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The Model of Student Satisfaction

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Abstract
The purpose of this study to determine the effect of price on satisfaction, marketing promotions on customer satisfaction and brand to the satisfaction of the student trainee Merpati Training center in Jakarta. The method used in this research is quantitative and analysis in this study using LISREL 8.8 software. Results in the t-test showed H1 price (HRG) to the satisfaction (KP) is rejected, H2 promotion (PRO) to the satisfaction (KP) is received, H3 price (HRG) to the brand (BRAND), H4 sale (PRO) to the brand (BRAND) refused and brand (bRAND) to satisfaction (KP) is received, from the above results it is concluded factor of the price offered, do not get satisfaction or positive response from the students, and promotion is done at this time does not affect the brand image of the name Merpati Training Center, evidenced by the value of t arithmetic and t table equal to or greater than 1.96. Marketing strategy to increase the number of learners in Pigeons training Center is the price offered by Merpati TarininTraining should be able to compete as a certified institution in the field of aviation, and promoting more intensive in order to increase the number of learners and not just promoting the environment of the airline industry, but also to the general public.

Keywords; Promotion, Brand, satisfaction.

El Modelo De Satisfacción Estudiantil

Resumen

El propósito de este estudio es determinar el efecto del precio en la satisfacción, las promociones de marketing en la satisfacción del cliente y la marca para la satisfacción del estudiante en prácticas Merpati Training Center en Yakarta. El método utilizado en esta investigación es cuantitativo y el análisis en este estudio utilizando el software LISREL 8.8. Los resultados de la prueba t mostraron que el precio H1 (HRG) a la satisfacción (KP) se rechaza, la promoción H2 (PRO) a la satisfacción (KP) se recibe, el precio H3 (HRG) a la marca (MARCA), la venta H4 (PRO) a la marca (MARCA) rechazada y se recibe la marca (bRAND) a satisfacción (KP), de los resultados anteriores se concluye factor del precio ofrecido, no se obtiene satisfacción o respuesta positiva de los estudiantes, y se realiza la promoción en este momento no afecta la imagen de marca del nombre Merpati Training Center, evidenciado por el valor de t aritmética y t table igual o mayor que 1.96. La estrategia de marketing para aumentar el número de alumnos en el Centro de formación de palomas es el precio ofrecido por Merpati Tarinin. El entrenamiento debería ser capaz de competir como una institución certificada en el campo de la aviación, y promover más intensivo para aumentar el número de alumnos y no solo promover El entorno de la industria aérea, pero también para el público en general.

Palabras clave: Promoción, marca, satisfacción.

INTRODUCTION

　　ASEAN Open Skythe development of industrial cooperation between countries flying Association Of South East Asian NAsians (ASEAN). This will mean a free competition among the airline industry in each of the ASEAN countries increasingly stringent. The aviation industry will be fully running with "Survival of the Fittest", the aviation industry full of innovation will be able to compete and increasingly exist, and vice versa aviation industry with poor service will be abandoned by consumers.

　　With the formation of an integrated economic area in the region of Southeast Asia known as the ASEAN Economic Community (AEC), Indonesia and nine other ASEAN members to enter a very tight competition in the field of trade economy. AEC is a container that is essential for the progress of ASEAN countries in the welfare of its members so that its existence must be addressed positively. It is expected that the countries

in Southeast Asia can compete well and can put ASEAN to enter into the world market.

Air transport has an important role in fulfilling the human need for mobility that is fast, so where about srequ, ired to provide effective and efficient transportation. The transport system in the region has always been built to form unity and switching between modes within an area. (M. Suryawan, RF, & Fatchoelqorib, 2018).

Air transport is the main choice of transporting live animals from one place to another, especially for long mobility. Through air transport, orequiredimals will be able to avoid the risk of travel such as stress, pain and even loss of lives due to journey too tiring and long. (Siti Asriati, Mochammad Fatchoelqorib, 2018)

The development of aviation in Indonesia since the new order until the current is very rapid, marked by the Low-Cost Carrier Airline companies that have sprung up with the support of government regulation on in the presence o,f Act No. 1 of 2009, instead of Law No. 15 of 1992. When we read and learn more on all the rules and regulations that are in the law 1/2009 they will be, then we will know that one of the government's objectives in the field of aviation is: "Creating the orderly operation of flights, orderly, safe, secure, comfortable, with a reasonable price, and avoid unhealthy competition "(Article 3 point a). Clear that the role of government is vital in creating a national aviation industry that operates in an orderly, organized, safe, secure, comfortable and reasonable price (affordable price).

Economic development can not be separated from economic growth. Economic development to encourage economic growth and vice versa, facilitate the economic growth process of economic development. Economic growth is the increase in the production capacity of an economy that is realized in the form of an increase in national income. A country is said to have economic growth if there is an increase in real GNP in the country's economic growth. indication of the success of economic development. (M. Suryawan, RF, & Fatchoelqorib, 2018).

ASEAN's economic growth today with the Open Sky policy and the ASEAN Economic Community is felt by all the people of Indonesia to enjoy services from ASEAN member airlines with a wide range of services offered and prices are cheap. This achievement makes the aviation industry to compete in attracting passengers to use the services of his airline to deliver to the appropriate destination chosen by the passenger. The airline industry has a variety of marketing strategies to achieve that is used to in-

crease the number of passengers making the airline set up an organization and human resources to handle the company in the face of competition in the airline industry. As one of the state-owned airline company PT. Merpati Nusantara Airlines took part in the marketing of the aviation industry in Indonesia. Securing passage of time in 1995 the business unit of PT. Merpati Nusantara namely Merpati Training Center stands, the establishment of the enterprise business unit of PT. Merpati Nusantara is to facilitate the preparation of the parent company in manpower or human resources in the field of employment as Flight Operation Officer (FOO), Airlines Staff, Basic Aircraft Maintenance and Aviation Security.

Growth Merpati Training Center as a training institution in the preparation of human resources in the field of aviation is very well and good, characterized by stopping the operation of the parent company in early 2014 to serve passengers, Merpati Training Center (MTC) still exist and flourish, since it opened to the public as training institutions, the general public interest in the field of employment in the airline is increasing. Along with the implementation of the ASEAN, Open Sky will be more and more industries and foreign airlines that fly to the Indonesian region, it will provide opportunities for Merpati Training Center (MTC) professionals to prepare skilled in the art.

As a training institution that has obtained an official permit from the Directorate of Airworthiness and Aircraft Operation (DKUPPU) and by the Training Specifications (Transpac) Department of Transportation of the Republic of Indonesia and feasible to conduct training.

Increasing the number of students in Merpati Training Center from 2014 through 2016 can be viewed at table 1;

Table 1. Number of Students

name Training	The number of students by 2014	The number of students in 2015	Total student 2016
Flight operations officer	55	63	75
airlines staff	32	43	62
Aviation security	15	21	37
Basic aircraft maintenance	13	24	30

PR sources MTC

The role of management in dealing with Merpati Training Center (MTC) was very helpful in getting consumers a wide range of facilities offered by MTC include: classrooms are comfortable and clean, energy Instructor

professional and skilled in English, which offered affordably (Affordable) and the subject matter using Information Communication Technology (ICT), for the fields of training offered are educational Flight Operations Officer (FOO), Airlines Staff, Basic Aircraft maintenance and Aviation Security. Certainly, the use of marketing strategies in the public interest greatly assists MTC in the developing world.

For information on training offered for the aviation sector, price becomes a factor that the biggest challenge in finding prospective customers. The price offered for the training are held MTC varies and is relatively large in conducting training offered was already one obstacle to the organization in getting consumers who will send or training at MTC.

Competitors Merpati Training Center (MTC), among others Garuda Indonesia Aviation Training Center (GITC), and Aviation Training Center Trust (TRUST), uptake of MTC graduates already working in the aviation industry amounted to 80% and the remaining 20% in addition to the airline industry.

Here's a list of packages in some of the training costs training center, A study period of 6 to 8 months, in Table 2;

Table 2. Cost of training

type of training	MTC	GITC	Trust
Flight operations officer	Rp. 50,000,000	Rp.50.000.000	Rp. 47,000,000
Airlines Staff	Rp. 25,000,000	Rp. 25,000,000	Rp. 24,000,000
Basic aircraft maintenance course	Rp. 155 million	Rp. 160,000,000	-
aviation security	Rp. 10,000,000	Rp. 10,000,000	Rp. 8,000,000

Another challenge for management is the promotion, for sale to the general public out in the draw and to attend school or training in the field of aviation is not easy. Consumers are not easily interested in the promotion offered by MTC for fieldwork into the output will still not popular. Promotion is a very important activity for the company is good for companies engaged in the provision of goods and services. Therefore, there arose various types of promotional media divsite.

The efforts made by Merpati Training Center to increase the number of students include: an increase in human resources, the cost/price of training as expensive as the table (1.2) long training her 6-8 months, the cost is negotiated, the system learned in class three months and the field of three

months, pretty good response from the fans and graduates will obtain a license issued by the Civil Aviation.

Promotion is done by MTC is composed of four key tools namely; 1) Advertising (Advertising) is an activity to offer goods to the crowds through various advertising media at the same time. Media used an assortment of changing times such as newspapers, magazines, radio, televAdalah posters, stickers, banners, online promotions such as (Facebook, Instagram and Twitter), calendar and others; 2) Sales Promotion (Sales Promotion). Other promotional activities are carried out actively by the sales, other than personal selling, and advertising; 3) Publicity (Publicity) is the amount of information about a person, goods, or the organization that distributed to the public through the media free of price, or without the supervision of a sponsor. ; 4) Personal Sales (personal selling) the activities to offer goods or services directly to prospective buyers. Sellers are trying to meet potential buyers and sellers face to face with

The above promotion mix used by MTC in applying the provision of information for prospective students seeking training. The preparation of human resources, especially prospective students in the field of aviation becomes an obligation for airlines to prepare human resources or employee competence by the specified fields in Act 1 of 2009.

Brand as the strength of the company was instrumental in getting the consumer. Particularly in Merpati Training Center itself is seen that brand Dove Identics as a state-owned company and a subsidiary of PT Garuda Indonesia (now abandoned). Merpati Training Center as a business in the field of training in the field of aviation own name and high resale value, especially in the field of aviation. Sold from the brand MTC itself is a competence that does not exist and is owned by the other flight schools Operaration Officer Flight like has a flight simulator facility and the only one in Asia

Growth and development of the aviation world marked by low Lost Cost Carrier (LCC) in the early 2000s, creating an open opportunity in the field of the aviation industry to become a new business unit, especially in education and training. In line with the parent company suspended Pigeons make the image (image) to be down, consumers often connect to freezing of pigeon also applies to Merpati Training Center, but this unit stand-alone and has a license from the Ministry of Transportation for the operational running of Education and Training.

student satisfaction to Merpati Training Center participated in various training held by MTC is evidence that the MTC is consistent and to con-

tribute to the creation of quality human resources in the field of aviation and ready to work with the expertise and competency of students (output). Nevertheless, not all students feel satisfaction in delivering the training organized by MTC, and the things that students feel in this satisfaction makes companies think to carry out repairs in the future. Infrastructure and become one of the concerns is pressed right by the students in terms of satisfaction.

From the background of the problems outlined above, there are several problems associated with marketing strategy in increasing the number of participants who enroll in Merpati Training Center in Jakarta, including 1) Competition training costs in Merpati Training Center with other training providers; 2) Lack of funds for promotional activities so that the number of students is not maximized; 3) People are less familiar with Brand Pigeons Training Center; 4) A graduate student Merpati Training Center is not all absorbed by the company. Restrictions on limiting research study conducted studies in particular of the research object.

The limitation of this study is to analyze the marketing strategy to increase the number of learners in Merpati Training Center in Jakarta, and the scope of this study is limited to, competition training costs in Merpati Training Center in Jakarta with other training providers; 1) Cost of sale issued by Merpati Training Center and; 2) Graduate students Merpati Training Center is not all absorbed by the company.

The aim of the research is to know the influence of price to the satisfaction of students in MTC; 2) To determine the effect of promotion of satisfaction of students in MTC; 3) To determine the effect of the price of the brand; 4) To determine the effect of the promotion of the brand; 5) To determine the influence of brand on the satisfaction of students in MTC.

LITERATURE REVIEW

        The term marketing (marketing) raised the first time in 1900 - late in the university. 1905 WE Kreuse taught courses on The Marketing of Product at the University Wisconsis titled Marketing Methods. Marketing is established in the twentieth century with the development of marketing research. Then marketing comes to a variety of industries at various times. Marketing is growing fast because of the power latent in it.

According to Joseph (2007), everyone has a need. We satisfy those needs by coercion, by making or doing something on your own, or by swapping something that is valued by others for something we want. Marketing

involves two or more people/organizations with the need or desire to be satisfied, voluntary exchange, a situation in which each - each group or individual has something of value to give. Those involved in the exchange of mutual communication necessary so that the awareness and the conditions for an agreed exchange can occur.

Customer satisfaction is a very important indicator of quality. A satisfied customer is likely to buy again. To give satisfaction to customers, activities - coordinated marketing activities so that it can consistently offer products that meet customer expectations. To achieve this goal, an organization needs to understand the level of performance and capabilities customers expect their main competitors. Whatever the business or end-customer group targeted an organization, marketing must give something of value or utility (usefulness). If marketing does not provide value, then the exchange will not happen. According to Joseph (2007), there are six forms of basic utilities, most or all offered to satisfy the desires and needs, namely; 1) Form utility (utility shape). Providing a product in shape, size, pattern/design, or color that hinted at the customer; 2) Place utility (utility area). Offering a product that can be accessed easily by the customer; 3) Time utility (utility time). Providing a product at the desired time, not too slow or too fast .; 4) Information utility (utility information). Creating product-related information to help customers discover and use a product quickly and accurately; 5) Image utility (the utility's image). This means the creation of emotional and psychological value of a product. This utility refers to the effect on the status, acceptance in society, convenience and so on that are associated with some market deals; 6) Possession of utility (utility ownership). When a customer buys a product, they gained possession of the product. It gives them the satisfaction of knowing that the product was theirs or if the services, they have tried it.

According to America Marketing Association (Kotler, 2007) brand is a name, term, sign, symbol, or design, or a combination thereof, are intended to identify the goods or services of a seller or group of sellers and to of the goods or services of a competitor. Brands can have six levels of understanding according to Kotler in Sulistian, (2011) as follows; 1) Attributes, brand reminiscent of certain attributes. Mercedes gave the impression of a car that expensive, high-quality, well-designed, durable, and high prestigious .; 2) The benefits for consumers sometimes a brand does not simply state attributes, but benefits. They buy products not buy attributes, but buy benefits. Attributes of a product can be translated into functional or emotional benefits. For example, the attribute "durable" translated into the functional

benefits "does not need to immediately buy another", the attribute "expensive" translates into emotional benefits "prestigious", and others. ; 3) Value, the brand also reveal something about the value of the manufacturer. Thus, Mercedes means high performance, security, prestige, and others. ; 4) Culture, the brand also represents a certain culture. Mercedes represents German culture; organized, efficient, and high quality .; 5) Personality, the brand reflects a certain personality. Mercedes reflects a reasonable (person), which ruled the lion (animal), or the court and (object) .; 6) User, brand indicates the type of consumers who buy or use the product. Mercedes shows the wearer a diplomat or executive. attribute "durable" translated into the functional benefits "does not need to immediately buy another", the attribute "expensive" translates into emotional benefits "prestigious", and others. ; 3) Value, the brand also reveal something about the value of the manufacturer. Thus, Mercedes means high performance, security, prestige, and others. ; 4) Culture, the brand also represents a certain culture. Mercedes represents German culture; organized, efficient, and high quality .; 5) Personality, the brand reflects a certain personality. Mercedes reflects a reasonable (person), which ruled the lion (animal), or the court and (object) .; 6) User, brand indicates the type of consumers who buy or use the product. Mercedes shows the wearer a diplomat or executive. attribute "durable" translated into the functional benefits "does not need to immediately buy another", the attribute "expensive" translates into emotional benefits "prestigious", and others. ; 3) Value, the brand also reveal something about the value of the manufacturer. Thus, Mercedes means high performance, security, prestige, and others. ; 4) Culture, the brand also represents a certain culture. Mercedes represents German culture; organized, efficient, and high quality .; 5) Personality, the brand reflects a certain personality. Mercedes reflects a reasonable (person), which ruled the lion (animal), or the court and (object) .; 6) User, brand indicates the type of consumers who buy or use the product. Mercedes shows the wearer a diplomat or executive. attribute "expensive" translates into emotional benefits "prestigious", and others. ; 3) Value, the brand also reveal something about the value of the manufacturer. Thus, Mercedes means high performance, security, prestige, and others. ; 4) Culture, the brand also represents a certain culture. Mercedes represents German culture; organized, efficient, and high quality .; 5) Personality, the brand reflects a certain personality. Mercedes reflects a reasonable (person), which ruled the lion (animal), or the court and (object) .; 6) User, brand indicates the type of consumers who buy or use the product. Mercedes shows the wearer a diplomat or execu-

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According to Nugroho Susanto, (2011) brand image is what is perceived by consumers about a brand. Where it concerns how a consumer describe how they feel about the brand when they think about it. (Maja Hribar in Nugroho, 2011). Moreover, the concept of marketing, brand image is often referred to as the psychological aspect, the image that was built in the subconscious of consumers through information and expectations that are expected through the product or service. (Setiawan Nugroho, 2011). For that building, a brand image, especially a positive image becomes one of the important things. Because without a strong and positive image, it is difficult for companies to attract new customers and retain existing ones, and at the same time ask them to pay a high price. (Susanto in Yuniar Farid Nugroho, 2011).

According to Richard (2002), consumer satisfaction is the customer's perception that the expectations concerning the products used or consumed have been met. Customer satisfaction is a bustling academic study calculated this matter can affect the resulting customer satisfaction in three ways. First, the maximum satisfaction level, it is expected to become loyal customers. Secondly, customers who have experienced the satisfaction level of the products used or consumed will tell the other party. Third, the

higher the customer satisfaction management awareness of the consumer's decision to determine which product will be used or to be consumed was based on customer perceptions.

According to Kotler in Tjiptono (2006) that four methods are widely used in measuring customer satisfaction; 1) Complaints and Feedback System (Complain and suggestion system) .; 2) Providing greater opportunities for customers to submit suggestions, criticisms, opinions, and their complaints. Media that used to be a suggestion box, the comment card, a special toll-free phone lines, websites, and others. ; 3) Buyer Shadows (Ghost Shopping) One method to determine the picture regarding consumer satisfaction is by hiring ghost shoppers to pose as potential customers and rival services company, so they can get the advantages and disadvantages of service .; 4) Analysis of customer switching (Lost Customer Analysis) .; 4) The company should contact those customers who have stopped buying or who have switched from suppliers in order to understand why this is happening and in order to take further corrective policy .; 5) Customer Satisfaction Survey (Customer satisfaction surveys), generally most of the research on customer satisfaction using a survey method, either via post, telephone, e-mail, as well as live interviews.

In a study we often come across terms like variable Dependent, Independent, moderating, and intervening. These variables are commonplace for us to know because in a study of the variable is so capital discussion in a study. Here is an explanation of each type of variable. The independent variable (independent variable) is a variable type that describes or affect other variables. The dependent variable (dependent variable) is a variable type that explained or influenced by independent variables. Both types of these variables is a category of research variables are most often used in the study because it has broad application capabilities.

The research objective was to explain and predict phenomena through the medium of the tests conducted are Test Validation, reliability test, etc. Explanation of the phenomenon systematically illustrated by variability, the dependent variables are influenced by independent variables. The shape of the relationship between the independent variables and the dependent variable can be a relationship of correlation and causal relationships, either positive or negative nature. A direct relationship between independent variables with the dependent variable is likely influenced by other variables. Among them are moderating variables (contingency variables), namely types of variables that strengthen or weaken the direct relationship between the independent variables and the dependent variable, Moderating

variable is the type of variables that influence the nature or direction of the relationship between variables. The nature or direction of the relationship between independent variables with the dependent variables to positive or negative in this case depends on moderating variables. ,

Diah Yulisetiarini (Faculty of Economics, University of Jember, Indonesia (2015), In the case of this research using the brand as a moderating variable, whether to strengthen or weaken against the independent variable on the dependent variable.; 1) The Affects Employee service customer satisfaction. customer perception as; 2) the employee service delivered has been done well .; 3) Price is measured on the price comparison, price appropriateness, price equality with benefits that are Considered by customers. c. Promotion is regularly held twice a month (Indomaret and Alfamart). They also offer Reviews of their products by using coupons and gifts, even promotion. reducing the sales price.

Farshad Faezy Razy, Masoud Lajevardi Islamic Azad University, Semnan, Iran (2015), the Brand image has not a significantly positive effect on postal express loyalty in East Java. The correlations are significant differences between brand image within and purchase intention, consumers tend to range to have higher perceived value, resulting in higher intention when facing a preferred brand. There are significant differences between the correlation between product knowledge and purchase intention. Product with lower brand image triggers more purchase intention with a higher discount.

David Mc. A Baker (2013), Researchers and practitioners are keenly interested in understanding what drives customer satisfaction an antecedent of Increased market share, profitability, positive word of mouth, and customer retention.
Strategies should include meeting and exceeding customers, desired service levels, customer complaints positively deadline.

Marife Mendez, Michael Bendixen, Russel Abratt, Yulia Yurova, Bay O 'Leary (2015), Sales promotions serve as a last-minute influencer up until the point of purchase, and the result show same brand promotions can positively influence royalty,
This study shows there is still loyalty to Certain brands and sales promotions that can Contribute to the on-going success of marketing effort Appropriate if there is an understanding of the consumer and the market.

Shenzhen Polytechnic, Guangdong (2017), Cathay Pacific makes the company image through brand communication and Convey to the consumer through advertisement, service facility, and cabin crew appearance,

brand equity Also plays an important role in winning the competition in terms of income from consumer , Indications are seen with the amount of company assets, productivity and financial health is maintained very well.

       Yi Zhang (2015) Department of marketing, management school, Jinan University, Guangzhou, China, brand image is the driving force behind consumer in behavior, Brand image stimulate consumers actual purchase behavior to increase of sales,

METHODOLOGY

       This study used quantitative research methods and types of research descriptive for the implementation includes data, analysis, and interpretation of the meaning and the data obtained, This study aims to determine the effect of the variables to be studied, namely the influence of Price, Promotion and Brand to the satisfaction of learners in training Merpati Center. Populasi in this study were 80 students training in Merpati Training Center.

Data processing method may include analysis of the relationship between variables using Structural Equation Modeling (SEM), which examines the structural relations of the conceptual framework proposed in the research model simultaneously,

RESULT AND DISCUSSION

The reliability of test results Validity and Price

Table 3. Latent Variable Validity and Reliability HRG

Latent Variables / Variable Observed	Value SLF *)> 0:50	value e Error	CR **)> 0.70	VE value ***)> 0:50	conclusion Calculation
HRG			0.99	0.99	good reliability
HRG10	0.99	0:01			validity good

Based on table 3, the calculation of reliability HRG variables mentioned above, it can be concluded has good reliability and validity, the model fit perfectly, latent variables HRG has ten stationing price corresponding indicator tables in Chapter 3, statement HRG1 until HRG 9, invalid and

represent the perception of respondents rated Standardized Loading Factor (SLF)> 0:50.

HRG10 statement is government oversight can prevent efforts towards monopoly, only this statement represents the perceptions of the respondents, while the statement did not meet the HRG1 until HRG9 Standardized value Loading Factor (SLF)> 0:50. means that the price offered by Merpati training centers can not compete and satisfy the learners.

Results The reliability Validity and Promotions

Table 4. The reliability Validity and Promotions

Latent Variables / Variable Observed	Value SLF *)> 0:50	value Error	CR **)> 0.70	VE value ***)> 0:50	conclusion Calculation
PRO			0.70	0:50	good reliability
PRO4	0.61	0.62			validity good
PRO6	0.67	0:55			validity good
PRO8	0.63	0.61			validity good

Based on table 4, the results of the reliability calculation promotion variables mentioned above, it can be concluded to have good reliability with the model fit perfectly. Hypothesis influence on brand promotion of PRO1 - PRO10, results Standardized Factor Loading under 0:50 is PRO1, PRO2, PRO3, PRO 5, Pro7, PRO9, and PRO10, each statement is PRO1;The company always encourages consumers to make more use of the products, PRO2; Companies must balance the promotion of the competition so it is not left behind, PRO3; Companies always supported on the product or the new models released so that consumers are not saturated. Pro5; Evektifitas costs should be considered carefully so as to avoid losses, Pro7; in determining the long period of sale, it is usually better programmed for the long term, PRO9;   Companies must determine the implementation schedule of promotion and distribution to fit the customer needs, and PRO10; Companies must be prudent in determining the necessary promotional budget so there is no wastage. From the data results of questionnaires that have been answered by the respondents from PRO1 - PRO10 only 3 PRO matches perfectly the value and the value of reliability and validity. Seven statements with a value Standardized questionnaires Loading Factor (SLF) under 0:50. promotion by Merpati Training Center to increase or boost the name/brand image is not optimal, it is necessary to make a breakthrough - a breakthrough that could increase the number of learners.

Results The reliability Validity and Brand

Table 5. Validity and Reliability of Latent Variables BRAND

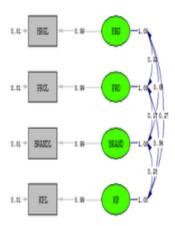| Latent Variables / Variable Observed	Value SLF *)> 0:50	value Error	CR **)> 0.70	VE value ***)> 0:50	conclusion Calculation
BRAND			0.83	0:50	good reliability
BRAND4	0.65	0:58			validity good
BRAND5	0:54	0.71			validity good
BRAND7	0:59	0.66			validity good
BRAND8	0.74	0:45			validity good
BRAND9	0.84	0.29			validity good
BRAND10	0.68	0:54			validity good

Based on table 5, the calculation of reliability BRAND variables mentioned above, it can be concluded have good reliability with variables observed BRAND4, BRAND5, BRAND6, BRAND7, BRAND8, BRAND9 and BRAND10.

Test results Validity and Reliability Readiness Participants Variables

Table 6. Validity and reliability Variable Participant Readiness

Latent Variables / Variable Observed	Value SLF *)> 0:50	value Error	CR **)> 0.70	VE value ***)> 0:50	conclusion Calculation
KP			0.89	0:50	good reliability
KP1	0.89	0.65			validity good
KP2	0.75	0:44			validity good
KP3	0.60	0.63			validity good
KP4	0.64	0.60			validity good
KP5	0:57	0.68			validity good
KP7	0.70	0:51			validity good
KP8	0.73	0:47			validity good
KP9	0.76	0:43			validity good
KP10	0.69	0:53			validity good

Based on Table 6, the calculation of reliability satisfaction variables mentioned above, it can be concluded have good reliability, the next step is Confirmatory Factor Analysis (CFA) test for latent variables confirmation. CFA test result at show in Figure 1

Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Figure 1. Uji Confirmatory Factor Analysis /CFA (Standardized Solution)

For show the model accepted, using Goodness Of Fit Index (GoFI) at CFA test. Chi-Square = 0, df = 0, P-value = 1, RMSEA = 0.00, its goodnest data, model is saturated = perfect fit. It can be concluded that the data strongly support a model for the latent variables in the CFA test. Output SEM CFA test can be seen below:

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                    Goodness of Fit Statistics

                        Degrees of Freedom = 0
              Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
   Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)
              Satorra-Bentler Scaled Chi-Square = 0.0 (P = 1.00)

              The Model is Saturated, the Fit is Perfect !

              Time used:    0.016 Seconds
```

The result of the measurement of latent variable models on the CFA test looks to have a value of Standardized Loading Factor (SLF)> 0,50 (good validity). Good reliability value, which value CR> 0.70 and VE> 0:50. The summary of the validity and reliability of the latent variables on the CFA test can be seen in the table 7 below:

Table 7.   Validity and Reliability of Latent Variables *in Test* CFA

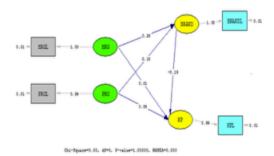| Latent Variables / Variable Observed	Value SLF *)> 0:50	value Error	CR **)> 0.70	VE value ***)> 0:50	conclusion Calculation
HRG			0.99	0.99	good reliability
HRGL	0.99	0:01			validity good
PRO			0.99	0.99	good reliability
prol	0.99	0:01			validity good
BRAND			0.99	0.99	good reliability
BRANDL	0.99	0:01			validity good
KP			0.99	0.99	good reliability
MPA	0.99	0:01			validity good

Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Figure 2, Structural Model Test Results Research MODEL *(Coefficient Standard)*

Figure 2, to test whether the research data supports the existing model, then use the indicator value of the Goodness of Fit Index (GoFI). From the resulting calculation that the latent variables on CFA test has a value of Chi-Square = 0, df = 0, P-value = 1, RMSEA = 0.00, which means it shows very good match, a model is saturated = perfect fit. It can be concluded that the data strongly support a model to study the structural model. Output GoFI latent variable SEM to test the structural model can be seen in the description below:

```
                    Goodness of Fit Statistics

                     Degrees of Freedom = 0
           Minimum Fit Function Chi-Square = 0.00 (P = 1.00)
  Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)
           Satorra-Bentler Scaled Chi-Square = 0.0 (P = 1.00)

           The Model is Saturated, the Fit is Perfect !


              Time used:    0.016 Seconds
```

Table 8, Results Based Research Hypothesis Significance Tests
Structural Model Test Research

Influence Between Variables	T value	coefficient Standard	Conclusion Hasi Hypothesis Significance Tests
H1: There is an influence between the variables of price to the satisfaction of Learners	0:12	0:01	H1 is declined, the value of t <1.96, there is no influence between variable rates to variable Satisfaction
H2: There is the influence of variables Promotion to the satisfaction of participants	6:26	0:58	H2 is received, the value of t> 1.96, there is the influence of variables to variable Satisfaction Promotion
H3: There is influence between variable price against BRAND (Brand/brand)	2:32	0:26	H3 is received, the value of t> 1.96, there is the influence of variables to variable price BRAND
H4: There is influence between latent variable PRO (Promotion) against BRAND (Brand/brand)	1.52	0:18	H4 is rejected, the value of t <1.96, there is no influence between variable PRO BRAND
H5: There is an influence between the latent variables BRAND (Brand/brand) to KP (Participant Satisfaction)	-2.09	-0.19	H5 is received, the value of t> 1.96, there is the influence of variables to variable KP BRAND

Source: Research Data Processing (2018)

H1.　　No influence of variables prices to satisfaction of learners in Pigeons training Center Jakarta evidenced by the t-test value of 0.12 and a standard coefficient 0:01, was rejected because of the value of the structure below the value t of the structural equation should be ≥ 1.96 (Hair et al., 2006).

It can be concluded that the price offered by Merpati training centers can not compete and satisfy the learners.

H2.　　There is the influence of variables sale to the satisfaction of learners in Pigeons training Center Jakarta evidenced by the t-test value of 6.26 and the coefficient strander 0:58, received as above what the structure of the value t of the structural equation should be ≥ 1.96 (Hair et al., 2006)

H3.　　There is influence between variable price against brand learners in

Merpati Training Center Jakarta evidenced by the t-test values of 2:32 and 0:26 strander coefficient, is acceptable because of the value of the structure above the value t of the structural equation should be ≥ 1.96 (Hair et al., 2006)

H4.   No influence of variables campaign against the brand for learners in Merpati Training Center Jakarta evidenced by the t-test values of 1:52 and 0:18 standardized coefficients was rejected because of the value of the structure below the value t of the structural equation should be ≥ 1.96 (Hair et al., 2006).Promosi performed by Merpati Training Center to increase or boost the name or brand image is not optimal, it is necessary to make a breakthrough - a breakthrough that could increase the number of learners.

H5.   There is the influence of variables brand to satisfaction of learners in Merpati Training Center Jakarta evidenced by the t-test values of -2.09 and -0.19 strander coefficient, hypothesis is accepted because the difference between the value t of structural equation must be equal to or greater than 1.96 (Hair et al., 2006), although equally negative value and inversely proportional to the results of another hypothesis.

H2 proving that their influence is evidenced promotion variables to satisfaction with previous studies among other international journals by Yi Zhang (2015) Department of marketing, management school, Jinan University, Guangzhou, China; Brand image is the driving force behind consumer in behavior, brand image stimulate consumers actual purchase behavior in order to increase of sales.

        In H3 that their influence on the price variable brand can be seen in a previous study written Danang Priandoko (2016) University Bina Nusantara, Indonesia under the title The influence of brand relationship, brand satisfaction, and perceived price towards brand loyalty in PT X's customer, Indonesia; competitive market should need a way to maintain long-term relationships with customers, good brand image will the make customer decisions, positive impact on business survival, satisfied customers will be loyal to the company, satisfied customers do not think about the price, the price must be in accordance with the quality a product.

        H5 brand on their influence on satisfaction can be evidenced by the previous studies conducted by Cristian Lasander (2013) Sam Ratulangi University in Manado journal-title product quality brand image, and the promotion of its impact on consumer satisfaction on traditional foods; Brand image, product quality and promotion simultaneous effect on customer satisfaction.

From the above results and associated with the title, especially on Brand as moderating variable is the variable that can affect satisfaction with the positive results / received because of the value structure of the structural equation t value equal to or more than the value of 1.96.

CONCLUSION

Based on the chapter on the results of the discussion the authors can conclude that there is no effect of price on satisfaction of students who enroll in Merpati Training center SHOWN of exam table t and t is smaller than the structural equation 1.96 was rejected, the results of research the cause is; The price given / offered is not matched by the facilities provided and   The price given is more expensive than other training providers ,; 1) There is a significant influence between promotion to the satisfaction of the results obtained t and t standard coefficient obtained result is greater than the structural equation 1.96 is accepted. 2) There is a significant relationship between the variables obtained result prices on brand t and t table result is greater than the structural similarity of 1.96 is accepted.; 3) There is no influence of variables on brand promotion hypothesis is rejected because the value of t and t standard coefficient smaller than 1.96 structural equation is rejected, the results of the study due to lack of promotion by MTC, Need to make a breakthrough in the field of promotion such as talk show to a public high school and following aerospace exhibitions, sales online. Factors that lead to an increase in the number of students is not maximized including the following; 1) There is very tight price competition among training providers other; 2) Difficulty in finding students caused by the airline industry already has training centers .; 3) The number of new training centers.

Factors that make a marketing strategy that is executed today has not been able to increase the number of learners in Merpati Training Center Jakarta; 1) The price applicable is not currently able to provide satisfaction to learners, 2) Promotion is done can not raise the name/brand Merpati Training Center; 3) Graduates still have not been absorbed in the company

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