

## **E-Marketing and Information System Through University Image On Student Decision Selecting Teacher Training Institute (LPTK) In Eastern Indonesia**

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**Abstract---***The large number of higher education in Indonesia, forced higher education especially university to improve its competitiveness to maintain its students as consumers. One of the history of education in Indonesia is the issuance of Presidential Decree of the Republic of Indonesia Number 93 year 1999 which teacher institute (IKIP) wider mandate to University which called as LPTK university. The born of LPTK University make the number of competition between universities were increased. However, LPTK universities are perceived lose on competition with universities instead of former IKIP.*

*To maintain from competition LPTK university is required to improve their image. This literature study focuses on how e-marketing factor utilization through the use of university website is expected to support LPTK university image. In addition, the information system developed by LPTK universities should be able to build convenience for their respective students. It is assumed through a good information system the image of the university also awakened. In turn e-marketing strategy and building a good information system will help improve the university brand image and inspire the interest of students to choose and continue their study at LPTK universities in Indonesia.*

**Keyword :** *university, LPTK, university brand image, e-marketing, information system*

### **I. BACKGROUND**

The Law of the Republic of Indonesia Number 20 Year 2003 Article 49 Paragraph 1 concerning the National Education System requires a 20 percent budget allocation to the Education Sector in APBN and APBD. State Universities (PTN) many use and or absorb the budget from the government while private

universities use more capital, this is because the capital of private sector derived from private sector stakeholders (Sugiyarjo and Ryad, 2017). PTN Satker is encouraged to become a Badan Layanan Umum (BLU) and subsequently PTN BLU may be transformed into PTBH or Badan Hukum.

One of the things that make the competition among universities in Indonesia is higher is the issuance of Presidential Decree of Republic of Indonesia Number 93 year 1999 about Change of Institute of Teacher Training and Education (IKIP) become university. Based on the Presidential Decree clearly makes the level of competition, especially university PTN from ex-IKIP and the University is not ex-IKIP. Furthermore, the ex-IKIP university is now known as the University of the Institute for Educational Teaching (LPTK).

Furthermore, the ex-IKIP university is now known as the University of the Institute for Educational Teaching (LPTK). Another thing is also done through the development of student registration or services to reach online enrollment and student candidates. But another thing to note from all that the image of the university must be a backbone in increasing public interest and certainly can affect the selection decision of this university (Chen, 2016).

In the world of education, of course the university selection decision by the community or prospective students can be influenced by several factors. According to Kotler and Keller (2012: 276) the factors that influence consumers choose products are cultural, social, personal and psychological factors. Loudon and Loudon (2005) explained that advances in internet technology 'forced'

companies that could not turn into a digital company shut down or went bankrupt.

According to post-purchase behavioral theories of Kotler and Keller (2012: 144) after buying the product then the consumer will experience the level of satisfaction or dissatisfaction. To improve the image of the university, Selim (2012) explains to take advantage of the rapid development of the age of information technology, digital marketing or can be called as e-marketing. E-marketing is an online marketing effort that universities can do to introduce universities around the world.

This form of causality relationship, especially e-marketing and information system on improving the image of the university become a novelty in this research. Most existing research makes the brand image a predictive variable (free) and less explains the antecedents of the image (eg Hasyim, 2015, Fianto et al., 2014; Prasetya et al. 2014; Leonard et al., 2014). While the antecedent variables of the image are often associated with consumer relationships (eg Adam, 2014), not with a form of marketing strategy, such as e-marketing. Selim, 2012) and information systems (Lin, 2007). So this causality relationship becomes interesting for further investigation.

Utilization of e-marketing, and information systems have begun to be applied to LPTK universities. This is evidenced by the university website LPTK as a means of information for students and prospective students. Selim (2012) explains that the use of websites and social media as a means of e-marketing is a form of commercialization of the organization although it does not involve the transaction process therein. In addition, the results of observations on some websites LPTK universities in UNG, UNIMA and UNM website as a means of e-marketing, has been integrated with academic services for students. For example the online student registration application, online Study Card (KRS) filling and other services.

Based on the novelty of this research coupled with the phenomenon already described. So this research is done to explain how consumer perception towards the use of e-marketing and information system and image of college against student decision to choose a college, as well as this research as an effort to provide input for management in universities especially LPTK in Sulawesi Area, can make the right policy so that it can have better selling value, so that consumers no longer hesitate to choose LPTK university especially those in Eastern Indonesia. This research will take the theme as follows: E-marketing and information system through university image on student decisions choosing LPTK in Eastern Indonesia.

## **II. LITERATURE REVIEW**

### **A. E-MARKETING**

The concept of marketing is simply the organization should look for ways to create profit by serving the needs of consumers. According to Donnelly (2010) the concept of marketing pays attention to providing consumer-oriented products, rather than tailoring existing products to consumer needs.

The principle of the marketing function within a company is not as a form of customer manipulation to conform to the company's interests, but rather to find an efficient and effective business that adapts to the interests of the consumer (Donnelly, 2010; Kotler and Keller, 2012). The American Marketing Association (AMA) defines marketing as a form of corporate functionality to create, communicate and deliver product value to consumers and manage good relationships with consumers to achieve profitability for companies and stakeholders (Kotler and Keller, 2012; Donnelly 2010).

E-marketing will then create electronic commerce transactions (e-commerce) and business transactions (e-business). McLeod and Scheel (2010: 53-54) state that e-

commerce and e-business are synonymous, and include business transactions in both internal and external environments that relate to customers and suppliers connected by computers over the internet. In other words, business transactions using computer-based system network access and web browser interfaces are classified as electronic commerce (electronic commerce or e-commerce). Loudon and Loudon (2007: 109) argue that enterprise management using well informed systems can achieve competitive advantage, meaning that firms that perform better than others, are said to have a competitive advantage over others, or they use the available resources generally more efficiently, usually because of superior knowledge and information assets.

Chaffey (2008) explains that internet-based marketing is a form of external perspective to be used in conjunction with traditional media. Then according to Judy and Raymond (2001) e-marketing can affect traditional marketing in two ways. The first way is e-marketing increases the efficiency of traditional marketing functions, the second way is through e-marketing technology will change the map of corporate marketing strategy. Morgan (2007) says that it does not matter whether your business offers a product or service, but if the business does not run e-marketing immediately there are so many opportunities or opportunities that will be lost. According to Reed (2011) said that online marketing is very helpful in running a business because online marketing is more affordable or in other words the cost will be cheaper than traditional marketing and more effective to help reach the target market because now people spend more time by online. According to Kotler and Keller (2012) to run online marketing can be done in four ways, namely by creating a website, using advertising and online promotions, create or participate in social networking online, or by using email. Toufaily et al., (2013) describes online

business will help the company in exploring more in business opportunity. In the context of this study media or online marketing means emphasized on the use of the website, because in the context of LPTK universities, especially PTN status is not much to do direct promotional activities or e-commerce activities.

Organizations need to constantly consider electronic marketing opportunities; therefore organizations need to know how to create an attractive website (Kotler and Keller, 2012). Hu et al., (2011) in his research found empirical evidence that the relationship of sports website quality, e-satisfaction, and e-loyalty resulted in the conclusion that loyalty on sports team websites that are non-e-commerce websites is more likely to occur because of positive perceptions as fans of sports and satisfaction on the website obtained from the quality of the website itself. Therefore, website which become means of e-marketing must have good quality and satisfy user to be able to generate loyalty.

There are 3 (three) dimensions that can be used to evaluate a website (Selim, 2012). 3 (three) of which used in this research are as follows:

1. Accessibility (the level of accessibility of a website). Accessibility level of a website can be seen or measured by the ease of the website is explored via search engine (e.g. google / yahoo), access time efficiency and compatible with various browser engine (browser).
2. Currency / timeliness associated with various information updates on a regular basis, timely and relevant information.
3. Accuracy and Credibility. It relates to how factual and accurate the information and materials the website provides.

The use of these three criteria in this study is considered more possible for the operationalization of research, because 3 (three) measures are more appropriate to examine a simple organizational website. In

other words, the website as an e-marketing media in the form of various information about service products and various other promos without including the application of e-commerce and online transactions.

Referring to the object of research at the university, the website in question is the assessment of existing university sites studied. Ideally the university website contains factual information and is always updated as soon as possible, but only for access to information without access to e-business. Thus the size with the three Criteria according to Selim (2012) is very relevant for this research.

#### B. E-Marketing and University Image

How e-marketing can affect the image of the university can refer to the influence of e-marketing on changes that occur in marketing strategy. According to Mohammad et al. (2003) Internet marketing can change the marketing strategy of four things. The first thing is the change of market segmentation, with the use of internet marketing activity not only in small scope, but in the wide scope of global marketing, second thing influence on faster marketing cycle time, third thing is marketing activity more transparent, fourth or last, e-marketing transforms increased cooperation between business strategy and operational strategy. According to Jain (2014) e-marketing can change the marketing strategy because e-marketing is a variable whose function as behavior that affects. In this case affects the consumer. While still according to Jain's dissertation (2014), the consumer process to choose is based on the achievement of consumer needs for product information when viewing or opening the website.

If connected, it can be concluded when the needs of consumers will product information obtained according to the needs of the product marketers website, it is possible that the product can continue to be remembered and imaged well. Whelland and Hunger (2010) describe an organization's

vision must be translatable in every goods and services marketed, so that the vision of the organization must be the image of the organization. When a university succeeds, develop its website to be able to describe the vision of the organization, so that the image of the university can be illustrated from the website. This opinion is in line with the definition of Strauss and Ansary (in Salehi et al., 2012) that E-Marketing is the use of information technology in the process of creating, communicating and delivering value to customers, and can also be used to maintain customer relationships mutual benefit. Therefore, e-marketing is a form of behavior to influence (Jain 2014), so that it can be influenced is consumer perception of the University (e.g. UNG). Perception can awaken one of them from information from the human environment (Kreitner and Kinicki, 2010). While the brand image is the information associated with a brand that will continue to exist in the mind and consumer memory. Therefore it can be expected that e-marketing could have a positive impact on the formation of a positive consumer perception, which is indicated by the university brand image embedded in the human mind.

#### C. Information Systems

Information is very important for management in decision making. Where to get a quality information can be obtained from an information system or also called processing. According to McLeod et al., (2007), Information Systems is a virtual system that allows management to control the operation of the company's physical systems. Leitch et al., In the book Jogiyanto H.M. (2001) states that "Information System is a system within an organization that reconcile the needs of daily transaction processing, support operations, managerial and strategic activities of an organization and provide certain outside parties with reports found".

Information systems can be defined as a set of interconnected components that function to collect, process, store, and distribute information to support the creation of satisfaction and oversight within the organization (Laudon and Laudon, 2005: 9). Furthermore, to determine whether the management information system is good or can not be seen from 3 (three) criteria of information system that is: flexible, effective and efficient. Flexible means information technology can help companies quickly grasp the opportunities and respond to market changes. An effective and efficient information system exemplified by Laudon and Laudon (2005) is an information system that can help companies eliminate the distance of location as a company problem and make work procedures faster and no longer manual. In measuring whether the information system within the organization has reached the three criteria of Laudon and Laudon, DeLone and McLean (1992: 2003) made a formative measurement model in which to form an information system that can run well from three indicators: system quality, information quality and quality services.

In 1992 DeLone and McLean explained that the success or not of information systems within the company is measured by the quality of the system and the quality of information, then in 2003 DeLone and McLean added the quality of service in measuring the success model of information systems. These measurements came to be known as the D & M IS Success Model.

1. The quality of the system is characteristic of the inherent information about the system itself in which the quality of the system refers to how well the hardware, software, and policy procedures of an information system can provide user requirements information (DeLone and McLean, 1992)
2. The quality of information is "the degree to which information has the characteristics of content, form, and time, giving it value for

certain end users" (O'Briens, 2005: 703). A system of IT usage should be able to provide information to support decision making within a company / organization. Therefore it all depends on the quality of the information generated. According to DeLone and McLean (2003) the quality of information refers to the integrity of information obtained, the ease of information to be understood, easy to personalize, information provided relevant and information security

3. Quality of Service. This measurement was added by DeLone and McLean (2003) to answer criticism from Seddon (1997). Seddon (1997) raised the problem of mixed process models and causal models in the model built by DeLone and McLean (1992). Seddon's criticism by DeLone and McLean was answered by updating the model into the updated DeLone and McLean Information Systems Success Model (2003), including by including service quality variables as one of the successes of information systems and combining individual impacts and organizational impacts. DeLone and McLean use SERVQUAL from Parasuraman et al. (1985) in measuring service quality. Therefore, to determine the quality of service is determined from the assurance, empathy and responsive levels of information systems within the company.

#### D. Information System and University Image

Fatta (2007) describes the information system will help companies and organizations build competitive advantage. Referring to Fatta it can be made an opinion of information system applications built within organizations including higher education organizations to be a driving force for such organizations to build competitive advantage. Barney (1991) explains that competitive advantage can be demonstrated through the product of valuable goods and services. The valuable product is a

product indicated to have a strong product image in the consumer's mind (see explanation in the following section). In the context of universities, as a provider of high level intangible higher education services (Moogan, 1999, Chen, 2016), the use of information system applications that can integrate various information will be good for prospective students. Information that will help consumers see or feel the quality of the university's services, introduce the vision and mission of the university, as well as suitable courses (Azoury et al., 2014; Moogan, 1999). Therefore the application of information systems will help the university build its university image. Research from Husda et al. (2017) provides empirical evidence that when a management information system is running well in the university sector it will have an impact on trust and enhancement of university reputation.

#### E. University Image

Park, et al. (1986) makes a form of measurement more suitable for use in service products, such as educational services (Chen, 2016). The measurement of university brand image in this case is seen from the perception of university functionality, the symbols used and the experience. Further in this research this measurement will be used.

1. The functionality of the brand image relates to the usefulness or benefits of the product brand chosen by the consumer. In this case how the students feel the benefits of her college at the university of her choice
2. The university symbols are the logos or reputations that students perceive.
3. Experience is a form of how a student feels a positive experience on the campus of his choice.

The University is part of the organization engaged in the marketing of services. So it is important to discuss about building a brand in a service product.

Marketing services have its own uniqueness, because it is highly dependent of the communication of its marketing personnel. This happens because the service products are intangible. The university's image by Kotler and Keller (2012: 83) is described as an important form of business for the university to improve its reputation and world rank, so that universities are able to get quality student inputs and produce graduates who are also qualified.

When talking about the University, then as a business engaged in services, then the existence of existing faculty will continue to be associated with the image of the University. It could be vice versa when there is a Faculty who managed to build a brand Faculty, then the name of the University will also be lifted.

According Lymar and Mohajerani (2013), the concept of the brand at the institution has been recognized by some researchers. Therefore, the brand has been applied not only to goods and services, but also to relevant institutions (Balmer et al., 2010). Having discussed elsewhere before, the University brand should be able to build its brand associations, emotions, images and impressions to build a way to differentiate itself from other University competitors (Bulotaite, 2003). In other words the University brand can demonstrate the features or services of the University with the aim of providing a sense of satisfaction for its customers, in this case the students. Applying good services to students, it is possible to build public or consumer trust for the University to provide a variety of higher education services and consistently differentiate with other Universities (Bick et al., 2003). This is necessary because today the University has two identities caused by competition that is the normative identity of the guardian of learning idealism and utilitarian identity, which is related to cost and profit management (Azoury et al, 2014). Even Azoury mentions these two identities as "church" and "business" identities.

#### F. University Image and Consumer Decision

Brand image is the key to marketing, as brand image is required as an information guide (Chen, 2016). The purpose of the statement is that it is possible for consumers to be able to predict the quality of the product, develop the buying behavior and store it in their memory. As in the education system, when the brand image of the University is considered good for the student then this can be an important factor. When a student assumes a positive brand image, students can acknowledge the university's uniqueness and excellence that they want to meet among the University's or other higher education options, so that it can develop its intentions.

Based on the opinions of Para (1990), when students are satisfied with the choice of university it will have an impact on the intention to also recommend to others. Even when faced with increasing studies to a higher level, there is no doubt about choosing a university before and willing to donate to his alma mater. When students evaluate their satisfaction, they will reflect on their experiences during school. This makes the university able to analyze and improve the quality of services based on student experience.

At the University level, Chen (2016) contributes by providing empirical evidence that from the university brand image has a positive impact on student decisions and in turn can provide a satisfactory learning experience for consumers, so that student consumers help to promote the university in which they go to college. Lymar and Mohajerani (2013) explain that progress in terms of number and level of student satisfaction of Umea University is also based on the University's success in building the image of the University.

#### G. Consumer Decision

To perform an action usually consumers will take a decision. The decision that a consumer has chosen will be followed by action / action. Peter and Olson (2005: 162-163) state that "Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and chooses one of them". Furthermore it is said that: Consumer behavior is dynamic and involves the interaction between influence, cognition (mind), environment, and willingness to exchange.

Kotler and Keller (2012) states the decision to purchase or select a consumer is the stage of the process undertaken by consumers before making a purchase decision of a product. Meanwhile, According to Chapman and Wahlers (1999) Purchase Decision is as consumers desire to buy a product. Consumers will decide which products to buy based on their perceptions of the product related to the ability of the product to meet its needs'. Private and Handoko (2000: 75) states Purchase Decision is a decision making process of purchase that includes determining what will be purchased or not making a purchase and the decision was obtained from previous activities.

According to Kotler and Keller (2012: 161) purchasing decisions have dimensions: Product selection, brand choice, dealer selection, purchase amount, timing of visits and payment methods.

1. Product Selection. Consumers may decide to visit a place for other purposes, in which case the university should focus its attention on prospective students interested in choosing a managed university.
2. Brand selection. The brand in this respect is the reputation and reputation of the university it chooses.
3. Selection of dealers. Consumers make decisions about the distribution of products or in this case the higher education services that will be chosen.

The location factor, the cost of education is relatively affordable, the inventory of choice of complete courses, comfort, breadth of place and so on..

4. Total purchase. Consumers can make decisions about how many services will be visited at a time. Visits may be more than one, in this case the company must prepare the number of products / services in accordance with different desires of each visitor. In other words, the amount of purchase in question does not mean the quantity of the purchase, but more on the adherence to paying tuition fees at any time must pay.
5. Timing of visit. Consumer decisions in the election time can vary, for example there is a visit every day, once a week, once a month, and maybe once a year. However, in the context of indication visit time study is a form of attendance in the classroom.
6. Payment method. Consumers in visiting a place must definitely make a payment. At the time of payment this is usually the visitor there who make payment in cash. In terms of research context the payment method in question is a scholarship facility, study assistance or self-financing.

Chapman (1981 in Moogan, 1999) explains that student purchasing decisions are determined by two aspects: internal and external aspects. Internal aspects of the performance of previous student candidates (school grades) and talents and interests. Therefore, purchasing decisions can be influenced by courses offered by universities (Erdman, 1983). Through the use of the internet the details and clear information makes it easy for prospective students to see it as a preference suitable for talent and interest. Then the external aspects are influenced by environmental factors, such as parents, friends, school teachers. At the SNMPTN level the principal's experience will encourage his students to enter one of the universities.

In the context of this study, the so-called consumers are students. Therefore, when discussing the decision of students to choose universities, closely related to the theory of consumer behavior. This opinion is confirmed by the opinion of Olshavsky and Granbois (1979) which says consumer decision process is universal and common and very influential in the marketing management literature. Then Baoku et al., (2010) explains that consumer decisions speak of changing consumer characteristics that are influenced by the changing times. For example, changes in the age of information technology make consumer behavior in deciding which products will be bought to change, online transportation is an example. Consumer decisions in selecting a product have much to do with some disciplines such as sociology, psychology, consumer behavior, marketing, computer science, and artificial intelligence (Roosman et al., 2011).

When the opinions of Kotler and Keller (2012) above are related to the product brand, in this case is the university brand. Then there is an interaction relationship that must be established between the marketer (eg LPTK) and the consumer (student), because the interaction can lead to a process of sensing and evaluating the brand product information, considering the alternative product brand and ultimately deciding the brand of the purchased product (Assael, 2001).

If connected with the online era now, students and prospective students now can see about and how the university is supplemented with the reputation of the university in the past. For those students who already know the reputation of the university it may be easier to make their choice with the university. However, for prospective students who are not familiar with the reputation, consumers will usually find out as much information. At this time consumers often expect that information can be obtained without having to go to the campus that wanted ditujunya, hope it can be

realized if the University is able to provide information services into an integrated system and is online. Selim (2012) and Prasetya et al. (2014) explains that the availability of websites that are interesting and contains complete information and easily accessible is a step to introduce products or services offered which in turn will affect consumer decisions. Business today has changed the old paradigm that the consumer is king, the consumer is the buddy 'buddy' friends, colleagues and friends, so how to make consumer decisions choose LPTK university is a marketing strategy that can make customer satisfaction as 'buddy' not as king, (2014). This has consequences for LPTK universities to be able to establish that students as consumers are not objects. Uniqueness in higher education is located in the student is the object, because the student is a factor of learning science, and on the other hand as a source of university income. This is certainly different from when consumers buy an item, decide to buy take home or buy insurance services, buy and then get the benefits in the future without any interaction that occurs everyday. Students are consumers, objects of responsibility to the community and daily interactions occur.

In the context of this research it is only focused on how LPTK universities influence consumer decisions in choosing high education products for new prospective students. However, the existence of students who already exist is very important, because the marketing strategy of the university is very dependent on the existence of the old students.

As an example of every student activity both positive student activities inside and outside the campus are documented and then in viralkan or uploaded to the official media and social media website will certainly make the prospective students or the community more easily recognize the campus candidates to be selected, be interested and choose campus as their college place.

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