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EkoNika
Jurnal Ekonomi Universitas Kediri

The Effect of Promotion Strategy and Social Media on the Attractiveness of Prospective New Students Moderated by Brand Image on University's Study Program Selection

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ABSTRACT

Article History :

Received : 01 - 06 - 2023

Revised : 05 - 08 - 2023

Accepted : 28 - 08 - 2023

Keywords:

Attractiveness; Brand Image;
Promotion Strategy; Social Media

This article aims to test and analyze the effect of Promotion Strategy and Social Media on the Attractiveness of prospective new students moderated by Brand Image on the selection of study programs at Universitas 17 Agustus 1945 Jakarta. The population in this study used a sample of 232 respondents, who were final year students from SMA, SMK, MA, and Paket C. The data collection technique used simple random sampling by distributing research questionnaires in the form of Google Forms through social media and schools socialization. The data processing method in this study uses Smart PLS software which is used to test the hypothesis. The results of this study indicate that promotional strategies and social media and brand image are proven to have a positive and significant effect on attractiveness. Brand image has a significant effect and can moderate the effect of promotional strategies on attractiveness, and brand image is proven to be significant and can moderate the effect of social media on attractiveness. The results of this study recommend universities to determine the interest of prospective students in continuing their education to a higher level through the influence of promotional strategies and social media to attract new prospective students.

INTRODUCTION

The rapid development and change of the world is a challenge for educational institutions, especially in the era of the industrial revolution 4.0 which has a huge impact on human life. Many conveniences and innovations are obtained in the world of education with the support of digital technology (Hasrul et al., 2019). Education in the era of the Industrial Revolution 4.0 is a phenomenon that answers the needs of the Industrial Revolution by adjusting the new curriculum to the prevailing situation. The curriculum can open the world window with a hand, for example using the Internet of Things (IOT).

In addition, education is also one of the most important priorities for Indonesians to be competitive. When people decide to continue to a higher level, they will be faced with various choices. Such as the selection of universities to be followed

and the choice of various majors. The large number of universities causes intense competition in getting prospective students, especially private universities, because universities will increase their competitiveness and compete with each other to be able to develop all their potential and abilities to attract new prospective students (Yuniarsih et al., 2022).

Higher education is a level of education that is close to the world of work and business. The desire of the community to have a good career and play a role in the tight world of competition, encourages universities to increase competitive advantage. Universities must realize that prospective students today will be faced with several choices of universities in various study programs or certain majors, with the hope that universities have a good academic reputation. Currently, the number of private universities registered in LLDIKTI DKI Jakarta totals 283 private universities (LLDIKTI Region III, 2023).

Table 1 Private Universities Based on Data Obtained in the LLDIKTI Region III DKI Jakarta Environment in March 2023

Form of PTS	Total PTS
University	68
Institute	24
High School	93
Academic	81
Polytechnic	17
Total	283

Source: *lldikti region III (Dki Jakarta) March Edition, (2023)*

Therefore, it is important for each university to have their own promotional strategies to increase the attractiveness for prospective new students. Universitas 17 Agustus 1945 Jakarta or commonly called Uta'45 Jakarta, is one of the Private Universities in Indonesia which is located at Jl. Sunter Permai Raya No.1, RT.11 / RW.6, Kec. Tj. Priok, North Jkt, Special Capital Region of Jakarta 14350. Universitas 17 Agustus 1945 Jakarta has 4 Faculties and 14 Study Programs for the undergraduate level, consisting of Faculty of Economics (Accounting, Business Administration, Management, Digital Business, Government Science, Communication Science, Public Administration, and International Relations), Faculty of Law (Law Science), Faculty of Engineering (Mechanical Engineering, Electrical Engineering, Civil Engineering, Informatics), Faculty of Pharmacy (Pharmaceutical Science).

Students are an element that is prioritized in the academic process, especially in private universities. Students are also the main source so that the process of admitting new students must be managed properly by implementing the right promotional strategy so that the target number of students can be realized. Various promotional strategies have been carried out by private universities to increase new prospective students. Promotion is necessary and is considered an important factor for universities to publicize excellence, and introduce further differences owned by universities to attract the attention of prospective new students. One of the promotional efforts made is to prioritize a strong college brand image in the eyes of the community.

From these phenomena, it is interesting to further investigate the influence of promotional strategies and social media which attracts prospective new students to continue their education at the University of 17 August 1945 Jakarta. University have an important role in placing brand image in the eyes of the community. A good image can be one of the considerations for prospective students. This research was conducted because the author saw that the interest of prospective students in continuing their further education was getting higher, to help them compete in the industries. In addition, it is important for universities to know what is the background of students choosing the Universitas 17 Agustus 1945 Jakarta as their campus to be able to promote effectively and efficiently to the right target market.

LITERATURE REVIEW

Promotion Strategy

According to Martowinangun et al., (2019), promotion strategy is a planned activity using various promotional variables as tools with the intention of informing, persuading, and reminding consumers to buy products and brands so that the goal of increasing sales can be achieved. Or it can be said, promotion strategy is a method used to advertise, promote and sell. According to Daryanto (2011: 85) in (Ummul Kuro, 2021), promotion strategy is a game plan to achieve the desired goals of a unit, although the strategies are different, the goal of each organization is the same, increasing sales volume. The promotional strategies that have been carried out by admission team include: placing advertisements on instagram ads & facebook ads, posting content on tiktok, participating in school exhibitions, making presentations at

schools, making MoU with schools & companies, participating in education expos, socializing and promoting campuses in the village, and providing scholarship programs. So it can be concluded, a promotion strategy is a method used by individuals or organizations to achieve the desired goals. According to Kotler and Keller (2016) in (Nuvia Ningsih et al., 2020), indicators of promotional strategies include advertising, personal selling, publicity, sales promotion and direct marketing.

a. Advertising

Advertising is a form of presentation and promotion of the idea of increasing demand for the products offered (Kremer et al., 2023). It can be concluded that advertising is an effective way to spread messages to produce satisfactory results. Personal selling is a face-to-face interaction between individuals to achieve goals, create, modify, exploit or seek the emergence of mutual beneficial exchange relationship with the other party (Wardhana, 2018). According to Rangkuti (2009: 26) in (Hidayat et al., 2021), personal selling is an interaction between individuals, who meet each other face to face aimed at creating, improving, controlling or maintaining mutually beneficial exchange relationships with other parties. It can be concluded that personal selling is a two-way sales promotion, there are many ways to market universities, by informing excellence, achievement, cooperation programs, and facilities. Personal selling is considered an effective way of doing promotion because it is through a face-to-face manner between marketing and prospective new students.

Publicity is all forms of information about individuals, products, organizations that flow to the public through the mass media. According to Peter and Mark (2012: 112) in (Alpasha, 2022), publicity is a form of non-personal communication that seeks to influence customer attitudes, feelings and opinions. Publicity can be in the form of activities such as webinars, workshops, graduation events, cooperative relationships and other activities that are published both offline and online. It can be concluded that publicity is a way of promotion by utilizing the media to share activities as a means of promotion regarding campus activities such as new student admissions using print and electronic media.

b. Sales Promotion

Sales promotion is a promotion that connects advertising, personal selling, and public relations (Restu et al., 2020) Some sales promotion activities consist of education exhibitions and presentations to vocational high schools. This activity aims to encourage prospective students to purchase forms (Kusnawan, 2018). In addition, there are sales promotions that offer incentives to offer money back, price reductions, scholarship offers to students by score, Kartu Indonesia Pintar (KIP), entrance exam pathways, and cooperation programs between universities and schools (Hasnolisastro, 2019). It can be concluded that sales promotion is a communication activity which in these activities usually has the aim of influencing consumers to be interested in the products or services offered.

c. Direct Marketing

Direct marketing is a promotional activity aimed directly to consumers of getting a response from prospective consumers in the form of a database of prospective students. With a database, approaches to potential customers can be done in various ways such as direct sales, telemarketing, and direct response advertising through direct mail (Wardhana, 2018). In addition, it can be said that direct marketing is an interactive marketing system that utilizes one or more advertising media to generate measurable responses and transactions in various locations. It can be concluded that direct marketing is a direct communication process that emphasizes interaction with prospective students directly or through digital.

Social Media

Basically, social media is the latest development of internet network technology that makes it easy for everyone to communicate, participate, share and form networks online, to spread content on blogs, twitter, youtube, instagram, tiktok, and facebook, which can be seen directly by millions of people for free (Somawati et al., 2021). According to dataindonesia.id (2023), the number of active social media users in Indonesia are 167 million people. This number is equivalent to 60.4% of the population in the country. With the rise of social media users, social media is now utilized as a means or digital marketing activities, such as social media maintenance, social media endorsement and social media activation. Choosing social media to increase the reach of new students is an effective way because social media is increasingly popular

among teenagers and has even become a lifestyle. According to Zharfaningrum et al., (2020) social media indicators include convenience, trust, and quality of information.

a. Convenience

Ease is a stage that is usually carried out by prospective new students to find college information through gadgets. Ease of getting information about majors, scholarship programs, cooperation programs, facilities, etc. Usually this information is obtained on the college's social media account. Ease is one of the factors that greatly influence online purchasing decisions (Dewi, 2019).

b. Trust

Trust is the willingness of one party to be vulnerable to the actions of another party based on the expectation that the other party will perform certain actions that are important to the trustor (Pravitasari & Raharso, 2018). The marketing team for new student admissions at the University of 17 August 1945 Jakarta, can maintain the confidentiality of the identity data of prospective new students and will not disseminate the information obtained. It can be concluded that trust is an expectation held by an individual when the words, promises, oral or written statements of someone who is trusted can be realized.

c. Quality of information

Information quality is information that provides information via chat or provides information directly to the recipient of the information (Rostiani et al., 2021). The marketing team at the Universitas 17 Agustus 1945 Jakarta strives to provide clear information, so that the message conveyed matches the expectations of prospective applicants. It can be concluded that information quality is information that a person needs with completeness, accuracy, relevance, and understandability.

Attractiveness

Attractiveness is one of the important factors in communication because attractiveness is the initial process of the impression of a form of communication and plays a major role in shaping the interest of communicants. Private universities are required to show quality to be able to provide added value for prospective new students in terms of services, academics, and facilities. Attraction can be a psychological process that can develop into a positive response or negative response to the communication message given. In the large Indonesian dictionary gives

meaning to the word "attractiveness" as the ability to attract or attract attention. According to brainly.co.id (2022), attractiveness is the quality that causes interest, desire, or attraction to someone or something. According to Chandra (2021) the indicators of attractiveness include meaningful, distinctive, and believable.

a. Meaningful

Having meaning can be translated as something that can have an effect on something. According to Hornby (2009) in (siswapedia.com, 2019) explains that meaning is what purposefully relevant. The word meaning is often aligned with meaning. In addition, meaning essentially studies how each language user makes people understand each other and has a basic meaning in the form of understanding.

b. Distinctive

Different from competitors is an action taken by educational institutions in order to carry out more activities than competitors according to Kotler (2014: 234) in (Puspitasari, 2019). An action is developed to be superior to its competitors by thinking about strategies to provide different offers to prospective new students (Wulandari, 2021). In marketing a college, a strategy is needed. A strategy that is distinctive (meaning that it is unique, not easily imitated by competitors, and specific) and supported by all the potential possessed by the college (Assaly et al., 2018).

c. Believeble

According to brainly.co.id (2016), Trustworthiness is the behavior when given a trust, mandate, or order. The recipient can carry it out properly to provide a sense of security to the giver of trust. Agustina & Sutinah (2019) argue that trustworthiness carries the meaning of often being honest, having a committed nature, and being responsible for the tasks assigned.

Brand Image

Pradana (2017) in (Miati, 2020), states the definition of brand image is the impression obtained according to one's understanding of something. Brand image is the observations and beliefs that consumers hold, as reflected in associations or in consumer memories that are related to attitudes in the form of consumer beliefs and preferences for a product (Purnamaningsih, 2021). The demand for a product makes companies compete to improve product quality and maintain their product brand image (Hidajat, 2021). According to Kotler (2002:225) in (Simamora & Kusmiyati, 2017)

Brand image is a condition of a relatively consistent perception in the long term. So it can be concluded that many students' decisions in deciding to continue their studies to college, because of the famous image of the university (brand image), such as: the facilities provided, the curriculum offered, the cost of education, and the strategic location factor. According to Sangadji & Sopiah (2013) in (Suseno et al., 2022) indicators of brand image include brand association, brand strength, brand uniqueness.

a. Brand Association

According to Hollis (2008: 10) in (Zulfiah & Akbar, 2022), the origins of brand associations can arise from many things such as nostalgic childhood memories or formed by messages that come from brand advertisements. Brand association itself is information related to how a brand can be interpreted or associated by its consumers. Consumers will remember brands using a unique set of attributes, experiences, images and other things.

b. Brand Strength

According to kumparan.com (2019), Strong brand has a clear differentiator, which are valuable, sustainable, and becomes the spearhead for competitiveness. According to Kotler and Keller (2020), brand equity is a number of assets associated with a brand, which can increase or decrease the value of the brand. Brand strength is the added value attached to a product or service. This assessment relates to physical appearance, excellence and competitive prices (Kevin et al., 2019). Meanwhile, according to Febrian & Ahluwalia (2020), brand strength is how information enters consumer memory and how the process persists as part of the brand image.

c. Brand Uniqueness

A brand must be unique and attractive so that the product or service is distinctive and difficult for competitors to imitate. Through the uniqueness of a product or service, it will give a sufficient impression on the customer's memory of the uniqueness of the product or service brand (Yola & Utama, 2021). Brands are expected to be unique and attractive because they will be able to create a customer's desire to find out more about the brand dimensions contained in the product in question (Sukirman, 2020).

There are five hypotheses offered by this article :

H1: There is an influence of promotional strategies on attractiveness.

H2: can be determined: there is a significant influence of social media on the attractiveness of prospective students.

H3: There is a significant influence of brand image on attractiveness.

H4: is determined: There is a significant effect of brand image that can moderate the effect of promotional strategies on attractiveness.

H5: is determined: There is an influence of brand image that can moderate the influence of social media on attractiveness.

METHODS

This study used a research sample from high school students, vocational schools, MA, PAKET C equivalent in the final level of school education, who responded to a research questionnaire entitled "The Effect of Promotion Strategy and Social Media on the Attractiveness of Prospective New Students Moderated by Brand Image on Study Program Selection at the University of 17 August 1945 Jakarta". The number of samples taken from the respondents was 232 respondents from final year students from SMA, SMK, MA, PAKET C equivalent, and the number of indicators studied from all variables was 14 indicators. This study has four variables studied. First, "*Promotion Strategy*" as variable X1 (independent or independent variable), Second Variable "*Social Media*" as variable X2 (independent or independent variable), Third Variable "*Attractiveness*" as variable Y (dependent variable) and Fourth variable "*Brand Image*" Z as (moderating variable). The research data was collected using a questionnaire using a Likert scale of 1 to 5. All statements made in this research questionnaire follow the indicators of each variable studied. The collected respondents' answers were recapitulated for analysis. To test the hypothesis and produce a feasible model (fit), this research was analyzed using the Structural Equation Model (SEM), using the help of smart PLS (Partial Least Square) software.

Theory of Planned Behavior (TPB) method is also used to analyze the factors that influence prospective students' intention to pursue higher education. In analyzing the factors that influence intention, TPB focuses on planned behavior or actions that are more long-term in nature, not an intention that occurs by chance, so that it is expected to answer the concerns of higher education institutions organizing the admission of new prospective students. By using this approach, promotional

strategies and social media have the potential to influence attractiveness moderated by brand image. Based on these arguments, the results of previous research were traced and a research hypothesis was formed.

RESULTS

The results of data analysis in this study by describing the results of respondents' answers based on sub-statements distributed to respondents, namely: high school / vocational school students, MA and PAKET C in DKI Jakarta using a selected sample of 232 respondents from men and women. With four criteria for the latest education, including 60.2% from SMA, 35.9% from SMK, 2.2% from MA, 1.7%, from Paket C. It is known that the male gender sample is 62.8% and the female is 37.2%.

Table 1 Respondents' answers on the selection of majors of interest

No	Choice of Study Program	Total	Percentage
1	Accounting	12	5,2%
2	Business Administration	19	8,2%
3	Management	11	4,8 %
4	Digital Business	18	7,8%
5	Government & Political Science	8	3,5 %
6	Communication Science	21	9,1%
7	Public Administration	10	4,3%
8	International Relations	16	6,9%
9	Law Science	22	9,5%
10	Mechanical Engineering	13	5,6%
11	Electrical Engineering	11	4,8%
12	Civil Engineering	12	5,2%
13	Informatics	16	6,9%
14	Pharmaceutical Sciences	42	18,2%

Source: Respondent Questionnaire Data

Based on Table 1.1, if you look at the results of student respondents with 14 study programs that have the most enthusiasts based on the answer choices, among others: pharmaceutical science study programs as many as 42 enthusiasts with a percentage level of 18.2%, law science as many as 22 enthusiasts with a percentage level of 9.5%, communication science as many as 21 enthusiasts with a percentage level of 9.1%. The data quality test in this study uses Partial Least Square (PLS) analysis, which is a Structural Equation Modeling (SEM) equation model with a variance-based or componentbased structural equation modeling approach. The outer model measurement validity test is the relationship between indicators and their constructs.

Initial evaluation or measurement testing of the model is reflective, namely with convergent validity. Evaluation of convergent validity begins by looking at item reliability which is indicated by a loading factor value of more than 0.5, so it has good validity.

Table 2 Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Decision
SP	0,952	0,954	0,957	0,554	Accepted
MS	0,909	0,913	0,925	0,580	Accepted
DT	0,920	0,921	0,933	0,584	Accepted
BI	0,912	0,914	0,928	0,589	Accepted
Moderasi BI * SP	1,000	1,000	1,000	1,000	Accepted
Moderasi BI * MS	1,000	1,000	1,000	1,000	Accepted

Source: SmartPLS Processed Data

The results obtained show that the Cronbach's alpha and composite reliability values have results greater than 0.7, meaning that the reliability test is declared reliable and meets the existing criteria. Testing the structural model or inner model is used for hypothesis testing between variables can be seen from the P value and T statistic, if the P value is below 0.05 or 5% it means that it is accepted or significant and if the T statistic value is above 1.96 it is significant. To prove the hypothesis, the test is based on the Path Coefficients value as shown in the table below which is the result of the following hypothesis proof:

Table 3 Hypothesis Testing

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Decision
H1 SP → DT	0,189	0,198	0,084	2,260	0,024	Accepted
H2 MS → DT	0,291	0,285	0,066	4,432	0,000	Accepted
H3 BI → DT	0,434	0,434	0,078	5,593	0,000	Accepted
H4 BI * SP → DT	0,110	0,114	0,054	2,053	0,041	Accepted
H5 BI * MS → DT	-0,143	-0,146	0,056	2,536	0,012	Accepted

Source: SmartPLS Processed Data

Based on the results of the hypothesis testing proof of the first hypothesis, promotional strategies have a positive effect on attractiveness. A good promotional strategy can have a positive impact on prospective new students. In addition, a person can be said to have attractiveness because there is an influence from several factors, namely advertising, sales promotion, face-to-face sales, publicity, and direct

marketing. These factors can provide more attractiveness to prospective new students to register. Thus, the evidence of this study supports and complements previously conducted research (Pambudi & Hariandi, 2021 ; Wanda & Satria, 2019).

Proof of the second hypothesis, social media is proven to have a positive effect on attractiveness. Social media can share the information needed easily and quickly and provide convenience in communicating which is not possible through face to face due to distance. Marketing team use social media to show attractiveness to prospective applicants by utilizing the use of social media advertisement such as Instagram ads, Facebook ads, and Tiktok, to disseminate information content about universities, new student registrations, scholarship programs and activities held by universities. Therefore, social media can provide attractiveness for some prospective students who are looking for information through social media, and make it easier for universities to promote through social media. Thus, the evidence of this study supports and complements research that has been conducted previously (Sari & Wijaya, 2020).

Proof of the third hypothesis, attractiveness is proven to have a positive effect on brand image. Attractiveness will arise if there is an influence from several factors, such as the image factor or the big name of the university (brand image), the facilities provided, the curriculum offered, the cost of education, and the strategic location of the university. This is certainly an important point that must be considered to find out the desire of prospective new students to choose a college as the first choice to pursue education to the next level. Attractiveness is obtained because there is an influence from several factors, namely the image factor or the big name of the university (brand image), the facilities provided, the curriculum offered, the cost of education, and the factor of the strategic location of the university (Wulandari, 2013) in (Murti, 2019). Thus, the evidence of this study can support and complement previous research that has been conducted (Firmansyah et al., 2018).

Proof of the fourth hypothesis, attractiveness has a significant effect and can moderate the influence of promotional strategies on brand image. Prospective new students have an interest in the promotions provided by the college registration marketing team, and the promotions provided are able to influence prospective new students to register. In addition, the factor of universities that have good accreditation, and have a big college name, and universities are known to many people. Thus, the

evidence of this study supports and complements previous research that has been conducted (Purnamasari & Setiadji, 2020). Also, support for current promotional strategies can be an important point to introduce and attract new prospective students to enter universities with concentrations or majors of interest to prospective students (Firmansyah et al., 2018). Thus, brand image has the potential to be very important for universities. Attraction will have a positive impact if the promotional strategy provided has a great influence on prospective new students. The role of brand image has the potential to moderate the effect of promotional strategies on attractiveness.

Proof of the fifth hypothesis, attractiveness has proven significant and can moderate the influence of social media on brand image. College information in promoting through social media provides attractiveness to social media users who are looking for information about universities. In addition, each college must provide a good reputation in terms of services and facilities for prospective new student applicants. Thus, brand image also has an important foundation to provide a good reputation in terms of services and facilities provided to prospective new students to create attractiveness to applicants (Firmansyah et al., 2018). Brand image has the potential to have an active role and have a positive impact when viewed from the perspective of a campus that has a good reputation in terms of services and facilities. The role of brand image has the potential to moderate the influence of social media in order to create an attraction to prospective new students. Thus, the evidence of this study can support and complement previous research that has been done.

CONCLUSION AND SUGGESTION

Conclusion

This study provides evidence that promotional strategies, social media, and attractiveness can be strong factors for creating brand image. then brand image has proven significant and can moderate the influence of social media on attractiveness. This study has limitations, namely respondents who are sampled only respondents of XII grade SMA, SMK, MA or Paket C. Researchers recommend that prospective new students, if they want to continue their education to a higher level, can see from the point of view of the college whether they have a good college name image or not.

Suggestion

Based on the conclusions that have been made, the suggestions that can be given in this study, namely the promotional strategy provided by the University of 17 August 1945 Jakarta, has been well received by every prospective student, but the university of 17 August 1945 Jakarta must carry out branding to introduce universities in the face of intense competition to get prospective students, the various potentials and advantages possessed by universities must be mobilized as much as possible to be ready to face competition. For further research, it can add the *Quality Of Service* variable as an independent variable. Because, indirectly *Quality Of Service* affects prospective students to register. In *Quality Of Service* there are also dimensions contained, one of which is needed because the level of educational competition is increasing and the advancement of educational technology is growing, therefore *Quality Of Service* needs to be considered for progress from other competitors.

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