Customer Base Brand of Open Distance Learning

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Abstract—**Priority Brand equity is very important especially in the college service business. Continuity of the life cycle Brand equity must be continually improved so that the effectiveness of the brand's existence and brand recognition continues to form a positive image for customers and prospective customers. Because consumers who trust and loyalty show brand loyalty can strengthen and spearhead marketing. The purpose of this study is 1) Knowing the level of significance of each element of the brand equity variable in building the Open University brand equity, 2) Knowing the series of promotional programs that have been carried out, their strengths and weaknesses and whether those efforts have shaped the image desired by management and 3) To find out whether the UT promotional effort is able to increase customer loyalty. The research method used is a Likert scale through the Rangkuti theory approach and brand equity analysis developed Aker and Duriato. The population consisted of UT students from 2010-2018 and the people represented by the sample workers obtained were 104 students and 44 from the community. Good service quality can make a positive effect on the UT brand image. The strength of the UT brand is good enough. It can be proven that to form an image and has been formed is easy to remember. UT is known by distance learning that distinguishes from lectures like conventional campuses. The image of the brand is associated with a positive attitude in the form of beliefs and preferences towards a brand. Students and non-students who have a positive image of a brand will be more likely to have an interest in repurchasing.**

Keywords: customer base, brand, equity, PTTJJ, Jayapura

I. INTRODUCTION

The distance education system (PTJJ) as an innovation of the 21st century, is an education system that has broad outreach across space, time and socioeconomics. The PJJ system opens access to education for anyone, anywhere and at any time. Through various legal instruments that have been issued by the government, namely Permenristekdikti in 2018, the PJJ system has become an integrated part in the world of education in Indonesia, and has become an option for community to gain access to education, including teacher education and education personnel. This situation encourages various educational institutions, especially higher education, to actively participate in distance education. Therefore, PJJ has the characteristics of being open, independent, thorough learning, using information and communication technology (ICT), and / or using other technologies. Through the PJJ system, everyone gets access to quality education without having to leave family, home, work, and not lose career opportunities. Identify the problem of institutional image influence and student satisfaction shape student loyalty. Purpose and Objectives of the Research Analysing the role of student satisfaction and UPBJJ's image shape the loyalty of students of Jayapura, Customer base brand of Open distance learning.

II. LITERATURE REVIEW

According to the American Marketing Association the definition of a brand is a name, term, sign, symbol or design, or a combination of these things intended to identify the product or service produced so that it is different from the product or service produced by competitors [1]. Brand Equity is a set of brand assets and liabilities associated with a brand, name and symbol, which increase or decrease the value given by a product or service to a company or its customers [2]. Brand equity is a person's desire to buy back that brand or not [1]. Therefore, the size of brand equity is closely related to customer loyalty. Brand owned by a company can convey 5 levels of understanding to consumers, namely: 1. Attributes: the brand will first of all remind consumers of the attributes of a product. 2. Benefits: a brand is more than a function of a series of attributes. Keep in mind that basically consumers do not buy attributes, but they buy benefits. Attributes are needed to be translated into functional benefits, especially emotional aspects. 3. Value: the brand must be able to reflect something about the values of the buyer. 4. Culture: the brand also represents a particular culture, which is more identical to the customer habit. 5. Personality: also be aware that the brand can describe the personality of the wearer.
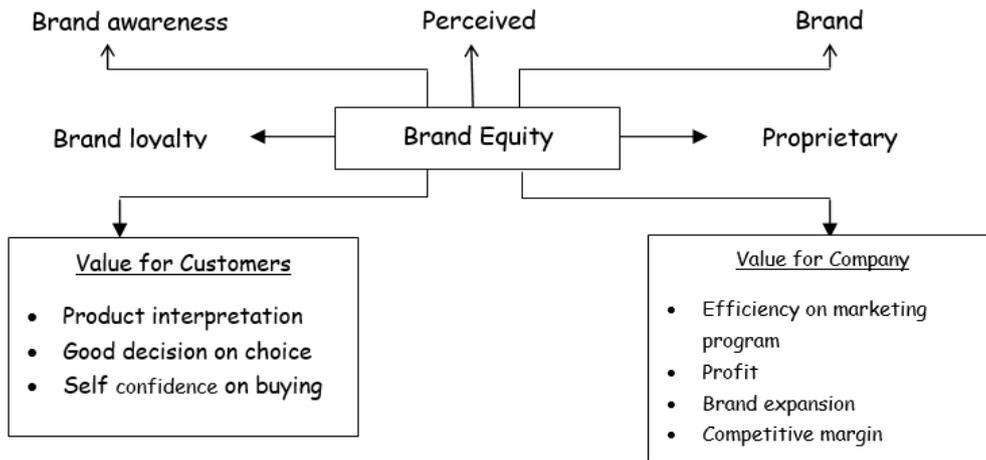
Fig. 1. Base brand equity.

In measuring brand equity (see Figure 1), there are several tools that can be used, such as: CBBE (customer Based Brand Equity), AAKER, BRANZ, Brand Assets Valuator, each of which has its own characteristics and uniqueness. This research in measuring Open University brand equity will use CBBE (customer Based Brand Equity). The CBBE model was formed to be comprehensive, integrated, systematic, up to date and action oriented [1]. The basic foundation of this model is that the strength of a brand lies in what consumers have learned. CBBE method is an improvement from the previous model, the AAKER model. The steps in building a strong base brand are by: 1. Ensuring the identification of a brand by consumers and associations of a brand in the eyes of the customer towards a product brand or to the needs of consumers. 2. Consistently making consume conscious (share of mind) of the meaning of the brand. 3. Obtain or create a response from consumers for brand identity and brand meaning. 4. Change the response to the brand to create intensity, loyalty relationship between consumers and brands (see Figure 2) [1].
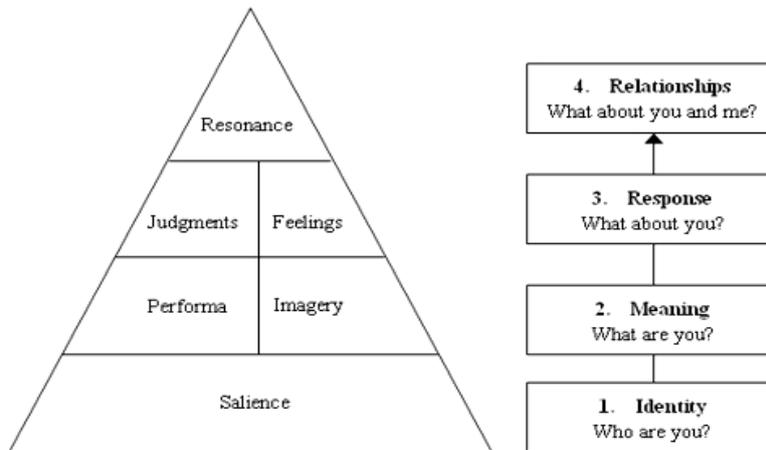

Fig. 2. Customer base pyramid [1].

Brand identity mentions that there are two dimensions of brand awareness, namely depth and breadth [3]. The depth of brand awareness explains how easily customers can remember a brand. Whereas breadth explains the distance between purchasing and consumption situations where the brand comes to mind. The higher the brand salience, the higher the level of consumption and sales volume. Brand meaning is create understanding of brand (brand meaning), it is very necessary brand image and brand characteristics in accordance with the minds of customers. Brand Performance are products are the heart of brand image. This is the most important influence of consumer experience, what they hear, and what the company says about the brand. Brand performance is the way a product or service seeks to meet the needs of consumers more will the functional needs of the product or service. Brand imagery is part of brand meaning, where brand imagery will meet the needs of consumers in the form of psychological and social needs. User Profiles Demographic and psychographic characteristics, actual or aspiration, group perception. Popularity Purchase & Usage Situations, Type of channel, specific stores, ease of purchase, Time (day, week, month, etc.), location, and context of usage, Personality and values,

Sincerity, excitement, competence, sophisticated, and ruggedness. History, heritage, & experiences. Nostalgia, Memories. Brand Response to be able to implement the Customer Base Model, companies must pay attention to how consumers respond to brands, to marketing activities and information sources. Brand Judgment. Brand judgments focus on personal opinions about brands based on how they place different performance and imagery associations.

- Brand quality. (value and satisfaction)

- Brand credibility. (Expertise, trustworthiness, and likability)

- Brand consideration. (relevance)

- Brand superiority. (differentiation)

- Feeling (fun, excitement, security, social approval, and self-respect)

- Brand relationship. The final focus is on the relationship and level of personal identification of the customer with the brand. Brand resonance explains the basic relationship consumers have with brands and whether consumers are in sync with brands: Behavioural loyalty, Attitudinal attachment, Sense of community, Active engagement.

The virtue of a brand is how often and how easily customers think of brands in various buying or consumption situations. Brand performance is how well the product or service meets the functional needs of the customer. Brand imaging illustrates the extrinsic nature of the product or service, including the way in which the brand tries to meet the customer's psychological or social needs. Brand evaluation focuses on the customer's own personal opinion and evaluation. Brand feeling is the response of customer's emotional reaction to the brand. Brand resonance refers to the nature of the relationship customers have with the brand and the extent to which they feel in sync with the brand.

III. RESEARCH METHODS

In this research, the research begins with exploratory research and then continues with descriptive research. Exploratory research is carried out to provide an overview of the attributes of the University's credibility that are considered important by consumers who are Unique Selling Proposition (USP) and build loyalty and strengthen brand equity of the Open University. Descriptive research is carried out after the exploratory research is completed. This research aims to collect primary data by conducting a cross-sectional study, which is a study carried out only by measuring the population within a certain time [4]. This research in measuring the Open University base brand equity using the Customer Based method.

A. Population and Sample

The population used in this study is UT students who registered in 2017 with a total of 54,331 people. Because of the large population members in this study, the researchers did not

conduct research on all students. Researchers conducted research on some students who were taken as samples. The sample is determined using stratified random sampling technique with calculations using the Slovin formula. The results of the Slovin formula calculation with a sample error value of 5% resulted in a sample size of 397 people. The calculations are as follows (see Table 1):

$$n = \frac{N}{1 + N\,(e)^2}.$$

TABLE I.   ANALYSIS BASE BRAND VARIABLE

No.	Indicator Variables Analysis
1	*Brand Loyalty students*
	UT first choice
	Help promote UT
	Keep choosing UT
	Will not change universities
2	*Perceived Quality UT*
	Physical UT
	UT credibility
	Quality of the waiter
	Academic quality
	Compared to other universities
3	*Brand Association / Brand Image Easy to remember*
	Strong image
	UT student personality
	Value
4	*Brand Awareness Top of Mind*
	Brand Recall

IV. RESULTS AND DISCUSSION

TABLE II.   FACULTY CHARACTERISTICS

Characteristics	Description	Proportion /%
Faculty	FKIP	28,4
	FE	29,2
	FHISIP	29,8
	FMIPA	12,6
Gender	Female	49,8
	male	50,2
Registration for	2005-2010	19,8
	2011-2017	80,2
Employment	Government	9,2
	Employee	29,1
	Entrepreneur	40,6
	Other 21.1	21.1
Education	HS	83.7
	Diploma	9.8
	Bachelor and Masters	6.5
Age	<20 years	15,1
	21 – 30	59,3
	31 – 40	21,4
	more than 41	7,8
Earnings	< 1M	7,8
	Million - 2 Million	10,1
	2,1 - 5M	38,8
	More than 5.1	43,3

Based on the faculty characteristics (see Table 2), the most dominating number of respondents was 29.8% of FHISIP students, followed by 29.2% of FE students, FKIP 28.4 and the last was FMIPA of only 12.6%. Based on the picture above, it could be shown that women were more dominant than men by 50.2 %, n From the characteristics showed that the population taken in this study were the most students who registered in 2011-2017 as many as 80.2% and the remaining 19.8% were in 2005-2010, the average of the types of jobs of UT Jayapura students were the most 40.6 entrepreneurs participated in by 29.1% were filled by the private sector and civil servant sectors by 9.2% and the last were others such as arts workers, labourers and the small and medium business sector, the productive age of UT students classified as young and the educational background was high school equivalent level 83.7% was followed by diplomas for those who took the credit transfer program The following is 6.5% of students who filled out the research questionnaire from undergraduate and master programs. Based on the age of UT students, 59.3% were occupied by productive age of learning, 21.4 aged 31 to 40 and the remaining 15.1% were aged less than 20 years and 7.8% were over 41 years. Entrepreneurial work carried out by UT students is an impact on their take home pay as much as 43.3% of the income is more than 5 million rupiahs, followed by 38.8% 2 million to 5 million, 10% earning only 1 to 2 million alone and some even less than 1 million.

Base brand analysis. An awareness describes the existence of a brand or thoughts that are in the minds of consumers that can be decisive in several categories which are the key roles of brand equity. Increasing awareness is a mechanism for expanding market share penetration. Brand awareness is a key of brand asset or an opening key to enter other elements. Testing brand awareness in this study is based on the levels contained in brand awareness. Top of mind is the highest brand awareness that is the leader of various brands that exist in the minds of consumers. At the top of mind level, respondents were asked to name one university brand that they remembered the most. Based on the results of a study of 400 Open University (UT) students, it was found that Open University ranks highest with a percentage of 18%. Followed by UI which is the best state university in Indonesia and UIN which is developing and has an undoubted reputation and credibility (see Figure 3).
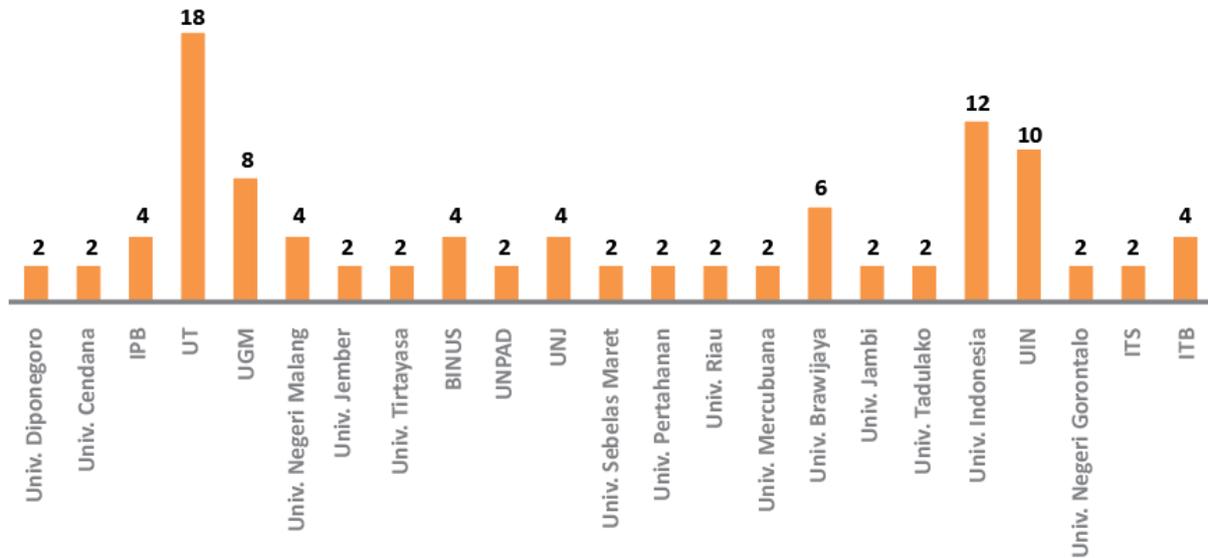
Fig. 3. Top of mind.

After the respondent mentions the most remembered university brand (top of mind), the respondent mentions another college brand (brand recall) that they remember after top of mind. Following are the results of the brand recall research for each group of respondents and as a whole:
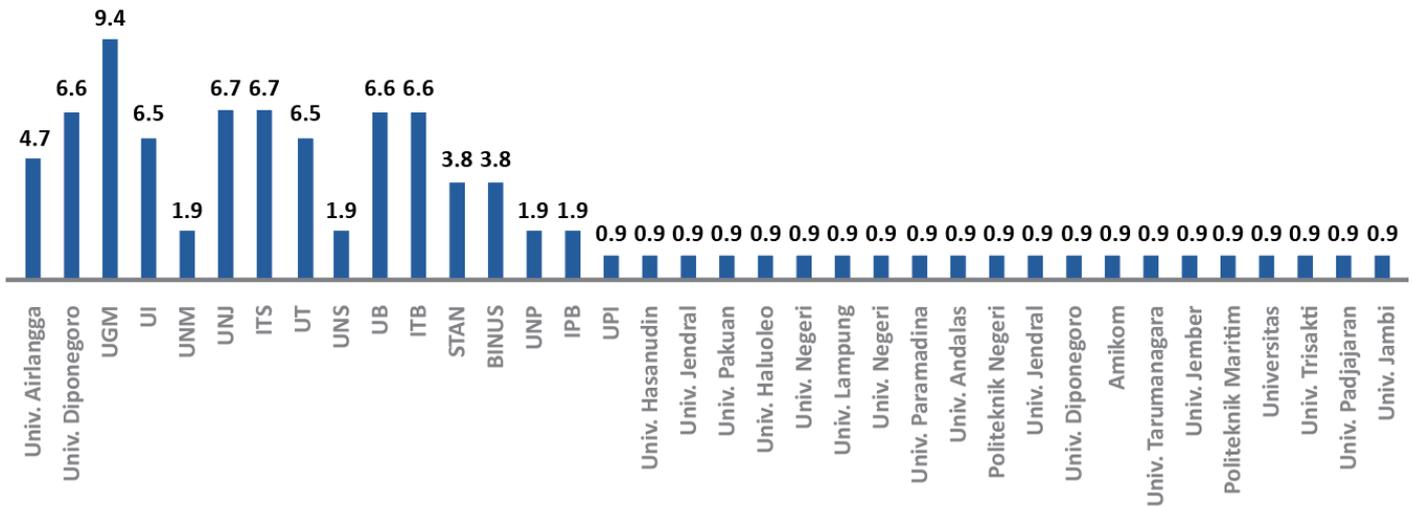
Fig. 4.   Brand recall.

The results of the brand recall research, namely other tertiary brands mentioned by respondents after mentioning the most remembered tertiary brand at the top of mind, show that UGM is the most mentioned tertiary brand as much as 9.4% (Figure 4). This is possible because in addition to the No. 1 position in Indonesia which has a reputation for world class tertiary education. Then followed by the Jakarta State University (UNJ) and the Surabaya Institute of Technology (ITS) which ranks as much as 6.7%. The position of UT and UI ranks 4th with 5.6% after ITB and Universitas Brawijaya and Diponegoro University by 6.6% and others below 4.7% followed by UNAIR, STAN and private campuses growing and developing and quite well known for IT technology namely BINUS.

Base Brand Loyalty stated by respondents in this study obtained results above the required average of 3.74 with the indicator question "are you loyal to UT" which means UT students are still loyal. Requirements according to Freddy Rangkuti states that $1.00 \leq$ indicator value ≤ 2.50, meaning that customers have a negative attitude towards the indicator concerned. 2.51 indicator indicator value ≤ 3.50, meaning that the customer has a neutral attitude towards the indicator concerned. 3.51 indicator value ≤ 5.00, meaning that the customer has a positive attitude towards the indicator concerned [5]. The main element in loyalty is satisfaction which is influenced by expectations before making a purchase and performance that is felt [6]. The second indicator is "UT becomes my choice" with an average value of 3.77 which means the level of trust of students from an UT institution or institution in providing services according to the expected target so UT becomes a choice in studying, the third indicator is "participating in promoting UT to friends / your relatives / acquaintances "of 3.75. UT Perceived quality [7]. Quality is the incorporation of every advantage of all the attributes that form a perception in the consumer's mind, characteristics of the functional basis, performance and product life. There are five types of student services provided by UT including the Registration service. The quality of registration is the key role of an information system database. The average level of

satisfaction is 3.74 with indicator items, among others, seen from the availability of registration information.

The next UT base brand Association that is considered to be responsive is that there is little need for lecturer assistance, does not need a lecture room, easy to enter, from the fifteen UT brand association indicators that are strong in mind that respondent a is as a quality university with 3.92% and the rest suitable for housewives, study time is not tied to an average of 3.91%. And the lowest is about a non-bachelor's degree and affordable tuition fees [8]. Tuition fees are the number of consumers who are willing to pay for a brand compared to other related brands, and pride as UT students.

V. CONCLUSIONS AND SUGGESTIONS

The image is representative of various perceptions of understanding in the form of statements and experiences and the acquisition of information. The image of a brand has an important role to play in credibility that will be the pioneer of distance education services. UT has taken a policy step to put the mind of prospective buyers and students in introducing UT to the promotion and socialization and public education event conducted throughout the UPBJJ-UT. UT Jayapura also did the same thing and more than 10 city districts have been socialized about information to UTan. The data in the field which was netted and analysed through tally sheet 62% of the effectiveness of the promotion was obtained from the word of mouth, the rest was from other media such as the newspaper, TV, Roadshow / talk show and performances both educational exhibitions, this role was very well known UT Jayapura imaging, UT brand Jayapura is easy to identify, there is no doubt with the UT brand, the first impression is that universities are UT, professional impression of both staff in providing services, work supported by modern tools in infrastructure, serving all segments of students and prospective students, consumers are well served and empathy level between officers and students and prospective students. Satisfaction the high level of consumer confidence in the services provided by UPBJJ-UT will make consumers in this

case students to make repeat purchases, especially initial services, namely registration, services provided more quickly and students do not wait long. For tutorial services, especially face to face that are given optimally and according to the standard, starting from the tutorial, the tutor's experienced comprehensive teaching PJJ and the academic cultural atmosphere formed between tutors and students who are comfortable making teaching and learning more comfortable. Likewise, with the examination services both Pendas and Non Pendas is good enough because with a digital printing system where students no longer need to write their names and fill their identities and only by signing it can save time and students become more concentrated in the exam. The facilities and infrastructure to support feasible and tangible activities, this can be proven in selecting the space where the test and tutorial are conducted selectively and in advance evaluating with the aim of making it comfortable for its users. In terms of human resources serving the student service officers understand all types of work (responsiveness) what is asked by students' responsive officers and quickly respond to all types of complaints can be handled quickly and there is certainty and the completion of the target, besides that the officer must also be able to provide information services outside procedures and empathize with consumer complaints. Loyalty characteristic of consumers in repurchasing is that the consumer is loyal and believes that the product he bought is convincing in accordance with information and experience. The attention from Jayapura UPBJJ-UT before and after the implementation of activities makes students always given more attention and feel satisfied in the services provided, loyalty in UT is realized if students always re-register every semester, recommending prospective students to study at UT. The establishment of emotional and kinship relations between students and regional authorities so as to create a harmonious relationship and increase consumer loyalty and do not hesitate with UT. UT Jayapura always provides information about the current UTan to students and stakeholders with the aim that there is mutual feedback on the information provided. From experience and positive information about UT, it can stimulate students / users / alumni to always socialize UT brand with the public. The consideration of choosing UT from the impression of students and graduates is in terms of affordable costs so that consumers do not influence the costs even though the costs are rising significantly and still choosing UT as a superior compared to other campuses. Suggestion Brand image has not been appealing to the hearts of prospective buyers, it still needs innovation to strengthen the position of the UT Brand to be on par with conventional tertiary institutions. PTJJ competition has become wide open as a threat, opportunity, opportunity and strength. UT must be superior in the dynamics of competition by strengthening the brand image so that the minds of prospective buyers, students and alumni will become top of mind in market competition. Service satisfaction is generally good, but there are two services that must be improved and followed up on first and advanced registration considerations for students who are far from the UPBJJ-UT area. A UPBJJ-UT centre is needed that is able to serve all the needs of students so as not to always rely on the manager, the next is for the late.

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