THE EFFECT OF INSTITUTIONAL IMAGES AND MOTIVATION ON REPURCHASE INTENTION (COLLABORATION INTENTION PARTNERSHIP) THROUGH CUSTOMER SATISFACTION IN UNIVERSITAS BRAWIJAYA

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ABSTRACT

This study aims to examine more deeply how Institutional Images and motivation effected on collaboration intention/Repurchase Intention partnership through customer satisfaction in Universitas Brawijaya. This study uses descriptive explanatory quantitative approach which describes the relationship between variables and a population of 100 partner who repeat their collaboration. The sampling technique used Saturation Sampling which amounts to 100 collaboration partners. The results showed that direct and indirect how institutional images, motivation, and customer satisfaction had a significant influence on repurchase intentions. Eventually in this research found that Institutional images that direct significant influence to Repurchase intention is better than motivation to repurchase intention, and motivation that direct significant influence on customer satisfaction is better than Institutional images to customer satisfaction. Meanwhile in indirect influence is significant effected repurchase intention through customer satisfaction is better with motivation than institution images. This research can be a source of information or reference for policy in Universitas Brawijaya or collaboration partners so that they can continuously maintenance their partnership in mutually benefit if possible.

Keywords:Repurchase Intention, Institutional Images, Motivation, Customer Satisfaction

ABSTRAK

Penelitian ini bertujuan untuk mengkaji lebih dalam bagaimana pengaruh Citra Institusi dan motivasi terhadap Intensitas Kolaborasi/Repurchase Intention melalui kepuasan pelanggan di Universitas Brawijaya. Penelitian ini menggunakan pendekatan kuantitatif deskriptif eksplanatori yang menggambarkan hubungan antar variabel dengan populasi 100 mitra Kerjasama Universitas Brawijaya yang mengulang kerjasamanya. Teknik pengambilan sampel menggunakan sampling jenuh yang berjumlah 100 mitra kerjasama. Hasil penelitian menunjukkan bahwa secara langsung dan tidak langsung bagaimana citra institusi, motivasi, dan kepuasan pelanggan berpengaruh signifikan terhadap Intensitas Kolaborasi/Repurchase Intention. Dalam penelitian ini ditemukan bahwa Citra Institusi yang berpengaruh signifikan secara langsung terhadap Intensitas Kolaborasi/Repurchase Intention lebih baik daripada pengaruh motivasi untuk Intensitas Kolaborasi/Repurchase Intention, dan motivasi yang berpengaruh signifikan secara langsung terhadap kepuasan pelanggan lebih baik daripada Citra Institusi terhadap kepuasan pelanggan. Sedangkan pada pengaruh tidak langsung Intensitas Kolaborasi/Repurchase Intention berpengaruh signifikan melalui kepuasan pelanggan lebih baik dengan motivasi daripada citra institusi. Penelitian ini dapat menjadi sumber informasi atau referensi bagi kebijakan di Universitas Brawijaya atau mitra kerjasama agar dapat terus menerus memelihara kemitraan yang saling menguntungkan jika memungkinkan

Kata kunci: Citra Institusi, Motivasi, Repurchase Intention dan Kepuasan Pelanggan

INTRODUCTION

Collaborative forms can be very varied, partnerships can be started from collaborating institutions, departments work across institutions and even with social communities, it is possible for fellow higher education institutions and universities to transcend national boundaries. (Eddy, 2010) In higher education, there is a phenomenon of increasingly fierce business competition in the industrial world. Higher education as part of the formal education sector makes the need for educational services bigger and more diverse, making it a strategic sector that is expected to be able to produce quality human resources (Arwanda et al., 2014). Universities in Indonesia are not included in the top 100 best universities in the world, both according to Webometrics and the QS World University Rankings. This shows that the competitiveness of universities in Indonesia is still weak compared to foreign universities, which in turn strengthens the image of universities.

The image of the institution can be influenced by the behavior, satisfaction, loyalty, creativity, and brand of the company as a whole and is a very valuable asset. (Dirgantari, 2012). Higher education today as a potential new business world, even now the reputation or image of a university is very important and becomes the main capital for economic developers in the field of education, a good image reflects the quality of the university. However, the development of higher education in Indonesia is not an easy task for all universities considering the increasingly fierce competition with other universities. (Harahap et al., 2018). Therefore, it is interesting to know the importance of image for a university.

The purpose of Educational Cooperation between universities and other fields (government, companies, institutions) is one of the best ways to increase human development capacity while solving development problems. Therefore, educational cooperation between universities and other fields (government, companies, institutions) is best aimed at creating a workforce that can meet the needs of government, industry/companies, and other institutions. The concept of the Tri Dharma of Higher Education, education, research, and community service can work. Higher education is in an environment of uncertain change and must develop in accordance with the demands of society and the government which are very dynamic. (Tobari, 2015).

According to Schunk (Schunk, 2012) defines it as a process by which target-oriented activities are made to occur and their continuity is maintained. This definition is reinforced by the opinion that motivation is a process that gives enthusiasm, direction, and persistence of behavior. That is, motivated behavior is behavior that is full of energy, directed and lasts a long time (Santrock, 2011). Cooperation Partners see Universitas Brawijaya as a complete tool to realize their motivation. The world of education needs capable partners to realize the tri dharma of higher education, the world of government needs synergy with the world of education for development, the business world is not only a means of commercialization, cooperation with the world of education is also a means of distributing social responsibility.

In the world of education, there are several motivations for establishing cooperation with various fields where one of the motivations for academics to engage with industry, there are four main motivations, namely Commercialization, Learning, Access to funding and Access to similar resources. (D'Este & Perkmann, 2011). According to Schiffman, et al. (Schiffman, Leon & kanuk, 2010), customer satisfaction is the customer's individual perception of product and service performance compared to their expectations. In relation to the measurement of service quality variables (Parasuraman et al., 1988) they identified five dimensions of service quality measurement, namely reliability, response capacity, security, direct evidence and empathy. In the research of Natalia et al.(Natalia et al., 2017) showed that there was no significant direct impact of institutional image and service quality on student retention, but based on the practical implications of this study, student satisfaction as one of the university's clients plays a key role in improving institutional image. To the wider community, it is necessary to review the institution's image and customer satisfaction, in this case the Brawijaya University Cooperation partner. Then according to the results of research by Dwi Rachmawati et al.(Dwi RachmawatiI et al., 2019) it can be concluded that partners assess cooperation commitment and customer satisfaction as good, while the benefits of cooperation are considered

sufficient. The variable of benefits from cooperation must be the concern of IPB and must be increased by increasing competition, human resources and appropriate technology that can be applied to industry and local government

From the considerations above, it can be concluded that Cooperation Partners are customers for higher education institutions. Institutions should be able to guarantee the satisfaction of Cooperation Partners in the Tri Dharma process of higher education. If the Cooperation partners have felt the satisfaction provided by the institution, then they have a purpose or motive to return to using the institution's facilities again. A good impression enhances the reputation of the institution in society. Therefore, companies must have a strong brand image, customer goals or motives as implications of services and products that satisfy consumers, so that they can create a desire to use the institution's services or products again.

LITERATURE REVIEW
Repurchase Intention

Repurchase Intention is consumer buying behavior which can be divided into two stages, first someone who encourages others to buy and secondly someone who increases efforts to encourage others to buy becomes to repurchase (Zhang et al., 2011). Repurchase Intention refers to the willingness of customers to continue to repurchase in the long term from the same company (Zhang et al., 2011). According to Choi and Kim (2013), a person's level of satisfaction causes customers to have a stronger desire to repeat purchases. The purpose of the repeat purchase is the desire to continue to feel satisfied. Repeat purchases are made when the partner feels that all expectations are met so that the partner tends to make the next purchase of the product or service. For this reason, the high and low level of partner satisfaction determines the strength and weakness of the intensity to make repeat purchases. Candan, et al. (2013) explained that the satisfaction felt by consumers/partners from a service can be used to predict consumer/partner behavior, meaning that the satisfaction received by consumers/partners becomes a reference for identifying buying behavior. Repetition of service purchases as a result of satisfied customers, so that customer satisfaction

becomes the main factor to increase repurchase intentions (Rahimizhian et al., 2020)

Institution Image

Universities with good branding and branding advantages will gain an advantage in the competition of international higher education institutions. (Hemsley-Brown et al., 2016) According to Zameer et al. (2015). the overall picture of the prestige of the organization forms a perception in the customer's memory, the company's image can be formed by the customer's consumption experience. Corporate image can be interpreted as expertise in providing products and services. According to Lin & Ching Yuh (2010) suggests that the image of the institution shows four aspects, namely: subjectivity, screening, elaboration, and changeability. Suggest that attitudes, feelings, and or subjective impressions of an institution or its activities appear on consumers or customers who are connected with these attitudes. (Lin & Ching Yuh, 2010).

Motivation

Motivation according to Luthans (2006) states that motivation is a psychological process of directing behavior or driving to achieve goals. In line with this While Sutrisno, Edy (2012) suggests that motivation is a factor that encourages someone to do a certain activity, motivation is often interpreted as a factor driving a person's behavior. In the world of education, there are several motivations for collaborating with various fields, namely according to (D'Este & Perkmann, 2011) the motivation of academics to engage with industry, Commercialization (commercial exploitation of technology or knowledge); Learning (informing academic research through engagement with industry); Access to funding (complementing public research funds with funding from industry); and Access to similar resources (using equipment, materials, and data provided by the industry for research). Collaboration, partnerships and collaborations can be initiated from fellow faculties or departments within a university such as Joint Research in general, this can develop between departments across institutions, between institutions and communities, even between institutions of different countries. (Eddy, 2010). But motivation in collaboration should not only

be defined by its quantity but also by its quality. (Daumiller et al., 2020)

Consumer Satisfaction

Nowadays higher education being exposed by competitive awareness, Education is an experiential service where the active involvement of both the service provider higher education brand and the consumer (student, partner, community, and alumnus) is important. (Khanna et al., 2014) Customer satisfaction in question is the satisfaction of Cooperation partners. The buyer's evaluative assessment resulting from a specific purchase selection is a formulation of customer satisfaction as an overall attitude towards after get an product or services (Tjiptono, 2014), Then the level of some one's feelings after comparing the performance or results of a product that he feels is compared to his expectations. Meanwhile, according to Schifman et al. (2010) customer satisfaction is a customer's individual perception of the performance of products and services compared to their expectations where customer satisfaction is a function of customer expectations.

METHOD
Research Model and Hypothesis

This study uses a quantitative approach with several variables that will be tested for their influence with the results of the data in the form of numbers. Quantitative research is research by testing the objective theory by analyzing the relationship between variables (Creswell W jhon, 2013). This type of quantitative research always has descriptive questions about the dependent and independent variables as well as questions about how the relationship between the dependent and independent variables (Creswell W jhon, 2013). Hypotheses were tested using Path Analysis. The following is research design.
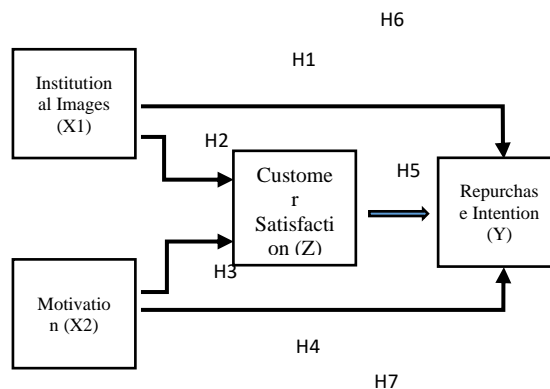
Figure 1: Research Design

Table 1: Summary of Hypotheses

Hypothesis	Statement
H1	Institutional Iamages has a positive and direct effect on Repurchase intention
H2	Institutional Images has a positive and direct effect on Customer Satisfaction
H3	Motivation has a positive and direct effect on Customer Satisfaction
H4	Motivation has a positive and direct effect on Repurchase intention
H5	Customer Satisfaction has a positive and direct effect on Repurchase intention
H6	Institutional Iamages has a positive and indirect effect on Repurchase intention through Customer Satisfaction
H7	Motivation has a positive and indirect effect on Repurchase intention through Customer Satisfaction

Based on table 1 above, this research has 7 hypotheses. This hypothesis will examine the direct effect of Institutional Images (X1) on repurchase intention (Y), a direct influence of Institutional images (X1) on customer satisfaction (Z), a direct influence of motivation (X2) on customer satisfaction (Z), a direct influence of Motivation (X2) on entrepreneurial intention (Y), indirect influence of Institutional Images (X1) on Repurchase intention (Y) through Customer satisfaction (Z), and indirect effect of Motivation (X2) on Repurchase intention (Y) through Customer satisfaction (Z)

Population and Sample

The population in this study are 100 partner collaborations of Universitas Brawijaya which repeat their over one-time partnership. While the sampling technique used Saturation Sampling which amounts to 100 collaboration partners

Data Collection

Data collection was carried out by determining the research subject, namely all 100 partner collaborations of Universitas Brawijaya which repeat their over one-time partnership using a questionnaire. The questionnaire used is a closed questionnaire using digital media or often referred to as google form, while the scale used is the Likert scale. The scoring uses a Likert scale with 5 alternative answers, namely: Strongly Disagree: 1, Disagree: 2, Simply Agree: 3, Agree: 4, and Strongly Agree: 5. Then the data is analyzed using the Statistical Package application for The Social Science or which is now better known as Statistical Product and Service Solutions (SPSS) version 26. Data analysis used in this study consisted of descriptive statistical data analysis, classical assumption tests, and path analysis.

RESULTS
Hypothesis Test

Hypothesis testing is used to test the direct and indirect effect of exogenous variables on endogenous variables. The hypothesis is accepted or rejected based on the criteria if the p-value <0.05 then H0 is accepted, or it is stated that the regression coefficient obtained is significant. The results of testing the direct and indirect effect hypotheses can be seen through the following table:

Table 2: Indirect Hypothesis Testing Results

Variabel	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	1,982	1,336		1,483	0,141
Institutional Images	0,179	0,080	0,289	2,225	0,028
Motivation	0,131	0,075	0,088	1,749	0,038
Customer Satisfaction	0,261	0,056	0,605	4,666	0,000
R Square	0,760				
e1	0,489				

As for obtaining the effect of error (e1), the formula is used:

$e1 = 1\text{-R } 1^2 = \sqrt{1 - 0,760} = 0,489$

$Y = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Z + e_2$

$Y = 0,289 X1 + 0,088 X2 + 0,605 Z + 0,489$

The coefficient of determination of 0,489 shows the direct influence of Institutional Images, Motivation and Customer satisfaction on the Y Repurchase Intention 48,9%, while rest is influenced by other variables outside of this model or research.

Table 3: Direct Hypothesis Testing Results

Variabel	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	1,472	2,420		0,609	0,044
Institutional Images	1,323	0,057	0,292	4,328	0,000
Motivation	0,020	0,136	0,657	12,144	0,049
R Square	0,851				
e1	0,386				

As for obtaining the effect of error (e2) the formula is used:

$$e2 = 1\text{-}R\ 2^2 = \sqrt{1-0,851} = 0,386$$
$$Z = \beta_1\ X_1 + \beta_2\ X_2 + e_1$$
$$Z = 0,292\ X1 + 0,657\ X2 + 0,386$$

The coefficient of determination of 0,386 shows the direct effect of Institutional Images and Motivation on the customer satisfaction variable of 38,6% while rest is influenced by other variables outside of this model or study.

Institutional Images has a positive and significant effect on Repurchase Intention through Customer satisfaction.

Indirect effect:
$$= X1 \rightarrow Z \rightarrow Y$$
$$= \beta3 \times \beta5$$
$$= 0,292 \times 0,605$$
$$= 0,177$$

Motivation has a positive and significant effect on Repurchase Intention through Customer satisfaction.

Indirect effect:
$$= X2 \rightarrow Z \rightarrow Y$$
$$= \beta4 \times \beta5$$
$$= 0,657 \times 0,605$$
$$= 0,397$$

H1: The effect of Institutional images on Repurchase Intention has a significance value of 0.028 <0.05 and a Beta value of 0.289. Based on these results it can be concluded that H1 is accepted.

H2: The effect of Institutional images on Customer satisfaction has a significance value of 0.000 <0.05 and a Beta value of 0.292. Based on these results it can be concluded that H2 is accepted.

H3: The influence of Motivation on Customer satisfaction has a significance value of 0.049 <0.05 and a Beta value of 0.657. Based on these results it can be concluded that H3 is accepted.

H4: The influence of Motivation on Repurchase Intention has a significance value of 0.038 <0.05 and a Beta value of 0.088. Based on these results it can be concluded that H4 is accepted.

H5: The effect of Customer satisfaction on Repurchase Intention has a significance value of 0.000 <0.05 and a Beta value of 0.605. Based on these results it can be concluded that H5 is accepted.

H6: The influence of Institutional Images on Repurchase Intention through customer satisfaction has a Beta value of 0.466. Based on these results it can be concluded that H6 is accepted.

H7: The effect of Motivation on Repurchase Intention through customer satisfaction has a Beta value of 0.485. Based on these results it can be concluded that H7 is accepted.

Path Analysis

The following is the interpretation of path analysis which can be seen in Table 4 below.

Table 4: Results of Path Analysis

Pengaruh Antar Viriabel	Pengaruh		Total
	Langsung	Tidak langsung	
X1 → Y	0,289	-	0,289
X2 → Y	0,088	-	0,088
X1 → Z	0,292	-	0,292
X2 → Z	0,657	-	0,657
Z → Y	0,605	-	0,605
X1 → Z → Y	0,289	0,177	0,466
X2 → Z → Y	0,088	0,397	0,485

Based on the structure of this research model, the empirical equation can be made as follows.

$$Y = \beta_3\ X_1 + \beta_4\ X_2 + \beta_5\ Z + e_2$$
$$Y = 0289\ X_1 + 0,088\ X_2 + 0,605\ Z + 0,489$$
$$Z = \beta_1\ X_1 + \beta_2\ X_2 + e_1$$
$$Z = 0,292\ X_1 + 0,657\ X_2 + 0,386$$

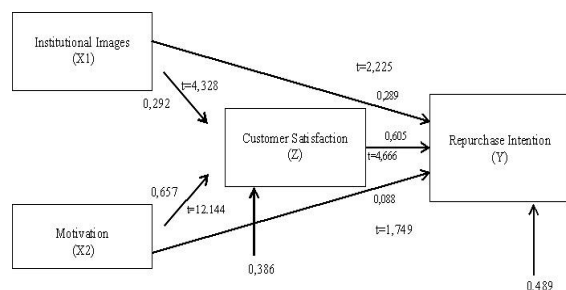**Figure 2: Result of Path Analysis Model**

Figure 2 above describes the standardized beta and the magnitude of the indirect and direct influence of each variable.

The coefficient of determination: $R m^2 = 1 - P e 1^2 * P e 2^2 .... P ex^2$.
The interpretation (Rm^2) determinasi:
$Rm^2 = 1 - (0,489^2)(0,386^2) = 1 - 0,036 = 0,964$
Based on the coefficient of determination above, it shows a direct and indirect effect of 0,964 or 96,4% in other words, the information contained in the data (96,4%) is explained by the model. Meanwhile rest of it explained by variables outside this model or research.

DISCUSSION
The Influence of Institutional images on Repurchase Intention (Collaboration Intention Partnership) in Universitas Brawijaya

The results of this study indicate that there is a positive and significant relationship between Institutional Images and Repurchase Intention in Universitas Brawijaya, become a preferences and choices to large society made partner collaboration referred to their other partner to collaboration with Universitas Brawijaya. Brand image will positively affect repurchase intention. Brand image plays a role in making purchasing decisions and in certain products a good brand image becomes the main factor of repurchase intention. (Hajli et al., 2017) The brand image being able to reflect personal style, good facility, better equipment, beautiful landscape, good vibes also reveal the higher effects on repurchase intention. (Huang et al., 2019) More positively institutional images will effected to increasing a buying intensity, otherwise decreasing buying intensity because less institutional images. (Purwaniningtyas & Mujiasih, 2015). In other word a better institutional image will improve interesting partnership to repeat collaboration. An institutional image is a reflection to a brand recognition. Institutional images are an perception and recognition to a brand that reflection in customer mind, better experience with some brand will get a repeat order to get more satisfaction. So is important for a company or institution to build a better images, and become preferences to many people to keep using same product over and over again to get satisfaction, and then references to their relation, same opinion according to (Riki Wijayajaya & Tri Astuti, 2018).

The Influence of Institutional images on Customer satisfaction In Universitas Brawijaya

The results of this study indicate that there is a positive and significant relationship between Institutional images on Customer satisfaction in Universitas Brawijaya, because always pay attention to complaint and suggestion made Universita Brawijaya became a preferences and choices to large society. Good institutional images will effected to a better customer satisfaction (Sondoh et al., 2007), in line with that opinion in Wuryan & Legowo (2009) research saying that institutional images is effected to customer satisfaction, more that there are two institutional component, cognitive is antecedents from affective, both in turn will effected in whole institutional images build and statistically significant effected to student satisfaction to university. (Palacio et al., 2002), To create strong brand images, higher education should check that their brand has the following characteristics: meets the customer expectations, reliable, consistent over time, its price reflects its added value, it is properly positioned in the market, all the marketing activities help in building and maintaining it and understood consumer perceptions.(Mourad et al., 2011), Noviasari (2015) Well perception institutional images and having a good impressive proven can increase a collaboration partners satisfaction, it means with nice reputation from Universitas Brawijaya made a preferences and choices by give better services will give a satisfaction to collaboration partners.

The Influence of Motivation on Customer satisfaction Universitas Brawijaya

The results of this study indicate that there is a positive and significant relationship between Motivation and Customer satisfaction in Universitas Brawijaya, by giving a freedom to explore technology and commercial or knowledge as long as inside the clausal boundaries which determined before and also giving a freedom to use tools, equipment, materials and also a data for better joint research with collaboration partners. The Effect of Motivation on Customer Satisfaction on Adam & Kamase (2019) found that motivation has a significant effect on satisfaction with a performance. Cooperation Partner Satisfaction

is formed from the ability of Universitas Brawijaya to always pay attention to complaints, criticisms and suggestions given by Cooperation partners properly. This is in line with the situation that occurred at IPB where the perception of partners towards cooperation commitment and customer satisfaction is good (Dwi RachmawatiI et al., 2019) and on Waterbury (2018) revealed that each type of motivation plays a unique and important role in influencing satisfaction. The influence of motivation on satisfaction does not change significantly from time to time. Behavior that is carried out solely to seek rewards or recognition from other parties or full awareness of doing something because it is seen as beneficial for him will ultimately have a better meaning with the overall combination. The opportunity to process resources commercially is directly proportional to the satisfaction of the Cooperation Partners because their complaints, criticisms and suggestions are highly considered by Universitas Brawijaya.

The Influence of Motivation on Repurchase Intention (Collaboration Intention Partnership) Universitas Brawijaya

The results of this study indicate that there is a positive and significant relationship between Motivation and Repurchase Intention in Universitas Brawijaya, Cooperation Partners feel that Universitas Brawijaya in providing flexibility in commercial exploitation of technology or knowledge as long as it is within predetermined limits and provides flexibility in using equipment, materials, and data for joint research with Cooperation Partners, so that Cooperation Partners encourage/refer to their Institutions / Cooperation Partners to also cooperate with Universitas Brawijaya. Motivation has a significant effect on repurchase intention where motivation is the driving force from within the consumer that arises due to a need. The existence of a need creates a desire to buy a product with the aim of meeting the consumer's needs (Newman & Japarianto, 2014). Consumers with any motivation, both utilitarian and hedonic with different triggers and satisfaction achievements, will certainly lead to repurchase intentions. (Munaro et al., 2019) In other words, if the customer is motivated through the freedom to use the resources owned by the Cooperation Partner, it will tend to influence other parties to feel the facilities they receive continuously.

The Influence of Customer satisfaction on Repurchase Intention (Collaboration Intention Partnership) Universitas Brawijaya

The results of this study indicate that there is a positive and significant relationship between customer satisfaction and Repurchase Intention on Universitas Brawijaya, pay attention to complaints, criticisms and suggestions given by Cooperation Partners, encourage/refer to their Institutions/Cooperation Partners to cooperate with Universitas Brawijaya. According to Rachmawati (2018) there is a significant influence of customer satisfaction or customer satisfaction on repurchase intention, where also support by other research before such as Belopa (2015) which also say that the level of repurchase intention is influenced by customer satisfaction from the results of consumer trust and product quality. Repurchase intentions are generated from satisfied consumers. (Gumussoy & Koseoglu, 2016) And then, Tetanoe & Dharmayanti (2014) which shows that customer satisfaction has a significant effect on repurchase intention. This is in accordance with the results of the study Chimomona & Dubihlela (2014) which indicates that the relationship between customer satisfaction and their repurchase intention is positive in a significant way. And in line with research Duygun et al., (2014) indicated that if complaints are handled properly, it will have a positive impact on Repurchase Intention or the intensity of Cooperation. Also support by (Ishmael & Dei, 2018) in his study that customer satisfaction contributes 71% to repurchase intention. In (Gupta et al., 2007) study it is important that satisfaction will made best profit through repeat buying or repurchase intention, by increasing services to get more customer satisfaction to keep repeating buying.

The Influence of Institutional images on Repurchase Intention (Collaboration Intention Partnership) through Customer satisfaction in Universitas Brawijaya

The results of this study indicate that there is a positive and significant relationship between Institutional images on Repurchase Intention (Collaboration Intention Partnership)

through Customer satisfaction in Universitas Brawijaya, Institutional image that Universitas Brawijaya had, which is a good preference or choice for Cooperation Partners, encourages/references their Cooperation institutions/partners to cooperate again with Universitas Brawijaya, because it is pays attention to complaints, criticisms and suggestions given by Cooperation partners. This is in line with the results of research from Savitri (2018) which proves that brand image is the most dominant thing that affects customer satisfaction. Customer satisfaction also has a positive and significant effect on repurchase intentions. So, it can be concluded that creating repurchase intentions or repurchase intentions on consumers can be done by increasing customer satisfaction. The better a company or institution in managing the feedback in the form of complaints, criticisms and suggestions they receive, the better the institutional image attached to their company or institution, while also increasing the repurchase intention of their customers. (Duygun et al., 2014)

The Influence of Motivation on Repurchase Intention (Collaboration Intention Partnership) through Customer satisfaction in Universitas Brawijaya

The results of this study indicate that there is a positive and significant relationship between Motivation on Repurchase Intention (Collaboration Intention Partnership) through Customer satisfaction in Universitas Brawijaya. Universitas Brawijaya can provide flexibility in commercial exploitation of technology or knowledge as long as it is within predetermined limits and is able to provide flexibility in using equipment, materials, and data for joint research with Cooperation Partners properly. Motivation has been shown to influence repurchase intention through customer satisfaction, where academics repeatedly collaborate with the industrial world more because of commercial motivation than knowledge motivation. (D'Este & Perkmann, 2011). This is in line with research conducted by Newman & Japarianto (2014) that motivation is an important predictor that has a statistically significant effect on perception and purchase intention. This can also be shown by customers of Ban Seng Tong who are satisfied and always have the motivation to get well quickly by using products from Ban Seng Tong. Motivation also has a statistically significant effect on Repurchase Intention, which means

that more satisfied customers are with product performance and are motivated or needs, the customers will satisfy these needs by having an interest in repurchasing a product, will it have the same impact in the world of education in Indonesia? So, because it is seen that Universitas Brawijaya pays attention to complaints, criticisms and suggestions given by Cooperation partners, encourage/refer to institutions/partners of their Cooperation to cooperate again with Universitas Brawijaya. Nurhayati's opinion (2017) That any purchase motive, both rational buying motive and emotional buying motive, has a strong influence on repurchase intention where whatever the purpose, if satisfaction is received, they will recommend their experience to continue using the service/product repeatedly. The research by Eddy (2010) illustrates that although the characteristics of motivation in partnerships with universities can be very varied, complex and sporadic, all of them can collaborate together in the partnership itself. Partnerships in practice are created by various motivations, including: 1) Education Reform, educational reform; 2) Economic growth, economic development 3) double degree, student transfer; 4) Student Learning, student learning 5) Availability of Sustainable Resources, resource savings; 6) Joint efforts to achieve goals and visions, shared goals, and visions and 7) International joint ventures. This can be facilitated by Universitas Brawijaya by opening the door of partnership as wide as possible both in terms of resources and equipment, accepting all inputs for the common good so that the cooperation partners experience a high satisfaction experience. By being satisfied, Cooperation partners will be happy to share their experiences with their colleagues and partners to also feel the same satisfaction with Universitas Brawijaya.

CONCLUSIONS AND RECOMMENDATIONS
Conclusions

Based on the results of research and discussion, it can be concluded that directly and indirectly Institutional images, Motivation, Customer satisfaction, have a significant effect on Repurchase Intention in Universitas Brawijaya Partnership. Overall, the results of this study indicate a direct and indirect effect from institutional images that Universitas Brawijaya has a community preference or

become a society preferring to get benefit from higher educational institution. Universitas Brawijaya gave a big effort to maintenance their relationship with partners through provide a better management for complaints, criticism, and suggestions. Also, they give space to their partners to explore many kinds of facility, tools, knowledge, and resources for a better mutually benefit each other. Great satisfaction made their willing to suggestion and references to their partners to get collaboration with Universitas Brawijaya too.

Recommendations

Based on the results of this study, the researcher provides suggestions, namely that this research can be a source of information or a reference for Universitas Brawijaya Policy about partnership, collaboration, and commitments, for partners to complete their collaboration with program, mechanism and evaluated scheme so can be useful for both parties, Finally, for further researchers to try to deepen and expand this research both in terms of variables and the development of research methods.

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