

ANALYSIS OF EFFECT OF PROMOTION MIX, PRICE, LOCATION, IMAGE CAMPUS, STUDENTS CHOOSE THE DECISION INSTITUTE OF ISLAMIC RELIGIOUS AFFAIRS (IAIN) AMBON

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Abstract: Marketing has gained prominence in academic realm determining the very existence of universities across the globe. Although it has been defined in different ways, several empirical studies of universities indicate that a college and service wide market orientation has a positive impact on the performance as well as selection of universities by the students. Influence of selection of universities thus lies with the several factors like residence status, quality of services, academic environment characteristics, financial aids, the campus social environment, work related concerns, and allied matters like consideration spouse etc. This study aims to determine the effect of promotion mix, price, location, university image etc., have its influence on the student's decision to choose IAIN Ambon. Study applied explanatory research methods, following multiple linear regression analysis with purposive sampling. The results found that the prices, location and campus image have positive and significant impact on student's decision in choosing IAIN Ambon campus for their studies. While in relation to promotion MIX, it is indicated that an insignificant effect on student's decision to choose IAIN Ambon campus.

Keywords: Promotion Mix, Price, Location, Image Campus, Students, Islamic Religious Affairs.

INTRODUCTION

Research on marketing and relation to higher education has been carried out by several experts (Kallio 2005) state that the factors influencing prospective students in making a choice of a university is connected to the residence status, quality of programs, allied services and academic environment characteristics like work-related concern, financial aids, the campus social environment, consideration of spouse, etc. While by Beneke (2011) found that a campus like a brand / brand that others have an impact on reducing the risk of consumers (students) and enables the degree stabilization in market share. Subramonian, et.al., (2014) in this context states several factors like; first, the university's web site has greater influence for the student's decision to study at a university, second, the quality / reputation of the faculty leadership is very important as a criterion in choosing a college, and with a contradictive report of (3) no relationship significantly between university sources, as a basis of personal communication, brand fame with the university. Filip (2012) observe that a campus which are suggested to implement an integrated marketing for the campus. This includes the application of the seven pillars of the marketing mix for the campus like: program, price, place, promotion, physical facilities, and human.

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Studies of Fernandes (2010) in this context indicates that the main reasons students choose a college is

1. to improve their employment prospects and to gain knowledge and experience;
2. because of various resources viz., among which most popular is the internet;
3. the status of university or college is private or public; and
4. in the end they chose USM because it has business links strength, good reputation; facilities, availability of programs and courses needed by students.

Research conducted by Agrey and Lampadan (2014) found that: there are five very significant factors influence students in choosing a university

1. support system both physical and non-physical. Physical, among others (book shop, room consultation / counseling), Non-physical (scholarships, ability / number of credits offered, program spiritual);
2. learning environment, modern facilities, the reputation, campus magnificent, libraries and LEB . Computer);
3. the employment prospects and have great sports facilities;
4. student life program (accommodation and extra curriculum); and
5. environment friendly and safe.

A research conducted by AVRAM (2012) establish several factors which are influential for students in choosing a college, which include; the reputation of the university, parents, scholarships, recommendation family / friends personal peers, services, college location, tuition, employment and selection program conducted by the research study. Voksovic (2015) found that the model of brand equity can be applied in the context of higher education as an element of competitive advantage and then used as a guide for international marketing activities for the campus. Stefko et.al. (2015) found a significant correlation between the perception of image of faculty and faculty evaluation elements in the website. There is significant correlation between the behaviors of students in using the latest marketing tools. The social marketing has also tremendous role in this scenario. Social marketing can influence marketing strategy effectively for a college. Related research conducted by Sculler et.al. (2011) suggest that when planning strategies the institutional leadership should consider the university campus and integrated marketing communications. The tools can be applied as a competitive strategy to improve management performance or Universities.

A campus is strengthened by institutional marketing plan that is both have market focus (Bulley, 2014). Bulley also stated that PTS contained in Ghana need to carry out a review and in depth about the task the task of marketing to survive because high competition. Hawkins said that approximately 50% of the campus

already has marketing planning for over a year and only 41% of professionals allocate marketing funds in a very real sense. Research conducted by Alonderiene & Klimaviciene (2013) found that students choosing a study program is determined by factors the possibility of a career in the future, prestige study. Both program, factors that influence students in choosing a university due to:

1. the campus and the city's reputation as the highest,
2. the city's infrastructure and university ,
3. social life was also influential but small, with regard to who decides it is found that the most influential are the parents, especially mothers and students themselves.

Schuller & Rasticova (2011) studies reports that social network (facebook and twitter) and other applications, for example you tube promises enormous potential as a source of communication between the university and potential applicants. According to **Schimmel**, Eschenfelder, Marco, and Racic (2009) found that potential students are highly affected by electronic media via websites, university websites is very important because by visiting a website first only a parent or student decide to visit the campus and there by decided to go to that particular college. According to Svensson & Drain (2010) in general the university needs to consider using E-marketing. The universities are well aware of the importance of e- marketing that to be implemented in a campus, since potential candidates will well scrutinize the website information.

Ming (2010) found that the location, academic programs, campus reputation, campus facilities, fees, availability of scholarships, employment opportunities, rent, institutions and representatives of the campus and campus visits to affect students in choosing a college. While Karl Wagner and Fard (2009) found that the cost of education, degree (content and Structure), physical aspect and facilities, value of education, campus information has a significant relationship with the student's decision to study at any campus. Ming (2010) further found that prospective students consider several variables include: program costs, scholarships and subject aids, location, campus personnel, colleagues and visit to campus etc., as important criteria in selecting a campus. Lauren Agrey and Lampadan (2014) find that there are five factors that have contribute to the selection of the campus: (1) supporting system (2) the atmosphere of Learning (3) Sports facilities (4) student Life and Activities (5) environmental and security. According to Ruswahidah et.al (2014) in their research it is found that the characteristics of the campus, academics, finance and external factors are influential in selection of a campus.

Other researchers found that there are six factors that influence great for student of other country in decision-making, among others: quality learning environment, influencers, Cost (cost), facilities, socialization and location. Another study conducted by Sojkin et.al (2011) found that the factors that influence the decision

in choosing a college student, among others: professional advancement, university tradition, marketing effort, family opinion and expectation, university reputation, course offered, cost of study and access to aid / scholarships. Haur (2009) in his research found that: there are 5 of 7 variables which have positive and significant effect, which include: the cost of education, degree (content and structure), Physical aspects, facilities, resources, the value of education, and people (family, friends, peers, and teachers). Beswick (1973) found parents are more specific affected is in the process of selecting the campus. The value of the institution's reputation, the reputation of the program, variations of programs offered, and the proximity of the house are the factors that influence students in choosing a college.

While research Ionela & George Maniu (2014) found that the factors that affect college students choose are *institution reputation, cost, employment opportunity, parents, education offers, and location*. Ali, (2008) found that students interested in entering the unique campus as well as programs of study is influenced by parents and teachers career counseling. Yaacob, et.al (2015), found that parents make the decision to put their children in an institution of higher education which is based on the level of income, social background, considering the distance and location of the campus of residence, quality of lecturers, the school environment, the school syllabus (course study). While Korkmaz (2015) found that selection against a high school campus were affected by schools, the education level of parents (father / mother) and family income. Natashe et.al (2015) found that female students in Sweden in choosing a college are influenced by several factors, which include: social background and educational level of their people.

Landscape colleges also strongly influenced by changes in the level of regional factors other than changes others. There are several factors which influence marketing in the current scenario which include; *political, economic, socio and cultural, technology, ecosystem, legal, discourse ranking campus, student mobilization, e-education, quality assurance, service quality and satisfaction of student, work qualification*, etc. From Regional example, Organization ASEAN has agreed that by 2015, 10 countries in Asia southeast agreed to the AEC, in the implementation of two major themes, namely the ASEAN Single Market and the Liberalization of Labor in the region, has also becomes a challenge to all level of education, especially universities in Indonesia to produce graduates who can compete and be absorbed in the world of Work. Higher education world also cannot be separated from Marketing, since the leading campuses in various parts of the world like Harvard University, California University, Oxford University, etc are proficient in marketing their campus.

IAIN Imam Rijali Ambon also projecting itself to be a leading educational institution in South East Asia in the Year 2032 and to achieve that Noble cause it is necessary to engage in Strategy Marketing.

RESEARCH METHODS

Location and Points Research

The location of this research is the campus IAIN Ambon in the Red Stone Village Sirimau Municipal District of Ambon. Research was conducted during a period of 6 months from May to November 2015. The study population was all students of IAIN Ambon who had entered the workforce in 2014 (now this is the 2nd half) were 1,500 people. The primary goal of sampling is to get a representative sample or a small collection of units or cases from a much larger collection or population, such that the researcher can study the smaller group and produce accurate generalizations about the larger group. Technique of sampling used in this study is purposive sampling. Purposive sampling is an acceptable kind of sampling for special situations. It uses the judgment of an expert in selecting cases or it selects cases with a specific purpose in mind. Purposive sampling is used most often when a difficult-to-reach population needs to be measured.

Research Design and Method

Research Designs are platforms to use to explore new knowledge in order to better understand phenomena, clarify the explanations and identify causative factors. Although there are no real rules for choosing a design; it is realized that there are far reaching consequences for choosing one design over the other. Design used to collect data and analyze the data from the field is explanatory research and field Research. Creswell (1994) has given a very concise definition of quantitative research as a type of research that is 'explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). Quantitative researchers view the world as reality that can be objectively determined so rigid guides in the process of data collection and analysis are very important. The primary data collected in this research in this study are obtained from the field by using a questionnaire and in-depth interviews of respondents. While secondary data was been available on campus IAIN Ambon on marketing efforts, on various aspects of services which generate an image to the students.

Method of Collecting Data

Data collection method that we'll use in this research is to use schedules with the support of in-depth interviews with stakeholders. The independent variable selected in this study is perception of students on promotion mix, price, location, and the image of the campus and the dependent variable selected in this research is the student's intention choose a campus. Questionnaire was developed and distributed to the students to collect data on perception of students on promotion mix, price, location, and the image of the campus and their intention to choose a campus. The

items on promotion mix, price, location, and the image of the campus have been developed with the supportive models of Integrated marketing communication (Aker, 1992), service marketing (Parasuraman & Zeithmal (1990) and Theory of Planned Behaviour (Azjen, 1962). The study ensured appropriate reliability and validity of the instruments with the support of exploratory factor analysis. The study ensured that the reliability coefficient Cronbach alfa 0.81 for the independent variable (promotion mix, price, location, and the image of the campus) and .83 for the dependent variable (intention to choose a campus) in this study. The study used Multiple Linear Regression analysis with the support of SPSS tool.

RESULT AND DISCUSSION

Relations Promotion Mix (X1) and Students Decision to Choose Campus IAIN Ambon

Based on the results it is empirically found that the Promotion mix (x1) has a negative and insignificant effect on the Students decision choose Campus IAIN Ambon. These results are very different from previous research that the promotion mix formulated has positive and significant effect on student's decision to choose a university or campus (Schimmel, Eschenfelder, Marco, and Racic 2009; Schuller & Raticova 2011; Svensson & Sahar Drain. Fatal, 2010). In spite of the fact that IAIN Ambon has implemented the promotion mix, but not that effective. The respondents indicated that intensive efforts of marketing of the institutional facilities, programs and the services should be made consistent, by IAIN Ambon management, with advertising through radio, websites, or visit to schools that prospect with the majors and courses which are available in IAIN Ambon.

Why promotion mix is not significant to Students in choosing Campus IAIN Ambon? This question should ideally be confirmed by the theory of marketing communications. Alma (2007) argues that there are several problems in advertising any product or service which include; First, how to prepare advertisement; Second, place and time of advertisements, in which there are some questions, like: the area where the media are distributed, how the price of an ad, how the quality of readers / listeners, the number of readers and how much the media audience, where to advertise in newspapers, viz., upper right or lower left, on a magazine cover of the page. Third, the size of the ad (format) it several considerations: the absolute size, relative size.

In connection with this measure Alma (2012) says that (1) the large size will cause great influence, (2) the greater the advertisement, the smaller or less it gets interference from ads surrounding (3), in a large advertising, theme billboards can be articulated as clearly as - details of various shapes, (4) large advertisement impression is good, can cause a sense of importance and trust. Fourth, Frequency advertisement, viz., the ads that work well should be used continuously. If the

impressions of goods / institutions began to forget, then by force, it should be replayed or reminded again and continue to flare up, so that it is not crowded out by the memories of other brand.

According Rangkuti (2010) in conducting marketing communications marketers must first determine the purpose of the advertisement campaign created, target market segmentation, and positioning so that the message will be delivered as interesting and different from existing messages. Furthermore, marketers translate the objectives and targets consumers in the form of formats that is to create messages to communicate the benefits of the product, through TV, newspapers, magazines, radio, exhibitions, outdoor, indoor, brochures etc, and the message is expected to be acceptable to consumers. If the consumers have received effectively the message, then the consumer (students) will give a response. This response may be positive, negative, or neutral. Commercially deceptive or untrustworthy advertisement will give a negative response, so that it will not give unpleasant feedback.

In practice IAIN Ambon has been doing some marketing activities such as: visits to schools diffusing brochures of each department details along with facilities available at IAIN Ambon campus, collaboration with the newspapers in reporting activity campus, building website, advertising in newspapers, and make billboard available to see out door, at some places, in city corners of Ambon.

It is understood based on field data that IAIN Ambon has no plans of systematic marketing in order to win the education market. IAIN Ambon ought to analyze the source of input in terms of from where its students are coming from and how they are familiar with varied media, because the student demographic data found that nearly 97% IAIN students come from surrounding districts. Ambon and part of the northern Moluccas and Sulawesi Tenggara, and districts around Ambon are less accessed to internet and news, TV. Hence what should be done is to use a radio frequency medium AM, because FM station can only be accepted in the city of Ambon alone. Another way is to maximize visits to schools and utilize the network of Alumni of IAIN Ambon in the region, by maximizing SME activities of students as proof of the quality of the built and learning in IAIN Ambon.

Price (X2) and Students Decision to Choose Campus IAIN Ambon

Based on the results of the research it is found that the independent variable price (X2) have significant positive influence on the students choose IAIN Ambon campus. This study is consistent with previous research conducted by Fattal, (2010); and Kallio, (1995), which indicates that tuition fee influence the student's decision to choose a university/college. According to Henry Noor (2011) based on the economic theory, demand is the amount (quality) of goods and services, consumer goods. There are several factors that influence consumer decision making process. However, price, consumer income, religion, culture, with which the marketing

activity will be undertaken by an institution that produces outputs of goods and services. It is basically the costs incurred by students. In Ambon IAIN the Price is in relation to what a student wants to get out of the services of education, viz., the cost of tuition at IAIN in comparison with other campuses in the Moluccas as a deal. The campus IAIN includes support to the intermediate People in providing High-quality education, and in the Moluccas and surrounding areas.

Location (X3) and Students Decision To Choose Campus IAIN Ambon

According to the research it is found that the location (X3) has significant positive effect on student's decision to choose IAIN Ambon. This finding is in line with research conducted by Agrey & lampadan (2014), Attal (2010), Ionela & Manui (2014). In the marketing mix for services, we know 7 P are: product, price, promotion, placement, people, process, and physical evidence. Campus Placement is measured by several factors like the location of the campus is promising, affordability with a variety of transportation, and lack of facilities that support for prospective students, when they choose a college campus. Why this variable has a significant effect on student's decision because in reality the location IAIN Ambon is very much supportive as a study area, provide plenty of room for studies, boarding house for students and for those who are not accommodated in the boarding school, there is DORM campus. There are many restaurant and SME Medium, in accordance with student's income capacity, and there are internet facilities. On the other hand IAIN campus locations are in the hill and mountain gives a scenic view with flavorsome air, supporting students in their learning process.

Image of Campus (X4) and Students Decision to Choose Campus Iain Ambon

Based on the research it is found that the image of the campus (X4) positive and significant impact on student decisions in choosing the campus IAIN Ambon. Marketing, which is based on image and people emotion has to win the attention of its customers (students) and their hearts. Many companies now have to build images where the customers can feel it by heart rather by thoughts. It is envisaged in this context that the marketing effort need the keen support from psychology professional's in order to develop messages that can induce deep customer emotions. One approach that must be taken care in this scenario is building the image of the product around figures (brand ambassadors) whom have great influence on customer viz., that will be associated with recollect figures of heroes, old and wise leaders.

An institution also should build a corporate brand which is strong. According Kotler (2003) the essential requirements of an institution is to make brand. *Branding*, should be the hallmark of companies such as quality, innovation, hospitality, etc. In order to build a strong corporate brand image it should be channeled in the form themes, slogans, images, logos, colors, and advertising budgets. But,

keep in mind that the institution should not solely dependent on advertising. The image of a institution will be more effective if it is built by improving overall institutional performance. The institution performance should be coupled with public relations or networking needs to be done for more successful impact. A campus will have stronger image in society, if all elements of the campus have a track record with humanitarian and social environment, the teachers contribution in social environment, research activities orientation, the quality of lecturer in take, student achievements in all courses at the local, national, regional, International level, students reflections on Islamic morality, family environment and their social environment etc. In this context all stakeholders in the campus must work together, help each other, in building a better campus image.

CONCLUSION

Based on the results and the discussion it can be concluded that: Price (X2), location (X3), Citra Campus (X4) positive and significant impact on student's decision choosing IAIN Ambon. While the promotion Mix (X1) indicates that no significant effect on student's decision and chose the campus IAIN Ambon. It is clearly indicated in the research that the institutional leaders as well as all stakeholders should take supportive steps in building better image of the IAIN Ambon campus with the support of integrative marketing tolls and measures. IAIN Ambon campus should utilize both electronic as well non electronic-medias at war foot level to build up a strong image among students and parents in a competitive educational environment.

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