The Effect Of Integrated Marketing Communication Factor On Brand Awareness (Case Study: Budi Luhur University)

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Abstract: This research aims to determine and explain how the effect of integrated marketing communication factor consisting of Advertising, Personal Selling, Public Relations, Sales Promotion, Direct Marketing, and partially on Brand Awareness. The type of research used was analytical research using a research instrument in the form of a questionnaire. The population in this study was the audience element of the campus, employees of nobility and students and students of nobility by using random sampling. Furthermore, the sampling in this research taken from an unknown population, and the sampling technique in this research use 169 respondents. This research uses Multiple Regression and ANOVA test to answer the hypothesis has been author state. Then the results showed that the variables of integrated marketing communication, namely from Advertising, Personal Selling, Public Relations, Sales Promotion, and Direct Marketing together effected Brand Awareness, while only the Public Relations variable has a significant effect on Brand Awareness.

Keywords: Advertising, Brand Awareness, Direct Marketing, Integrated Marketing Communication, Personal Selling, Sales Promotion.

1. Introduction

The rise of educational services that offer so many study programs with their respective advantages makes students have to be more selective in choosing tertiary institutions for them. Data from the Directorate of Education shows that of 4,173 Higher Education Institutions in Indonesia, 337 Higher Education Institutions located in DKI Jakarta (forlap.dikti.go.id, 2017) [1]. Figure 1 is the Statistic Chart of Higher Education in DKI Jakarta, the data for most tertiary institutions are 206 College, 97 Academy, 56 universities, 28 Institute, and 19 Polytechnic.
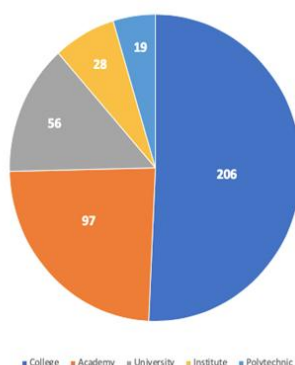

Figure 1: Distribution of universities in Jakarta

Figure 1 explains the number of universities spread in Indonesia and the number of universities competing to open registration, prices, and education programs that are low and affordable prices, marketing communication is needed to be able to compete in the world of education today [2]. marketing communication can build a brand to the public mainly target consumers regarding the existence of products in the market so that Integrated Marketing Communication towards Brand Awareness has a share in brand awareness for the company [3]. One way to increase Brand Awareness is to carry out marketing communications. Marketing communication will be useful if all elements of marketing communication are not carried out separately but carried out in an integrated manner and synergy with one another, known as integrated marketing communication [4]. By seeing the difficulty of competing in this education service in order to excel as leaders of higher education in Indonesia, universities need to be aware of threats from their main competitors, if they want to continue to dominate the world share of education in Indonesia. Declining brand value can threaten the company's competitive advantage and can undoubtedly affect the company's revenue. Thus, brand quality is essential because brands that are high in quality, and represent excellent value, have the potential to have high equity [5]. Brand Awareness is one of the essential concepts in business practice because the success of a brand enables marketers to achieve competitive advantage [6]. Budi Luhur University, as an object of research in practice, uses several tools in marketing communication [7]. At least there are several tools used in marketing communication, including advertising, sales promotion, public relations, direct marketing, personal selling, and interactive marketing. As one of the Higher Education Institutions in Indonesia that strives to be the best with the current accreditation B with no SK 130 / SK / BAN-PT / Akred / PT / VI / 2018. The vision of Budi Luhur University is to become a superior university with the highest quality standards, which based on intelligence and nobility, supported by information and communication technology. While the Mission of Budi Luhur University is: 1). Organizing competency-based education to produce graduates who are superior, intelligent, and virtuous, and able to compete in the world of work, 2). Facilitating and motivating academicians to achieve quality research, 3). Conduct activities that benefit the welfare of the broader community as a tangible form of nobility. 4) Cooperating with government and private institutions with the principles of equality and benefit. Carrying out higher education based on intelligence and noble values and

implementing quality system-based governance for the realization of credibility, transparency, accountability, responsibility, and justice. 5) Improving the quality of life of the people of Budi Luhur University. In order to achieve the vision and mission of Budi Luhur University and be able to compete in the world of education today, Budi Luhur University needs to build brand awareness through marketing communication programs. The intended communication is a marketing communication. Marketing communication is an attempt to convey a message to the public, especially target consumers regarding the existence of products in the market. Marketing communication plays a significant role for marketers. Without communication, consumers and society will not know the existence of products in the market. Also, marketing communication has a stake in brand equity for companies [8]. The purpose of this Research is to find out and explain the influence of variables of Integrated Marketing Communication that has been carried out by Budi Luhur University which consists of Sales Promotion, Personal Sales, and Public Relations together and partially towards Brand Equity, as well as to find out and explain which variables have a dominant influence on Brand Awareness

2. Literature Study

2.1 Marketing Communication
Marketing communication (marketing communication) is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands that sold. Marketing communication presents the "voice" of the company and its brand and is a means by which companies can create dialogue and build relationships with consumers [9]. According to Clow and Baack Integrated marketing communication is coordinated and integrated from all marketing communication tools, roads, and resources in a company into a seamless program designed to maximize impact on customers and other stakeholders [10]. According to Kotler, eight integrated marketing communication mixes can use as sub-variables in this research, namely:

1. Advertising is a message delivery that is non-personal through the media paid for by the advertiser.
2. Sales promotion is a series of short-term activities to remind short-term product sales. Sales Promotions include discounts, coupons, product samples, and other forms.
3. Event and experience is the company's activity to sponsor activities and programs designed for the interaction of companies, brands with potential communities.
4. Public relations is a variety of program activities designed to introduce or protect the company's image or protect the company's products and product brands
5. Direct Marketing is a form of communication that is carried out directly to customers and prospect customers by using letters, telephone, email, or internet [11].
6. Interactive / Online Marketing is activities and programs that are online in order to bind customers and potential customers, directly or indirectly can improve the image, attention (awareness), and increase sales of products and services.
7. Personal Selling is a face-to-face interaction with one or more potential customers to make presentations, answering questions (dialogue), and to get prospect orders [12].

2.2 Brand Awareness
Brand awareness is the ability of customers to recognize and remember the brand when given specific instructions or cues. Brand awareness can indicate a level of consumer familiarity with a brand [13]. As is known, there are four levels of Brand Awareness, according to Aaker. Namely, the lowest level of Brand Awareness is unaware of a brand, then brand recognition or also known as the level of reminder with the help, then, brand recall or the level of brand recall without assistance because consumers do not need to help to remember the brand, then, the brand that called first when brand recognition without help is top of minds (peak awareness of the mind). Top of mind is the highest brand awareness of various brands in the minds of consumers [14].

Figure 2: Brand Awareness Pyramid

Figure 2 explains the authors use the Brand Awareness level, to find out how much the level of public awareness of the Transport Management Study Program is by the targets to achieve, as well as the position of this research Program in the Brand Awareness pyramid.

3. Method

3.1 Research Model
In this research model used is Advertising (X1), Sales Promotion (X2), Personal Selling (X3), Public Relations (X4), Direct Marketing (X5), Brand Awareness (Y). This model depicted in Figure 3.
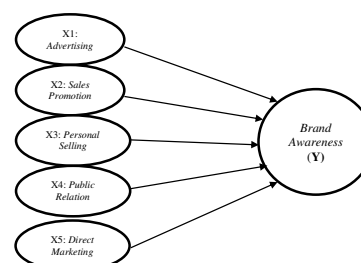

Figure 3: Research Model

3.2 Research Hypothesis
The hypotheses in this research based on the model, include:
H1: Advertising, Sales Promotion, Personal Selling, Public Relation, and Direct Marketing affected Brand Awareness.
H2: Advertising, Sales Promotion, Personal Selling, Public Relation, and Direct Marketing partial affected Brand Awareness.

3.3 Figures and Tables

This type of research used in this research is explanatory research. According to Singarimbun and Effendi [15], analytical research is explanatory research that aims to explain disturbances and test hypotheses. In doing so, using a questionnaire as a data collection tool. The population in this research is the company's external audience using random sampling. The sampling technique in this research is to use the formula Machin & Campbell and obtained 168 respondents [16].

4. Result and Discussion

4.1 Multiple Linear Regression Analysis

This analysis model is used to determine the magnitude of the effect Advertising, Sales Promotion, Personal Selling, Public Relation, and Direct Marketing on Brand Awareness and the result on table 1.

Table 1: Recapitulation of Multiple Linear Regression Analysis of Integrated Marketing Communication Variables on Product Brand Awareness

Variable		Coefficient B	Standard Error	Sig.
Dependent	Independent			
Brand Awareness (Y)	Advertising (X1)	-0,074	0,099	0,457
	Sales Promotion (X2) Personal Selling (X3) Public Relations (X4) Direct Marketing (X5)	0,174 0,225 0,551 0,099	0,119 0,14 0,154 0,194	0,145 0,111 0,000 0,611
Constants		35,995		
R				0,638
R Square				0,408
Adjusted R Square				0,389
N (Sample)				169

Table 1 explained Advertising (X1), Sales Promotion (X2), Personal Selling (X3), Public Relations (X4), Direct Marketing (X5), together can contribute to Product Brand Awareness (Y) by 40.8%, while the remaining 59.2% influenced by other factors not discussed in this research. For the t-test, then, based on the table above can be made the regression equation as follows: Y = 35,995 - 0.074 X1 + 0.174 X2 + 0.225 X3 + 0.551 X4 + 0.099 X5 Meanwhile, for the F test, based on the above table the significance value is 0,000 (p <0.05) so H0 is rejected, means that H1 accepted with the statement that there is a jointly significant effect on the independent variable of Marketing Communication. To determine the effect of independent variables on partially dependent variables and to find out which variables have the dominant influence, the t-test used. This test is carried out with SPSS 2.5 for Windows to see if the significance is smaller than 0.05 (p <0.05); then, the variable has a partially significant effect. As for the explanation is as follows:

1. Effect of Advertising (X1) on Product Brand Awareness (Y). The results of the partial regression analysis conducted, the magnitude of the effect of Advertising (X1) on Product Brand Awareness (Y) obtained the t-count for Advertising is -0.745 with a significance value of 0.457. Because t value <t table and significance value> 0.05, then, H0 on the hypothesis is accepted. That is, Advertising does not have a significant effect on consumer Brand Awareness.

2. Effect of Sales Promotion (X2) on Product Brand Awareness (Y). The results of the partial regression analysis conducted, the magnitude of the effect of Sales Promotion (X2) on Product Brand Awareness (Y) obtained t-count for Sales Promotion amounted to 1.464 with a significance value of 0.145. Because t value <t table and significance value> 0.05, then, H0 on the hypothesis is accepted. That is, Sales Promotion does not have a significant effect on consumer Brand Awareness.

3. Effect of Personal Sales (X3) on Product Brand Awareness (Y). The results of the partial regression analysis conducted, the magnitude of the influence of Personal Sales (X3) on Product Brand Awareness (Y) obtained t-count for Personal Selling is 1,604 with a significance value of 0.111. Because t value <t table and significance value> 0.05, then, H0 on the hypothesis is accepted. That is, Personal Selling does not have a significant effect on consumer Brand Awareness.

4. Effect of Public Relations (X4) on Product Brand Awareness (Y). The results of the partial regression analysis conducted, the magnitude of the influence of Public Relations (X4) on Product Brand Awareness (Y) obtained t-count for Public Relations, is 3,571 with a significance value of 0,000. Because the value of the t arithmetic> t table and the significance value <0.05, then H0 in the hypothesis is rejected and accepts H1. That is, Public Relations has a significant influence on consumer Brand Awareness.

5. Effect of Direct Marketing (X5) on Product Brand Awareness (Y). The results of the partial regression analysis conducted, the magnitude of the influence of Direct Marketing (X5) on Product Brand Awareness (Y) obtained t-count for Direct Marketing, is 0.510 with a significance value of 0.611. Because t value <t table and significance value> 0.05, then, H0 on the hypothesis is accepted. That is, Direct Marketing does not have a significant effect on consumer Brand Awareness.

From the analysis of the data in this research, then, it can be seen that Integrated Marketing Communication, which has a dominant influence on Product Brand Awareness, is Public Relations, can be seen based on the regression coefficient b which has the highest value, which is 1.797 with a significance of 0,000 (p <0.05). Meanwhile, the variable that has a negative effect on Product Brand Awareness is Advertising, with the result of a regression coefficient b of -0.074 and a significance of 0.457 (p> 0.05). The discussion of each element is as follows:

1. Advertising: has no significant effect on product brand awareness. It is because the study programs do more brochures and leaflets. Consumers need active involvement with advertising media carried out by companies, while, according to Kotler and Armstrong (2008), companies must be able to select advertising media by deciding the frequency range and impact. After seeing that the study program carried out most advertising programs in the form of leaflets and brochures, then this media was felt to be lacking in reaching consumers so that consumer awareness was challenging to develop [20].

2. Sales Promotion: has no significant effect on product brand awareness. According to Belch, 2009, sales promotion is a marketing activity by providing added

value or incentives to the distributor or consumer sales force that drives sales. Besides, Sales Promotion also intended to communicate with consumers at the point of sale so that consumers are increasingly interested in buying products. Therefore, the lack of influence on consumer brand awareness is usually due to the least use. One of the advantages of promotions that often attract the attention of consumers includes; attractive promotional equipment theme or title; consumers can get something valuable such as coupons, vouchers, gift items, and others. Therefore, in order to increase the number and maintain customer loyalty or loyalty, it can be done with the more frequent consumers using Sales Promotion opportunities so that brands can increasingly embed in the minds of consumers [21].

3. Personal Sales: has no significant effect on Product Brand Awareness. As is known, personal selling is a personal presentation by the company's salespeople (salespeople) in order to succeed in sales and build relationships with consumers [4]. The results showed that lecturers and registration officers were very instrumental in conveying information to consumers. However, in practice in the field, the Guidance Counseling Teacher was a conveyer of information that could be found every day by potential customers. Counseling Guidance Teachers play a huge role in informing study programs of choice to consumers because they are very close to consumers. When brand awareness embeds in the mind of the BK teacher, then, information is very easily conveyed to potential customers.

4. Public Relations: significantly influence Product Brand Awareness. Public Relations is a management function that evaluates community attitudes, identifies policies and procedures of individuals or organizations with public interests, and carries out a plan to increase understanding and acceptance of Society [22]. Therefore, the strong influence of Public Relations on consumer brand awareness is because public relations activities carried out are not limited to the activities of surrounding community services. In line with the goal of public relations to build brand recognition and brand knowledge, then, in order to increase Brand Awareness in the community. The PR strives to provide excellent services to consumers and also build closeness with consumers through events that have been run by Budi Luhur University such as individual gymnastics activities held for Mother's Day, 2000 scholarships for the sons and daughters of the archipelago. Budi Luhur University held CSR activities, one of which was part of public relations activities such as the Clean Luhur Budi Action, and others [23].

5. Direct Marketing: does not significantly influence Product Brand Awareness. Direct Marketing or direct marketing is a communication action taken by the company to the target to get a response or transaction through a very personal approach. Direct marketing techniques include database management, telemarketing, and direct responses by mail, internet, or telephone [24]. Direct marketing is used by companies to deal directly with individual consumers to get an immediate response. The aim is to offer products and to build relationships with customers. The direct marketing done by Budi Luhur University has not been effective, as mentioned

above. It still limited to sending letters through databases owned by educational institutions and waiting for students to come to campus to ask questions about the program and costs. Related to the explanation above, then, no one can dismiss how much Public Relations has a significant effect compared to other variables in increasing brand awareness.

4.2 Hypothesis Test

The following are the results of ANOVA testing to test the hypotheses that have been proposed, seen in table 2.

Table 2: ANOVA Test of Integrated Marketing Communication on Product Brand Awareness

Model	Sum of Squares	Df	Means Square	F	Sig.
1 Regression Residual Total	5768.816 8383.858 14152.675	5 163 168	1153.763 51.435	22.432	.000[a]

Predictors: (Constant), TOT_DM, TOT_ADV, TOT_SP, TOT_PR
Dependent Variable: TOT_BA

Table 2 the distribution table F with α of 5%, then, obtained the value of F table = 3.048. The test criteria used rejected H0 if F arithmetic> F table or sig value <α. Based on the output in Table 1., an F count value of 22,432 obtained with a significance value of p = 0,000 significance value <0.05. Because the value of F count > F table (22.432> 3.048) and the significance value is smaller than 0.05, H0 rejected, and H1 is accepted, namely Advertising, Sales Promotion, Personal Selling, PR, Direct Marketing, together have a significant influence on the Brand Consumer awareness. From these results explain, that there is an influence of variables X1-X5 on Brand Awareness (Y) together (simultaneously), that is, Advertising, Sales Promotion, Personal Selling, PR, Direct Marketing has a significant influence on Brand Awareness of Budi Luhur University. From the discussion above and the results of integrated marketing communications activities that are influential and quite significant are elements of Public Relations, PR can build brand recognition and brand knowledge and can increase Brand Awareness in the community. With the activities carried out by Budi Luhur University, PR will strive to provide excellent service to consumers as well as build closeness with consumers through events such as gymnastics explicitly held for Mother's Day, 2000 Scholarships for children of the archipelago. Budi Luhur University held CSR activities, one of which is part of public relations activities such as the Clean Luhur Budi Action, others. In this case, Budi Luhur University also uses electronic media through its website to deliver information on its study programs, apparently getting a pretty good response from consumers, as many as 72.8% see the internet as not being new to consumers. Furthermore, the news through radio and television that is as much as also needs attention, given that consumers lack information from the two electronic media that is as much as 79.9%. Then, Direct Marketing, which is a direct marketing activity, is an attempt to convey a message to the public, especially to consumers about the product [25]. From the results of the above analysis, it can explain that 76.9% of respondents received offers directly via the internet, and 66.9% of respondents

stated using direct marketing offers that given to them. It shows that direct marketing carried out by Budi Luhur University is quite good, along with the theory conveyed by Belch and Belch that direct marketing aims to obtain responses and or transactions that occur directly in a short time [26]. Therefore, Brand Awareness of consumers towards the brand is quite good. Aaker theory that Brand Awareness as the ability of a potential customer to recognize or recall a brand is part of a product category. When viewed from each dimension and indicator on the Brand Awareness variable, then, most respondents know the brand well. They can explain very well about the Study Programs available at Budi Luhur University. The level of mention of the brand started by 90.5% of respondents, respondents' Brand Awareness of both the Employee Class Program, and the master's in communication and computer science. Consumers can mention brands without having to be reminded of brands, whether through logos, mottos, or corporate colors. So, that it can now state that consumer brand awareness of Budi Luhur University at what stage of brand recall is that consumers able to remember without being given stimulus, the recollection of a brand is based on a person's request to mention a brand in a product class.

5. Conclusion

Based on the description of the results of research and discussion, then it becomes essential the application of marketing communications that have been carried out in the framework of integrated marketing communication to increase brand awareness so that consumers become interested in choosing their products. The importance of marketing in the world of education each of the marketing communication activities carried out will undoubtedly be different because the form of the product sold is a service product. Based on the results of the research above, it can conclude that the level of brand awareness or Brand Awareness of Budi Luhur University is at the brand recall stage, ie, consumers can remember the brand without being given a stimulus, recollection of the brand is based on someone's request to mention the brand-specific in a product class. Furthermore, no one can dismiss how a form of integrated marketing communication, namely Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing have a positive and robust relationship to Brand Awareness. In other words, the higher the Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing conducted by the company, the higher the level of brand or product awareness. Considering that the element of PR or Public Relations has a significant influence on Brand Awareness, for this reason, PR programs can maintain as well as enhancing programs at other IMC elements to increase community Brand Awareness of this study program. It is seen from the results of simultaneous testing, that marketing communication must be carried out in an integrated manner so that there is a significant increase in Brand Awareness of Budi Luhur University. Including through electronic radio or television media, also by building better relationships with high school schools specifically with the Guidance Counseling Teacher and evaluating direct sales and marketing promotion programs.

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