

Impact of Advertising and Publicity on Student Decisions at the Faculty of Economics UNDIKSHA

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ABSTRACT

This research was conducted to determine the impact of advertising and publicity on the decision of a student to study in one of the study programs within the Undiksha Faculty of Economics in terms of advertising and publicity. The population used in this study were all active students at the Undiksha Faculty of Economics, amounting to 3,230 people, while the sample in this study was 100 people determined by the slovin formula with a tolerance level of 10%. Based on the results of data analysis using multiple linear regression, it is known that the decisions of students studying at the Undiksha Faculty of Economics are determined simultaneously by advertising and publicity. However, partially, it can be seen that the student's decision to study at the Undiksha Faculty of Economics is only determined by publicity, while the advertising variable does not determine the student's decision to study at the Undiksha Faculty of Economics.

Keywords: Advertising, Decision, Publicity.

1. INTRODUCTION

One of the faculties within the Ganesha University of Education (Undiksha) which has a large number of students is the Faculty of Economics. The Faculty of Economics is a relatively young faculty at Undiksha. Established in 2009, until now the Faculty of Economics Undiksha has 2 majors, namely the Department of Economics and Accounting and the Department of Management. Until 2020, the number of active students at the Faculty of Economics is 3,230 students. However, the distribution of new students within the Faculty of Economics Undiksha is still dynamic. It is known, during the period 2017 to 2020 there were fluctuations in the number of new students in each study program at the Faculty of Economics. The large number of active students cannot be separated from the integration of social interests with promotion and marketing approaches. The quality of an institution will not be known to the wider community if there is no promotional activity, and from the promotion it will produce an opinion in the decision making of students to choose to

study at the Undiksha Faculty of Economics. In general, according to [1], promotion is an organizational/company effort to influence by persuading (Persuasive Communication) prospective buyers through all elements of reference or promotional mix. According to the marketing concept, the success of an educational institution can be seen when the institution meets the needs of students in the context of science better, this shows that the institution has entered an era of competition. In line with this, efforts can be made to maintain the existence of the Faculty of Economics, namely by carrying out promotional activities. This needs to be done so that prospective students know, understand, are interested and have sympathy for the college they will choose to continue their education.

As stated by [2] that the promotion carried out is aimed at informing, influencing, and persuading and reminding target customers about the company and its marketing mix. The target customers in this study are prospective students who will choose a place to study. By doing a promotion mix related to advertising (advertising), personal selling (personal selling), sales

promotion (sales promotion), public relations (publicity), and direct marketing tools (direct marketing). This statement is supported by research by [3] who found that the promotion mix had an effect on student decisions to choose to study at Telkom University, as well as research conducted by [4] which found a positive and significant influence on the promotion mix on decisions. Students choose to study at the Muhammadiyah University of West Sumatra. In addition, research conducted by [5] found the same thing that the promotion mix had an effect on student decisions to choose to study at the LPKIA Polytechnic Bandung City. Likewise, research conducted by [6] found that the promotion mix could increase the number of new students at FKIP Uhamka Jakarta. Based on this, it is known that the promotion mix which consists of advertising, personal selling, sales promotion, public relations and marketing tools directly influences a person's decision to study at a university. So far, the Faculty of Economics has implemented several promotional mixes to introduce each study program under the Department of Economics and Accounting and the Study Program under the Department of Management. The five study programs, namely the study program consisting of the Bachelor of Economics Education Program, Bachelor of Accounting, Bachelor of Management, Diploma in Hospitality Management and Diploma in Accounting intensely promote their excellence to attract student decisions to study in their study program through advertising and publicity.

According to [7], advertising is all destination activities in conveying impersonal messages using paid media. Advertising media can be divided into four components, namely print media, outdoor, electronic and interactive digital media. The indicators used to measure advertising include: providing information, persuasion and reminders. Meanwhile, Lawrence and Wilcox in [8] reveal that publicity is information that does not need to pay for its newsroom or broadcast, but at the same time cannot be controlled by the individual or company that provides the information. As a result, information can lead to the formation of an image and affect many people and can result in actions, where these actions can be beneficial or detrimental when the information is published. The indicators for measuring publicity include: social activities, identity media, news, and exhibitions. So far, the Undiksha Faculty of Economics has tried to use advertising and publicity optimally. In the form of pamphlets, posters and videos on the Youtube channel to publicity activities in the form of participating in exhibition activities in collaboration with several government agencies. However, even though this has been done, the distribution of new students within the Faculty of Economics, Ganesha University of Education is still dynamic. There were fluctuations in the number of new students from 2017 to 2020. This fluctuating condition is an interesting phenomenon to study, because theoretically all the variables that determine a person's

decision to study at the Undiksha Faculty of Economics have been carried out optimally. Empirically, the fluctuation in the number of new students is also different from the results of research conducted by [9], where they found that advertising had a significant effect on the number of students at the Semarang Creative Media State Polytechnic. Likewise with research conducted by [10] which found publicity could increase the number of students in the Indonesian Muslim university communication studies program.

Judging from the theory that has been explained by experts as well as the results of previous research, the hypotheses that will be put forward in this study are: H1: Advertising has a positive and significant effect on student decisions to study at the Undiksha Faculty of Economics, H2: Publicity has a positive and significant effect on student decisions studying at the Undiksha Faculty of Economics, and H3: Advertising and publicity have a significant effect on student decisions to study at the Undiksha Faculty of Economics. Based on the background exposure and the differences in the reality in the field with the results of previous research, it is necessary to conduct research to re-examine the impact of a promotion mix consisting of advertising and publicity on students' decisions to study in an educational institution. This is important so that the number of new students in the Undiksha Faculty of Economics continues to increase from year to year so that they can make a greater contribution to university institutions in developing Undiksha in the future as a superior BLU.

2. METHOD

This research was conducted with the aim of knowing the impact of advertising and prices on student decisions to study at the Undiksha Faculty of Economics. The framework for this research is as shown in Figure 1 below. The research was conducted in Buleleng Regency, Bali Province, this is because the Faculty of Economics, Ganesha Education University is located in Buleleng Regency so that most of the students are located around Buleleng Regency. The population in this study were all active students of the Faculty of Economics, Undiksha, amounting to 3230 students, with a sample of 100 students from the Faculty of Economics. The number of samples of 100 students was obtained using the Slovin formula with an error tolerance of 10%. The use of an error of 10% is due to the current situation of the COVID-19 pandemic, making it difficult to find student samples. The sampling method in this study was accidental sampling, which means that any student from the Undiksha Faculty of Economics who coincidentally met the researcher could be used as a sample.

In the process of this research, researchers used data collection techniques documentation and questionnaires. The documentation technique is used to collect data on the number of active students of the Faculty of

Economics and the number of new students of the Faculty of Economics, Undiksha from 2017 to 2020, while a questionnaire/questionnaire is used to collect primary data sourced from respondents, namely 100 students of the Faculty of Economics with answer choices based on a likert scale.

The data obtained from the questionnaire/questionnaire was then processed through the classical assumption test to see the distribution of the data and multiple linear regression test through SPSS software to determine the determinants of student decisions at the Faculty of Economics, Undiksha.

3. RESULTS & DISCUSSION

Based on the results of distributing questionnaires to 100 respondents, it can be seen that the 100 respondents used as research samples consisted of 12 students of D3 Accounting, 9 students of D3 hospitality, 16 students of economic education, 29 undergraduate students of accounting and 34 undergraduate students of management. In the validity test, it is known that all the questions on the questionnaire are valid. This can be proven from the Pearson correlation test in the SPSS program which obtained a P value of <0.05. Meanwhile, for testing the reliability of the instrument, it is also known that all question items have a Cronbach alpha value of 0.897 (> 0.60) which means that the overall question items in the questionnaire are reliable.

Before testing the hypothesis through the regression model, the hypothesis will be tested first through the classical assumption test including the normality test, multicollinearity test and heteroscedasticity test. Based on the normality test using the Kolmogorov Smirnov test, it can be seen that the research data is normally distributed. After knowing that the data used in the study all passed the classical assumption test, then the hypotheses proposed in this study were tested using multiple linear regression tests.

Based on the results of multiple linear regression analysis as shown in Table 1 at next page. The regression equation needs to be known to determine the relationship of each independent variable with the dependent variable. From Table 1 at next page, a regression equation can be made from each variable in this study including advertising, publicity and student decisions at the Undiksha Faculty of Economics. The equations made based on the values in the Unstandardized Coefficients beta column are as follows.

$$Y = 2893\alpha + 0,25X_1 + 0,528X_2 \quad (1)$$

The above equation indicates that every increase in the implementation of 1 advertising activity can cause a student's decision to study at the Undiksha Faculty of Economics to increase by 0.025.

Likewise, every increase in the implementation of 1 Publication Activity will be able to cause an increase in student decisions to study at the Undiksha Faculty of Economics to increase by 0.528. This directly states that the two independent variables have a positive effect on the dependent variable. From table 1, it can also be seen that the results of testing hypothesis 1 (H1) and hypothesis 2 (H2) are assessed from the significance value of each independent variable (advertising and publicity) on the t test. Based on the results of the t test, it can be seen that H0: advertising has no effect on students' decisions to study at the Undiksha Faculty of Economics, while H1: advertising affects students' decisions to study at the Undiksha Faculty of Economics is rejected. The rejection of H1 is because the t-test value is smaller than t-table ($0.224 < 1.661$) besides the significance value of the advertising variable is greater than 0.05 ($0.824 > 0.05$). As for the publicity variable, the results obtained are H0: H2: publicity affects the decision of students to study at the Undiksha Faculty of Economics to be accepted. The acceptance of H2 was due to the t-test value > t-table ($6.264 > 1.661$), in addition, because the significance value obtained by the publicity variable was smaller than 0.05 ($0.000 < 0.05$).

To find out the impact of advertising and publicity simultaneously, it can be seen from the results of the Anova F test in Table 2. Viewed from Table 2, it can be seen that Hypothesis 3 (H3) namely advertising and publicity jointly affect the decisions of students studying at the Undiksha Faculty of Economics to be accepted, while H0 namely advertising and publicity together has no effect on students' decisions to study at the Faculty of Economics Undiksha was rejected. This is because the calculated F value is greater than the table F value ($47,500 > 2,479$). In addition, in terms of the significance value for ANOVA, the value is smaller than 0.05 ($0.000 < 0.05$).

Thus, it is known that advertising and publicity simultaneously have a positive and significant effect on student decisions to study at the Undiksha Faculty of Economics Although simultaneously advertising and publicity have a positive and significant effect, advertising and publicity variables only have an impact of less than 50% on student decisions to study at the Undiksha Faculty of Economics. This can be seen from the R Square value in the following model summary table at next page.

Based on Table 3, it can be seen that the R Square value of the independent variable in this study is 0.495. This means that only 49.5% of students' decisions to study at the Faculty of Economics, Undiksha are influenced by advertising and publicity, while 50.5% of students' decisions to study at the Faculty of Economics are influenced by other variables that are not included by the researchers for research.

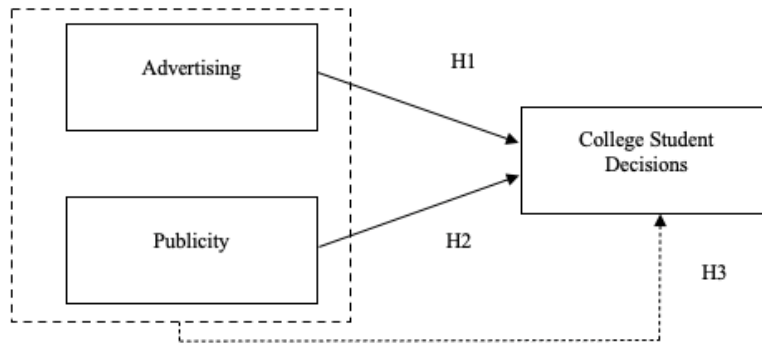


Figure 1. Research Framework

Table 1. The Result of Multiple Linier Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standarsized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.893	1.001		2.890	.005
Advertising	.025	.112	.024	.224	.824
Publicity	.528	.084	.685	6.264	.000

a. Dependent Variable: College Student Decisions

Table 2. The Result of The Anova F test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	235.542	2	117.771	47.500	.000 ^b
	Residual	240.498	97	2.479		
	Total	476.040	99			

a. Predictors: (Constant), Publicity, Advertising

b. Dependent Variable: College Student Decisions

Table 3. The Result of Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.703 ^a	.495	.484	1.575

a. Predictor: (Constant), Publicity, Advertising

With the results that the advertising variable rejects hypothesis 1, it can be seen that the advertising that has been carried out by the Faculty of Economics has no effect on the decisions of students studying at the Faculty of Economics, Undiksha. This indicates that advertising in the form of videos on YouTube regarding an invitation to the public to study at the Undiksha Faculty of Economics is not watched by too many people. Not watching an advertisement video about the Undiksha Faculty of Economics on YouTube is probably due to advertising videos that are less attractive to the public or the Youtube channel that is used as a place to upload advertising videos is not well known, so very few people know about advertisements about the facilities and benefits of studying at the Undiksha Faculty of Economics. This result is in line with research conducted by [11] which found that advertising has no positive and significant effect on a person's decision to buy a smartphone. Therefore, it is necessary to review the advertising strategies that have been carried out so far to be more effective in being seen by the public, thereby increasing a person's decision to study at the Undiksha Faculty of Economics.

Judging from the acceptance of hypothesis 2, it can be concluded that the publication activities that have been carried out by the Faculty of Economics Undiksha such as: news on various social media (Faculty Web, FB & IG), the success of community service activities and participation in several exhibition events have an impact positive and significant impact on a student's decision to study at the Undiksha Faculty of Economics. This result is in line with the research of [12] who found that publicity had an effect on student decisions to choose to study at Muhammadiyah University Bengkulu. Therefore, publication activities must continue to be held and the frequency of their implementation increased so that people are more familiar with the advantages and advantages of studying at the Undiksha Faculty of Economics.

The acceptance of the third hypothesis regarding advertising and publicity that significantly influences student decisions to study at the Undiksha Faculty of Economics indicates that any publication activity that includes advertisements inside, will be able to influence a person's decision to study at the Undiksha Faculty of Economics. This is reflected in the existence of a promotional video inserted in the news about the Undiksha Faculty of Economics uploaded on the website. These results are in accordance with research conducted by [13], which found that publicity and advertising simultaneously had a positive and significant effect on students' decisions to study at STIE Eka Prasetya Medan. Therefore, the Faculty should always include an advertising video every time someone opens the Undiksha Faculty of Economics website, so that indirectly everyone will know there is an advertisement

video about the benefits and advantages of studying at the Undiksha Faculty of Economics.

4. CONCLUSION

Based on the discussion of the results of the research above, it is concluded that advertising does not have a significant impact on student decisions to study at Ganesha University of Education. However, in terms of publicity, it can be seen that it has a positive and significant impact on student decisions to study at Ganesha University of Education. Meanwhile, when tested simultaneously, advertising and publicity have a significant impact on student decisions to study at the Undiksha Faculty of Economics.

The advice that can be given to the Undiksha Faculty of Economics is to correct the advertising videos that have been used so far, where it is better for the advertising videos to be distributed through official institutions' social media and put them on the faculty website so that people will more easily find out about the advantages and advantages of studying at the Faculty of Economics. Undiksha. In addition, the Faculty of Economics must be able to use attractive and age-appropriate models in making advertising videos so that people will pay more attention to video advertisements that are made. For other researchers, they can try to use different analytical tools such as path analysis to determine the direct and indirect effects of the variables contained in the promotion mix in order to attract someone to become a student at a university.

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