

Optimizing Private University Image through Educational Unit Marketing Services Interrelation Strengthened

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Abstract: This research seeks to reveal the role of performance of educational service marketing mix (physical facilities and processes) and their impact on the university image. This research was conducted by using field survey approach. Data taken from private university students as many as 130 people using convenience sampling technique. Data analysis and hypothesis testing is run by using regression analysis and SPSS software Version 21.0 for windows. The results of this study indicated that the aspect of educational service mix has a significant role in shaping the university image. For marketing performance in the physical facilities mix and process mix affect the university image. The image is emphasizing on the students' point of views, impressions, feelings, conceptions toward the operational activities of education ranging from input, process, output oriented in terms of service directly in the sense of students as recipients of services, which may affect directly or indirectly. Finally, the implications of this study are directed to the development of institutional strategies in service marketing triangles with reference to the marketing service mix aspect and the specific managerial implications in managing universities.

1 INTRODUCTION

Prospective students and their parents are using adequate information to make decisions in choosing the right university (Moogan, 2011). This is a time-consuming decision-making process as it takes many factors into consideration; in which may differ from one to another. This is a problem for parents and prospective students in finding the right university that suits their needs, from elective number of courses offered by the university. In situations where there are many choice programs or brands, consumers cannot check all brands in detail, so they tend to focus on the products offered (Ballantyne et al., 2006). Universities which able to differentiate themselves by creating strong brand image are recognized by prospective students and parents as criteria during the decision-making process in choosing a university (Plungpongpan et al., 2016). Brand image has a considerable influence on consumer behavior (Palacio et al., 2002; Alves and Raposo, 2010).

Thus, the image is a prediction of consumer decision to make contact with the organization (Ivy, 2001; Helgesen and Nettet, 2007). Not only building image, it is also become a way out for

universities to be competitive (Parameswaran and Glowacka, 1995; Ivy, 2001; Palacio et al., 2002), and for that we need various efforts to build the image of college marketing program can play an important role in brand image (Nguyen and LeBlanc, 2001; Langer et al., 2006). The characteristics of educational services so far are services that have a high intensity of contact with users, i.e. service providers interact actively with the public, especially the public as learners. The condition of services such as this marketing activity becomes one of the alternatives to build the image of universities, marketing is designed to increase the chances of consumers having positive assumptions and feelings towards the services or products (Landrum et al., 1998; Peter and Olson, 2000; Kotler, 2003; Alma and Hurryati, 2009). On the other hand, this can certainly affect the intention of customer behavior of educational services.

Related to the implementation of the marketing mix by improving the positive image were being discussed in some research results, namely: (1) Service Marketing Mix has significant influence to the brand image and its impact on the purchasing decision of the course institution participants and the training of royal English TOEFL & TOEIC center

(Lelyana et al, 2015). (2) There is positive influence of service marketing mix variable toward department store image variable (Dahmiri, 2010). (3) Dedek K. Gultom's research results that the marketing mix of services (product, educational cost, place, process, person, physical evidence) influence student satisfaction (Zeithaml and Bitner, 2003; Kotler and Fox, 2000). Therefore, the purpose of this research is (1) how the service marketing mix in the delivery of education services; (2) how the image of universities in the delivery process of education services; (3) the influence of service marketing mix in marketing service delivery of education to university image either together or separately.

2 RESEARCH METHODS

This research is a research using survey method to be able to explain the hypothesis built. This study was conducted at private universities in Indonesia. There are approximately 10 private universities in Bandung City which represent the sample are selected students based on non-probability sampling technique of convenience sampling (Creswell, 2012). The data collection tool is a questionnaire.

Researchers conducted descriptive analysis to determine the profile of respondents, to measure the relationship between variables processed by regression analysis method. The analysis was assisted by using Statistic Program Social Science (SPSS) version 21.0 for Windows. Used this method with consideration of the existence of relationships between variables that occur simultaneously. Multiple linear regression analysis estimates the magnitude of coefficients generated by linear ones involving two independent variables to be used as predictors of the value of the dependent variable. The research model is as in figure 1:

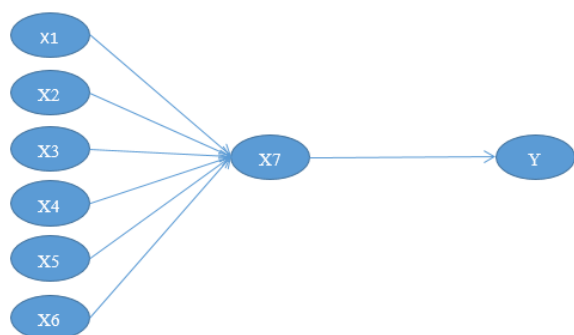


Figure 1: Research model.

3 RESULTS AND DISCUSSION

3.1 Marketing Mix and Higher Education Image Overview

An overview of the variables X (Educational Service Marketing Mix) and Y (Private University Imagery) can be determined by Weighted Means Score (WMS) calculation technique which aims to measure the general trend of respondents score. The general description of the private college marketing mix based on the research results is in table 1 as follows:

Table 1: WMS calculation result on variables X.

No	Indicator	WMS Result	Annotation
Educational Service Marketing Mix		75,6%	Good
1	Institution's Vision & Mission	79,4%	Good
2	Academic Rules/Policies	75,2%	Good
3	Product Reputation	79,8%	Good
4	Product Selection Variation	80,2%	Good
5	Product Differentiation/Product Characteristics	71,5%	Good
6	Product Prospectus	75,6%	Good
7	Course (Real Product)	75,4%	Good
8	Syllabus (Real Product)	74,4%	Good
9	Featured Program	74,4%	Good
10	Management Information System	76%	Good
Product Mix		76,22%	Good
11	Cooperate Design	85%	Very Good
12	Campus information promotion	81%	Good
13	Community Relations Activities	72%	Good
14	Sales promotion (scholarship information)	80%	Good
Bauran Promosi		79,6%	Good
15	Affordability	70%	Good
16	Payment Procedures	74%	Good
17	The suitability of educational costs with educational products, facilities and services received	71%	Good
Price Mix		72%	Good

18	Strategic location (easy access to location and public transport available)	84%	Very Good
19	The location is close to the city center, learning environment and parking lot condition	71%	Good
Location Mix		78%	Good
20	Lecturers academic competence	78%	Good
21	Mastery competence in teaching methods	76%	Good
22	Lecturer's Discipline	72%	Good
23	Lecturing Material Content	77%	Good
24	Administrator competence in university management services	67%	Good
25	Employee competency in providing information	70%	Good
People Mix		73%	Good
26	Exterior design, attractive interior design	75%	Good
27	Completeness of supporting facilities and rooms	72%	Good
Physical Facility Mix		74%	Good
28	Learning Process	78%	Good
29	Service Process	76%	Good
Process Mix		77%	Good

From the results of WMS processing, the findings of the research on the marketing service mix of Private Universities in Bandung are in good category with the percentage score of 76.5% based on the calculation of the results of each service mix (product, price, promotion, location, person, process). The lowest yield is in the price mix with a 72% gain, which is obtained from the calculation of Weighted Means Score (WMS) of each price mix indicator indicates that private universities have a price-oriented mix for students such as affordability, simplified payment procedures, and the conformity of fees provided with the facilities received.

The highest score is on promotion mix indicators, based on the results of Weighted Means Score (WMS) of 79.6%, it shows that private universities have a promotional mix performance that is able to attract students by providing information, influencing and offering various products owned by

private universities through press, electronic and online media. An overview of private university image based on research results is in table 2 as follows:

Table 2: Consultation result of WMS calculation variable Y.

No	Question	WMS Result	Category
IMAGERY		75%	Good
30	Student competence input	75%	Good
31	Lecturer's science competency, teaching method, discipline input	79%	Good
32	Administrative officer and staff input	72%	Good
33	Learning curriculum input (teaching materials, syllabus, courses applied to universities)	78%	Good
34	Student's view on the facilities input (complete, comfort, and security)	73%	Good
Imagery Input		75%	Good
35	Learning and Evaluation Process	77%	Good
36	Service process responsive and anticipative to the needs and own accountability	69%	Good
37	Campus managerial transparency process	70%	Good
Imagery Proses		74%	Good
38	Students' graduation accuracy	74%	Good
39	Fields of Work/ Industry point of view towards graduates or alumni	79%	Good
Imagery Output		76%	Good

Based on the results of the calculation of Weighted Means Score (WMS) variable Y scored 75%. This result based on calculation of result of each indicator of Universities imagery consist of input image, output process, result of lowest value on indicator variable Y that is on image process with score 74%. It shows that process performance at private university; such as service process which put forward aspects of simplicity, simplicity of procedure, clarity, accuracy in providing information and quick response to complaints students in terms

of service. In addition, from the learning process such as learning process in class (systematic, easy to understand, fun), process examination process in academic supervision, academic schedule oriented to the quality of education plan of college itself. As well as trying to transparency in terms of educational management processes such as transparency of assessment, learning, allocation of funds that are generally paid by students, quality management, quality transparency which has been achieved. With these various efforts will foster satisfaction, trust and positive image of students will be the process of education perceived by students

The highest value obtained from this image variable is in the output image indicator that is 76%. This indicates that the outputs of private universities such as the accuracy of students' graduation and the good view of the industrial world to the alumni of private university graduates which are seen in the cooperation held by each private university with the industry world become the picture that the private university graduates in good view by industry or work.

From normality test data revealed that variables X and Y is seen as normal distribution and linearity test also shows that variable X and Y is linear.

3.2 Effect of Marketing Mix toward Higher Education Imagery

According to statistical processing we found that the effect from marketing mix to the process are in table 3:

Table 3: The marketing mix effect to the process (X1-X6 to X7).

Model	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1 (Constant)	.570	.613		.931	.354	-.643	1.783
Product to X7	.037	.027	.148	1.383	.169	-.016	.090
Promotion to X7	.088	.039	.196	2.493	.014	.020	.175
Price to X7	.068	.054	.084	1.253	.213	-.039	.174
Location to X7	.125	.069	.131	1.811	.073	-.012	.261
People to X7	.094	.033	.260	2.825	.006	.028	.160
Physical facilities to X7	.135	.078	.149	1.732	.086	-.019	.288

Based on Table 3 we found that the all factors are predictors for the process in marketing mix of private universities. It means product, promotion, price, location, people and physical facilities have positive effect to the process. If products, prices, promotions, locations, physical facilities and people are increased or added then the process will also increase in quality. However, based on the test

results of significance there is no significant influence between the factors studied (all of Significant value > 0,05) It can be assumed that there has been an autocorrelation effect, since the process is part of the marketing mix. Furthermore, the researcher decreased the confidence level to 90% or 0.1. If the trust value is lowered to 90% then there is a significant influence i.e. location, person and physical facilities. Later, the effect of process to imagery we found that process has positive effect and significant to the image of private universities. Thus, the results of this study in accordance with some previous research that is the service Marketing Mix has a significant impact to the brand and the training of the Royal English TOEFL & TOEIC center (Lelyana et al, 2015), marketing mix of services (product, educational cost, place, process, person, physical evolution) influence student satisfaction (Zeithaml and Bitner, 2003), marketing mix of services (Dahmiri, 2010), Kotler and Fox (2000). Nevertheless, this research model there is a weakness with the alleged occurrence of auto correlation, so in the next research the research model needs to be improved.

4 CONCLUSIONS

Based on the research results can be seen that aspects in the marketing mix of private university services, the factors that have a positive and significant impact on the process are location, people and physical facilities. While the process has a positive and significant impact on the image of private universities. It shows that to improve the image, private universities need to prioritize strategic location, qualified lecturers and service personnel as well as adequate physical facilities and infrastructure. This will lead to a better service process so that the image of private universities also become good. Thus, to optimize the image of private universities, efforts should be made: choosing a strategic campus location, developing human resources (lecturers and administrative personnel) and improving campus facilities, especially for teaching and learning activities and student activities. This will improve the quality of service processes and ultimately enhance the image of private universities.

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