

DETERMINANTS OF INSTITUTION IMAGE : The Empirical Study at Vocational College in West Java

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ABSTRACT

The purpose of this study was to determine the effect of promotion and student relationship partially or simultaneously on institution image.

The methods used in this research were descriptive and explanatory survey method with a sample size of 200. The data analysis method used was SEM (Structural Equation Modeling).

The research finding as follows of promotion has positive and significant effect on institution image. Student relationship has positive and significant effect on institution image. Promotion and student relationship simultaneous have positive and significant effect on institution image. But partially, student relationship more dominant affects on institution image.

Novelty of the research refer to research finding compared with the others research. That generally others research, promotion have dominant effect on corporate image, but in this research have found that student relationship more dominant. Many other research just discussion until variable level, but in this research discussion until indicator level.

Key words : Promotion, student relationship, institution image.

INTRODUCTION

Results of a study of developed countries and developing countries indicate that, level development progress of a nation is closely associated with the level of education of the nation. The growth rate of the economy of a nation can also be seen from the level of the nation's educational progress. the higher the level of education of the people, then the higher their level of prosperity also. This is done by Japan after World War II almost 70 years ago.

Therefore, the commitment of the nation of Indonesia to education very clearly reflected in the Constitution of the State, the constitution 45, particularly article 31, which affirmed that every citizen is entitled to education paragraph (1) and every citizen is obligated to follow the basic education, and the Government must fund it paragraph (2). Educational financing scheme by the Government regulated in paragraph (4) which reads: the State education budget would prioritize – lack of 20% of the budget revenues and expenditures of the State budget revenues and spending as well as areas to meet the needs of the Organization

of national education. Defined in article 50 paragraph (4) of the Act – the number 20 of 2003 On the national education system.

Therefore, the process of teaching and learning in education should be developed and able to pursue failed from developed countries. One effort to do that is by teaching students capable of critical thinking, capable of taking decisions, and seizing information in order to confront the transformation technology. To avoid the symptoms of consumerism then need once College puts the power of quality so that lecturers may pose image (*Image*) and a double positive effect against the College itself. Consumers buy something, not just needing it, but there is something else that is satisfactory. Something else that's in accordance with the form in the image of himself. Therefore, it is important that organizations give information to the public in order to establish a good image. Levit (2005:127), stating that: *"The marketing imagination is the starting point of success in marketing. It is distinguished from other forms of imagination by the unique insight it brings to understanding consumers, their problem, and the means to capture their attention and their costum "*. These conditions will spur motivation PTN apart in order to prepare themselves to respond to increasingly face competition both locally, nationally, and even internationally. In order to forward a College should be able to provide maximum satisfaction to the public and provide quality services. There are times when a College has a super quality products according to the views of the community. Super quality is largely determined by the professional competence of those who exist in the institutions, especially high-quality lecturers, Professor of the productive writing, researching, a resource person at the seminar were incorporated into the faculty, with an attractive rewards, and more importantly for the teaching staff is the ambience or climate that is conducive to the growth of climate profesioanilsme, so they can work more productively and provide satisfactory services to students. As a comparison, it should be noted that once the survey results conducted by *The Political and Economic Risk Consultancy* (PERC), a consultant based in Hong Kong, conducted at the end of 2001 (Ahmad Dahidi, Republika, 3 May 2002), which put the ranking of *Human Development Index* or the Human Development Index (HDI) of Japan in third place under South Korea and Singapore. Meanwhile, when compared with the HDI, Indonesia ranks far below it. From 15 Asian countries surveyed, Indonesia was in the order of 12 (key sequence). Are the survey results by 2012 from *Utided Nation Development Program* (UNDP) put Indonesia in 121 of 187 UN members. Low HDI Indonesia is the output of the poor quality of Indonesia's education system. The results of the preliminary observations (2013), in general the public more acquainted with PTN from at PTS. And Burc Ataman (2003:554) says that *"the image is on the receiver side"* while *"identity is on the sender's side"*. That is, the image of the brand (*images*) is how society defines all of the signs are issued/provided by brand through goods, services and communication programs. In other words the image is reputation while according to Rio, Rodolfo and Victor (2001) quotes the opinion of Zeithaml, that image is *"organizational perceptions of an image as the organization reflected in the associations held in consumer memory"*. Thus in order to *brand image* which is attained in accordance or close *the brand identity* you want, then Colleges should understand and be able to exploit the elements that make up and make a *brand* becomes stronger. Based on the statement above, the image is not good High Tafe allegedly caused by promotion/marketing communications program provided less precise, because the image was built by proper communication and in accordance with Relations students (*customer relationship*). The tight competition, the institution strives to offer the best quality, so that the benefits received by the student. By providing greater benefits then it will enhance students ' competitiveness. Based on the above description then it is very interesting or very important to be examined regarding the ***promotion and Influence student Relations (customer relationship) on the College's image in particular vocational education Students .***

Research Objectives

Based on the results of a formula problem, then research objectives that can be achieved in the form of:

1. To know and analyze the effect of promotions on Image of Educational Institutions.
2. To know and analyze the effect of Student Relationship on image of Educational Institutions.
3. To know and analyze the influence of promotion and students relationship on image of Educational Institutions.

LITERATURE REVIEWS

Promotion

According Burnet (2000:6) definition of promotion is: *Promotion as the marketing function is concerned with communicating persuasively to the target audiences of the components of the marketing programs in order to facilitate the exchange between the marketer and the consumer and to help satisfy the objectives of both.*

Buchari Alma (2006: 179) States "promotion is a form of communication that give an explanation and to convince prospective consumers regarding goods and services with the aim to gain attention, educate, remind and reassure prospective consumers.

Promotion in services covers a few things, which we know as the mix of communication or promotional mix (Kotler & Keller 2006,525-558). Ie:

1. Advertising: any form of presentation is not done and the promotion of ideas, goods, or services specified by sponsor.
2. Sales promotion: various types of short-term incentives to encourage people try or buy any product or service.
3. Public relations and news coverage: a variety of programs designed to promote or protect the image of the company or their respective products
4. Private sale: face-to-face Interaction with one or more potential buyers with a view to presenting, answering questions, and obtain an order.
5. Direct and Interactive Marketing: the use of mail, telephone, facsimile, e-mail, or the internet to communicate directly or request a response or dialogue with certain customers and prospective customers.

Students Relations (*Customer Relationship*).

According to Storbacka and Lehtinen (2001:4) there are three concepts of management Relations students (*customer relationship management*). The first concept is the creation of value for students which aims not only to maximize revenues from a single transaction, but rather the competitive advantage that is not based solely on price, but also based on the ability of *providers* to help students generate value to themselves and to foster long-term Relations with students. The second concept is to look at the product as a process in this case is the difference between goods and services does not mean again. The product is seen as an entity that includes the exchange between processes that run *provider* with a process that is run by students. Through this exchange of competence *provider* partly moved into value creation. Therefore the product differentiation becomes a differentiation process so the infinite opportunities that produces a wide range of Relations. The third concept is the responsibility of the *provider*. A College can build a stronger Relations only if the College responsible in building the Relations and offers its student body to generate the values for their own.

Relationship Management (*customer relationship management*) indicated the presence of two dimensional shift where on one side there is a shift from the thought-provoking to Relations transactions, and on the other hand the shift from product-based thinking to competency-based thinking.

Based on shifts that there are some differences between mass marketing with student relationship management (*customer relationship management*). Knowledge gained from engineering student relationship management (*customer relationship management*) can make it easier for Colleges to create channels of delivery service, accommodating a wide range of information from students, as well as the use of such knowledge to create a *customized* experience that is focused on the needs of the students.

Relationship management (*customer relationship management*) is a combination of business processes and technologies that aim to understand the students from the various prospective to differentiate products and services in competitive College (Tiwana; 2001:23). The focus of the student Relations management (*customer relationship management*) itself is to improve the level of satisfaction of students, improve students ' loyalty and increase revenue from existing student, in the face of high levels of competition and globalization as well as student turnover development costs acquisition of college students.

Nykamp (2001:4) defines the student Relations management (*customer relationship management*) as a focus in generating optimum value for students through College how to communicate with your students, how to market it, College and how Colleges serve them, through traditional media covering the product, price, promotion and distribution.

Image College.

Levitt States (in Buchari Alma : 2006); "*The marketing imagination is the starting point of success in marketing*". The term image began to cool in the 1950s, expressed in a variety of contexts such as the *image* against the Organization, *image* against the company, *image* , *image* against the brand or *brand image*, *image in public*, *self-image* and *sebagainnya*.

Following are some definitions put forth *image* : "*An image is the sum of beliefs, ideas, and the impression that a person has of an object*" (Kotler, 2007:629). *Image* is a belief, idea, and the impression somebody against something.

Image is the sum of beliefs, ideas, and impressions that a person has of an agency or of its programs, facility or personnel. It maybe a formally defined as the mental construct developed by an individual on the basis of a fews elelcted impression among the flood of total impression (Lamb, Crompton, 1986: 408).

RESEARCH METHODS

The research method used there are two methods of survey, Ie: *descriptive survey* and *explanatory survey*. *Descriptive surveys* to obtain the development about characteristic traits – variables that will be observed such as promotions, Relations students, and the image of College students in vocational education by 2013. *Explanatory survey* done by doing data collection in the field to test the hypothesis that it can be known relationships between the variables.

The primary independent variable is the promotion and students relationship while the variable dependennya is the image of Educational Institutions. Given the analysis of the data in this study using *Structural Equation Modeling* (SEM) then the sample size for this purpose at least 5-10 times the number of the variable's observation (*observable variables*) and ter hooks up with a *rule of thumb* in the SEM, the minimum sample size required is 5 observations for each parameter being estimated will be in data and multivariate Gaussian

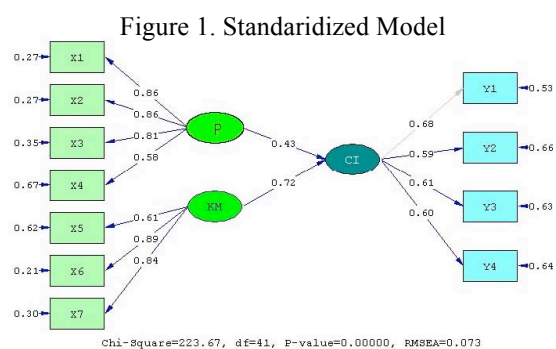
nature – (Sumacher, Lo-max: 1996: Ferdinand: 2000:48: Natsir, 2000; 32). D nature determines the size of the sample, there is a minimum ratio of 5 respondents for each parameter in the research, or 10 respondents for each 1 parameter, or 15 respondents for each 1 parameters. Syarat conditions that determine the number of respondents for each parameter in determining the sample involves a variety of factors, including the size of the model, misspesifikasi model, aspect of normality, and the estimation procedure (Hair, Anderson, Tatham and Black, 1998; 21).

RESULTS AND DISCUSSION

RESULTS

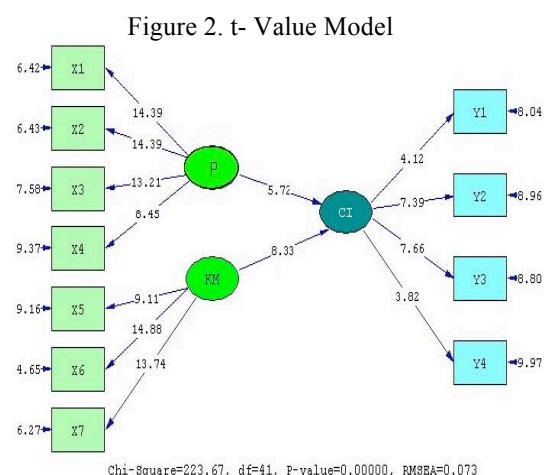
At this stage the first hypothesis testing (H1) until the third hypothesis (H3). sequentially starting from the one hypothesis concerning the influence of p.romosi (P) against the College's image (CI). The second hypothesis influence student Relations (KM) towards the College's image (CI). the third hypothesis Promotional influence (P) and Relations (KM) students together against the College's image (CI). Before data analysis using SEM, then in advance seen the size of the suitability of the models using LISREL 8.26, so that the obtained size suitability model as follows.

The full Equation Models using SEM program LISREL 8.26 retrieved two model diagram trajectory, y a it's a model *component* and model *t-values*, each model as shown in the following figure:



Where:

P = Promotion
KM = Students Relationship
CI = Image of College



Based on the figure 1 and 2 above, the above calculation would put forth testing parameters λ (loading factor/coefficient .manifest) measurements on the model of endogenous or exogenous. This test is intended to find out whether a powerful indicator of their respective latent variables (invalid constructs). Testing parameter λ is the regression coefficient of standardized (standardddized regression weight) to variables endogenous or exogenous.

DISCUSSION

Based on the research results described in the previous chapter, then the implications of empirically is that the image of the College will high especially on the elements of *Recognition* (Y₁), If the student has a good Relations on element *One to One Marketing* (X₆), and supported by high especially in terms of promotion advertising program (X₁) and sale personally (X₂).

Students in educational institutions already have a high Promotion, so being able to attract the interest of the (prospective) students to follow education in college. But there are still some elements that must be considered promotional and enhanced by students in educational institutions such as the precision of the print element used college students in educational institutions, relations with the public, the advertising effectiveness of higher education you get, the accuracy of the electronic media which used community colleges, College Officials Ability in students in educational institutions, describing the frequency of students in educational institutions in engaging the public on the activities of the College the officer's Expertise, as well as students in educational institutions in providing explanations on the students.

Students in educational institutions basically have done Relations well, so that the Students provide enough comfort for the students of students in educational institutions in the following education in college. But there are still some elements Relations the students to be aware of and improved by students in educational institutions such as elements of the attractiveness of higher education in providing on-site services additional lessons, college scholarship offer opportunities for students, student engagement at the event which was held on the College, the College officer response when you need something related to your studies at vocational education Students , as well as the attractiveness of the College in providing on-site services discussion of cases.

The institution has had the image in higher education are high, so it is able to support good judgment against this institution in its entirety. But there are still some elements of the image of educational institutions should be noted and improved by students in educational institutions such as the elements of the assessment of students in educational institutions Students known as well as about the reputation of the college that is entered.

There are still many other factors that affect the image of the College students in educational institutions, such as service quality, satisfaction, service, value and other factors in order to be examined further, because it is possible that factors other than that of the dominant influence of this research in improving the image of educational institutions.

This research uses a variable image of educational institutions as a dependent variable, so to further research would likely produce different findings, when other variables were used as variables positioned between (*intervening*).

This research was conducted on students in vocational education students, so when performed on the alumni students in institutions, the possibility of research results will be different and will add more input more specific and comprehensive. The results of this research can also be applied to other universities, both public and private and can be expanded in a particular area.

CONCLUSIONS

As the conclusions of the study this is as follows:

1. Promotion have positive and significant effect on the image of educational institutions, as well as with the most dominant performance of the promotion is on the elements of advertising programs and sales in private.
2. Students Relationship have positively and significantly effect on the image of educational institutions, as well as with the most dominant element of student Relationship is on the elements of one to one marketing.
3. Promotion and Students Relationship as a simultaneously have positive and significant effect on the image of educational institutions with the contribution of 90,77%, as for the

rest 9.23% are influenced by the others factors than the factors examined. As for the most dominant factor in the partial factor is Students Relationship.

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