

Interest in Advanced Program Participation in Alumni with a Training Approach Extended Theory Planned Behavior (Indonesian Educational Coaching Case Study)

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DOI: <https://doi.org/10.52403/ijrr.20240205>

ABSTRACT

Informal training is held to improve the quality of human resources. CIE is one of the companies that operates in informal education, where at the beginner level the number of participants is full, while at the advanced level the number of participants is around 20-40%, so efforts are needed to increase the quota. This research method uses Structural Equation Modeling (SEM) with Partial Least Square (PLS). The research results show that promotion does not affect Attitude Toward Behavior because the interview results state that information about advanced levels is still lacking. Advanced level flyers are not able to describe the contents & benefits. Apart from that, advanced level publications are still not optimal. Personal Selling influences Attitude Toward Behavior because CIE is able to respond well to potential participants. Price Perception influences Perceived Behavior Control because the price set by CIE is cheap. Payment Method does not affect Perceived Behavior Control because the payment method specified is not flexible. Attitude Toward Behavior influences Behavior Intention because of good educational facilities. Subjective Norm does not affect Behavioral Intention because participants who take part in the training are learning assignments from the workplace. Perceived Behavior Control Influences Behavior Intention because participants receive support from the company. Satisfaction does not affect Behavior Intention because the level of participants still cannot know the size of their

improvement in abilities after attending training, for example in the form of grades and so on. Efforts that can be made to increase the interest of training participants include forming an account executive team to carry out promotions, expanding promotional media, the content of promotions using attractive language, having video testimonials from alumni, maintaining predetermined costs and maintaining the quality of learning, conducting evaluations on several factors include payment methods, the training system so that it is more flexible and has a wider reach, and the learning process so that CIE can get information related to the level of participant satisfaction.

Keywords: Interest, Training, Advanced Program, Theory of Planned Behavior

INTRODUCTION

As an effort to continue modernization development, improving the quality of human resources must be a priority for human resource development in Indonesia (Yunanto, 2018). Nowadays, public awareness of higher education is increasing. High public awareness creates a need for educational institutions that can accommodate people's interest in higher education and science which can be used to improve the quality of life (Purwantoro & Rahayu, 2014).

The phenomenon of minimal acceptance of higher education graduates into the world of work demands changes to the higher

education system. In connection with this phenomenon, several informal trainings were held with the aim of improving the quality of human resources so they are able to compete in the world of work. One company that operates in informal education is Coaching Indonesia Edukasi (CIE). CIE has 2 types of training program levels, namely beginner and advanced levels. All levels of training programs at CIE are accredited by the International Coach Federation (ICF).

Based on the results of field research conducted with CIE, it was found that at the beginner level the number of participants was always full, while at the advanced level the number of participants was only around 20-40% full. This is a new task for CIE to achieve 100% advanced level quota so that the training process is effective and efficient.

The results of the interview revealed four factors that made alumni interested in continuing to take part in the program, namely advanced level sponsorship, advanced level personal selling in the form of job guarantees after receiving a certificate, referrals from CIE alumni (reference group), reflecting the interest of beginner level participants in advancing to the next level. , affordable prices and ease of payment will be able to attract interest in taking the advanced level.

Research (Njoto & Sienatra, 2018) shows that promotions, namely advertising, promotions and personal selling, have a significant effect on Wena Toki consumer purchasing decisions. Performance expectations, price expectations and attitudes do not have a significant effect on purchase intentions. Furthermore, payment methods influence buyer decisions (Arifovic et al., 2023). Meanwhile, research (Setyawati & Wulandari, 2018) found that the theory of planned behavior, which consists of attitudes, subjective norms and perceived behavioral control, at the same time has a positive effect on behavioral intentions.

Based on the facts above and previous research, the researcher focused on seeing how interest in participating in advanced levels of alumni training was with an approach using the "Extended Theory and Planned Behavior Model (Indonesian Educational Coaching Case Study)" with the aim of testing whether the expanded Theory of Planned Behavior influenced The interest of beginner level alumni when they decide to continue to the advanced level with the addition of variables has a positive and significant effect on buyer intentions.

MATERIALS & METHODS

The Types And Sources Of Data

The data used in this research is primary data, namely data obtained from filling out questionnaires given to respondents and by conducting structured interviews. And supported by secondary data obtained from data in Coaching Indonesia, books, journals and relevant literature as supporting data for the theoretical basis in strengthening the proposed hypothesis

Data Analysis Methods

The sampling technique uses random sampling because sampling of population members is carried out periodically without paying attention to the strata in the population. The number of samples will be taken from a population of 200 alumni respondents from entry level. This research data collection used a self-report technique in the form of an online questionnaire via Google Docs. Questionnaire surveys are used to collect information from a number of people on certain topics or issues (Garaika & Darmanah, 2019). Questionnaires were distributed via online social media such as WhatsApp groups, Instagram, Twitter, as well as through personal networks.

The data analysis method for this research uses Partial Least Square (PLS). PLS is a Structural Equation Modeling (SEM) condition model with a methodology that looks at the changes underlying the conditions shown. As shown by (Ghozali &

Hengky, 2015), the motivation behind PLS-SEM is to develop hypotheses or create hypotheses (forecast direction).

RESULT

The following are the results of SEM data analysis using the Smart PLS application

Figure 1. Bootstrapping Results – Smart PLS

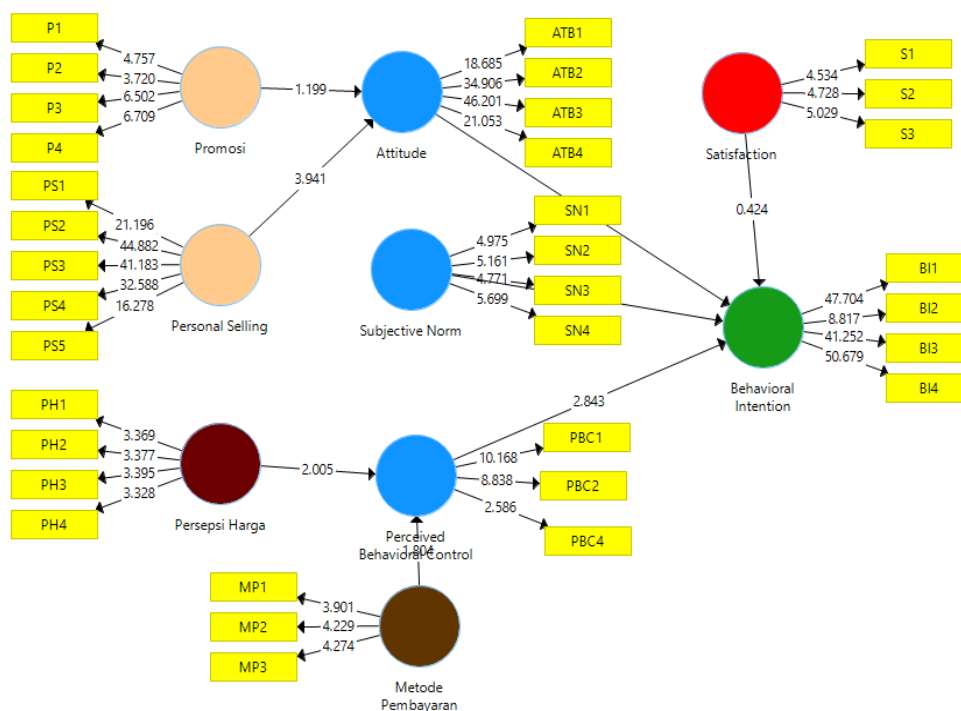


Table 1. Estimate For Path Coefficients Test Results

Hip.	Structural Relationships	Original Sample (O)	t-statistik	p-values	Information
H ₁	Promotion -> Attitude	0,096	1,199	0,231	rejected
H ₂	Personal Selling -> Attitude	0,348	3,941	0,000	accepted
H ₃	Price Perception -> Perceived Behavioral Control	0,164	2,005	0,046	accepted
H ₄	Payment method -> Perceived Behavioral Control	0,150	1,804	0,072	rejected
H ₅	Attitude -> Behavioral Intention	0,221	2,900	0,004	accepted
H ₆	Subjective Norm -> Behavioral Intention	0,068	0,806	0,421	accepted
H ₇	Perceived Behavioral Control -> Behavioral Intention	0,265	2,843	0,005	accepted
H ₈	Satisfaction -> Behavioral Intention	0,034	0,424	0,671	rejected

Effect of Promotion on Attitude Toward Behavior

Promotion has no significant effect on Attitude Toward Behavior with a statistical t value of $1.199 < t\text{-table} (1.96)$ and a p-value of $0.231 > 5\% (0.05)$. H₁ is rejected. The promotion variable does not have a significant effect because based on the results of interviews and surveys it was found that information about advanced levels was still lacking. Advanced level flyers are not able to describe the contents & benefits. Apart from that, advanced level

publications are still not optimal. One of the factors that alumni consider when making the decision to continue is "Am I able to form something more after taking an advanced level program?" Because it cannot be denied that the stigma in Indonesia makes alumni "regularly backtrack" in making decisions to continue to advanced levels. Apart from that, there is still no special marketing team and activities to promote advanced level training because the existing marketing team only focuses on beginner classes which have a wider public

reach. In fact, promotion is very important because it is a marketing activity from online and offline media whose aim is to encourage consumers to carry out trial and error, increase consumer demand or improve product quality. So the task of advertising is to make someone a consumer of the product being created so that it can increase awareness of the product through the selected distribution channels by creating products whose brands are easily recognized by consumers in various distribution channels and shopping chain markets (Tolan et al. 2021).

Dissemination of information regarding training activities in advanced level classes is only carried out when the class schedule is about to start, where the information is shared via the CIE Alumni WhatsApp Group and sent personally to each alumnus who is possible or has the potential to participate in advanced level classes. According to Tjiptono (2014), service promotion requires more effort to improve the quality of services provided. Advertising does not only introduce a product or its benefits, but the aim of advertising activities is to be able to communicate with consumers so that companies can introduce, persuade, influence or encourage consumers to buy products or services offered by the company to consumers (Dane et al. 2013). This is very useful in companies in terms of creating a brand image based on consumer perception of the product. Based on the research results of Büyükdağ et al. (2020), special discount patterns in price promotions have a significant effect on perceived price attractiveness and purchase intention.

The Influence of Personal Selling on Attitude Toward Behavior

Personal Selling has a significant effect on Attitude Toward Behavior with a statistical t value of $3.941 > t\text{-table}$ (1.96) and a significant p-value of $0.00 < 5\%$ (0.05). H2 is accepted. There are several factors that cause Personal Selling to have a significant effect, including CIE being able to respond

in a friendly manner when dealing with complaints, questions or requiring consultations that can directly communicate with CIE Customer Service, CIE explaining in detail the advantages of advanced programs in language that is easy to understand and able to influence Candidates interested in continuing to advanced programs. In general, Personal Selling implemented at CIE is in line with the expectations of potential enthusiasts because Personal Selling is a direct communication activity (face to face) between sellers and potential consumers and forms consumer perceptions of the product so that they then try to buy it (Hermawan 2012), Personal Selling activities This makes it possible to convey messages directly about the benefits or usefulness of the product/service offered and to answer potential customers' questions at that time (Sitorus 2014).

How to Sell Personal Selling is the oldest and most important method. This method is unique, not easily repeated, and can create two ways to communicate different ideas between sellers and buyers. This method is the only advertising method that can immediately change the hearts of buyers, and it is hoped that consumers in this place and time can make purchasing decisions (Buchori Alma 2012). Personal Selling which consists of approach, presentation skills, overcoming objections, closing sales, and following up sales are important things that salespeople must pay attention to when offering products (Kurnia & Ketut Martana 2017).

The Influence of Price Perceptions on Perceived Behavior Control

Price Perception has a significant effect on Perceived Behavior Control with a statistical t value of $2.005 > t\text{-table}$ (1.96) and a significant p-value of $0.046 < 5\%$ (0.05). H3 is accepted. Several indicators that influence Perceived Behavior Control in terms of price perception include the cheap price set by CIE, namely IDR 12,500,000 with various facilities received by training participants, which is a very

affordable price compared to other competitors, as well as the price offered by CIE is in accordance with the quality and usefulness of the knowledge provided so that it can be applied in the world of work. This pricing is able to attract the interest of advanced level training participants. According to Schiffman and Kanuk (2010), determinant price perception is a view or understanding of price as how customers perceive certain prices (high, low, acceptable) which greatly influences purchase intentions. In addition, Cockrill and Goode (2010) found that price perception from different perspectives is a psychological factor that has a significant impact on consumer responses to prices.

Furthermore, Kotler and Armstrong (2016) define price perception as the value contained in the price in relation to the benefits of owning or using a product or service. This is also supported by the definition of Lee and Lawson-Body (2011) which states that price perception is the consumer's assessment and feelings regarding whether the price offered by the producer and compared with other parties is acceptable, acceptable or justified. Nusarika and Purnami (2015) claim that consumer price factors into their purchasing intentions in online stores, where price perceptions influence their purchasing intentions. Apart from that, Sari et al. (2021) emphasizes that price perception is the consumer's perception of the comparison of the company's price with the suitability of the facilities and the quality and benefits of the product received.

Effect of Payment Method on Perceived Behavior Control

Payment Method does not have a significant effect on Perceived Behavior Control with a statistical t value of $1.804 < t\text{-table} (1.96)$ and a p-value of $0.072 > 5\% (0.05)$. H4 is rejected. The payment method determined by CIE is not very flexible, where payment must be made in cash at the start of the class and payment is made directly at the CIE office. If there are participants who want to

make payments on credit, then the participant must find a third party themselves. willing to facilitate their payment process, so that potential participants have difficulty with the payment system, and there is no solution regarding this problem. Even though there are two payment methods that can be applied, namely cash payments and non-cash methods. The cash payment method is a means of payment consisting of banknotes and coins. Non-cash payment instruments are payment instruments used to purchase goods or services with money that are not paid in cash. This non-cash payment tool is in the form of a credit card, wire transfer or money sent through a place or money transfer business. Many people use free payment methods when buying and selling on the Internet (Kusnawan et al. 2019). Apart from that, there are several payment methods such as via ATM, mobile banking or online banking, as well as online transactions, for example Go-Pay, Egg or T-Cash. Each different method certainly has advantages and disadvantages. According to Ramadhani et al. (2022) the widespread use of non-cash payment instruments reduces demand for money issued by central banks, namely base money, which in turn can affect bank efficiency, the central bank's task in making monetary policy, especially in monitoring monetary policy.

The Influence of Attitude Toward Behavior-on-Behavior Intention

Attitude Toward Behavior has a significant effect on Behavior Intention with a statistical t value of $2.900 > t\text{-table} (1.96)$ and a significant p-value of $0.004 < 5\% (0.05)$. H5 accepted. Several factors from Attitude Toward Behavior that influence behavior intention include adequate educational facilities, CIE has a reliable curriculum, CIE has a strong network, and participants believe they will be able to compete in getting a job. The existence of these advantages influences the attitude of prospective participants to take part in advanced level training. Attitude towards

behavior is a function based on behavioral beliefs, namely a person's belief in the positive and/or negative consequences that a person will obtain if they carry out a behavior (salient outcome beliefs). Attitude towards behavior is defined as the level of an individual's positive or negative assessment of a behavior. Attitude toward the behavior is determined by a combination of individual beliefs about the positive and/or negative consequences of the behavior that occurs (behavioral beliefs) with a person's subjective value regarding the consequences of that behavior (outcome evaluation) (Wikamorys & Rochmach 2017). Attitude towards behavior is the extent to which the performance of positive or negative behavior is appreciated (Wikamorys & Rochmach 2017).

The Influence of Subjective Norms on Behavioral Intention

Subjective Norm has no significant effect on Behavior Intention with a statistical t value of $0.806 < t\text{-table} (1.96)$ and a p-value of $0.421 > 5\% (0.05)$. H6 is rejected. This hypothesis was rejected because the majority of participants who took part in the training were mandated or assigned to learn from where the participants worked, not based on personal desires, besides that, in practice, participants only received training material without knowing the value of the results of the training process from the office, so it did not attract interest. participants to take part in advanced level training. Subjective norms are defined as a person's perception of pressure from the surrounding environment to carry out or not carry out behavior. So participants take part in training because it is an order from their superiors, not because of personal will. Subjective Norms are determined by a combination of a person's beliefs about agreeing and/or disagreeing with a person or group that is considered important for the individual regarding a behavior (normative beliefs), and the individual's motivation to comply with these recommendations (motivation to comply). Subjective Norms

result from the multiplication of normative beliefs with motivation to comply (Wikamorys & Rochmach 2017).

The Influence of Perceived Behavior Control on Behavior Intention

Perceived Behavior Control has a significant effect on Behavior Intention with a statistical t value of $2.843 > t\text{-table} (1.96)$ and a significant p-value of $0.005 < 5\% (0.05)$. H7 accepted. There are several factors that cause Perceived Behavior Control to influence Behavior Intention, including participants feeling confident to continue training at an advanced level because they have support from the company, information regarding advanced levels is easy to obtain because CIE already has Customer Service which is always ready to serve prospective participants and participants. have sufficient financial resources because it is a learning assignment from the company so it is very supportive to participate in advanced level training activities. The existence of these supporting factors made participants decide to take part in advanced level training. Perception of self-control is defined as a function that is based on control beliefs, namely a person's beliefs about the presence or absence of supporting or inhibiting factors in order to bring about behavior. Belief can be obtained from an individual's previous experience about a behavior, information that an individual has about a behavior that is obtained by observing the knowledge of oneself or other people known to the individual, and also by various other factors that can increase or decrease the individual's feelings about the level of difficulty in carrying out a behavior (Wikamorys & Rochmach 2017).

The more an individual feels there are many supporting factors and few inhibiting factors to be able to carry out a behavior, the greater the control they feel over that behavior and vice versa, the fewer the individual feels the supporting factors and many inhibiting factors to be able to carry out a behavior, the more the individual will

tend to perceive themselves as difficult to carry out this behavior. There are two factors to determine perceived self-control (perceived behavioral control), namely control beliefs and perceived power (Wikamorys & Rochmach 2017). Ajzen (2005) explains that there are behavioral beliefs that produce beneficial or detrimental behavior towards a behavior (attitude towards behavior). Normative beliefs describe individuals or groups that can inhibit or support a behavior which then produces Subjective Norms. Meanwhile, control beliefs contain other factors that facilitate or inhibit the emergence of a behavior that can produce PBC.

The Influence of Satisfaction on Behavior Intention

Satisfaction has no significant effect on Behavior Intention with a statistical t value of $0.424 < t\text{-table} (1.96)$ and a p-value of $0.671 > 5\% (0.05)$. H8 is rejected. This hypothesis was rejected because the level of participant satisfaction was still not well measured. As previously mentioned, participants only get the material without knowing the value of the results of their training so they don't know whether they got a good or bad score. And there has been no direct assessment or feedback from participants regarding the implementation of the training. In research, the variables that influence customer satisfaction are product quality, comfort, emotional attachment and after-sales behavior (Fikri et al. 2020), so there is a need for feedback from training participants related to everything in the implementation of the training, which will become evaluation material for company to improve the quality of service, in this way it will be able to attract the interest of potential participants so that it will be able to increase the number of participants according to the company's target.

Managerial Implications

Managerial implications based on the research results include the need to form a special marketing team tasked with carrying

out promotions to obtain prospective participants for advanced levels. The promotional media used is expanded, so that you don't only use WhatsApp but can also use Instagram, Facebook, LinkedIn, and even other paid advertisements to optimize the reach of the promotion. The content of the promotion uses attractive advertising language so that people who watch it become interested. Apart from that, there is a need for video testimonials from alumni regarding the benefits they get from taking advanced level training, so that they will be able to convince the public to decide to take advanced level training at CIE. Potential targets for promotion are prospective participants who have education at S1-S3 level and whose jobs require special skills that need to be improved by attending training at CIE. Maintaining costs that are competitive with other institutions so that CIE remains the main choice in terms of cost affordability. Re-evaluate the payment methods determined because there are many payment method options that can be applied so that participants can make payments at any time to CIE, for example it can be done at banks that have collaborated with CIE, transfers via several options such as ATM, Mobile Banking, Internet Banking, etc. several E-Wallets that have collaborated with OJK and Bank Indonesia. Maintaining the quality of learning implemented so that participants can learn optimally at CIE. Evaluate the training system implemented so that it is more flexible and has a wider reach, for example meetings can be held online or using video recordings of learning materials that can be accessed anywhere and at any time so that participants can take part in training activities without being hindered by distance and time. There is a need to evaluate the learning process so that CIE can obtain information related to the level of participant satisfaction, so that this can be input for CIE so that it can be even better in the future.

CONCLUSION

Promotion does not affect Attitude Toward Behavior, but Personal Selling influences Attitude Toward Behavior. Promotion does not affect Attitude Toward Behavior, because the interview results show that information about advanced levels is still lacking. Advanced level flyers are not able to describe the contents & benefits. Apart from that, advanced level publications are still not optimal. Meanwhile, Personal Selling influences Attitude Toward Behavior because CIE is able to respond well to potential participants. Perceived Price influences Perceived Behavior Control but Payment Method does not influence Perceived Behavior Control, this happens because the price set by CIE is cheap, while the payment method determined is not flexible. Attitude Toward Behavior and Perceived Behavior Control have a significant effect on Behavior Intention, but Subjective Norms do not have a significant effect on Behavior Intention. Attitude Toward Behavior influences Behavior Intention because of good educational facilities. Subjective Norm does not affect Behavioral Intention because participants who take part in the training are learning assignments from the workplace. Perceived Behavior Control influences Behavior Intention because participants receive support from the company. Satisfaction does not affect Behavior Intention because the level of participants still cannot know the size of the increase in their abilities after attending training, for example in the form of grades and so on. Managerial implications that can be implemented at CIE include forming a special advanced level marketing team, expanding promotional media, promotional content using attractive language, maintaining costs that are competitive with other institutions, evaluating established payment methods, maintaining learning quality, and evaluating training systems.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: The authors declare no conflict of interest.

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- How to cite this article: Angelina Grace Stannylimdra, Lilik Noor Yuliati, Arief Safari. Interest in advanced program participation in alumni with a training approach extended theory planned behavior (Indonesian educational coaching case study). *International Journal of Research and Review*. 2024; 11(2): 30-39. DOI: <https://doi.org/10.52403/ijrr.20240205>
