



# Guerrilla Marketing in Higher Education the Creative Promotion for Student Purchase Intention

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**Abstract.** The purpose of this study is to explore guerrilla marketing in private universities. Strong and weak advertising theory is the basis of this research. A descriptive survey was used as the research design. The analysis method uses the Structure Equation Model (SEM) with SmartPLS 3.0 through a quantitative survey design. With a sample size of 140 participants, the study's population consisted of private university students dispersed around Serang, Banten Province. Guerrilla marketing is a novelty strategy that emphasizes originality. The purpose of this study is to examine the impact of guerilla marketing (X) on students' purchasing intentions (Y), using word of mouth (M) as a moderating factor. According to the findings of this study, word of mouth had a positive and significant impact on students' purchase intentions with a statistical t value of  $2.283 > t$  table 1.960, and Guerilla Marketing had a positive and significant impact on students' purchase intentions with a statistical t value of  $7359 > t$  table 1.960. The results of this study also indicate that the word of the mount can be used as a mediating variable with the results of a statistical t value of  $4.339 > t$  table 1.960 for guerrilla marketing on students' purchase intentions.

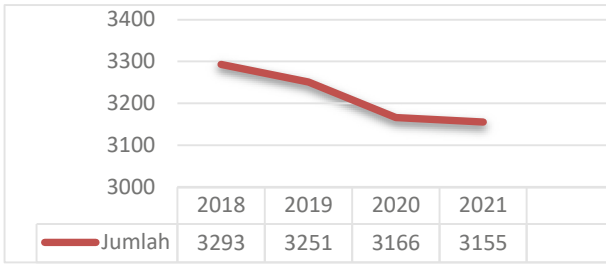
**Keywords:** Guerrilla Marketing · Higher Education · Purchase Intention · Word of Mount

## 1 Introduction

The concept of guerrilla in marketing terminology generates many interpretations and opinions about the implementation and function of guerrilla marketing [1]. Guerrilla marketing is a type of advertising that focuses on low-budget, non-traditional marketing techniques that get the best results. [2, 3] with the aim of attracting a long-lasting impression on people by evoking a shock effect. In guerrilla marketing Wikipedia. Marketing has become an essential tool to attract target consumers to buy different products and services [4].

Guerrilla marketing was first officially used in Jay Conrad Levinson's book. It was in 1984 that he first defined Guerrilla marketing development in his book "Guerrilla

**Table 1.** Development of Indonesian Universities



marketing is defined as the practice of engaging in outlandish or unexpected marketing activities in common public spaces to raise awareness of goods or services. Guerrilla marketing, according to Levinson, is an immediate response to constraints. Inventive tools and resources [5].

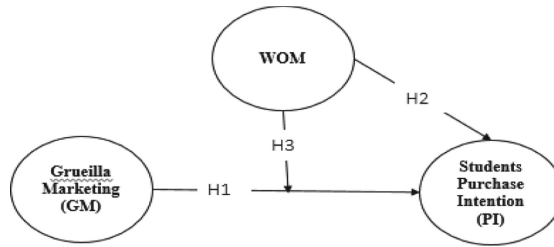
Table 1 shows education statistics in 2018–2021 [6–9], which informs the rate of decline in Universities in Indonesia. Universities must be able to redesign strategies for getting prospective students. Organizations in the sphere of education, particularly universities, must unquestionably engage in marketing. In the dynamics of competition in private universities, the success of private universities in attracting new students is primarily determined by factors that are considered ideal according to prospective students/consumers [10] (Table 2).

Based on university statistics data, in 2020, there were 4,593 affiliated universities, both public and private, registered in Indonesia. Banten Province, as a whole, has 118 private universities [6]. This study, therefore, has focussed on the influence of guerrilla marketing on student purchase intention.

In Indonesia, in general, university marketing is done using traditional methods, using print media, brochures, or using posters in easily visible places such as on the roadside or on trees along the road to be easily seen. One of the unique features of guerrilla marketing, as compared to traditional marketing, is the advantage of the diffusion effect. When an

**Table 2.** Number of Private University. Banten Province 2021

No	Name	Score
1	Universitas	23
2	Institut	2
3	Sekolah Tinggi	58
4	Akademik	28
5	Politeknik	7
$\Sigma$		117



**Fig. 1.** Research Model

advertisement spreads wider from one customer to another through conversation or posting on social media, this is known as the “diffusion effect [3].

Guerrilla Marketing impact on Purchase Intention [11, 12]. The indicators used in the research are novelty, surprise, aesthetic, humor, relevance, and clarity [13].

H1: Guerilla Marketing to use Significantly Student Purchase Intention.

WOM is unquestionably the oldest means of disseminating messages or information. Its theoretical underpinnings are found in sociology, psychology, and the social and behavioral sciences, and numerous definitions of the term have been provided [14]. Many studies believe that consumption experiences spreading through WOM can significantly affect recipients’ purchase intentions. Word of mount significantly to student purchase intention [15, 16].

H2: Word of Mout to use Significantly Student Purchase Intention

Word of mount is an effective guerilla tactic [17]. One of the good mouth marketing strategies, according to [18, 19] is by paying attention to the five essential elements of Word-of-Mouth marketing as follows; talkers, topics, tools, taking part (participation), and tracking. Guerrilla Marketing impact on Word Of Mount [20].

H3: Word Of Mount Moderating Guerilla Marketing to Student Purchase Intention (Fig. 1)

## 2 Methods

In this work, a questionnaire was employed as the primary data collection tool, and Partially Least Square Structural Equation Modeling (PLS-SEM) was used for analysis. Students from Serang City made up the majority of the study’s data population. The sampling technique used random sampling with a sample determination of 140 [21, 22]

## 3 Result and Discussion

### 3.1 Inferensial Statistic Outer Model Validity and Reliability Test

Convergent and discriminant validity values are examined during the validity test. Figure 3 shows the validity test results in more detail.

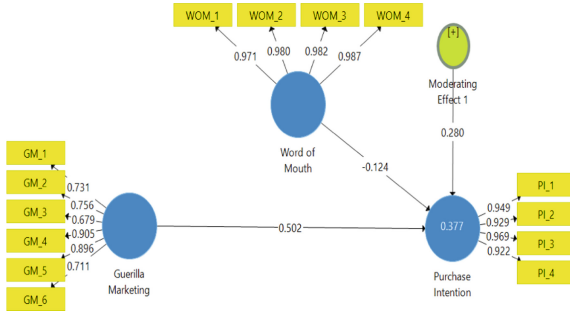


Fig. 2. Model Result 1

From Fig. 2, it can be seen that there are indicators that do not meet the validity value because it is stated to have a good value at the value >0.70. The first test of the GM\_3 indicator is eliminated, then tested again. The following are the results of the outer test of the second test model, which can be seen in Fig. 3.

The results of the second outer model test show that there is still an outer loading value that is <0.70, which is on the GM\_6 indicator, so it must be eliminated and then retested. The following are the test results of the three outer models, which can be seen in Fig. 4.

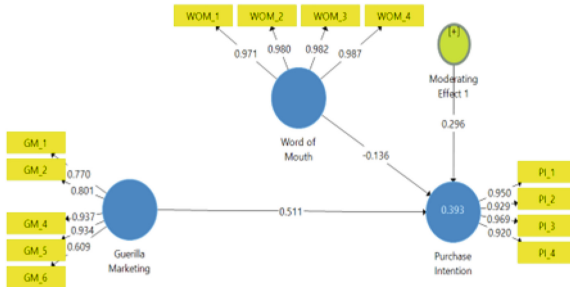


Fig. 3. Model Result 2

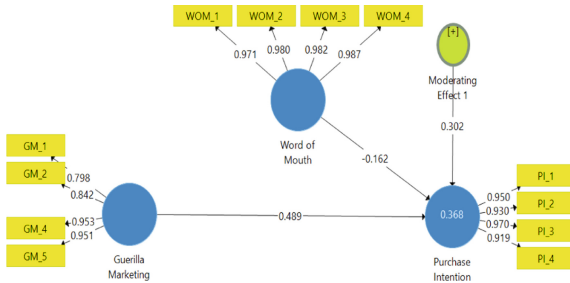


Fig. 4. Model Result 3

**Table 3.** Value of Construct Reliability, Validity dan AVE

Variable	CA	CR	AVE
Guerilla Marketing	0.912	0.917	0.789
Moderating Effect	1.000	1.000	1.000
Purchase Intention	0.958	0.969	0.888
Word Of Mouth	0.986	0.990	0.960

The Fig. 4 shows that all variables are each indicator  $>0.70$ , so it meets the validity criteria. Based on measurement variables. There are two approaches to measure the dependability of variables: using Cronbach's alpha and composite reliability or using Dillon Goldstein's Rule of Thumb, which may evaluate the dependability of variables, namely  $>0.70$ . The results of the reliability test can be seen in Table 3.

From Table 3, Crombach's Alpha and Composite Reliability of all variables have  $>0.70$ , as seen above in the reliability test results. As a result, all variables are either trustworthy or pass reliability testing. In addition to the loading factor's value, the Average Variance Extracted (AVE) value must be more than 0.50 to indicate convergent validity [23–25]. The average variance extracted value of each variable is  $>0.50$ . There are not any issues with convergent validity.

### 3.2 Inner Model Test Results

The inner model must be tested further after the research model passes the measurement test to ascertain the strength of the relationship (entanglement) between the variables listed in the hypothesis. By examining the R-Square value, the structural model is put through its first internal test. According to [23, 26–28] describes the R-Square measurement, there are three categories, namely strong (0.75), moderate (0.50) and weak (0.25). The R-Square value on the purchase intention variable is 0.368. This indicates that it belongs to the medium category. This finding suggests that 36.8% of Guerilla marketing and word of mouth influence purchase intention. Other factors not examined in this study impact the remaining 63.2% of the sample.

### 3.3 Bootstrapping Effect Test Results

If the T Statistic value exceeds the T Table value (1,960) or the P value is less than 0.05, the hypothesis is accepted. The Fig. 5 and Table 4 show these findings.

Based on Table 4, the results of the bootstrapping test can then be explained below.

H1: The findings of the acquisition of the t statistic value of 7359  $>$  t table 1.960 thus p value 0.000 sig 0.05 support the first hypothesis that guerrilla marketing has a substantial impact on purchase intention.

H2: The second hypothesis, the findings of the acquisition of the t statistic value of 2.283  $>$  t table 1.960, so p value 0.023 sig 0.05 demonstrate that word of mouth has a considerable impact on purchasing intention.

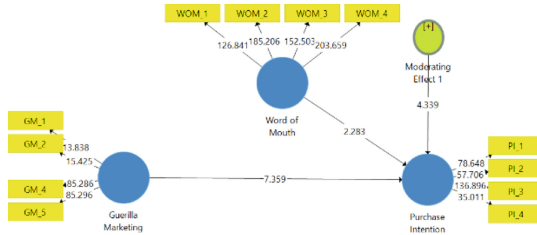


Fig. 5. Bootstrapping Result

Table 4. Path Coefficient Direct Effect

Variable	OS	T statistic	P value
WOM → PI	-0.162	2.283	0.023
Moderating Effect	0.302	4.339	0.000
GM → PI	0.489	7.359	0.000

H3: The third hypothesis shows that word of mouth can significantly strengthen the results of the acquisition of the t statistic value of 4.339 > t table 1.960. Therefore, p value 0.000 sig 0.05, the impact of guerrilla marketing on purchase intention.

### 4 Conclusion

Traditional promotional tools at universities, such as print media (newspapers and magazines) and radio, TV, billboards, and flyers, are usually expensive. Utilizing new media opportunities and thinking outside the box are essential components of an efficient marketing strategy. More than just a fad, guerrilla marketing is a potent tool employed by businesses and organizations of all sorts.

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