Effect of Campus Promotion, Service Quality and Applicants' Image toward Their Decision in Choosing a Higher Education Institution

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Abstract   The objectives of this research were to find out: the effect of campus promotion and service quality on applicants' image of the campus and applicants' decision in continuing their study at a campus. It is found that campus promotion influence applicants' image about the campus. The promotion also effects applicants' decision in choosing an educational institution (campus). Furthermore, service quality also has consequence on both applicants' image and decision. Finally, applicants' image also has effect on their decision to continue their study at a campus. It means that campus promotion and service quality have crucial influence to satisfy applicants (candidate students) as campus customer. When they are comfortable with the promotion and the service, they will have good image about the campus and choose it as their future educational institution.

Keywords: campus promotion, service quality, applicants' image, and applicants' decision

Cite This Article: Dewi Suliyanthini, "Effect of Campus Promotion, Service Quality and Applicants' Image toward Their Decision in Choosing a Higher Education Institution." *American Journal of Educational Research*, vol. 3, no. 2 (2015): 208-210. doi: 10.12691/education-3-2-14.

1. Introduction

Higher education faces the most challenge elements in running its program that are science and technology globalization. Educational institution needs to improve its management strategy to face issue of quality. The institution management strategies rely on education service quality and communicating campus promotion to society especially students. The promotion are about knowledge, skills, art, technology, science application, laboratory, teaching, and teachers' skills that provided by the institution.

Jakarta as the capital city of DKI province in Indonesia has 28 private colleges and 4 public universities (Government Statistics Bureau, 2007). All the institutions compete to offer teaching and learning for undergraduate students. Those colleges and universities try hard to advance their service quality in order to invite more students. At the same time applicants (candidate students) may choose program suit to their interest and talent. Those students come from various areas in Indonesia. They will look for information regard to their upcoming higher education. The information can be obtained through written communication tools, university websites, friends, or visit the institutions information service directly.

Useful information is influenced by some aspects; they are campus' promotion, art, science and technology aspects. However, the most important information aspect is about graduates (alumni) news. Graduates' successful or failure in work reflect quality of the educational institution. Those aspects will influence applicants to decide taking the course. In addition, when they say 'yes' to a course or a study program at a university or college they need to be consistent to attend the course and accept the graduate quality level.

Based on the description above, research hypotheses are grown as follow:

(a) campus promotion program has direct influence on applicants' image to campus, (b) campus promotion program has direct influence on applicants' decision in choosing a study program, (c) service quality influence applicants' image to campus, (d) service quality influence applicants' decision in choosing a program study, (e) applicants' image influence their choice of educational institution to enroll.

2. Method

This research used causal survey method and applied path analysis technique. This technique was applied to analyze variables that influence applicants' decision in choosing universities or college for their undergraduate study.

Questionnaires were spread to 8950 candidate students from 5 favorite private universities in Jakarta. Instrument was tried out to 40 respondents. Research sampling technique used Slovin formula, that is:

$$n = \frac{N}{1+Ne^2} \quad [12]$$

Design of the study can be drawn as diagram below:
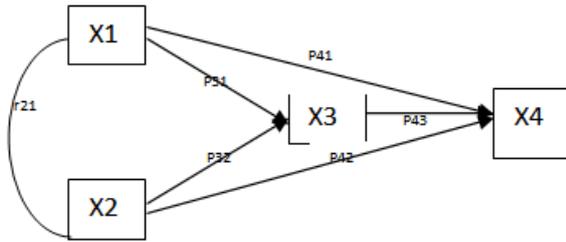
Picture 1. Research design

X1 :   campus promotion variable
X2 :   service quality variable
X3:   applicants' image variable
X4:   applicants' decision in choosing an educational institution for study variable

Inferential descriptive of data analysis used $\alpha = 0.05$. Research hypothesis are:

1) $Ho : \rho_{3.1.} \leq 0$
   $H_1 : \rho_{3.1.} > 0$

2) $Ho : \rho_{4.1.} \leq 0$
   $H_1 : \rho_{4.1.} > 0$

3) $Ho : \rho_{4.1.} \leq 0$
   $H_1 : \rho_{4.1.} > 0$

4) $Ho : \rho_{4.2.} \leq 0$
   $H_1 : \rho_{3.2.} > 0$

5) $Ho : \rho_{4.3.} \leq 0$
   $H_1 : \rho_{3.3.} > 0$

$\rho_{3.1.}$: direct influence of campus promotion (X_1) variable to applicants' image variable (X_3)

$\rho_{3.2.}$: direct influence of service quality coefficient variable (X_2) to applicants' image variable (X_3)

$\rho_{4.1.}$: direct influence of campus promotion (X_1) coefficient variable to applicants' decision in choosing an educational institution for study (X_4)

$\rho_{4.2.}$: direct influence of service quality coefficient variable (X_2) to applicants' decision in choosing an educational institution for study (X_4)

$\rho_{4.3.}$: direct influence of applicants' image variable (X_3) to thier decision in choosing an educational institution for study (X_4)

3. Results and Discussion

Data description includes campus promotion (X_1) variable, service quality variable (X_2), applicants' image variable (X_3), and applicants' decision in choosing an educational institution for study (X_4) variable.

Data descriptions are:

Table 1. Data description

Data description of the research				
Variable	X4	X3	X2	X1
Sample	383	383	383	383
Score range	45	47	80	56
Max score	100	105	164	124
Min score	55	58	84	68
Interval class	6	5	10	7
Mean	77.24	75.21	116.8	91.19
Median	86	79	125	98
Modus	80	79	125	98
Standard Deviation	6.119	7.279	16.98	8.265

Validity of standard deviation measurement are 3.42

Table 2. Instrument validity and reliability

Instrument validity and reliability				
Variable	Item	valid	drop	coefficient
X1	31	22	9	0.86
X2	45	35	10	0.95
X3	30	25	5	0.88
X4	33	20	13	0.76

Validity measurement in social science are 0.5

Table 3. Normality test

Normality test				
Variable	N	t_{table}	$t_{calculated}$	Conclusion
X1	383	0.1687	0.0562	Normal
X2	383	0.1696	0.0518	Normal
X3	383	0.1437	0.0719	Normal
X4	383	0.1674	0.077	Normal

According to normality validity, it can be concluded that Tcalculated < Ttable are has been valid

Table 4. Correlation Coefficient

Estimation Galat Test			
Regression model	$F_{calculated}$	F_{tab}	conclusion
X_4 on X_1 $Y_4=29.79+0.427X_1$	18.933 1.61	3.87 1.86	significant linear regression coefficient
X_4 on X_2 $Y_4=30.25+0.244X_2$	14.813 0.503	3.87 1.86	significant linear regression coefficient
X_4 on X_1 $Y_4= 29.449+0.927X_3$	23.59 0.56	3.87 1.86	significant linear regression coefficient
X_3 on X_1 $Y_3=35.46+0.32X_1$	59.57 0.676	3.87 1.86	significant linear regression coefficient
X_3 on X_2 $Y_3=36.01+0.189X_2$	56.587 0.56	3.87 1.86	significant linear regression coefficient

According to correlation coefficient estimation galat test, it can be concluded that all the regression model from each variable has establish linier graph and coefficient regression are significant in F table $\alpha = 0.05$

Table 5. Path Analysis Coefficient

Path Analysis Coeefficient						
path	coef	T_{hit}	$T_{0.05}$	$T_{0.01}$	R^2	€
P31	0.124	3.204	1.96	2.58	0.368	0.463
P32	0.296	1.427	1.96	2.58		
P41	0.220	2.855	1.96	2.58	0.257	0.343
P42	0.202	2.481	1.96	2.58		
P43	0.256	3.051	1.96	2.58	0.309	0.261

The result may be shown as:
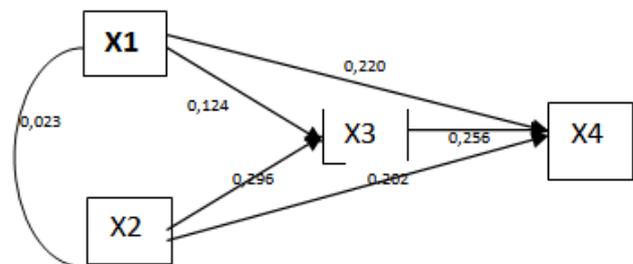
Picture 2. Summary of Path Analysis Model Research

a.   Positive effect of campus promotion program ($X1$) towards applicants' image ($X3$) : 0.124 this number indicate the effect of promotion has given influence to the image of the university

Research finding shows that the campus promotion program is able to convince applicants. Promotion

releasing, partnership network, students' association, information from relatives and word of mouth (WOM) will build awareness and response to build a good team work. Laboratory picture, learning process picture, building, campus location, and campus cooperation with employers which provide vacancies for graduates build a good image for the campus. Kotler [2] also Kotler and Keller [3] state that good communication will create well image of what has been communicated.

b. Positive effect of service quality (X2) towards applicants' image (X3) : 0.296 this number has indicate service quality become the most dominant aspect in order to build image of the university

This research found that a good service quality will build a good applicants' image with statistic value as 0.296. According to Levitt and Kotler's service quality theory, a good image is constructed based on what a campus provide for students' service such as learning supports, infrastructure facilities, good teaching and learning process, professional lecturers, and an excellent learning support staffs service. For instance, services include suitable building for application of knowledge and skills, equal number of students and laboratory equipment, learning internet link support, library, and so forth. Those ideas also expressed by Levitt [4] and Lovelock [5].

c. Positive effect of campus promotion program (X1) towards applicants' decision (X4): 0.220 this number explain that promotion has given influence into decision making of students

The finding shows that campus promotion program gave effect on applicants' decision in choosing an educational institution for study. This means that entertainment, pamphlet, brochure, internet also website link, students' association, information from relatives and word of mouth (WOM) and other kind of promotion communication encourage applicants to choose one of their interest study program in the campus. Good communication program will invite applicants to enroll in the campus.

Relate to this finding, Grifin's theory states that applicants' process in deciding to continue their education at a study program in a campus started from recognizing campus and all the learning supports elements [6].

d. Positive effect of service quality (X2) towards applicants' decision (X4): 0.202. this number explain that service has not given influence into decision making process to students

The result of the research shows that service quality influence applicants' decision in choosing an educational institution for study. When alumni and students who are studying in a campus experienced a good service quality at a campus, they will inform their experience to other people include the applicants or candidate students. The information will influence applicants to accept or reject the campus for their future educational institution.

Bothe supports this condition by saying that students' decision based on students' satisfactory of service quality so they will be lifelong customers of the educational institution [8]

e. Positive effect of applicants' image (X3) towards candidate students' decision (X4): 0,256 this number indicate that image has given influence into students decision making.

The finding shows that applicants' image influence their decision in continuing their study in an educational institution or campus. The statistic value of 0.256 expresses that applicants' image about a campus will impact on their decision to continue their study at the campus. Generally, the good image is derived from service quality, promotion communication, professional lecturers, and good job position of graduates (alumni). Valerie and Bitner said that students as customers choose a study program, decide to take it, and do it as a result of evaluation process of finding alternative and developing their image about the campus. [10]

4. Conclusion

Data analysis shows influence of campus promotion and service quality to applicants' image about the campus and their decision to continue their study at the campus. Clearly, findings of the research are: first, campus promotion program influences applicants' image about campus. Second, campus promotion program influences applicants' decision in continuing their study at a campus. Third, service quality impacts on applicants' image about campus. Fourth, service quality impacts on applicants' decision in continuing their study at a campus. Fifth, applicants' image about campus influences their decision in continuing their study at a campus.

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