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Digital Marketing and Brand Image To Increase Consumer Purchase Interest

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ARTICLE INFORMATION

ABSTRACT

The digital marketing implemented optimally will improve the positive perception of the consumer candidates so that it develops a strong brand image impacting at an interest in buying. How the institution maximizes the digital marketing function and how the institution's brand in the mind of the candidates might influence the interest of the students to become the students of the institution have become the phenomenon interesting to research. This research aims to assess the influence of digital marketing and brand image on buying in the students of tutoring institutions in Bandung. The research method used in this research is multiple linear regression. The analysis units used in this research are the students of tutoring institutions in Bandung. The sample-taking way is done using simple random sampling. The value of the coefficient 1 = 0.466 and 2 = 0.457 and the value of F value is 710.596. The result shows that digital marketing and brand image influence interest in buying both simultaneously and partially.

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INTRODUCTION

The disproportionate number of high school graduates with available seats at state universities in Indonesia causes the competition to become new students at state universities to become more challenging every year [1]. Based on the press release of the Ministry of Research, Technology and Higher Education No. 49/SP/HM/BKKP/IV/2017, regarding the admission of new students through the joint selection to enter state universities in 2017, the number of registrants is 797,738 people, who are accepted as new students as many as 148,066 people at 85 state universities. The data above shows that the ratio between students who register and those born as new students is 14.36%. While the acceptance of new students through the national selection route to enter state universities resulted in the number of applicants being 517,116 people, of which 101,906 were accepted at 78 state universities with a ratio of 19.7%. It is get smaller, which indicates that the competition is getting tougher.

The public perception that education in senior high schools is not yet capable enough to compete for seats at leading state universities causes students to need additional lessons outside of school hours [2]. The need for extra classes outside of school hours is an opportunity for tutoring institutions [3]. Currently, there are several tutoring institutions, including Ganesha Operation, Edulab, Tridaya, Primagama, Neutron, Nurul Fikri, Sony Sugema, and many more. The number of tutoring institutions causes the level of competition to get students getting more challenging every year[4].

The learning process at tutoring institutions lasts quite a long time; it can take one to three years for a student to select new student admissions. The performance of tutoring institutions will be seen or published after going through a long process. The success of their students in penetrating leading state universities is a positive value. In contrast, the momentum for the student admissions process is very short, which is the problem faced by tutoring institutions. Facing these problems, we need an appropriate marketing method.

The rapid development of information technology and the target market targeted by tutoring institutions is the right combination to use digital marketing to attract prospective students to become tutors [5]. With digital marketing, tutoring institutions can inform and communicate values to prospective students to lead to positive attitudes [6]. Consumers' positive attitude towards a product and brand will lead to buying interest in the product or brand [7]. The use of online media can inform the values that can be offered to potential consumers. In contrast, the use of social media companies can communicate in two directions about the performance that has been achieved and the value that prospective consumers will get when they become tutoring students. It is expected to be able to improve brand image in the minds of potential consumers [8].

Brand equity can be driven by brand image, which refers to customers' general perceptions and feelings about a brand and affects consumer behaviour [3]. The company's marketing strategy influences consumer perceptions and attitudes towards a brand [9]. The main objective of the marketing strategy is to create and maintain a brand image in the minds of consumers and stimulate consumer buying behaviour, thereby creating and increasing

sales, controlling market share, and developing brand equity [3]. Although consumption decisions will be based on the features and attributes of the brand, it is determined by the consumer's perception of the brand image in a more profound sense. Theoretically, all products and services can be represented by functional, symbolic, or experimental elements on which the brand image is created [10]. In addition, branding can influence the way consumers buy products quickly [8]. Digital marketing that is run optimally will increase positive perceptions of potential consumers to form a strong brand image which has implications for buying interest [11].

Some research results which show that buying interest is influenced by digital marketing are among those carried out by [12], [11], [13], [14], [15], [2], [8], [16],. The results showed that buying interest was

influenced by brand image, among others, by [8], [11], [17], [7], [18], [19]. A well-developed brand image will provide added value to the company compared to competitors [20]. Company image, teacher image, successful alumni image, and service image perceived well by consumers need to be promoted, communicated, or conveyed to the general public as potential customers [21]. The suitable medium to promote and share what has become a company's success in today's digital era is the Internet [18]. The selection of the proper digital marketing will build purchasing preferences for potential consumers, as well as consumers can refer purchases to others through the Internet. Purchase preferences that have been constructed will generate interest in making a purchase [10].

Research Paradigm

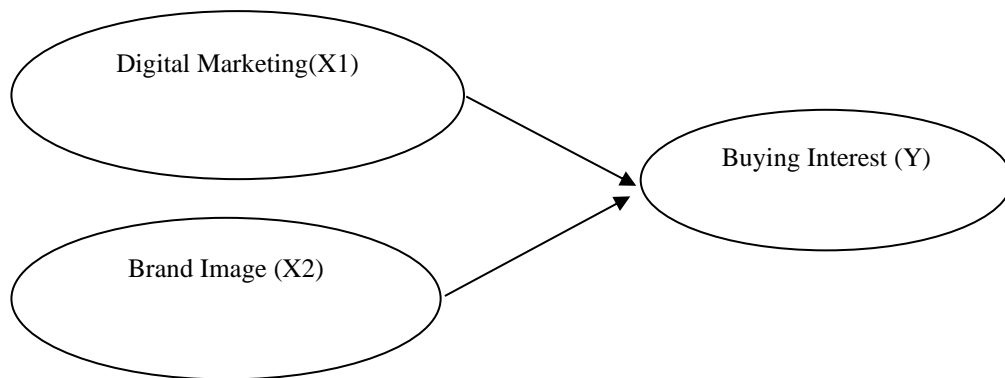Based on the description above, the research paradigm is as follows in figure 1.

Figure1. Research paradigm

Hypothesis Formulation

Based on the problems, literature review, and previous research that have been described, the hypotheses in this study are as follows:

H1: Digital marketing and brand image simultaneously have a significant effect on buying interest.

H2: Digital marketing has a significant partial effect on buying interest.

H3: Brand image partially significant effect on buying interest.

RESEARCH METHODS

This study aimed to determine the effect of digital marketing and brand image on buying interest in the city of Bandung. The survey of students who became students of tutoring. This study was a descriptive study of analysis and interpretation of research results aimed to analyze whether there was an influence between variables.

Research Population

The population of this research is students who become tutors in the Bandung area, which consists of four cities/districts. Given the vast population, it is necessary to take a representative sample that accurately describes the population.

Sample

The sample size is determined using a direct random sampling method within one week, so a selection of 210 respondents is obtained.

Data Source

Data about the object studied is data taken directly by distributing questionnaires to tutoring students in the Bandung area and its surroundings.

Data Collection Technique

To obtain data, researchers used data collection techniques. Researchers distributed questionnaires, which were distributed to respondents in the form of questions where each respondent was asked to choose one alternative answer from the five available answers.

Data analysis technique

This study uses multiple linear regression to analyze the research data. The multiple regression formulation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where **Y** is buying interest; X_1 is digital marketing; X_2 is the brand image; **α** is a constant; **β_1, β_2,** is the regression coefficient; **ε** is a confounding variable.

1. The F test determines whether there is an effect or more independent variables on the dependent variable. If the significant value is F < than (α) 0.05, then there is an effect of one or more independent variables (simultaneous) on the dependent.
2. To determine the effect of each independent variable on the dependent variable, the t-test is used. If the significant value of t < than (α) 0.05, then the independent variable's effect on the dependent partially.

RESULT AND DISCUSSION

Respondent

Respondents in this study were 210 people consisting of 108 men (51 per cent) and 102 women (49 per cent). Table 1 shows that the respondent's age is dominated by 17 to 19 years as many as 107 people (50.95 per cent). Students who become respondents, are dominated by those who sit in class XI and XII as many as 112 people (58.10 per cent), with the length of time being students dominated by under one year as many as 137 people (65.23 per cent). The profiles of respondents can be seen in the table below.

Table 1. Respondent Profile

Description	Total	%
Age (years)		
13 – 14	45	21,42

Description	Total	%
15	36	17,14
16	22	11,90
17	58	27,62
18 – 19	49	21,92
Class		
VII	11	5,24
VIII	18	8,57
IX	39	18,57
X	20	9,52
XI	19	9,04
XII	93	49,06
Long Time Being a Student		
Under one year	137	65,23
1 – 2 years	47	22,38
2 – 3 years	4	1,90
Over three years old	22	10,49

Validity test

Correlation results can be valid if the correlation value is 0.30 or more and invalid if less than 0.30. Based on this provision, it turns out that all indicators used are valid. (see attachment)

Reliability Test

The results of calculations using the formula (Cronbach alpha) obtained the reliability value for each variable, namely digital marketing 0.884, brand image 0.895, and buying interest 0.794 with the coefficient value above the table value, it is declared reliable.

Multiple Linear Regression Analysis

Multiple linear regression analysis examines how each digital marketing variable and brand image influence the dependent variable of buying interest. Based on the calculation results, the following multiple linear regression equation is obtained:

$$Y = 4{,}562 + 0.466\ X_1 + 0{,}457\ X_2$$

Hypothesis Test

1. F Test

The calculated F value is 710,596, so the computed F value > F table, the significance value is 0.000 < 0.005, then the H1 hypothesis states that digital marketing and brand image have a significant effect simultaneously on buying interest, is acceptable.

2. t-Test

The t-count X1 value is 11.742, so the t-count value > t table, the significance value is 0.000 <0.005, then the H2 hypothesis, which states that digital marketing has a significant partial effect on buying interest, can be accepted.

The t-count value of X2 is 14,193, so the t-count value > t table, the significance value is 0.000 <0.005, then the H2 hypothesis states that brand image has a partially

significant effect on buying interest can be accepted.

Result Description

The average value of students' perceptions of digital marketing is 3.36 with a standard deviation of 0.53 with the lowest perceived value of 2.83 and the highest of 3.90, which means that the perception of tutoring students towards digital marketing is entirely reasonable excellent. Trust in promotions in online media (news sites, TV

sites, magazine sites, tutoring websites) is the most significant perception with a value of 3.42.

The average value of students' perceptions of brand image is 3.37 with a standard deviation of 0.52 with the lowest perceived value of 2.85 and the highest of 3.89, which means that the tutoring student's perception of brand image is stated quite to very good. The idea of the success of tutoring alumni who are accepted at state universities has the highest rating of 3.44.

The average value of students' perceptions of buying interest is 3.56 with a standard deviation of 0.52 with the lowest perception value 3.04 and the highest 4.08, which means that the tutoring student's perception of buying interest is stated quite good to very good. Excavation of information about the tutoring institution that will choose the place to study becomes the most extensive assessment of 3.80.

The results of descriptive research show that students' buying interest before deciding first to seek in-depth information about tutoring that will be used as a place to study, alumni success is taken into consideration, and information obtained in online media is a student's preference. The results of the

verification research show that students' buying interest is significantly influenced by digital marketing and brand image, either simultaneously or partially. The increasing use of social media worldwide has led to the belief that social media is a valuable tool supporting consumer engagement [22]. Companies constantly look for new methods to reach consumers and shape consumer behaviour, including brand loyalty and purchase intention. Product quality and brand advertising, and brand names have a significant influence on consumer buying interest [13]. Still, packaging and price do not have a significant effect on consumer buying interest. The reputation of tutoring in producing successful alumni is considered in the buying process. The results of the study agree with the results of his research show that 1) reputation influences buying interest, 2) reputation can be positive or negative depending on the relatively low price level, 3) service quality plays a significant role in relationships [21]. Between reputation, relatively low price, and buying interest. Reputation is an essential consideration during the buying decision process. Perceived value, customer knowledge, and celebrity endorsement have a positive relationship with one another and a significant relationship with purchase intention [8]. Still, the perceived value is not very significant about purchase intention. Core brand image and brand attitude positively impact while environmental consequences harm purchase intention [18]. Brand image and service quality significantly influence buying interest. Still, service quality significantly influences buying interest, for companies must continually improve service quality as their marketing tool [22].

CONCLUSION

Digital marketing and image variables have a significant and significant effect on buying interest both simultaneously and partially,

where promotions about the success of alumni who are accepted at state universities carried out on online media influence buying interest among tutoring students. The reputation of tutoring graduate students becomes a strong image for students in the buying process.

Acknowledgement

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