

The Influence of Campus Promotion, Service Quality and Accreditation on the Interest of New Students at PSDKU Aru

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Abstract

This study aims to empirically examine the influence of Campus Promotion, Service Quality and Accreditation on New Student Interest at PSDKU Aru. The population in this study was all new students in PSDKU Aru, Aru Islands Regency. The sample in this study was a New Student of the Law and Accounting Study Program of PSDKU Unpatti in the Aru Islands Regency. The sampling technique used is Purposive Sampling, which is a sample with criteria, namely New Students of Law and Accounting Study Program. The research method used is a quantitative research method. The data were obtained through the dissemination of questionnaires and measured using a simple regression analysis processed through SPSS 23 software.

Keywords: New Student Interest, Campus Promotion, Quality of Service, Accreditation



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INTRODUCTION

The development of technology related to information and communication is one of the factors causing the paradigm shift that has existed so far. The emergence of the sixth stage of Maslow's hierarchy of needs is the need for knowledge. Generally, the source of meeting knowledge needs is educational institutions. This paradigm must be responded well by universities in order to continue to play an important role in society. Another thing that needs to be considered by higher education service providers is that they must improve service quality, so that the quality of service is good, customers in this case students will feel needed, special and feel valued. Student satisfaction is also a fundamental and simple business concept, but the implementation to achieve customer satisfaction is very complex. Students who are satisfied will share their feelings and experiences with other students. This will be a reference for the campus/college in question. Broadly speaking, a reference group is defined as "a person or group that meaningfully influences an individual's behavior". The reference group provides standards and values that can be a decisive perspective on how a person thinks or behaves. Word of mouth communication is an important source of information for them before deciding on something, in this case it relates to the selection of one of the colleges.

Education is an important need in this modern era. Education one of the investment capital for the present and future, When you see the many benefits that can be obtained if a person has a quality discipline or education, by having a good education, the impact is not only in the short term but in the long term. One of the beneficial long-term influences is the influence of a person's career if they have entered the world of professional work, besides that in the short term, education can be used as an investment because with good education, the knowledge we get will never stagnate, with quality education, we can develop the knowledge gained in every aspect of life. To get a quality, competent education, and can be used as an investment in the future, it must be supported by an educational institution that is able to

provide quality educational services that are able to realize a quality education. Almost all universities in Indonesia offer a variety of national standard study programs, there are also faculties at a university that provide guarantees to organize quality or competent educational programs.

To create the image of an educational institution to stakeholders or the community, good accreditation, excellent service quality and attractive promotion are needed to be able to attract new students. In educational institutions, it should be necessary to pay attention to the concept of educational services, because students here have the right to choose alternatives and determine the services in the field of education that they consider the best. Universities certainly have faculty choices according to their respective scientific majors that students want.

In reality it depends on the interest of the prospective student himself, Prospective students want the specifics of what kind of educational institution, the qualifications on the quality of educational services how, which will eventually return to the interests of the prospective students themselves. Interest is the result of a person's thinking which after understanding the specifications of a product or service, and has the willingness to try and can meet a need, in this case a student. Students will prefer and assess whether a study program or major, which is considered unknown to the student, so that if a study program or major is able to meet student expectations, then students will arise an interest in trying and enrolling in the study program or major. The National Accreditation Board for Higher Education (BAN-PT) is an independent evaluation body that determines the feasibility of programs and/or educational units at the higher education level by referring to the National Education Standards. BAN-PT has the authority to implement an accreditation system in all higher education in Indonesia, BAN-PT is the only accreditation body recognized by the government. This authority also includes in carrying out accreditation for all higher education institutions (both for State Universities (PTN), Private Universities (PTS), Religious Universities (PTA) and Official Universities (PTK); distance education programs in cooperation with higher education institutions within the country, offered by higher education institutions from abroad (for the time being higher education institutions from abroad cannot operate legally in Twitter).

Promotion carried out by higher education institutions is an activity to communicate information from the side of the higher education institution which is usually done by the public relations department at the college to the community in this case prospective students or other parties to influence the attitudes and behavior of the prospective students. The task of educational institutions in promotion is to inform prospective students or the public about the availability of study programs according to their needs and appropriate service services in the right place and affordable education costs. Promotion is an important part of any marketing mix. Almost all prospective students make their choice from the many courses available. In order to successfully lure prospective students must not only offer a good course of study at a reasonable cost, but also inform prospective students about the course they choose and where they can get the information they need. All promotions aim to influence the behavior of prospective students but the main purpose of promotion is to inform, persuade and remind.

According to Parasuraman quoted by Rambat Lupiyoadi (2001: 148), Service quality is how far the difference between reality and customer expectations for the service they receive or obtain. In the world of education, good service quality is very necessary because the level of educational competition is increasing and educational technology is growing, every university institution is trying to carry out strategies in winning educational competitions. One way is to embrace customers in this case prospective students. This strategy is a customer relationship management strategy often known as customer management, which is a business approach that aims to create, develop and improve relationships with prospective students carefully to

increase the value of prospective students and profitability of higher education institutions so as to maximize the value of higher education institutions. Good service quality is needed because the level of educational competition is increasing and educational technology is developing, every college institution is trying to carry out strategies in winning educational competitions. One way is to embrace customers in this case prospective students. This strategy is a customer relationship management strategy that is often known as customer management, which is a business approach that aims to create, develop and improve relationships with prospective students carefully to increase the value of prospective students and the profitability of higher education institutions so as to maximize the value of higher education institutions.

Accreditation is a recognition of universities or a study program that shows that the university or study program in implementing the educational program and the quality of graduates produced, has met the standards set by the National Accreditation Board for Higher Education (BAN-PT). This shows that universities that have been accredited have received greater recognition in society compared to universities that have not been accredited (Prasetyo, 2014). Accreditation is carried out on universities and study programs based on interstandard interactions in the National Higher Education Standards. The accreditation process is stated with the accreditation status of campuses and study programs, namely accredited and not accredited. The accredited ranking of the study program consists of A accreditation, which is accredited superior which has the meaning of exceeding the National Standards of Higher Education, B accreditation is very well accredited which has the meaning of surpassing the National Higher Education Standards, and C accreditation is well accredited which has the meaning of meeting the National Standards of Higher Education. Accreditation for Campuses and Study Programs is a form of assessment (evaluation) of the quality and feasibility of higher education institutions or study programs carried out by independent organizations or bodies outside the university. Support for this is focused on the representation of quality accreditation in education (Prasetyo, 2014). The higher the accreditation, the more positive the student's decision to choose the university.

RESEARCH METHODS

The objects in this study are Promotion, Service Quality, Accreditation and Student Interest. While the location in this study is PSDKU Pattimura University in Aru Islands Regency. The population in this study was all Pattimura University PSDKU New Students in Aru Islands Regency. The sample from this study is a New Student of the Law and Accounting Study Program of PSDKU Unpatti. The sampling technique used is Purposive Sampling, which is a sample with criteria, namely New Students of Law and Accounting Study Program. The type of data used is quantitative data because the data obtained is processed using multiple linear regression analysis.

RESULTS OF RESEARCH AND DISCUSSION

The Effect of Campus Promotion on New Student Interest at PSDKU Aru

Statistical testing on Campus Promotion (X1) has a significant positive effect on New Student Interest (Y). Promotion is a very important element in campus life. Campus promotion activities are carried out to be able to introduce the campus to the community, so that the community will know the existence of a campus in a certain area. The use of promotion in the world of education mix is to achieve the goal of creating the next generation of the nation who know the world of higher education. Promotion in the role of producing good information

delivery to the community about the benefits and advantages of the campus so that it can influence the minds of the community.

The forms of promotion carried out by PSDKU Aru consist of various kinds for example with the word-of-mouth method, Social Media, distribution of leaflet to the community, installation of banners in strategic places, campus socialization and community service. These methods are used with the aim of introducing and promoting the PSDKU Aru campus to the people of Aru Islands Regency. These methods are also not only carried out in the city where the PSDKU Aru campus is located and schools but also carried out to villages with the target of all levels of society.

The output of the entire series of promotional activities carried out certainly brings good feedback to PSDKU Aru. This can be seen from every new student admission, the quota needed is always filled even though the number of registrants does not always increase every year in each study program, but there are never empty of applicants in each study program. Every new student who applies at PSDKU Aru is not only a community domiciled in the Aru Islands Regency but also comes from communities outside the regency, for example people from Southwest Maluku Regency, Tanimbar Islands Regency, Aru Islands Regency, Maluku Province and there are even new students from Java Island and its surroundings. It is a matter of pride for PSDKU Aru is the admission of new students this time, there are students from the country of East Timor. After being interviewed where they got the information about PSDKU, they said that the information was obtained from social media, namely Facebook and YouTube. This shows that PSDKU Aru is successful in promoting its campus at home and abroad. Since its opening in 2016 until now, the number of students (including alumni) at PSDKU Aru is around 2000 people. PSDKU Aru will continue to promote and innovate in introducing its identity in the wider community.

The Effect of Service Quality on New Student Interest at PSDKU Aru

Statistical testing on Service Quality (X₂) has a significant positive effect on New Student Interest (Y). According to Parasuraman quoted by Rambat Lupiyoadi (2001: 148), Service quality is how far the difference between reality and customer expectations for the service they receive or obtain. This quality of service is important for service companies because it has been proven to increase profit levels and increase market share (Parasuraman, Zeithaml and Berry, 1985). The quality of service is described as a form of attitude, but it is not the same as the satisfaction that results from the comparison between community expectations and university ability. The quality of a service is highly dependent on two factors, namely: (1) the expected service for the service obtained and (2) any experience that has been experienced before, at the time of receiving the service.

The service at PSDKU Aru is the same as the service in general on other campuses. For academic and other services that include general affairs, they are carried out in the office, but for more detailed matters about students, everything is done in each study program. PSDKU Aru as much as possible provides maximum service to students in order to provide a sense of comfort and can attract student sympathy to be able to convey good things about PSDKU for the wider community. The services provided are not solely to attract student sympathy but are already the duty and responsibility of the campus to provide the best service to students and anyone who wants to consult with the campus.

PSDKU Aru in its development continues to provide the best service and contribution for students and the wider community for the development of the quality of human resources. Good and quality service certainly has a positive impact on the development of PSDKU Aru in the future. This is based on the results of research that the better the quality of service at PSDKU

Aru will make students or the wider community more interested in continuing higher education at PSDKU Aru. Because basically humans need a sense of comfort in order to be interested in something so that services that provide a sense of comfort and quality at PSDKU Aru are certainly needed.

The Effect of Accreditation Quality on New Student Interest at PSDKU Aru

Statistical testing on Accreditation (X3) has a significant positive effect on Freshman Interest (Y). Study program accreditation is a form of assessment (evaluation) of the quality and feasibility of study programs that have been carried out by independent organizations or bodies outside of higher education. Support for this is focused on the representation of quality accreditation in education (Prasetyo, 2014). The higher the accreditation of study programs in a university, the higher the decision to choose. Based on the research results obtained, it was found that at PSDKU Aru there are six study programs, namely Law Study Program, Accounting Study Program, English Study Program, Mathematics Study Program, PGSD Study Program and Physical Education Study Program and these six study programs have Good Accreditation.

In its development, PSDKU Aru will continue to strive to improve its quality in order to produce quality and competitive graduates. Good accreditation can affect the decision of parents and prospective students to choose PSDKU Aru as the destination college. This needs to be considered because in today's world development, accreditation is one of the main requirements in various management in order to achieve a better future.

CONCLUSION

Based on the results of testing and discussion as presented in the previous chapter, the following conclusions can be drawn: Statistical testing on Campus Promotion (X1) has a significant positive effect on New Student Interest (Y). Promotion is a very important element in campus life. Campus promotion activities are carried out to be able to introduce the campus to the community, so that the community will know the existence of a campus in a certain area. The forms of promotion carried out by PSDKU Aru consist of various kinds of words-of-mouth methods, Social Media, distribution of leaflet to the community, installation of banners in strategic places, campus socialization and community service. These methods are used with the aim of introducing and promoting the PSDKU Aru campus to the people of Aru Islands Regency. These methods are also not only carried out in the city where the PSDKU Aru campus is located and schools but also carried out to villages with the target of all levels of society.

Statistical testing on Service Quality (X2) has a significant positive effect on New Student Interest (Y). PSDKU Aru in its development continues to provide the best service and contribution for students and the wider community for the development of the quality of human resources. Good and quality service certainly has a positive impact on the development of PSDKU Aru in the future. This is based on the results of research that the better the quality of service at PSDKU Aru will make students or the wider community more interested in continuing higher education at PSDKU Aru.

Statistical testing on Accreditation (X3) has a significant positive effect on New Student Interest (Y). The higher the accreditation of study programs in a university, the higher the decision to choose. Based on the research results obtained, it was found that at PSDKU Aru there are six study programs, namely Law Study Program, Accounting Study Program, English Study Program, Mathematics Study Program, PGSD Study Program and Physical Education Study Program and these six study programs have Good Accreditation. In its development, PSDKU Aru will continue to strive to improve its quality in order to produce qualified and competitive graduates.

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