

## The Influence of Marketing Mix, Reputation and Credibility on Student Decisions to Choose Private Universities in the City of Bandung

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### ABSTRACT

This study aims to measure and analyze the factors in the service marketing mix and image formation, namely reputation and credibility which can influence consumer selection decisions. More specifically, this research takes the context of educational services, with students as consumers who perceive the Bandung College of Administrative Sciences (STIA) as their preferred private university. This research was conducted using a quantitative method on 110 STIA Bandung students who were determined by the simple random sampling method. Data were obtained from observations, documented studies, distributing questionnaires to respondents, as well as interviews with leaders and staff within the campus environment. The results of this study indicate that the three marketing mix variables, reputation and credibility have a positive and significant effect on the decision to choose a university in Bandung. Thus, tertiary institutions need to apply these three variables as a strategy to attract students to choose a tertiary institution.

Keywords: Marketing Mix, Reputation, Credibility, Consumer Decision.



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### INTRODUCTION

Changes in the environment, developments in science, technology, and information systems are increasingly rapidly driving the birth of a world paradigm that knows no boundaries. The development of technology and science is currently moving towards an increasingly sophisticated and perfect stage, this is the impact of human nature which is never satisfied and always wants to be better. The current era of globalization also has an impact on the world of education, especially higher education/university to be managed professionally (Elken, 2020; Oplatka & Hemsley-Brown, 2021), so that it can compete in producing quality output and can compete widely on the international stage.

This concept creates a borderless world paradigm, namely a world that does not recognize the territorial boundaries of the sovereignty of a country or nation. The impact has helped create higher competition in all aspects of people's lives, including the world of education (Dwyer, 2022). The

more tertiary institutions, the more competition within tertiary institutions so that each tertiary institution is required to face this competitive climate (Camilleri, 2020; Syam et al., 2019). The demands of intense competition in the world of education encourage tertiary institutions to be more oriented towards marketing concepts and develop a strategy. Various literatures state that the college market is now a global phenomenon. To deal with the changes that occur, the values, effectiveness, as well as the potential benefits from the effective use of marketing theories and concepts that have been applied in the business world, gradually now being applied in universities as well. This will be useful to beat the competition and get a bigger space in the international market (Hübscher et al., 2021; Hill, 2020).

The concept of marketing is not new in college. As an organization, higher education produces educational services that will be purchased by consumers, namely students and their parents. Marketing practices in higher education are not solely aimed at pursuing profits, but are also oriented towards consumer satisfaction (Syam et al., 2019). Furthermore, targeting consumers to become customers who promote higher education to relatives, friends or the surrounding community. Specifically, marketing carried out by universities is included in service marketing (Lim et al., 2020). In service marketing, a significant tool has been developed to improve the marketing services of a company or organization, namely the 7P service marketing mix (product, price, place, promotion, people, process,

In addition to the marketing mix concept, the reputation or reputation of a tertiary institution has a strong influence and has high persuasive power on student selection for a tertiary institution (Lafuente-Ruiz-de-Sabando et al., 2018; Kakar et al., 2021). Prospective students in choosing a tertiary institution go through a careful selection process. In this process, the 7P service marketing mix also has a positive influence on students' decisions to choose a college (Masserini et al., 2019). Selection of students towards tertiary institutions as part of consumer selection which is also one of the stakeholders is how students choose, buy and use these services.

A university that wants to achieve success in the future must practice integrated marketing practices to get the desired number of students (high enrollment). The number of students greatly influences the financial condition of tertiary institutions and the learning process in order to produce quality output. A large number of students will also strengthen the position and good name of a university, because the greater the amount of funds that come in and produce a large number of alumni, it will have a double good effect.

Seeing that currently the capacity at State Universities (PTN) is limited, every Private Higher Education (PTS) has the same opportunity to be selected by prospective students who are not accommodated at State Universities (PTN) in continuing their studies. The ability to obtain a large number of students depends on the delivery of information from the private university (PTS) concerned, through the service marketing strategy implemented by the private university (PTS). This also applies to the College of Administrative Sciences (STIA) Bandung. The number of STIA Bandung students for the last 3 (three) years has decreased every year, according to Table 1 below:

**Table 1. Number of STIA Bandung Students 2019-2021**

No	Army Year	Number of Students (people)
1	2019	473
2	2020	357
3	2021	298

Source: Data processed (2022)

From the academic data of STIA Bandung, it can be seen that there has been a decrease in the number of students choosing STIA Bandung. the number of students in the 2019 class (473 students) compared to the 2020 class (357) decreased by 75.48%, then in the 2021 class year (298 students)

there was a decrease of 83.47%. This is of course a very high concern for STIA Bandung where in the last 3 (three) years there has been a decrease in student interest in choosing STIA Bandung and this is often considered a "second class" university and the input is "rest of students" from public universities. To win competition in the Higher Education environment and increase interest in registering prospective students (student enrollment) at STIA Bandung in particular, a study is needed that examines the factors that can influence students to choose STIA Bandung.

This research is very important to do, namely to find out the service marketing mix factors that influence students in choosing a university in the city of Bandung, namely STIA Bandung so that in a very competitive environment STIA Bandung is able to identify what is the difference between STIA Bandung and universities. Another high that students are interested in.

### **Marketing Mix and Choice Decisions**

One of the most basic concepts in marketing is the marketing mix. According to Solimun & Fernandes (2018), the marketing mix is defined as an element of organizational control that can be used to satisfy or communicate with customers. Initially, the concept of the marketing mix was understood as a combination of several core activities of the marketing system, namely products, prices, promotional activities and distribution efforts intended to be able to communicate and satisfy customers (Sudari et al., 2019). Along with developments in the business world, the variables in the traditional marketing mix or 4P have been modified when applied to service organizations. This is because service marketing has different characteristics from product marketing. Togetherness and direct consumer involvement with institutions and their staff/personnel are important aspects of service marketing, often consumers are even part of the service production process itself (Wichmann et al., 2022). In the service marketing concept, the marketing mix is expanded from 4P to 7P or 7 factors consisting of product, price, distribution/location, and promotion, people, process, and physical evidence (Kim & Kim, 2018; Othman et al., 2019).

When linked to the context in this research, educational institutions such as high schools or universities need to pay attention to these seven aspects in providing services to their consumers, or students. The seven aspects that need to be considered by institutions are: (1) Education service products, which include the quality of education/academic, choice of concentration/major, to prospects for getting a job and career; (2) The price of education services, which includes tuition fees, scholarships, and the payment system; (3) The location of the tertiary institution which includes accessibility, proximity to the location of the tertiary institution, and the availability of the tertiary institution's website so that it can be accessed virtually; (4) Promotion in educational services, which includes advertising, public relations activities, as well as direct interaction with potential consumers or the public; (5) Human resources involved in the process of delivering educational services, which include lecturers, leaders, and professional education staff; (6) Processes in educational services, which include teaching and learning activities and administrative service processes; and (7) Physical evidence, which includes facilities that support the performance or communication of educational services such as buildings, infrastructure, and technology.

Several previous studies have proven that there is a positive influence from the service marketing mix on consumer decisions in making choices (Hanaysha et al., 2021; Mahmoud, 2018). Even though this research takes the context of educational services, with students as consumers, the findings of several previous studies are still relevant. In making a choice, the consumer will base it on the aspects in the service marketing mix, and weigh whether the choice is appropriate. To determine which university to choose, a prospective student will consider various things that he will get (Brkanlić et al., 2020; Ndofirepi et al., 2020; Lim et al., 2020), for example, quality of education, facilities, information to be obtained, services, and so forth.

H1. The marketing mix influences the student's decision to choose a college

### **Reputation and Voting Decisions**

Reputation is defined as the image that many people have about a person, company, organization or product. According to Moslehpour et al. (2020), reputation is the public's perception of a company or a product. Reputation can also be understood as a perception, an image of a person and society regarding an organization or its products obtained from information, knowledge and understanding of the product or organization (Kakar et al., 2021; Amron, 2018). Image is formed from how the organization carries out its operational activities which have the main foundation in terms of service. So if an organization wants to get a good image, the public's impression of the organization or product must also be good. This can be formed, one way through good service.

Reputation is formed based on knowledge and information received by a person. Furthermore, the existence of a certain reputation that has been formed by an individual will result in certain attitudes, opinions, responses, or behavior from that individual (Mishra et al., 2021; Heffernan et al., 2018). Basically, reputation is closely related to perception, which is one of the cognitive processes that includes a span of time in the form of various mental activities and the interpretation of stimulation that forms a thought. The reputation of an educational institution can be formed from a variety of different factors and is a cumulative process of different information and marketing activities carried out by educational institutions. A good and strong reputation can become a 'barrier wall' for competitors if they want to enter the institutional market segment.

Lafuente-Ruiz-de-Sabando et al. (2018) emphasized that reputation or image is measured according to reputation and credibility factors. A good reputation can help organizations maintain their good image in the industry. Reputation according to Butterick is a collective representation of a series of images and perceptions resulting from many different opinions about the organization. Higher education reputation can be interpreted as one of the factors in increasing competitiveness as a source of creating conditions of competitive advantage. University reputation influences institutional choosing behavior in several ways such as university status, university rankings, and university achievements

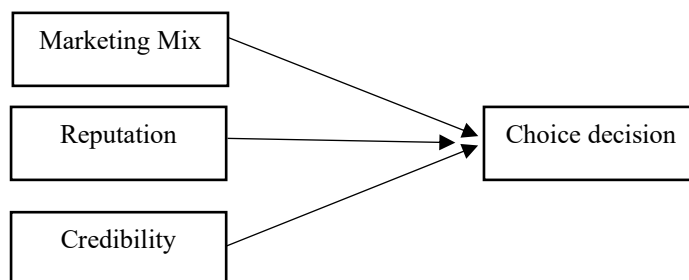
Several studies have shown that there is a positive influence of company reputation and credibility on consumer purchasing decisions (Del-Castillo-Feito et al., 2020; Heffernan et al., 2018). In the context of this research, namely educational services, when a tertiary institution has a good reputation and credibility, then this will form confidence in consumers to make decisions in choosing that tertiary institution. Based on this explanation, the hypotheses built in this study are:

H2: The reputation of the tertiary institution influences the student's decision to choose a tertiary institution

### **Credibility and Voting Decisions**

Soman & Cheema (2002) one of the factors that can attract students to choose a college is credibility. Credibility is the quality, capability or power to inspire trust. Credibility has three characteristics, namely showing profitability, being able to maintain stability and having good growth prospects (Masserini et al., 2019). Pishghadam (2019) states that when a university has good credibility, it will build confidence in consumers to make decisions in choosing a college. Thus, institutions must increase their credibility in order to increase consumer (student) confidence so as to influence decision making.

H3: The credibility of the tertiary institution influences the student's decision to choose a tertiary institution



**Figure 1. Conceptual Framework**

Source: Development Results by Researchers (2022)

## METHODS

This research was conducted using a quantitative method and was based on the acquisition of data results in the form of numbers which were then carried out statistically. The attributes to be measured in this study are the marketing mix of education services (X1), reputation (X2), credibility (X3), and the decision to choose STIA Bandung (Y). The population in this study were students from the College of Administrative Sciences (STIA) Bandung, both Public Administration Study Program, Business Administration Study Program, and Public Administration Postgraduate Study Program, totaling 1,128 people. The number of samples in this study was determined as much as 10% of the total population, with a total of 110 respondents, which was carried out by simple random sampling technique. The data collection technique used in this research was interviewing the management and staff of STIA Bandung, initial observation during the introduction of the research to the process of collecting data, studying documentation that supports the research, and distributing questionnaires to students who are respondents. The questionnaires distributed in the study were measured by a Likert scale.

## RESULTS AND DISCUSSION

### Respondent Profile

Based on the results of data acquisition from 110 respondents in table 2, the results obtained were that the majority of respondents were women as many as 67. Based on age, the majority of respondents were in the range of 17-22 years, as many as 69. Based on status, the majority of respondents were unmarried, as many as 83. Then based on work, the majority of respondents have not worked as many as 61. And finally, based on income, the majority of respondents have an income of Rp. 2,000,000 per month as many as 57 people.

**Table 2. Profile of respondents**

	Respondent Profile	Amount
Gender	Man	43
	Woman	67
Age	17 – 22 Years	69
	23 - 28 years	23
	29 - 34 years	11
	35 - 40 years	7
Status	Marry	27
	Not married yet	83
Work	Not yet working	61
	Self-employed	31
	Private	11
	civil servant	7
Income	IDR 2,000,000 / month	57

IDR 2,000,000 to 5,000,000	41
IDR 5,000,000 to IDR 8,000,000	12

Source: Processed data (2022)

### Descriptive Analysis

Descriptive analysis was carried out to find out how far the respondents' responses to the research variables, namely, the marketing mix, reputation, credibility and the decision to choose. The results of the descriptive analysis are as follows:

**Table 3. Descriptive test**

No	Variables	Average Score	Standard Deviation	Interpretation
1	Marketing mix	3,9	0.2363	Good
2	Reputation	4.0	0.1779	Good
3	Credibility	3,7	0.2032	Good
4	decision to choose	3,9	0.3643	Good

Source: Processed data (2022)

In the table above (table 3), the results obtained from testing the descriptive analysis of the marketing mix, reputation, credibility and decision variables show that the respondents have good responses to each variable.

### Validity and Reliability Test

Based on a questionnaire consisting of research variables, namely the marketing mix, reputation, credibility and the decision to choose, the average value on the validity test is above 0.5. If the standard value of validity is obtained more than 0.5 then the question can be said to be valid. The reliability testing in this study is as follows:

**Table 4. Reliability testing**

Variable	reliability value	r-critical	Information
Marketing mix	0.681	0.6	Reliable
Reputation	0.716	0.6	Reliable
Credibility	0.762	0.6	Reliabe
decision to choose	0.651	0.6	Reliable

Source: Processed data (2022)

Based on the results of the reliability test calculations in table 4, reliable results are obtained, namely the reliability value of each variable is greater than the critical r of 0.6. Thus all research variables have good reliability and can be used for further analysis.

### Normality Test

The normality test is a test carried out with the aim of assessing the distribution of data on research variables and ascertaining whether the distribution of data is normally distributed or not. The normality test is as follows:

**Table 5. Normality test**

		UnstandardizedResidual
N		110
Normal Parameters, b	Means	0.0000000
	Std. Deviation	2.01047937
Most Extreme	absolute	0.073



Differences	Positive	0.047
	Negative	-0.073
Test Statistics		0.073
Asymp. Sig(2-tailed)		0.073

a. Test distribution is Normal

b. Calculated from data

Source: Processed data (2022)

Based on table 5 it can be seen that the Asymp. Sig (2-tailed) is 0.073. Due to the Asymp. Sig (2-tailed) is greater than the established significance level ( $0.073 > 0.05$ ), so it can be concluded that the unstandardized residual data has a normal distribution.

### Multicollinearity Test

According to Sekaran, (2019) the multicollinearity test aims to find out whether the regression model finds intercorrelation or collinearity between variables. The multicollinearity test is as follows:

**Table 6. Multicollinearity testing**

Model	Collinearity Statistics	
	tolerance	VIF
Marketing mix	.594	1,682
Reputation	.682	1,466
Credibility	.771	1,297

a. Dependent Variable: Decision to choose

Source: Processed data (2022)

From the results of the multicollinearity test, the results obtained were marketing mix (0.594), reputation (0.682) and credibility (0.771) where the three variables each had a VIF value of 1.682; 1.466 and 1.297. This result can be interpreted that there is no multicollinearity between the independent variables and meets the requirements of the classical multicollinearity assumption test because the tolerance is greater than 0.10, while the VIF is less than 10.00.

### Multiple Linear Regression Testing

**Table 7. Multiple linear regression testing**

Model	B	Unstandardized	standardized	t	sig.
		Coefficients	Coefficients		
		Std. Error	Betas		
1 (Constant)	6,046	1,497		4,038	0.000
Marketing mix	0.208	0.064	0.250	3,214	0.001
Reputation	0.182	0.073	0.179	2,480	0.014
Credibility	0.218	0.057	0.261	3,850	0.000

a. Dependent Variable: Decision to choose

Source: Processed data (2022)

Based on the results of the output of table 7, it can be seen that the intercept value and the regression coefficient are as follows:

$$Y = 6.046 + 0.208 X_1 + 0.182 X_2 + 0.218 X_3 + e$$

This equation can be interpreted as follows:

a = 6.046 means that if the marketing mix, reputation and credibility variables are zero then the decision to choose will be worth 6.046 units, thus it can be seen that the regression lines intersect the Y axis at 6.046.

$b_1 = 0.208$  means that if the marketing mix increases by one unit while the other variables are constant, then the decision to choose will increase by 0.208 units.

$b_2 = 0.182$  means that if the reputation variable increases by one unit while the other variables are constant, then the decision to choose will increase by 0.182 units.

$b_3 = 0.218$  means that if the credibility variable increases by one unit while the other variables are constant, then the decision to choose will increase by 0.218 units.

From these values it can also be seen that the t-count obtained from the marketing mix is  $3.214 > t$  table (1.97214), according to the hypothesis testing criteria that  $H_0$  is rejected and  $H_a$  is accepted. This means that partially, the marketing mix has a significant effect on the student's decision to choose a university. The reputation variable is  $2.480 > t$  table (1.97214), according to the criteria for testing the hypothesis that  $H_0$  is rejected and  $H_a$  is accepted. This means that partially, reputation has a significant effect on student decisions to choose a university. Then finally, credibility was obtained at  $3.850 > t$  table (1.97214), according to the criteria for testing the hypothesis that  $H_0$  was rejected and  $H_a$  was accepted. It means partially credibility has a significant effect on the student's decision to choose a university. Thus the first to third hypotheses can be accepted.

#### F test (Simultaneous testing)

**Table 8. Simultaneous testing**

Model	SumofSquares	df	MeanSquare	F	Sig.
Regression	352,657	3	117,552	28,644	0.000b
residual	804,363	196	4.104		
Total	1157,020	199			

Predictor:(Constant),Credibility, reputation, marketing mix

DependentVariable:The decision to select

Source: Processed data (2022)

Based on the results of processing using Spss 26, the calculated F value is 28.644 with a significant value of 0.000. These results indicate that F count  $>$  F table, namely  $28.644 > 2.65$ , so it is concluded that marketing mix, reputation and credibility simultaneously influence the decision to choose a university. Thus the last hypothesis can be accepted.

#### Determination Coefficient Test

Model	R	RSquare
1	.815a	.684

Predictors: (Constant), Credibility, reputation, marketing mix

Dependent Variable: The decision to choose

Source: Processed data (2022)

From the results of processing using SPSS 26, the coefficient of determination obtained a result of 0.684. This shows that it means that the influence of the three independent variables on the dependent variable is 68.4%. While 31.6% or the rest is influenced by other variables not examined.

#### The Effect of Marketing Mix on the Decision to Choose a University at STIA Bandung

The development of the world of education in Indonesia has experienced significant progress. It can be seen from the establishment of educational institutions, especially in the city of Bandung, which are starting to develop. There are two factors that can influence the development of education, namely internal factors that can be controlled by institutions, and external factors that cannot be controlled. Therefore, higher education institutions must be able to differentiate the services offered through the marketing mix in order to influence consumers in choosing a tertiary institution. In this study, respondents' responses regarding question items from marketing mix variables were in the good category. The results showed that the calculated t value of 3.214 was greater than the t table of



1.97214 and the significance value was less than 0.5. This shows that the marketing mix variable has a significant influence on the student's decision to choose a college. Students consider the marketing mix variables which consist of product, place, price, and promotion, where these four dimensions become considerations for students in choosing a college.

#### **The Effect of Reputation on the Decision to Choose a University at STIA Bandung**

This research also confirms the research conducted by Duradoni, (2021) that the reputation of a tertiary institution influences student decisions to choose. Thus, if the reputation of the university is getting better, the student's decision to choose will increase.

#### **The Effect of Credibility on Student Decisions to Choose a University at STIA Bandung.**

According to Soman & Cheema (2002) one of the factors that can attract students to choose a college is credibility. Pishghadam, (2019) states that when a college has good credibility, it will build confidence in consumers to make decisions in choosing College. Thus, institutions must increase their credibility in order to increase consumer (student) confidence so as to influence decision making. In this study, the respondents' responses regarding the question items on the credibility variable were quite good. The results of this study also show that the calculated t value is 3.850, which is greater than the t table of 1.97214.

#### **The Influence of Marketing Mix, Reputation, and Credibility The decision of students to choose a university at STIA Bandung.**

Based on the results of simultaneous hypothesis testing or the f-test that has been carried out, it can be concluded that the marketing mix, reputation, and credibility variables simultaneously influence student decisions to choose a college. In ANOVA analysis, the conclusion that can be obtained is that these three variables have a positive effect on purchasing decisions. So it can be concluded that the results show that there is compatibility between the results obtained and the theory that has been put forward in the literature review.

### **CONCLUSION**

The results of this study reveal that the variables studied regarding the marketing mix, reputation and credibility of students' decisions to choose tertiary institutions in the city of Bandung. The results of this study indicate that the three variables, namely the marketing mix, reputation, and credibility influence students' decisions to choose a college. The results of this study also show that the marketing mix refers to various elements that can be used by organizations to influence consumer behavior (students). In the context of the decision to choose a university, the marketing mix plays an important role in attracting prospective students and influencing their decision. In addition, reputation also has a significant influence on the decision to choose a university. Reputation itself refers to the perception of the quality, prestige and superiority of a university in the academic community and the wider community. Lastly, credibility is also a key factor that can influence a student's decision to choose a university. Credibility refers to the level of trust and reliability provided by the university in the form of quality education, career opportunities, facilities and resources in the form of quality services provided. Thus, in order for the quality of service to be better for a university, reputation and credibility must be maintained properly so as to increase the confidence of prospective students to choose a university. Credibility is also a key factor that can influence a student's decision to choose a university. Credibility refers to the level of trust and reliability provided by the university in the form of quality education, career opportunities, facilities and resources in the form of quality services provided. Thus, in order for the quality of service to be better for a university, reputation and credibility must be maintained properly so as to increase the confidence of prospective students to choose a university. Credibility is also a key factor that can influence a student's decision to choose a university. Credibility refers to the level of trust and reliability provided by the university in the form of quality education, career opportunities, facilities and resources in the form of quality services provided. Thus, in order for the quality of service to be

better for a university, reputation and credibility must be maintained properly so as to increase the confidence of prospective students to choose a university.

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