

# Analysis of Marketing Communications Mix to Brand Image and the Impact on the Student's Decision in Choosing a Private College in Purwakarta : Survey on Student STT Wastukancana

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**Abstract:** *This study aims to examine the influence of marketing communications mix services to brand image and its influence on the student's decision in choosing a private college in Purwakarta that STT Wastukancana Purwakarta. Impiris findings in this study indicate that the marketing communications mix for sub variable : public relations, instruction materials, design korporate to brand image has a coefficient of weight is not significant because the P value > 0.05, so the model of research needs to be fixed by way of the path and coefficient insignificant to be removed from the model (trimming). After in-trimming models showed that the marketing communications mix for subvariables apersonal communication has significantly affect to the brand image a college of 11.9% and against the decision students to choose of college direct effect by 16.5% and indirectly by 4.9%, so that the total effect is significantly by 21.3%. Sub variables advertising significantly affect the brand image amounted to 46.9% and to the decisions students choosing a college 19.2% and sales promotion significantly affect to the brand image by 22.7% and a direct effect to the decisions students choosing a college of 33.8% and an indirect 22.7%. So the total effect is significantly by 45.2%. Brand image against the decision of the selection of private universities showed a significant influence with a correlation value of 41.00%.*

**Keywords:** Mix Marketing Communication Services, Brand Image, Purchase Decision (Choosing a Private College or university)

## 1. Introduction

Marketing communications mix of services are part of the services and customer education to create a brand image or corporate image and brand is intangible and can remember, growing awareness and interest to encourage people to try or use the service and communicate the strengths and special benefits brand companies, **Lovelock and Wright (2007:271)**. Marketing communications mix consists of personal communications, advertising, sales promotion, public relations, instruction materials and corporate design. Each of these elements into a powerful tool used to create and promote a corporate identity, its own brands and to communicate to customers and potential customers and sell specific products or services.

According **Aaker, 1991** the brand can mean a lot for the consumer, including the quality and image of the wearer. According **Bermans and Evans (2004: 452)** when the company managed to embed the image in the minds of consumers, the company is in a niche relative to the competitors. The decision to choose of High School Technology Wastukancana Purwakarta as a place of higher education is a process of making any decisions on the various alternative options by various criteria.

Decision-making itself is a process of integration that combines the knowledge to evaluate the behavior of two or more alternatives and choose one of them. According to **Kotler and Armstrong (2012: 152)** the purchase decision is the purchase decision-making process begins with the introduction stage to the needs of consumers actually buy.

## 2. Literature Review

### 2.1 Marketing Communications Mix of Services

Marketing communications mix of Service is one part of the business where marketing communication that represents businesses. Communication and education is one component of an integrated marketing service that should be seen in the broadest sense in managing the marketing mix so that the company can compete with similar services. The goals of education and the general promotion of the services sector, according to **Lovelock and Wright (2007:271)** are as follows:

- 1) Creating a brand image or corporate image and brand is intangible and can / easy to remember.
- 2) Raise awareness and interest to encourage people to try or use the service and communicate the strengths and benefits of the company's brand special.

According **Lovelock and Wright (2007:271)** Marketing communication mix is all types of communication channels (both paid and unpaid) are available for marketers consisting of:

#### 1. Personal Communications

Direct communication between marketers and one or more subscribers that enables two-way dialogue (includes conversation face to face, telephone and email usage)

#### 2. Advertising

Every form of non personal communication by marketers to inform, educate or persuade members of the target audience.

### 3. Sales Promotions

Short-term incentives are offered to customers and intermediaries to stimulate the purchase of the product.

### 4. Community Relations

Efforts to stimulate interest positively on the particular company and its products with new news envy, hold press conferences, conduct special events, and sponsoring activities eligible inputted performed by third parties.

### 5. Materials Instruction

Promotion and education are often used hand in hand, the traditional approach menggunakan printed materials, from brochures and instruction to the instruction manual procedures and diagrams, websites, voice mail is a material instruction.

### 6. Design korporate

The use of colors, emblem, and a separate article to a company that can consistently provide an identity that is easily recognizable.

### 2.2 Brand Image

A strong brand or commonly called branding presents a number of benefits for companies include reduced vulnerability to competitive marketing action, a bigger margin, larger intermediary cooperation and support, and brand extension opportunities (Abdollahi et al, 2011). According to the American Marketing Association (Bob Foster, 2008: 87), Brand is defined "a name, term, sign, symbol and design or guide of things that are intended to provide an identity for the goods and services made or provided companies as well as to distinguish them from the goods / services were provided competitors. Meanwhile, According to Aaker, 1991 stating that the brand (brand) can mean a lot for the consumer, including the quality and image of the wearer.

According Bermans and Evans (2004: 452) when the company managed to embed the image in the minds of consumers, the company is in a niche (niche) relative to competitors. According to Aaker (1991: 16) the brand has value to the customer and the company as follows:

1. Value of Branding for customer
2. Value of Branding for Marketers

### 2.3 Purchase Decision

According to Kotler and Armstrong (2012: 152) is a step in the purchase decision process begins with the purchase decision until the introduction stage needs of consumers actually buy. Decision-making is an activity of individuals who are directly involved in obtaining and using the goods offered.

Purchase decisions in Kotler & Keller (2012: 161) based on:

1. Product Selection
2. Selection of Brands
3. Selection of Channels
4. Timing Purchases
5. Purchase Amount

### 6. Payment Method

## 3. Hypothesis For The Research

- H1: There is influence between variable marketing communication mix of services to corporate brand image
- H2: There is the influence of corporate brand image to the student's decision in choosing a private college
- H3: There is influence between variable marketing communication mix and brand image of the student's decision in choosing a private college.

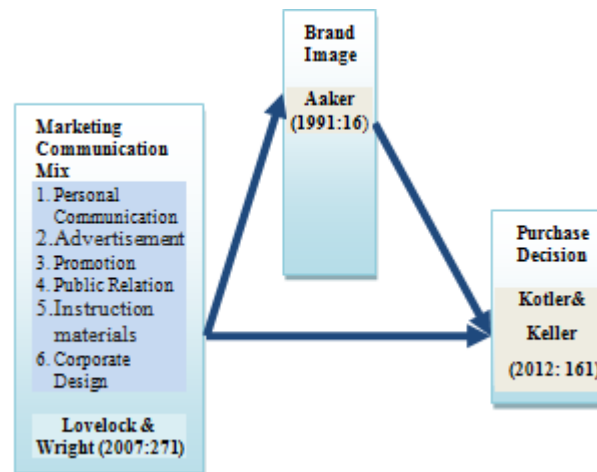


Figure 1: Framework Analysis

## 4. Research Methodology

### 4.1 Sample

Based on consideration of the field to the sample taken from an active student in the first year that force 2015/2016 of all the majors. The number of samples in this study is 240 persons: 125 male students and 115 female students from departement of STT Wastukencana such as for S1 : industrial engineering, informatics engineering, mechanical engineering for S1 and Level diploma level three: industrial management, and textile engineering, is obtained from the following calculation:

$$n = \frac{606}{1 + 606(0,05)^2} = 240$$

### 4.2 Variable of Research

Variable of the research below :

- a. Dependent Variable, such  
 Z = Purchase Decision (decision to choose of college)  
 Y = Brand Image

- b. Independent Variable:

X= Marketing communication mix, consisting of a six sub variables such as:

1. Personal Communication (X1)
2. Advertsing (X2)
3. Promotion (X3)
4. Public Relation (X4)
5. Materials Intruction (X5)

6. Corporate Design (X6)

**4.3 Instrument and Measurement**

Method of collection data in this research used are:

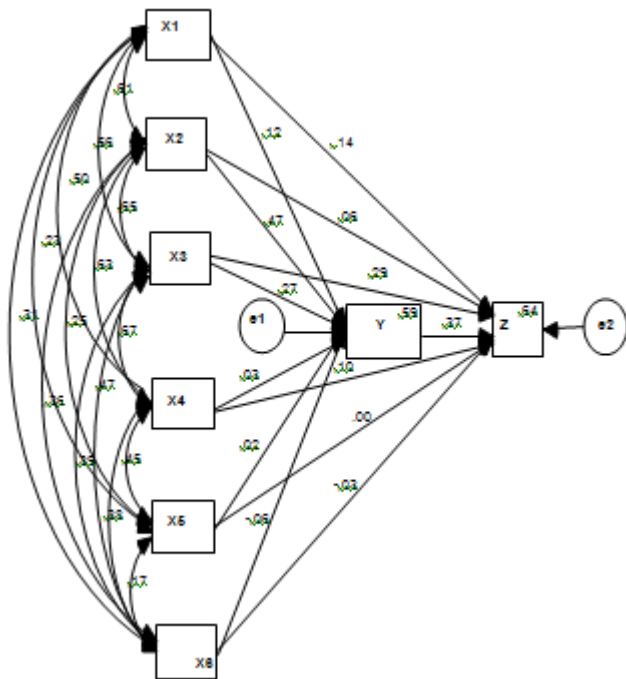
1. Interviews of data collection through direct communication with management STT Wastukencana Purwakarta to obtain data in general.
2. Questionnaire / Questionnaire is a technique of data collection is done by giving a set of questions or a written statement the respondent to answer. **Sugiyono (2008: 199).**

**4.3 Analysis Data**

Technique of analysis data used in this research is a flow diagram (Path Analysis) which is run by AMOS program. The survey research was started to check and analysis is done through using of SPSS Version 19.0

**5. Results**

**5.1 Fit Test of Model Research**



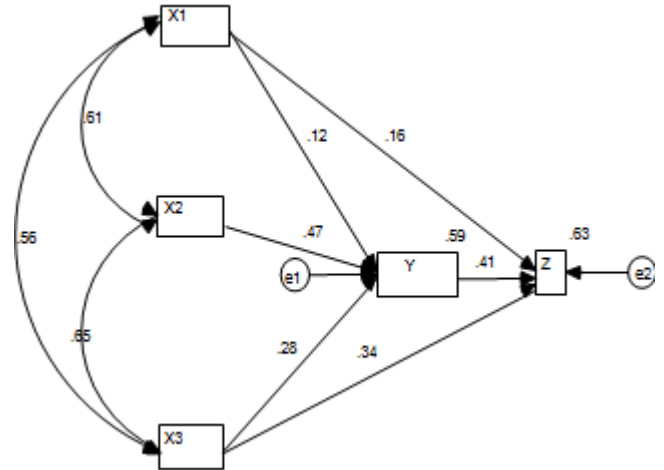
Minimum was achieved  
 Chi- Square p.0000  
 Df=0  
 P-value=p  
 RMSEA=\rmsea  
 CFI=1.000 Standardized estimates (240)

**Figure 2: Fit Test of Model Research**

Judged by chi-square value of 0.00 and a degree of freedom of 0, then the value of P (probability) can not be calculated because it is much smaller than the error rate signaled model fit by 5%. Weighting coefficients were not significant because the P value > 0.05 will be improved (trimming).

Here are the variables that weighting coefficients are not significant because the P value > 0.05 and must be removed from the model are as follows:

1. Sub mix variables communications services to X4 (public relations), X5 (Instruction Materials), X6 (Design korporate) to Y (brand image).
2. Sub services for the communications mix variables X2 (Advertising), X4 (public relations), X5 (Instruction Materials) and X6 (Design korporate) to Z (Purchase Decision). The Model Fit Test after repair reffer to figure



Minimum was achieved  
 Chi-square = 1.543  
 Degrees of freedom = 1  
 Probability level = .214  
 RMSEA=\rmsea  
 CFI=1.000 Standardized estimates (240)

**Figure 3: Fit Test of Model After Trimming**

**Table 1: Estimate Test of Parameter Model After Trimming (Standardized)**

Structure of Variable	Estimate		S.E.	C.R.	P	Squared Multiple Correlation Estimate
	Regression Weights	Standardized Regression Weights				
Y <- X1	0.224	0.119	0.103	2.176	0.030	
Y <- X2	0.686	0.469	0.087	7.852	***	
Y <- X3	0.232	0.277	0.048	4.854	***	
Z <- Y	1.030	0.410	0.137	7.497	***	
Z <- X3	0.711	0.338	0.115	6.180	***	
Z <- X1	0.781	0.165	0.238	3.287	0.001	
Y						0.586
Z						0.628

Source: Data Processing 2016

**Table2: Standardized Direct Effects, Indirect Effects and Total Effect of Variable**

Source: Data Processing 2016

	Standardized Direct Effects		Standardized Indirect Effects		Total Effects	
	Y	Z	Y	Z	Y	Z
X1	0,119	0,165	0,000	0,049	0,119	0,213
X2	0,469	0,000	0,000	0,192	0,469	0,192
X3	0,277	0,338	0,000	0,114	0,227	0,452
Y	0,000	0,410	0,000	0,000	0,000	0,410

**5.2 Discussion**

Marketing communications Mix of services to: Sub variables personal communication (X1) significantly affect the brand image of private college(Y) of 11.9% and against

the decision of the students chose private college (Z) direct effect of 16.5% and indirectly by 4, 9% so that the total effect significantly by 21.3%. Sub variables advertising (X2) significantly affect the brand image of private college(Y) amounted to 46.9% and to the decisions of students choosing private college(Z) amounted to 19.2%. Sales promotion sub variable (X3) significantly affect the brand image of private college(Y) by 22.7% and to the decisions of students choosing private college(Z) direct effect of 33.8% and an indirect 22.7% so that the total effect is significantly by 45.2%.

Brand image (Y) private college significantly influence the student's decision amounted to 41.00% chose private college. Based on the value squared multiple correlation ( $r^2$ ) for brand image variable (Y) of 0.589 means that service marketing communications mix affect brand image 58,9% from subvariable personal communication (X1), advertising (X2) and sales promotion (X3) the rest is influenced by other variables that are unexplained by the model.

Value squared multiple correlation ( $r^2$ ) the decision of the students chose private college(Z) of 0.628 indicates that the decision of the students chose private college influenced mix of marketing communications services (X) subvariable : personal communication, advertising and sales promotion) and brand image private college(Y) of and the remaining 62.8% influenced by other variables that are unexplained by the model.

The results of the test analysis of this study reinforce the general theory of **Lovelock And Wright (2007: 271)** that the marketing communications mix consists of personal communications, advertising, sales promotion, public relations, instruction materials and corporate design. Each of these elements into a powerful tool used to create and promote a corporate identity, its own brand and to communicate to customers and potential customers and sell specific products or services. For the case of private college stt wastukancana not all subvariable service marketing communications mix effect on brand image and purchasing decisions.

The study also reinforces the theory according **Bermans And Evans (2004: 452)** when the company managed to embed the image in the minds of consumers, the company is in a niche (niche) relative to competitors. The study also reinforces research **Aaker (1991: 16)** that the brand has value to the customer's brand value to consumers (value of branding for customer) that accelerates the purchase by the consumer to identify the products / services of certain desired, specify the forms of self-expression and the status and evaluate the quality of products / services to reduce the risk of purchasing

## 6. Conclusion

Result of hypothesis testing the influence of marketing communications services to brand image and its impact on the selection decisions of private universities in purwakarta wastukancana stt showed that:

1. Marketing communications Mix of services has

significantly affect to the brand image a college. So High and low brand image (Y) private college influenced by the level of service marketing communications mix (X) of subvariable personal communication (X1), advertising (X2) and sales promotion (X3), it is seen from the squared multiple correlation of 0.589.

2. Brand image has significantly affect to the student's decision in choosing a private college with a correlation value of 41.00%.

3. The level of the students chose private college decision (Z) affected the level of service marketing communications mix (X) (subvariable personal communication, advertising and sales promotion) and brand image private college(Y), this is shown from the multiple correlation squared value of 0.628.

## 7. Implementation of the Future

The results showed that students have a strong vote against the brand image wastukancana private college stt, the students felt that the images stt private college wastukancana better than others who are in purwakarta so this needs to be retained by the stt wastukancana. And high and low brand image itself is strongly influenced by the mix of marketing communications services, so that the stt wastukancana need to further improve the functions of all the sub-variables of marketing services for the communications mix can increase brand image that will have an impact on student's decision in choosing the private college.

In this study showed that the variables of the marketing communications mix all services not significantly influence the company's image and purchasing decisions to be students of a private college, so we need further research. Further studies should be done with the other variables that affect the brand image and purchase decisions for the services.

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