

Influence of Digital Marketing B2C Promotion on Decision to Choose College in the Faculty of Economics

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ABSTRACT

This study aims to find out and analyze the significant effect of digital marketing promotion on the decision to choose study at UMN Alwasliyah Medan. The approach in this study is quantitative research. The data collection in this study was done using a questionnaire. The questionnaire was distributed directly to UMN Alwasliyah students who were used as research objects. The populations in this study were Economics Faculty students from the 2018-2019 academic year totaling 401 people. Whereas based on calculations using the Slovin formula, obtained a sample that is equal to 191 people. The questionnaire provided uses a basic scale Likert scale measurement. From the results of the research data shows that digital marketing promotion does not significantly influence the decision to choose college.

Keywords: Decision to Choose, Digital Marketing, UMN Alwasliyah.

INTRODUCTION

The level of competition in finding students is getting higher and higher. Various methods are used, such as showing off the potentials and advantages possessed by the campus plus, most prospective students only target state campuses or favorite campuses rather than private campuses or other high schools. The existence of these "favorites" increasingly makes other universities must know very well how to hook prospective students so that in the next academic year there will be no empty registrants.

To overcome this, campus branding is needed, campus digital marketing is a program or application that is used to market campus. The aim is to enhance the campus brand in the outside environment. Reinartz and Kumar said (in Yasmin et al. 2015) "The primary advantages of social media marketing are reducing costs and

enhancing the reach". The main advantages of social media marketing are reducing costs and increasing reach. The cost of social media platforms is usually lower than other marketing platforms such as face-to-face sales or sales with the help of intermediaries or distributors. In addition, social media marketing allows companies to reach customers who may be inaccessible due to temporal limitations and the location of existing distribution channels.

The same thing was conveyed by Leeftang et al (2014) "The digital revolution in society and marketing creates tremendous challenges for firms. The digital revolution in society and marketing creating something extraordinary is a challenge for companies. The company in this case is the campus must be able to follow or evolve in order to continue to have a campus brand that still exists so that it becomes a favorite.

This year 2018 is already an era of digital transformation in Indonesia. We can see a shift in ad placement (ad placement) from offline media to online media. But according to our monitoring, only a few in Indonesia use digital marketing strategy tactics. Good for digital startup companies even those who already rely on digital marketing for promotion, but the digital marketing strategy they use is still memorable "too instant". Digital marketing strategies require a strong understanding of. The usual campus promotion used is B2C (Business to costumers) in the form of a Website, the whole administration, academic, and many other things are promoted on every page on the campus website.

But it has not been measured whether the objectives of this promotion are achieved or not, significantly influence or not. Students who make the decision to go to college, or continue their studies at the campus must be various reasons for their consideration, whether from the results of digital marketing promotions managed by the campus.

Related to the student's decision in choosing the Faculty of Economics UMN Alwasliyah Medan. Students will see factors that are beneficial as well as factors that can be detrimental if they choose a particular tertiary institution to study. Understanding student decision making is very important for a college, because the success of college attracts students depends on what factors are driving or make there a desire from students to choose college. With digital marketing through this website, the campus can promote all factors that influence students' decision making to study at the Faculty of Economics, UMN Alwasliyah Medan.

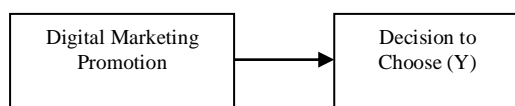


Figure 1 Conceptual Framework

LITERATURE REVIEW

Consumer behavior

Schiffman and Kanuk (2010: 437) define consumer behavior as follows: "The term consumer behavior can be defined as the behavior that consumers display in searching for purchasing, using, evaluating, and disposing of products, services and ideas and which they expect will satisfy their needs ". (The term consumer behavior is defined as the behavior that consumers exhibit to search for, buy, use, evaluate, and spend the products and services that they hope will satisfy their needs.

Marketing Services

Services are often seen as a complicated phenomenon. The word service itself has many meanings, from personal service to personal service as a product. So far, many service marketing experts have tried to define the meaning of services. Marketing services are not the same as product marketing. Service marketing is more intangible and material because the products are invisible and cannot be touched, service products are carried out when consumers are faced with officers so that quality control is carried out immediately, interaction between consumers and supervisors is important to realize the products formed.

Promotion Theory

Promotion is the activity of communicating information from the seller to the buyer or other parties in the channel to influence attitudes and behavior (chusanawati et al, 2015).

McCartney (2010: 317) states that "promotional actions included within advertising strategy" and according to Rangkuti (2009: 49) the five main promotional facilities are as follows:

- a. Advertising (Advertising)
- b. Sales promotion (Sales Promotion)
- c. Public Relations
- d. Personal Selling
- e. Direct Marketing

Digital Marketing

Digital marketing is one type of marketing that is used to reach consumers using digital channels Digital (Yasmin, et al., 2015) Marketing is marketing that is widely used to promote products or services and reach consumers using digital channels . Digital marketing goes beyond internet marketing including channels that do not require Internet use (both SMS and MMS), social media, advertising, search engines and many other forms of digital media. Through digital media, consumers can access information anytime and anywhere they want with the presence of the media. Digital marketing extensively refers to various promotional techniques used to reach customers through digital technology.

Hypothesis

Based on the background of the problems that have been described, then the problem to be examined in this study is whether there is a significant influence on the promotion of digital marketing with Study Decision Making (Y) at the Faculty of Economics, UMN Alwasliyah Medan.

MATERIAL AND METHODS

Data collection in this study uses quantitative data by distributing questionnaires. The questionnaire was distributed directly to the students of the Faculty of Economics, UMN Alwasliyah, Medan

The approach in this study is quantitative research, which is according to Musfiqon (2012: 59) research focused on the study of objective phenomena to be studied quantitatively. Research on data collection is carried out quantitatively.

The populations in this study were Faculty of Economics students in the academic year 2018 - 2019 which amounted to 401 people. The sample in this study was carried out using the Slovin formula. so the number of samples in this study amounted to 191 respondents.

RESULTS AND DISCUSSION

This research was analyzed using descriptive analysis and quantitative approach, to find out how the influence of the use of marketing promotions on the decision to choose to study at the Faculty of Economics at UMN Al Wasliyah. The research was conducted by distributing questionnaires to students of the economic faculty in the 2018 - 2019 academic year as many as 191 people. The variable in this study is the independent variable / independent variable namely Digital Marketing promotion (X), while the decision to choose lecture (Y) is called the dependent variable / dependent variable.

Descriptive Analysis

Some respondents were asked questions about their use on the internet. The instrument used in this study was a questionnaire, the number of statements in the form of 20 items for X variables and 20 items for Y variable statements, the number of respondents was 191 people. Respondents are disseminated in the form of statement statements regarding digital marketing promotion (variable X) and Decision to choose study (Variable Y). Respondents in this study were Economics faculty students in the academic year 2018 - 2019.

The following data show about the average use of the internet as a means of digitalization that can be said as a necessity by the respondent, which is about the costs incurred per month on average seen in the figure:

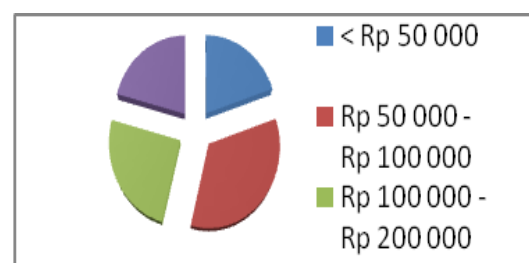


Figure 2 Monthly Usage Internet Usage Cost

The classification results show that the use of digital facilities is one part that is also important for students.

In addition to the costs incurred, we can also see data from the average usage per day. We can see from the graphic image of the following area:

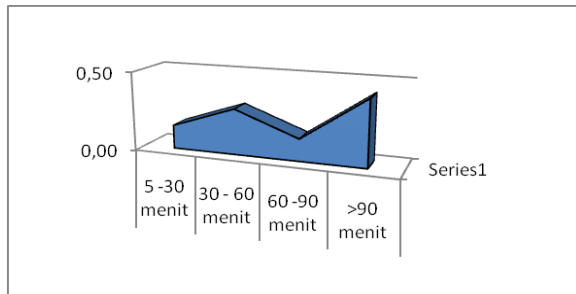


Figure 3 Average Digital Use Per Day

Average Internet Usage

From the picture above, it can be seen that digital users among students are already addictive in their use, it is seen that 42% of students use digital in their daily lives for more than 90 minutes.

The existence of digital technology raises a disruptive era, namely rapid innovation as needed is vital. Campus marketing can be done by promoting on the internet so that it can be displayed on various types of digital world programs, the UMN Alwasliyah campus uses the Website, Facebook, Instagram, twitter and blogs in developing campus promotions. From the researched data, information about applications and social networking accounts that are used by students to obtain information before deciding to study at the faculty of economics can be seen in the histogram graph below:

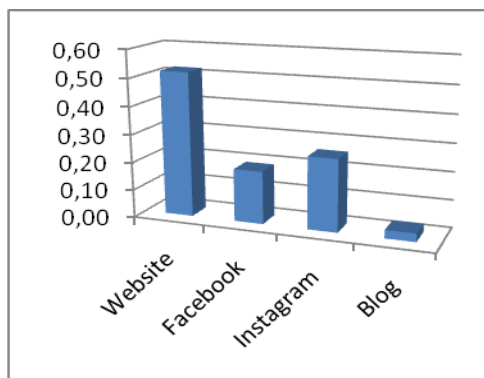


Figure 4 Use of Digital Applications

From the data, there are those who find out about the university they are aiming for. Most of them often see the Website as much as 52%, followed by Instagram at 26%. Respondents who viewed the website sometimes also saw Instagram, the rest facebook and blog, from the results of the data obtained there were no respondents who saw twitter to find out campus information. This is a very good opportunity for the UMN Alwasliyah campus to promote through the Digital world, because from the respondents' data they have seen websites, Facebook, Instagram or others aiming to find out information about campus promotions, looking for interesting news on campus information and student activities at the university.

Test of Classical Assumptions

Normality Test

To test whether the research sample is a normal type of distribution, the Normal Probability Plot of Standarized Residual Regression is used for each variable.

Normal P-P Plot of Regression Standardized Residual

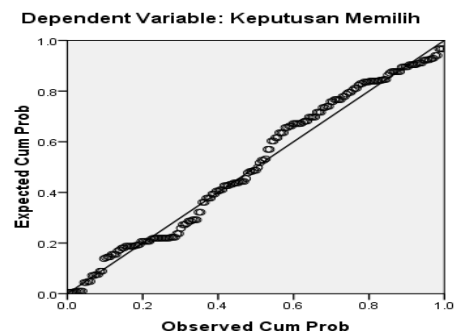


Figure 5 Normal Probability Plot of Standarized Residual Regression

From the processed data obtained data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model meets the assumption of normality. To be more convincing, it can also be tested statistically by looking at the numbers of significance produced using the following Kolmogorov-Smirnov test.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		191
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	7.89887795
Most Extreme Differences	Absolute	.081
	Positive	.065
	Negative	-.081
Kolmogorov-Smirnov Z		1.113
Asymp. Sig. (2-tailed)		.168
a. Test distribution is Normal.		

Figure 6 One Sample Kolmogorov Smirnov Test

The results of this normality test produce a residual with a significance value of $0.168 > 0.05$ so that it can be said that true data residuals have a normal distribution.

Heteroscedasticity Test

To see the symptoms of heteroscedasticity in the regression model, it can be seen the significance value of t of each variable used in the model. This heteroscedasticity test uses the Glejser Test which produces a significance value of $0.089 > 0.05$ so that it can be concluded that:

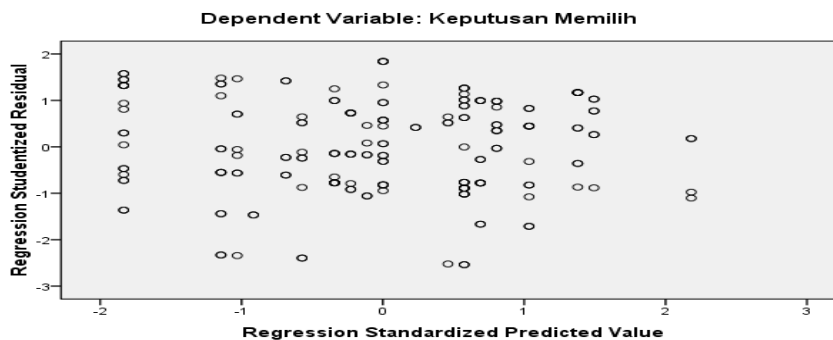


Figure 7 Regression Standardized Predicted Value

Heteroscedasticity free data. You can also look at the scatter plot generated from the regression test. The points in the picture above spread around point 0 and did not form a certain pattern so that the residual data is free from heteroscedasticity.

Autocorrelation test

To find out whether autocorrelation occurs in a regression model, Durbin Watson test (DW Test) can be used.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.123 ^a	.015	.010	7.91975	1.962

a. Predictors: (Constant), Promosi

b. Dependent Variable: Keputusan memilih

Where this value is between the boundary du and $4-du$. The value of du with respondent 191 and $x = 1$ is 1.7737 so $4 - du = 2.2263$

Because the value of dw is between $1.7737 < 1.962 < 2.22263$, it can be concluded that the data is free of autocorrelation.

Hypothesis Testing

Analysis of the data in this study using simple linear regression analysis. Regression analysis using SPSS 16 software.

a. Regression Test

Regression test to see the influence of variables on dependent variables.

Variables Entered/Removed^b

Mode	Variables Entered	Variables Removed	Method
1	Promosi ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan memilih

b. Value of Determination

The correlation coefficient (R) shows the degree of relationship (correlation) between the independent and dependent variables.

The coefficient of determination or r^2 shows how much compatibility all the independent variables are used to explain the effect on the dependent variable. The greater the value of the coefficient r^2 means the level of compatibility of the independent variable with the dependent variable will be greater, meaning that the model used in a study can be said to be good.

Model Summary

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.123 ^a	.015	.010	7.91975

a. Predictors: (Constant), Promosi

R value is the correlation between all independent variables on the dependent

c. Test F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.997	1	182.997	2.918	.089 ^a
	Residual	11854.532	189	62.722		
	Total	12037.529	190			

a. Predictors: (Constant), Promosi

b. Dependent Variable: Keputusan memilih

Sig = 0.089 > error rate = 0.05
Fcount = 2.918 < Ftable = 3.89

So that it can be concluded that there is no significant effect between the independent variables simultaneously on the dependent variable.

d. T test

From the available data, the t test results obtained in the following table:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	69.686	5.172		13.474	.000
	Promosi	.113	.066	.123	1.708	.089

a. Dependent Variable: Keputusan memilih

variable. The magnitude of the resulting correlation is 0.123 which falls into the very low correlation category

R² value is the magnitude of the effect of effective contribution between all independent variables on the dependent variable. The amount of R² produced is 0.15 which means that 15% of the independent variables contribute to the effective influence of the dependent variable while the remaining 85% is influenced by other factors.

The adjusted R² value is the magnitude of the effect of the effective contribution that has been adjusted to the standard deviation. This influence is commonly used if the independent variable is more than 1 because the magnitude of the adjusted R² affects the increasing number of independent variables. The amount of adjusted R² produced 0.10 means that 10% of the independent variables contribute to the effective influence of the dependent variable while the remaining 90% is influenced by other factors.

Std. Error of the Estimate is an error value. The value of the error in predicting variable (Y) with variable (X) is 7.9195.

The results of the t test produce a significance value of $0.089 > 0.05$ or by comparing the value of $t_{count} = 1.708 < t_{table} 1.972$ so that it can be said that digital marketing promotion does not significantly influence the decision to choose a study, because the variable only affects 0.113. So every increase in digital marketing promotion by 1 unit then the decision to choose college only increases by 0.113.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Students are close to the digital world seen from the consumptive behavior in terms of costs, usage in meeting the needs of the information.
2. Digital marketing is a program or application that is used to do marketing to UMN Alwasliyah which aims to improve campus brands in the outside environment.
3. By using campus digital marketing promotion, information about UMN Alwasliyah is more widely spread through the Website, Facebook and Instagram, which can save costs and time efficiently.
4. Many things influence the decision of students to choose study at UMN Alwasliyah. Digital marketing promotion carried out by the campus gives a insignificant influence on the decision to choose a study in the faculty of economics, because more is influenced by other factors, one of them is external factors such as social factors, Culture or group / family and others.
5. Based on the results of the Determination test, it can be seen that there is an influence of 15% from the independent variable and the remaining 85% is influenced by other factors, and the results of the t test indicate that digital marketing promotion does not significantly influence the decision to choose college, because the variable only affects 0.113. So every increase in

digital marketing promotion by 1 unit then the decision to choose college only increases by 0.113.

6. The use of Digitization of UMN Alwasliyah is widely used by students when they have studied as a tool to get the ease of finding information in student activities.

Recommendations

1. The development of the age that requires all human activities to be more instant and fast and easy to obtain, it takes a system or a way that can work quickly and efficiently. Seeing student consumptive behavior towards the world of digitalization, increasing digital marketing promotion is very suitable for promotion that is right on target.
2. Many things must be maximized for campus promotion, such as making interesting animated video animations about the excellence of university excellence, facilities, programs and others, so that it can be a way to increase campus branding in an effort to be able to complete.
3. By utilizing the network, promotions carried out can be easily accessed everywhere and at any time by consumers or prospective students so that they must also be prioritized so that they can have a big influence on the decisions for students to choose to study at UMN Alwasliyah.

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