 0.837. Based on these uses of Information Technology with Zoom cloud negative and insignificant effect on Student Loyalty so that hypothesis 3 is rejected.

4. Testing Hypothesis 4: Company image positive effect on Student Loyalty.

These results can be seen in the Path Coefficient value of 0.028 with a P-Value of 0.000 and a statistical T value of 0.717. This means that the Path Coefficient value is positive and has a significance level of > 0.05, which is equal to 0.028 and the value of T statistic < 1.96 which is equal to 0.717. Based on these Company image positive but not significant effect on Student Loyalty so that hypothesis 4 is accepted.

5. Testing Hypothesis 5: Student Satisfaction positive effect on Student Loyalty.

These results can be seen in the Path Coefficient value of 0.979 with a P-Value of 0.403 and a statistical T value of 32.120. This means that the Path Coefficient value is positive and has a significance level of > 0.05, which is equal to 0.979 and the value of T statistic > 1.96 which is equal to 32.120. Based on these Student Satisfaction positive and significant effect on Student Loyalty so that hypothesis 5 is accepted.
Testing the indirect influence through mediation variables

Testing the significance of the mediating variables in the model can be examined from the results of the indirect effect test, from this test the level of intervention of the mediating variable can be examined, whether it is full mediation, partial mediation or not mediation.

Table 5. Recapitulation of Results of Testing of Student Satisfaction Mediation Variables

<table>
<thead>
<tr>
<th>N.</th>
<th>MEDIATION VARIABLES</th>
<th>SECURITIES COEFFICIENT</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>KET</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Utilization of information technology with the zoom cloud application (X1) -&gt; student satisfaction (Y1) -&gt; student loyalty (Y2)</td>
<td></td>
<td>-0.008</td>
<td>0.300</td>
<td>0.306</td>
<td>0.979</td>
<td>Mediation is not proven</td>
</tr>
<tr>
<td></td>
<td></td>
<td>([no sig])</td>
<td>([sig])</td>
<td>([sig])</td>
<td>([sig])</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Company image (X2) -&gt; student satisfaction (Y1) -&gt; student loyalty (Y2)</td>
<td></td>
<td>0.028</td>
<td>0.507</td>
<td>0.518</td>
<td>0.979</td>
<td>Mediate Fully</td>
</tr>
<tr>
<td></td>
<td></td>
<td>([sig])</td>
<td>([sig])</td>
<td>([sig])</td>
<td>([sig])</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed (2020).

Information that can be obtained from Table 5 above can be presented in the following description:

1. Variable Student Satisfaction (Y1) not proven / unable to mediate the indirect effect between Utilization of Information Technology with Zoom cloud (X1) against Student Loyalty (Y2). These results are shown from the mediation test conducted, where the A and C effects have insignificant values while the D effects have a significant value.

2. Variable Student Satisfaction (Y1) proved to be fully mediated on the indirect effect of Company image (X2) against Student Loyalty (Y2) is partial mediation. These results are shown from the mediation test conducted, where the effect A has an insignificant value, while the effects C and D have a significant value.

To determine the overall effect of each relationship between the variables studied, a recapitulation of the direct effect, indirect effect and total effect can be presented in Table 5.14 below:
Table 6. Direct, Indirect and Total Effect Calculations

<table>
<thead>
<tr>
<th>N.</th>
<th>Variable</th>
<th>Live Effects</th>
<th>Indirect Effects</th>
<th>Total Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Utilization of Information Technology with Zoom cloud application (X1) -&gt; Student Satisfaction (Y1)</td>
<td>0.306</td>
<td>-</td>
<td>0.306</td>
</tr>
<tr>
<td>2</td>
<td>Company Image (X2) -&gt; Student Satisfaction (Y1)</td>
<td>0.518</td>
<td>-</td>
<td>0.518</td>
</tr>
<tr>
<td>3</td>
<td>Utilization of Information Technology with the Zoom cloud application (X1) -&gt; Student Loyalty (Y2)</td>
<td>-0.008</td>
<td>0.300</td>
<td>0.292</td>
</tr>
<tr>
<td>4</td>
<td>Company Image (X2) -&gt; Student Loyalty (Y2)</td>
<td>0.028</td>
<td>0.507</td>
<td>0.535</td>
</tr>
<tr>
<td>5</td>
<td>Student Satisfaction (Y1) -&gt; Student Loyalty (Y2)</td>
<td>0.979</td>
<td>-</td>
<td>0.979</td>
</tr>
</tbody>
</table>

Source: Data processed (2020).

The information obtained from Table 6 above is a direct link between Company image (X2) against Student Satisfaction (Y1) has the greatest total effect, namely 0.518 and a direct link between Utilization of Information Technology with the Zoom cloud application (X1) against Student Satisfaction (Y1) has the lowest total effect being 0.306. These results indicate that Student Satisfaction The Farabi Bali Music Education Institute tends to be determined directly by the student's belief in the Bali Farabi Music Education Institute and is not influenced by Utilization of Information Technology with the Zoom cloud application which is used by the Farabi Bali Music Education Institute in the eyes of its students.

Another finding obtained is that of a direct effect of Utilization of Information Technology with the Zoom cloud application (X1) against Student Loyalty (Y2) is even greater when compared to the indirect effect of Utilization of Information Technology with the Zoom cloud application (X1) against Student Loyalty (Y2) through mediation Student Satisfaction (Y1). These results indicate that Student Satisfaction (Y1) students towards the Farabi Bali Music Education Institute are not able to mediate the relationship between Utilization of Information Technology with the Zoom cloud application (X1) against Student Loyalty (Y2) Farabi Bali Music Education Institute.

DISCUSSION

The effect of the use of information technology with the zoom cloud application on student satisfaction

The results of statistical data analysis show that the use of information technology with the Zoom cloud application has a positive and significant effect on student satisfaction. These results are based on the acquisition of the Path Coefficient value of 0.306 with a P-value of 0.000 and a statistical T value of 3.905, so the analysis of this research model shows that the use of information technology with the Zoom cloud application has a positive and significant effect on student satisfaction. This shows that the higher the level of Information Technology Utilization with the Zoom cloud application at the Farabi Bali Music Education Institute, the higher the level of student satisfaction at the Bali Farabi Music Education Institute. The results of this study support the research conducted by Erica and Rosyid (2018) in their research entitled The Effect of Service Quality and Information Technology Utilization on Customer Satisfaction and Loyalty of Online Transportation Services in Jakarta. The results of the analysis show that service quality and the use of information technology have a positive and significant impact on customer satisfaction. In addition, customer satisfaction also has a positive and significant impact on customer loyalty. Furthermore, based on the results of the final research, it can also be concluded that there is a significant influence on the causal relationship of service quality and the use of information technology on loyalty through customer satisfaction.

The influence of company image on student satisfaction

The results of statistical analysis show that corporate image has a positive and significant effect on student satisfaction. These results are based on the acquisition of a Path Coefficient value of 0.518 with a P-value of 0.473 and a statistical T value of 4.248, so that the analysis of this research model shows that corporate image has a positive and significant effect on student satisfaction. This shows that the higher the level of corporate image at the Bali Farabi Music Education Institute, the higher the level of student satisfaction at the Bali Farabi Music Education Institute. These results are supported by research conducted by Setiawan and Sayuti (2017) in their research entitled Effects of Service Quality, Customer Trust and Corporate Image on Customer Satisfaction and
Loyalty: An Assessment of Travel Agencies Customer in South Sumatra Indonesia. The analysis shows that service quality has a positive and significant effect on customer satisfaction. Customer trust has a positive and significant effect on customer satisfaction. Company image has a significant and positive influence on customer satisfaction. Then, service quality has a positive and significant effect on customer loyalty. Furthermore, customer trust has a positive and significant effect on customer loyalty. Company image has a positive and significant effect on customer loyalty. Customer satisfaction has a significant and positive effect on customer loyalty.

Effect of information technology utilization with zoom cloud application on student loyalty

The results of statistical analysis show that the use of information technology with the Zoom cloud application has a negative and insignificant effect on student loyalty. These results are based on the acquisition of the Path Coefficient value of -0.008 with a P-Value of 0.000 and a statistical T value of 0.837, so that the analysis of this research model shows that the use of information technology with the Zoom cloud application has a negative and insignificant effect on student loyalty. This shows that the lower the level of Information Technology Utilization with the Zoom cloud application at the Farabi Bali Music Education Institute, the lower the level of student loyalty at the Farabi Bali Music Education Institute. These results are supported by research conducted by Eko Budi Setiawan (2015) in his research entitled Analysis of the Effect of the Value of Information Technology on the Competitive Advantage of the Company (Case Study of the Use of E-Ticketing on the Loyalty of Railway Service Users). The analysis results show that the quality of information from the e-ticketing system has no effect on customer satisfaction. The relationship between the information quality variable with the satisfaction of 0.087. The quality of the E-Ticketing system affects customer satisfaction with a value of 0.965. The quality of information and system quality on E-Ticketing has no effect on customer loyalty with 0.030 and 0.198 values, respectively. While customer satisfaction has an effect on customer loyalty with a value of 1.074. Thus, it can be concluded that the E-Ticketing system of PT. Kereta Api Indonesia has no positive effect on customer loyalty, which in this case is a train service user.

The Influence of company image on student loyalty

The results of statistical analysis show that corporate image has a positive but insignificant effect on student loyalty. These results are based on the acquisition of the Path Coefficient value of 0.028 with a P-value of 0.000 and a statistical T value of 0.717, so that the analysis of this research model shows that corporate image has a positive but insignificant effect on student loyalty. This shows that the higher the level of corporate image at the Bali Farabi Music Education Institute, the higher the level of student loyalty at the Farabi Bali Music Education Institute. These results are supported by research conducted by Putri Apriyanti et al. (2017) in her research entitled Analysis of Service Quality and Company Image Against Customer Loyalty and Customer Satisfaction as an Intervening Variable. The analysis shows that the direct effect of service quality on customer loyalty is positive and significant, and the direct effect of corporate image on customer loyalty which is positive and not significant for customer loyalty, hence the quality of service for customer satisfaction is positive and important. Company image for positive and significant customer satisfaction and customer satisfaction for positive and significant customer loyalty.

The effect of student satisfaction on student loyalty

The results of statistical analysis show that student satisfaction has a positive and significant effect on student loyalty. These results are based on the acquisition of the Path Coefficient value of 0.979 with a P-value of 0.403 and a statistical T value of 32.120, so that the analysis of this research model shows that Student Satisfaction has a positive and significant effect on Student Loyalty. This shows that the higher the level of student satisfaction at the Bali Farabi Music Education Institute, the higher the level of loyalty at the Farabi Bali Music Education Institute. This result is supported by research conducted by Aryamti & Suyanto, (2019) in their research entitled Analysis of Product Quality, Service Quality and Brand Image on Customer Satisfaction Clinic Beauty and Effect on Customer Loyalty. The analysis shows that product quality, service quality, and brand image have a positive and significant impact on customer satisfaction. As well as product quality, service quality, and brand image provide positive and significant results on customer loyalty. Then customer satisfaction also has a positive and significant effect on customer loyalty.
CONCLUSIONS AND SUGGESTION

Based on the discussion of the research results, it can be concluded that:

1. Utilization of Information Technology with the Zoom cloud application has a positive and significant effect on student satisfaction at the Farabi Bali Music Education Institute. This means that the better the use of Information Technology with the Zoom cloud application, the student satisfaction will increase at the Farabi Bali Music Education Institute.

2. Company Image has a positive and significant effect on Student Satisfaction at the Farabi Bali Music Education Institute, this shows that the better the Company Image, the Student Satisfaction will increase. Vice versa, if the company image is not good, then student satisfaction will also decrease.

3. Utilization of Information Technology with the Zoom cloud application has a negative and insignificant effect on Student Loyalty at the Farabi Bali Music Education Institute, this shows that the better the Utilization of Information Technology with the Zoom cloud application in the eyes of students, the student loyalty of companies will increase. Vice versa, if the use of information technology with the Zoom cloud application in the eyes of students is not good, then student loyalty will also decrease.

4. Company Image has a positive but not significant effect on Student Loyalty at the Farabi Bali Music Education Institute, this shows that the better the Company Image, the Student Loyalty will increase. Vice versa, if the company's image decreases, student loyalty will also decrease.

5. Student Satisfaction has a positive and significant effect on Student Loyalty at the Farabi Bali Music Education Institute, this shows that the better Student Satisfaction, Student Loyalty will increase. Likewise, if the student satisfaction decreases, the student loyalty of the company will also decrease.

SUGGESTION

Based on the above conclusions, the suggestions that can be given are as follows:

1. Based on the results of the structural model evaluation (Inner Model), the Q2 results are 0.976. Thus, the results of this evaluation provide evidence that the structural model has a good goodness of fit model. These results can be interpreted that the information contained in the data 97.50% can be explained by the model. Meanwhile, the remaining 2.5% is explained by other variables not included in the model or error. Therefore, the next researcher should conduct the same research which is supported by making more observations by adding supporting variables such as price, complaint handling, product quality, communication and commitment.

2. Further research is suggested to categorize the respondents more broadly, not only covering the rest who undertake courses for more than 3 (three) years, perhaps all students, as well as with a larger number of respondents.

REFERENCES


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