

# Marketing Strategy in Creating the Competitiveness of Ngudi Waluyo University (Perspective strategic management michael porter's)

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**ABSTRACT.** Business competition which is getting tougher in the era of globalization makes every company have to be able to compete and determine the right marketing strategy. Marketing aims to build and retain customers who can benefit the company. A good company image will influence people's thinking about a quality. So that the image is positive for the existence of the company and has an impact on the loyalty of consumers who use the company's services and products. This study aims to determine the effect of marketing strategies on brand image in influencing the interest of the learning community at Ngudi Waluyo University. The method used is quantitative analysis with multiple regression analysis techniques and for the sample obtained as many as 107 respondents with purposive random sampling technique. The results of the simultaneous analysis of marketing strategies consisting of three variables mediated by brand image have a significant effect on consumer interest. To maintain a good brand image in the company, it is necessary to carry out active marketing activities to maintain public trust and interest in studying at UNW.

**Keywords:** *marketing strategy, Competitiveness, Ngudi Waluyo University.*

## 1. INTRODUCTION

Changes in communication technology and information systems have brought extraordinary changes and impacts on the development of science and technology today. This extraordinary impact touches almost all aspects of human life, both as users and creators of the development of information technology. These dynamics have brought industrial progress to the point of a new era called the industrial era 4.0. Movements and policies related to university graduates who are competent and in accordance with industry needs are certainly expected to be created with the suitability of knowledge and work practices in the field (industry) in the short or long term.

In implementing Tri Dharma, universities need interaction with the public as clients and partners. Facing the autonomy plan for higher education management, higher education institutions need to make internal improvements, among others by increasing communication between the academic community to increase the efficiency and effectiveness of higher education management. Meanwhile, in facing the era of globalization, the role of higher education is increasingly important and strategic in responding to problems and demands that arise in society.

The Ministry of Education and Culture of the Republic of Indonesia plays an important role as a policy maker who can accommodate industry needs

for university graduates who are competent in today's industry. Various policies were taken by the Ministry of Education and Culture of the Republic of Indonesia, including those with ideas and realization in the form of Free Learning - Independent Campus.

Strategy is one of the dangerous concepts in business. Strategy describes how an organization faced with competition will achieve superior performance. Some managers worry about competition. They consider competition to be inconvenient and a threat to the company. If they want to survive, they have to face it. In order to progress rapidly they must find a competitive advantage [59].

competitive strategy is the search for a favorable competitive position in an industry, the fundamental arena where competition occurs [42] [44] [45] [46] [51].

Cost Leadership (Cost Leadership Strategy) is a low cost setting that is implemented within an organization in the face of competition. Ngudi Waluyo University (UNW) as an educational institution facilitates students and prospective students with various programs including regular classes, employee classes and KOKY classes where the program is set at low costs with the hope that low-income people can experience education in higher education to improve their abilities. and knowledge in competing in the industrial world.

Differentiation (Differentiation Strategy), the company strives to be unique in the industry along with several dimensions that are widely valued by buyers. it selects one or more attributes that many buyers in the industry consider important, and is uniquely positioned to meet those needs. to answer the needs of industry, Ngudi Waluyo University designed an executive class program in collaboration with the HRD team in the industrial world to improve student competence. In the executive class program, incoming student candidates will be given job training and at the same time will be channeled into the industrial world. So, these students can study while working and independently by financing their own education.

This focus strategy is very different from the others because it lies in the choice of a narrow competitive scope within an industry. Links and matches between the business world and educational institutions are needed to develop and improve student competencies later. The executive program is one of the programs that are of interest to prospective students, here students not only take education on campus but there are special trainings from HRD in the industrial world to equalize graduate competencies according to the needs of the industrial world.

that things that must be considered by schools are knowing the thoughts of the parents of students, how the guardians make decisions, and their expectations of the school [21].

Education needs to be managed well, because the development of educational institutions is influenced by the ability of administrators to analyze the external environment, competitors from other institutions, taking into account the ability of internal human resources, must be able to create the best strategy to win the competition without leaving the essence of education itself. The focus of education management must be changed from just serving the educational process to how to make education users become educational customers, where these customers will give high loyalty not to turn to other institutions.

changes in this aspect of management must be able to create: (1) Makes regular repeat purchases, namely customers who always buy or regularly use programs launched by institutions, for example students complete their studies until the end, remain in the department. the same one; (2) Purchases across product and service lines, customers buy outside product / service lines, for example when Ngudi Waluyo University (UNW) issued another program, namely entrepreneurship training, many students from other majors took part in the training; (3) Other

refers, namely recommending other products, for example, Ngudi Waluyo University students recommending to family, friends or the community any educational program (regular class, employee class, and KOKY class) both recommending the major taken and other services (training, seminars, workshops). works and so on); (4) Demonstrates an immunity to the full of the competition, namely showing immunity from the attractiveness of similar products from competitors, for example, apart from UNW, there are many other institutions that offer similar education, but as interesting as anything else is done, UNW students remain loyal to choose UNW as a educational service institutions [29] [30] [31]. These customers who will be sought after by every educational institution, this can be done through an educational marketing strategy in an effort to create excellence, this strategy was adopted from Michael Porter's strategic management, where its application is adjusted to the philosophical values of education as a non-profit institution. In addition to the marketing strategy, a communication strategy is also needed in the public relations section to create and improve good relations between Ngudi Waluyo University and the community and with customers or prospective customers who use educational services.

## **2. METHOD**

The approach used in this research is a quantitative approach using a survey method, where this method is used to obtain information related to the variables used in the study to test the hypothesis.

The type of data used is subject data, namely the type of research data in the form of opinions, attitudes, experiences or characteristics of a person or group of people who are the research subjects [2] [16] [81] . In this case the data used is from the results of the respondents' answers to the questions asked in the interview.

The data source is the place or origin of the data obtained [85]. Sources of data used in this study include primary data, namely data collected from questionnaires and secondary data, namely information obtained from literature studies including books, reports, research journals and articles.

## **3. LITERATURE REVIEW**

### **3.1 Marketing Strategy Theory**

Changes in communication technology and information systems have brought extraordinary changes and impacts, especially in product marketing. It takes a good strategy to be able to win the increasingly fierce competition. Marketing

strategy is an attempt to market a product, whether it is goods or services, using certain plans and tactics so that the number of sales is higher. Marketing strategy is a marketing logic in which business units hope to create value and benefits from their relationships with consumers [26] [27]. Marketing strategy is a company-wide program in determining target markets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion, and price [33].

Strategy allows organizations to gain a competitive advantage from three different bases: cost leadership (cost leadership), differentiation, and focus. Porter calls these three basics generic strategies [48]. Cost leadership emphasizes producing standardized products at very low unit costs for price sensitive consumers. Differentiation is a strategy aimed at producing products and services that are unique to the industry and aimed at consumers who are relatively price sensitive. Focus means producing products and services that meet the needs of a small group of consumers.

To be able to compete in the era of globalization, Ngudi Waluyo University synergizes with several companies to create graduates who have the competence to compete in the industrial world. Not only that, to reach the public's interest in pursuing education, Ngudi Waluyo University also applies a fairly low fee compared to its competitors. To support learning activities, it is equipped with various kinds of equipment such as labs, libraries, studios, etc.

To be able to compete in the market, a good marketing strategy is needed so that the company's products have their own advantages and characteristics so that people believe in these products, with a good product, of course, will be able to improve the company's image so that it can easily attract consumers to buy it [84] [26].

**3.2 Brand Image**

Company image is one of the most important assets that should be continuously built and maintained. A good image is a powerful tool, not only to attract consumers in choosing a product or company, but also to improve customer attitudes and satisfaction towards the company. Company image is the impression, feeling and image of the public on the company, an impression that is deliberately created from an object, person or organization. Company image is an impression, feeling, a picture of the public or the public about a company, an impression that is deliberately created from a product or service being offered [26].

There are three types of corporate image, namely:

- Exclusive image, which is an image that can be highlighted in large companies. What is meant by exclusive is the ability to provide the best variety of benefits to consumers and customers.
- Innovative image, which is an image that stands out because the company is good at presenting new products whose models and designs are not the same as similar products on the market.
- Cheap image, which is an image that is highlighted by a company that is able to present products of good quality, but at a low price [85].

It is necessary for every company to build a brand image so that the company is well known in the community. This is related to maintaining and building public interest in the company's products and services.

A good corporate image can increase public buying interest in company products, so the company needs to create the best marketing strategy in order to be able to build a company image [5] [91].

**3.3 Buying Interest**

Consumer buying interest is a consumer behavior where consumers have the desire to buy or choose a product, based on their experience in choosing, using and consuming or even wanting a product [27] [28] [40]. The increasing number of consumers who are interested in the company's products will increase profits for the company, so this must be maintained by implementing various strategies in its marketing and the good image of the company in the community must be maintained so that consumers who have enjoyed the company's products do not run to other companies' products.

**4. DISCUSSION**

The validity test is carried out to test the consistency of the question items so that they can describe the indicators studied. An instrument is said to be valid if it is able to measure what is desired, it can reveal data from the variables being studied appropriately. Reliability is an index that shows the extent to which the results of a measurement can be trusted.

**TABLE I.** Validity & Reliabilitytest X1

	Cronbach Alpha (N=107, df=1)	Indicator (N=107, df=1)	Corrected Item total Correlation (N=107, df=1)
Cost leadership	.754	X1.1	.662
		X1.2	.623
		X1.3	.548
		X1.4	.769

**TABLE 2. Validity & Reliability Test X2**

	Cronbach Alpha (N=107, df=1)	Indicator (N=107, df=1)	Corrected Item total Correlation (N=107, df=1)
Differentiation	.753	X2.1	.558
		X2.2	.613
		X2.3	.714
		X2.4	.585
		X2.5	.719
		X2.6	.695

**TABLE 3. VALIDITY & RELIABILITY TEST X3**

	Cronbach Alpha (N=107, df=1)	Indicator (N=107, df=1)	Corrected Item total Correlation (N=107, df=1)
Focus	.698	X3.1	.591
		X3.2	.617
		X3.3	.612
		X3.4	.690

**TABLE 4. VALIDITY & RELIABILITY TEST Y**

	Cronbach Alpha (N=107, df=1)	Indicator (N=107, df=1)	Corrected Item total Correlation (N=107, df=1)
Brand image	.800	Y1.1	.668
		Y1.2	.802
		Y1.3	.762

**TABLE 5. Validity & Reliability Test Z**

	Cronbach Alpha (N=107, df=1)	Indicator (N=107, df=1)	Corrected Item total Correlation (N=107, df=1)
Performance	.740	Z1.1	.754
		Z1.2	.776
		Z1.3	.532
		Z1.4	.795
		Z1.5	.579

The results of the validity test show a value > 0.05 that the data used is valid and can be continued with the next step by formulating a regression equation from the independent variable to the dependent variable. From this equation, information can be obtained how much the coefficient value for the independent variable. This analysis is used to determine the effect of the independent variable on the dependent variable.

**TABLE 6. T Test**

Hypothesis (N=107, df=1)	Path Coefficients (N=107, df=1)	t-value (N=107, df=1)
Cost leadership → brand image	.093	1.722
differentiatio → brand image	.427	4.668
Focus → brand image	.153	1.728
	.312	2.217

Hypothesis (N=107, df=1)	Path Coefficients (N=107, df=1)	t-value (N=107, df=1)
Cost leadership → brand image → Interest	.318	2.913
differentiatio → brand image → Interest	.368	3.846
Cost leadership → brand image → Interest		

**4.1 The effect of cost leadership on brand image**

Cost leadership has a positive and significant effect on brand image, this can be seen from the t value 1.722 > t table 1.65. This proves that a low price strategy can create and build an image of educational institutions, especially the lower class. With the application of costs that are slightly below the market price, of course, good quality will be able to bring a significant increase in the company's good image among the community [13]. Thus, Ngudi Waluyo University needs to adopt a cost leadership strategy in order to be able to win the competition and answer the demands of society for education.

**4.2 The Effect of Differentiation On Brand Image**

Differentiation has a positive and significant effect on brand image, this can be seen from the t value of 4.66 > t table 1.65. With the existence of variants of products of the same type, consumers can choose which products to buy according to their needs. From this, it is able to attract consumer interest in the company's products which at the same time will improve the company's good image [24].

Currently the Ngudi Waluyo University Digital Business Study Program has several program variants including the regular class, the employee class and the executive class. With this, it can create its own advantages for study programs, especially in building the image of the study program in providing various educational services in accordance with consumer desires.

**4.3 The Effect of Focus Strategy On Brand Image**

Fokus berpengaruh positif dan signifikan terhadap citra merek, hal ini terlihat dari nilai t hitung 1,72 > t tabel 1,65. Fokus terhadap pengembangan produk yang dapat menarik minat pelanggan yang perlu dilakukan agar kedepannya dapat dikembangkan lagi sehingga produk mampu mempengaruhi dalam meningkatkan citra baik perusahaan [89].

Currently, the main focus of developing a digital business study program is developing an executive

program. This collaborative program designed with industrial HRDs provides students with a great learning experience. Apart from studying on campus, students also study in industrial areas under the guidance of industry practitioners.

#### **4.4 The Effect Of Cost Leadership On Purchase Intention Through Brand Image**

Cost leadership has a positive effect on interest mediated by the brand image variable with a t value of 2.217 > t table 1.65. This proves that low price fixing will make it easier for low-income people to get higher education, of course with many parties who believe that institutions will also have a positive impact on the image of the institution and will influence people's interest in experiencing it. Currently what the community needs is a product at an affordable price, of course, without reducing satisfaction when the consumer consumes it, so that the pricing of a cheap product will attract the public's interest to buy it [18].

#### **4.5 The Effect Of Differentiation On Purchase Intention Through Brand Image**

Differentiation has a positive effect on interest mediated by the brand image variable with a t value of 2.913 > t table 1.65. This proves the need for companies to create various variants to meet community needs. With product variants, it will give people the choice to choose according to their needs, the large number of choices and product uniqueness can improve the product image and attract consumer buying interest [87].

#### **4.6 The Effect Of Focus Strategy On Purchase Intention Through Brand Image**

Focus has a positive effect on interest mediated by the brand image variable with the t value of 3.846 > t table 1.65. From this test it can be said that the focus of selecting a development strategy will provide more value for the company's development so that it can enhance and enhance the company's image in the eyes of the public and people's buying interest. the need for companies to focus on choosing alternative strategies to improve the company in relation to influencing consumer buying interest [3].

## **5. CONCLUSION**

This study aims to determine the effect of marketing strategies in building brand image to attract consumers to study at Ngudi Waluyo University. This study shows that there is a significant effect of marketing strategy on consumer interest mediated by brand image. The connection with this is the need for educational services to build a good strategy to improve the company's good image so that the end result can influence consumer interest in choosing products. Ngudi Waluyo University as an educational institution needs to implement a good strategy to build the institution's image in the future. The institution's good image can influence consumers to choose it.

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