



Analysis Of Brand Image, Facilities And Promotions On Students Decisions In Choosing The Bachelor Of Management Study Program At Universitas Pembangunan Panca Budi

Rizco Rama Donni^{1*}, Husni Muharram Ritonga²

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Abstract

This study was conducted on management students at Universitas Pembangunan Panca Budi Medan with the aim of analyzing brand image, facilities and promotions on students' decisions in choosing a bachelor's degree in management. The population of the study were 464 students of Universitas Pembangunan Panca Budi Medan, class of 2023, faculty of management, sampling was carried out by random sampling with the Slovin formula so that the number of samples were 82 respondents. The types of data used were primary and secondary data, data collection techniques using observation, questionnaires and documentation. Data analysis techniques were multiple linear regression, classical assumption tests and hypothesis tests. The results of the study showed that brand image, facilities and promotions partially and simultaneously had positive and significant effect on students' decisions in choosing a management study program. There was strong correlation between brand image, facilities and promotions on students' decisions to take management study program at Panca Budi Development University Medan. Students' decisions can be explained by brand image, facilities and promotions in taking management study programs by 39.1% and the remaining 60.9% can be explained by other variables not studied, such as tuition fees, motivation to study and so on.

Keyword: Brand Image, Facilities, Promotion and Student Decisions..

Introduction

Universities in Indonesia are experiencing very rapid development. Higher education is an institution or institution in the field of education. Currently, universities can be found anywhere, both State Universities (PTN) and Private Universities (PTS). In general, State Universities (PTS) are located in the Provincial Capital or in big cities. Meanwhile, Private Universities (PTS) have developed a lot to remote areas.

Medan City is the 3rd largest city in Indonesia. The number of universities in the city of Medan is quite large. Based on data from the Central Statistics Agency (BPS) of North Sumatra, in 2022 there are as many as 3 State Universities (PTN) and as many as 115 Private Universities (PTS) in Medan City. Competition between Private Universities in reaching out to students, of course, makes universities compete to be the best so that they have a big name. There are many ways that universities are doing to attract public interest in carrying out lectures in their place. One of the efforts made by the university is to create a good brand image.

Brand image is a consumer's view that is generated based on considerations and comparisons with other brands. According to Keller (Effendi et al., 2022), brand image is a consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind. Brand image

is very important and closely related to the impression it causes.

Apart from the brand image, facilities from private universities also influence consumers in making choices. Private universities that have good facilities certainly get more value from consumers than private universities with facilities that are not too prominent. According to Tjiptono (2015) explained that facilities are physical resources that must exist before a service is offered to consumers.

According to UUSPN No. 20 of 2003 Article 45 paragraph 1 which reads that each formal and non-formal education unit provides facilities that meet educational needs in accordance with the growth and development of physical potential, intellectual, social, emotional, and obligations of students. From the law, it can be concluded that Private Universities are required to be able to provide the best facilities in accordance with the times

Promotion is one of the effective ways to attract consumers. According to Mc Carthy and Perreault (Chusanawati and Purwinarti, 2015:106) Promotion is the activity of communicating information from sellers to buyers or other parties in the channel to influence attitudes and behaviors. From this quote, it can be clearly concluded that promotional activities are something important to do, because promotional activities provide information to consumers that have the potential to influence consumers.

Panca Budi Development University is one of the Private Universities in Medan City. There are 7 Faculties and 1 Postgraduate program at Panca Budi Development University. One of the Study Programs that is quite in demand at Panca Budi Development University, namely the Management Study Program.

In 2019, there were 610 students of the Management Study Program at Panca Budi Development University. In 2020 there was a decrease of 500. In 2021, there was another decrease of 460. There was an increase in 2022, namely to 605

^{1,2} Program Studi Manajemen, Universitas Pembangunan Panca Budi, Indonesia

**) corresponding author*

Husni Muharram Ritonga

Email: husnimuharram@dosen.pancabudi.ac.id

people and in 2023 there was a decrease of 464 people. Based on the data above, it can be concluded that there has been a decrease in the number of students in the Management Study Program from 2019 to 2023.

The competition for Private Universities in Medan City is getting tighter. Many other Private Universities have sprung Development of Panca Budi. Therefore, it is necessary to have a brand image, facilities and promotions carried out by Panca Budi Development University so that the number of students of the Management Study Program can increase every year.

Based on the above background, the formulation of the problem in this study is:

1. Does Brand Image have a partial effect on students' decisions in choosing the Bachelor of Management Study Program at Panca Budi Development University?
2. Does the facility have a partial effect on the student's decision to choose the Bachelor of Management Study Program at the Panca Budi Development University?
3. Does Promotion have a partial effect on students' decisions in choosing the Bachelor of Management Study Program at Panca Budi Development University?
4. Does Brand Image, Facilities, and Promotion simultaneously affect students' decisions in choosing the Bachelor of Management Study Program at Panca Budi Development University?

The objectives of the research carried out include:

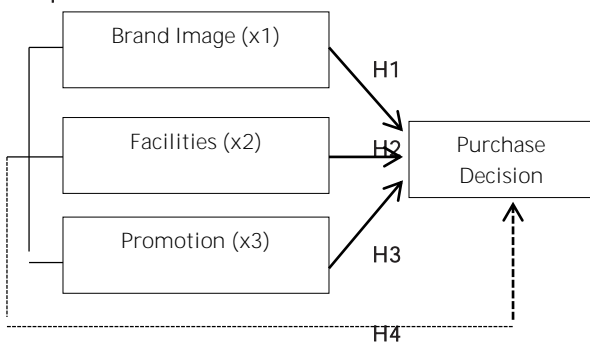
1. To find out the influence of Brand Image partially on the Student's Decision in choosing the Bachelor of Management Study Program at Panca Budi Development University.
2. To find out the influence of Facilities partially on Student Decisions in choosing the Bachelor of Management Study Program at Panca Budi Development University.
3. To find out the influence of Promotion partially on Student Decisions in choosing the Bachelor of Management Study Program at Panca Budi Development University.
4. To find out the influence of Brand Image, Facilities, and Promotions simultaneously on Student Decisions in choosing the Bachelor of Management Study Program at Panca Budi Development University.

Method

In this study, the researcher conducted associative research using a quantitative approach. According to Sugiono (2013: 11) associative research is "research that aims to find out the influence or relationship between two or more variables".

This research was conducted at Panca Budi Development University located on Jl. Jendral Gatot Subroto KM. 4.5 Sei Si Kambing, Medan North Sumatra. The population in this study is 464 students of the 2023 faculty of management. The sample in this study was 82 respondents.

Conceptual Framework



The data sources used in this study are:

- a. Primary Data

up by offering a variety of majors. Other private universities also offer various facilities and make various promotional efforts in reaching students. This can certainly become a fierce competition, so it has the potential to influence students' decisions in choosing a university

Primary data is data obtained from respondents through questionnaires and also data from interviews with researchers. The data obtained from this primary data must be reprocessed.

b. Secondary Data

According to Kuncoro (2019:148) "secondary data is data that has been collected by data collection institutions and published to the data user community". Secondary data can be in the form of evidence of reports and records that have been compiled in archives that cannot be published and can be published.

The data collection method is adjusted to the situation of the state of the object being studied using the ability of time and energy. Meanwhile, the data collection techniques carried out are observation, questionnaire and documentation.

The data analysis in this study consists of several stages, namely: hypothesis test consisting of: (partial t test, simultaneous f test, determination coefficient and multiple linear regression analysis). The data processing in this study uses the SPSS 26.0 program.

Results and Discussion

The results of the partial test between the brand, facilities and promotions on the student's decision can be presented in the following table:

Hasil Uji Parsial

| <i>Coefficientsa</i> | | | | |
|----------------------|----------------|---------------------|----------|-------------|
| <i>Standardized</i> | | | | |
| | <i>Model</i> | <i>Coefficients</i> | <i>t</i> | <i>Sig.</i> |
| <i>Beta</i> | | | | |
| 1 | (Constant) | | 2.767 | .007 |
| | Citra merek_X1 | .475 | 4.911 | .000 |
| | Fasilitas_X2 | .196 | 2.023 | .027 |
| | Promosi_X3 | .156 | 1.869 | .034 |

a. *Dependent Variable: Keputusan mahasiswa_Y*

Sumber: data diolah SPSS, 2024

In this study, the number of research samples n = 82 so that ttable = 1.663 was obtained at sig 0.05. From table 4.15 above, the results of partial testing can be described as follows:

- a. Brand image partially had a positive and significant effect on students' decision to take the management study program (tcount > ttable, 4,911 > 1,663 on sig. 0.000 < 0.05), so that the H1 research hypothesis was accepted.
- b. Facilities partially had a positive and significant effect on students' decisions to take the management study program (tcount > ttable, 2.023 > 1.663 on sig. 0.027 < 0.05), so that the H2 research hypothesis was accepted.
- c. Promotion partially had a positive and significant effect on students' decision to take the management study program (tcount value > ttable, 1.869 > 1.663 on sig. 0.034 < 0.05), so that the H3 research hypothesis was accepted.

The results of simultaneous testing between brand image, facilities and promotions against student decisions as can be presented in the following table:

Hasil Uji Simultan

ANOVA_b

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 508.287 | 3 | 169.429 | 18.369 | .000 ^a |
| Residual | 719.432 | 78 | 9.223 | | |
| Total | 1277.720 | 81 | | | |

a. Predictors: (Constant), citra merek_X1, fasilitas_X2, promosi_X3

b. Dependent Variable: Keputusan mahasiswa_Y

Sumber: data diolah SPSS, 2024

In this study, the number of samples $n = 82$, where the value of $df(1) = k - 1 = 4 - 1 = 3$ and the value of $df(2) = n - k = 82 - 4 = 78$, then $F_{table} = 2.72$ was obtained at $sig.0.05$. While the value of $F_{cal} = 18.369$ at $sig.0.000$. From the table above, it can be concluded that brand image, facilities and promotions together have a significant influence on the decision of students to take the management study program at Panca Budi Development University ($F_{cal} > F_{table}$ value, $18.369 > 2.72$ on $sig. 0.000 < 0.05$), so that the H4 research hypothesis is accepted.

The results of the determination test between brand image, facilities and promotion against the student's decision to take the management study program at Panca Budi Development University can be presented in the following table:

Hasil Koefisien Determinasi (R²)

| Model | R | R Square | Model | | Change Statistics | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|
| | | | Adjusted R Square | Std. Error of the Estimate | R | F Change |
| 1 | .643 _a | .414 | .391 | 3.03702 | .414 | 18.369 |

a. Predictors: (Constant), citra merek_X1, fasilitas_X2, promosi_X3

b. Dependent Variable: Keputusan mahasiswa_Y

Sumber: data diolah SPSS, 2024

The table above shows a determination coefficient value of $R = 0.643$, meaning that there is a strong correlation between brand image, facilities and promotions on students' decisions to take the management study program at Panca Budi Development University. The value of $R^2 = 0.414$ means that students' decisions can be explained by brand image, facilities and promotions in taking courses in the management study program by 41.4% and the remaining 58.6% can be explained by other variables that are not studied, such as tuition fees, college motivation and so on.

The results of the multiple linear regression test from the tabulation of respondents' answers are shown in the following figure:

Hasil Regresi Linear Berganda

| Model | | Coefficients _a | | t | Sig. |
|-------|----------------|---------------------------|--------------|-------|------|
| | | Unstandardized | Standardized | | |
| | | Coefficients | Coefficients | | |
| 1 | (Constant) | 12.839 | 4.641 | 2.767 | .007 |
| | Citra merek_X1 | .628 | .128 | .475 | .000 |
| | Fasilitas_X2 | .217 | .107 | .196 | .027 |
| | Promosi_X3 | .154 | .088 | .156 | .034 |

a. Dependent Variable: Keputusan mahasiswa_Y

Sumber: data diolah SPSS, 2024

The table above shows the results of multiple linear regression tests with the results: $Y = 12.839 + 0.628 X_1 + 0.217 X_2 + 0.154 X_3$. The following is the description, namely:

- A (constant) value of 12.839 and a positive value means that student decisions will increase by 12.839 assuming that the brand image, facilities, and promotion variables have a fixed coefficient value (zero).
- Brand image with a coefficient value of 0.628 and a positive value, meaning that if there is an increase of one unit, the student's decision will increase by 0.628 (62.8%).
- Facilities with a coefficient value of 0.217 and a positive value, meaning that if there is an increase of one unit, the student's decision will increase by 0.217 (21.7%).
- Promotion with a coefficient value of 0.154 and a positive value, meaning that if there is an increase in one unit, the student's decision will increase by 0.154 (15.4%).

Discussion

Based on the results of statistical tests carried out, it can be conveyed that brand image partially has a positive and significant effect on students' decisions in taking management study programs at the university ($t_{cal} > t_{table}$ value, $2.023 > 1.663$ on $sig. 0.000 < 0.05$). This shows that it is important for a university to maintain the good name of the campus so that the wider community will recognize the university because during its function as an educational institution has never committed violations that can damage the name of the university.

Facilities partially have a positive and significant effect on students' decisions in taking management study programs at the university ($t_{cal} > t_{table}$ score, $4.911 > 1.663$ on $sig. 0.027 < 0.05$). This shows that the university needs to provide complete and adequate facilities for students when carrying out the learning process in the campus environment, these facilities are in the form of learning facilities such as libraries, laboratories, projectors, clean toilets, places of worship, large and adequate parking lots and other facilities so that students who see that the campus provides all the necessary facilities will feel satisfied and confident to choose the university as a suitable place to study for 4 years. With the care and attention of the campus management to provide the latest and adequate facilities for all students who are studying in college, this will have a positive impact on the community, students and the university as well so that in the future the name of the university will be increasingly well known by the wider community.

Promotion partially had a positive and significant effect on students' decisions in taking management study programs at the university ($t_{cal} > t_{table}$ value, $1.869 > 1.663$ on $sig. 0.034 < 0.05$). This shows that universities to attract the attention of prospective students out there need to carry out promotions that are carried out in a targeted and effective manner so that all information about the campus from study programs, facilities, tuition fees and so on has been conveyed completely, clearly, and accurately so that prospective students who get this information can understand well and can decide to take a study program according to their interests and needs students. Thus, the campus needs to make appropriate and efficient promotional programs and media promos so that the results expected by the campus can be in accordance with what has been planned. The promotion period also needs to be carried out and the determination of the promotion location also needs to be planned well so that when the promotion is carried out, all promotional activities will run smoothly according to expectations.

Based on the results of the statistical tests carried out, it can be stated that brand image, facilities and promotions simultaneously have a positive and significant effect on students' decisions in taking management study programs at the university ($F_{cal} > F_{table}$ score, $18.369 > 2.72$ on $sig. 0.000 < 0.05$). This shows that in order to attract the attention of students to choose and take a management study program at Panca Budi Development University, it is necessary to make maximum efforts through the creation of a good name or brand image in the eyes of the community so that there is a positive impression from the community about the campus environment which has been sustainable for a long time and has graduated many students in Medan City. In addition to the brand image, the campus also needs to provide all educational facilities in the campus environment needed by students who are taking lectures so that all teaching and learning process activities between lecturers and students will run smoothly and the goals of both parties can be realized optimally.

Conclusions and Recommendations

The following conclusions from the research conducted can be conveyed as follows:

- Brand image partially has a positive and significant effect on students' decision to take a management study program at Panca Budi Development University.

- b. Facilities partially have a positive and significant effect on students' decisions to take courses in the management study program at Panca Budi Development University.
- c. Promotion partially has a positive and significant effect on students' decision to take courses in the management study program at Panca Budi Development University.
- d. Brand image, facilities and promotions simultaneously have a positive and significant effect on students' decision to take management study programs at Panca Budi Development University.
- e. For other researchers, they can use other variables such as communication, service, and motivation in order to obtain more systematic research results on students' decisions in taking lectures at the university.

References

The suggestions that can be conveyed, namely:

- a. In the future, the University will be able to improve the brand image that has been owned by the previous campus to be even better in the eyes of the public and prospective students and avoid bad actions that can harm the good name of the University so that the community and prospective students continue to believe in the campus because they always maintain the good name of the campus consistently and continuously.
For example: The corporate image of the campus should not be arbitrary to its students, for example by increasing the payment of tuition A or providing bad service to its students.
- b. To the University, if to continue to improve the facilities of the teaching and learning process on campus so that students learn comfortably, so that students can improve academic achievements.
For example: Fixtures/furniture must be more equipped / improved, one of which is infocus, with infocus, students will be more comfortable during the teaching and learning process.
- c. To the University to continue to promote the campus with social media that is viral so that prospective students are interested in studying at the campus.
For example: Promotion Time This means that the campus must have provided an attractive flattening template to the community / prospective students when entering a new school by spreading the registration template through viral social media, one of which is: Facobook, Instagram, and Tik Tok.
- d. To the University to continue to maintain its good name, thus the student's decision to study at the University is very high.
For example: The goal is to always produce the best students every year to get a better job in the future.

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