The Effect of Marketing Communication on the Performance of Academy of Secretary and Management of Taruna Bakti (ASMTB)

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Abstract

This research describes the influence of marketing communication on the promotional team's performance at the Academy of Secretary and Management of Taruna Bakti. The research aims to measure the effectiveness of marketing communication to the getting of students and to know if there is a hidden influence between marketing communication and its execution in ASMTB. The method used in this research is descriptive analysis. Further, this research is equipped with path analysis to analyze the data. The results show some staggering findings. First, there is a strong relationship between marketing communication and the business world that used ASMTB's alumnae. The relation is 0.997, and if it is interpreted, the connection is solid. Second, there is also a relationship between marketing communication and potential students that will enter ASMTB. The relation is 0.151, and if it is interpreted, the relation is very weak. The last is, there is a close relationship between marketing communication and the alumnae. The relation is 0.345, and if it is interpreted, the relation is very week.

Keywords: Marketing Communication, Performance, Business, Potential Students, Alumni.

A. INTRODUCTION

Education is one of the activities in the form of services from non-profit organizations, while educational institutions can be represented as producers who provide services to students or scholars who aim to satisfy their tastes and needs because they have paid tuition fees, building fees, and other contributions.

Higher education, as part of an educational institution, is believed by the community as a determinant vehicle for the future of each generation. There is a myth that his educational background determines a person's success. Although, in real life, the myth is not always true.

Amid so many choices, people who have become consumers tend to choose the offer that best suits their needs and expectations. Higher education is required to be able to develop an active strategy and always follow the development of the criteria for the needs of graduates who are qualified and ready to work. More consumer-oriented policies bring higher education to the absolute level of defining the needs and desires of consumers, not from the perspective of universities

There has been intense competition in educational services, one of which is services provided by tertiary institutions. Competition occurs, especially in the practice

of marketing mix that uses products/services, prices, places, promotions, and service quality. Many universities are difficult to maintain the number of students, and the impact of the decline in the number of students ends with the closing of some of the choice of majors at the college.

Higher education seeks alternatives to maintain and increase the number of students. Based on observations, the number of students tends to decrease due to the increasing number of private tertiary institutions or similar educational institutions and even some state universities have begun to open regular evening and evening classes as well as prospective student interest in the choice of majors that have not been formed in full.

A variety of strategies carried out by the Academy of Secretary and Management of Taruna Bakti (ASMTB) are expected to increase the number of students from year to year. The number of students who have not reached the target as mentioned above is possible by:

1. The lack of information provided does not make the Academy of Secretary and Management Taruna Bakti (ASMTB) the first choice.
2. The public is free to choose other tertiary institutions whose quality is considered better and according to their interests or tastes.
3. Prospective students are still confused about the choice of majors to be chosen.
4. Prospective students still do not know their abilities and desires in the future.

Furthermore, what will be discussed in this research are as follows:

1. Is there a partial effect between marketing communications on the performance of the ASMTB promotion team?
2. Is there a simultaneous influence between marketing communications on the performance of the ASMTB promotion team?

The purpose of this research is to develop theoretical concepts to improve the performance of the ASMTB promotion team.

B. LITERATURE REVIEW AND HYPOTHESIS

Marketing is not an option but a necessity for all plans regarding the implementation of activities. A dynamic environment makes marketing a creative process for finding ways not to be left behind by competitors or even one step ahead.

Marketing strategy is to choose and analyze the target market, which is a group of people who want to be achieved by the company and create a suitable marketing mix that can satisfy the target market (Alma, 2001:153). Marketing activities that seek to spread information, influence or persuade, and or remind target markets for companies and their products to be willing to accept, buy and be loyal to the products offered by the company concerned (Tjiptono, 1997:219).

Marketing communication is not an option but a necessity for all plans regarding the implementation of activities. Marketing communications are a form of

communication aimed at me ng change the attitudes and behavior of the buyer who does not recognize become familiar, followed up with the decision to buy.

Regarding the day a public thanks to the product itself in the presentation of marketing as a form of communication of information and commitment in public are also part of organizational communication.

Marketing communication plays a very important role in marketing. Without communication, consumers and society as a whole will not know the existence of products on the market. Marketing communication also takes up a huge budget. Therefore, marketers must be careful and calculating in preparing marketing communication plans (Kotler, 2000:268).

Some communication objectives can be set as follows:

1. Create awareness about new offers.
2. Strong communication is directed to introduce new services, elements that effectively help this goal are an advertising and personal selling.
3. Attract the attention of consumers through the emphasis on tangible symbols: to make services that do not become more tangible (*visible*).

Indicators that influence the marketing communication process as revealed by Kotler and Kevin (2007:268).

Table 1

The Indicators that Influence the Marketing Communication Process

Advertising	Sales Promotion	Public Relations	Face to Face Sales	Direct Marketing	Special Events/ Experiences
Advertising in print and electronic media Moving picture packaging, Brochures and booklets Posters and leaflets, Billboard Directory, Material display, Audiovisual, Videotape, Logo and symbol	Contest, Game, Sweepstakes, Lottery, Gift, Exhibition, Exhibition, Demonstration, Coupon rebate, Low-interest financing, Entertainment.	Press kits, Speech, Seminar, Annual report, Donations and charities, sponsorship, Publication, Relation, Community, Lobby, Media identity, Company magazine, Event.	Sales presentation, Sales meeting, Incentive program, Trade show.	Catalog, Letter, Telemarketing, Electronic shopping, TV shopping, Fax, mail E-mail, Voice Mail	Sports, Entertainment, Festival, Art, Charity, Company tour, Company museum, Street activities.

Performance is an essential issue in administrative activities because it can be used as feedback for managers and decision-makers. Many understandings about the performance of employees or organizations that have developed, as stated by Manning in the Apostle (2000:47), performance is the result of natural ability, acquired skills, and the desire to achieve.

Performance standards need to be formulated to be used as benchmarks in making comparisons between what has been done with what is expected concerning the work or position that has been entrusted to someone. These standards can also be used as a measure in holding responsibility for what has been done. The performance optimization criteria that can be presented according to Mitchell's measurement in Sedarmayanti (2002:51), are as follows:

1. Quality of work, i.e., the results of work that have been carried out by employees as expected.
2. Timing (promptness), related to the suitability of work completion or not with the planned time target in advance,
3. The initiative, which is a healthy and appropriate action that is carried out based on one's thoughts when there are no instructions/instructions from superiors,
4. Capability, related to the ability to pay attention to every job, such as having a work plan before doing work.
5. Communication is the process of interaction or mutual understanding with superiors, and with fellow employees to be accepted and understood.

Mangkunegara (2000:75), suggests four factors that become parameters (standards) for measuring the performance of an employee, including:

1. The quality of work includes accuracy, skills, and cleanliness.
2. The quantity of work includes output routine and output nonroutine.
3. Reliability or not reliable, i.e., the ability to follow instructions, the ability of initiative, caution, and craftsmanship.
4. Attitudes include attitudes toward the organization, other employees, and cooperation.

The promotion team's role is to communicate with prospective students, accompanied by the burden of being able to produce prospective students each year. Higher education competitiveness is also determined by the ability of the tertiary institution to develop the concept of market orientation, which focuses on the needs of the industry. As expressed by Cannb & George (2003) as follows "In the era of globalization, it is hard to deny that marketing activities that are part of competitive strategies can make an enormous contribution in improving company performance".

The above theoretical basis can be described as a framework that states the relationship between variables to be examined as follows:

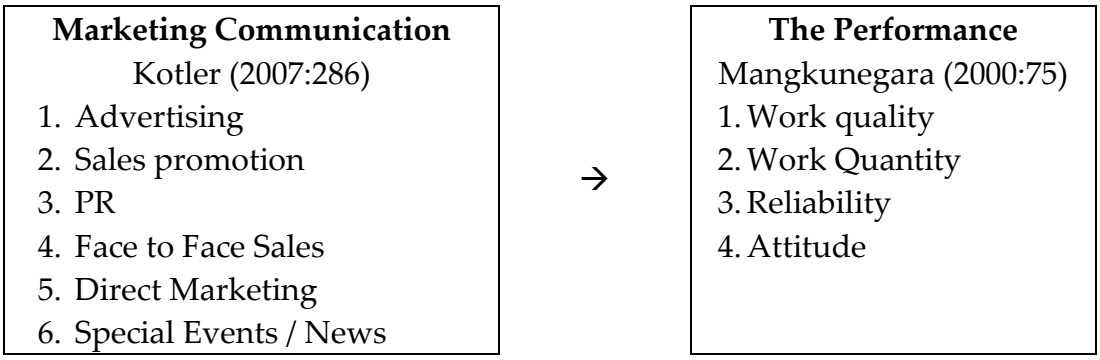


Figure 1 Framework for Thinking

Based on the above framework, the authors formulated the hypothesis as follows: "There is an influence of marketing communication on the performance of the ASMTB promotion team".

C. METHOD

The method used writer in this research is a descriptive research method, as in the implementation of this method, more emphasis on a study to obtain information about the state of a phenomenon that emerged during the study. In addition, using this method not only looks at the picture at the time of the research but also provides information about the interrelationships of the variables concerned, to make predictions, and to obtain the meaning and implications of the problem being solved. Thus it can be seen a picture of the nature of a state that is temporarily running at the time of the study and provides the causes of a particular symptom.

Considering the large population is used as the object of the research, the authors conducted a study of some of these objects that are supposed to represent all of the objects called sample techniques. The sampling technique used is Proportionate Stratified Random Sampling, which is "sampling from population members randomly and proportionally distributed, this sampling is carried out if the population members are heterogeneous (not the same type)" (Akdon; 2005: 100).

Data collection needed for this research are primary and secondary data. Primary data was obtained from empirical research results through the distribution of questionnaires to respondents to find out their perceptions about marketing communications that took place at ASMTB Bandung. Secondary data was obtained from interviews conducted on several research sample objects, which included the community, prospective students, and alumni. To determine the validity of the questionnaire, the validity and reliability tests of the questionnaire were used.

A validity test is used to determine whether the questionnaire is spread or not. The tool used is the *Product Moment* Correlation from Pearson (Sugiyono, 2000: 148), as follows:

$$r_{xy} = \frac{n\sum XY - (\sum X)(\sum Y)}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y - (\sum Y)^2\}}}$$

Information:

r_{xy} : Correlation coefficient

n : The number of samples examined

X : The value of the independent variable is Marketing Communication

Y : Value of the independent variable ASMTB Promotion Team Performance

To be able to meet the research instruments that are always in trust (reliable), the reliability test was used to determine the accuracy of the value of the questionnaire, which means that reliable research instruments when tested in the same group at different times. However, the result will be the same. This reliability testing uses Alpha, namely:

$$\alpha = \frac{kr}{1+(k-1)r}$$

Information:

r: average correlation between manifest variables

k: the number of manifest variables that make up the latent variable

α: reliability value

Analysis of the data used to reveal the effect of marketing communication on the performance of the ASMTB promotion team using Path Analysis. Because the level of measurement of the scale of the questionnaire is ordinal, so that it can be further processed must be changed first to an interval scale using the Method of Successive Interval (MSI).

Based on the explanation above, then the equation analysis of multiple paths can be formulated as follows:

$$Y = \hat{\beta}_0 + \hat{\beta}_1 X_1 + \hat{\beta}_2 X_2 + \hat{\beta}_3 X_3 + \hat{\beta}_4 X_4 + \varepsilon$$

Information:

X_1 = Advertising

X_2 = Sales Promotion

X_3 = PR

X_4 = Face-to-Face Sales

X_5 = Direct Marketing

X_4 = Special Events or News

Y = ASMTB Promotion Team Performance

D. RESULT AND DISCUSSION

Performance is an essential issue in the administration because it can be used as feedback to managers and decision-makers. Many understandings about the

performance of employees or organizations that have developed, as stated by Manning in the Apostle (2000:47), performance is the result of natural ability, acquired skills, and the desire to achieve.

Performance standards need to be formulated to be used as benchmarks in making comparisons between what has been done with what is expected about the work or position that has been entrusted to someone. These standards can also be used as a measure in holding responsibility for what has been done. The criteria for performance optimization that can be measured according to Mitchell in Sedarmayanti (2002:51) are as follows:

1. Quality of work, i.e., the results of work that have been carried out by employees as expected.
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4. Capability, related to the ability to pay attention to every job, such as having a work plan before doing work,
5. Communication is the process of interaction or mutual understanding both with superiors and with fellow employees to be accepted and understood.

Like other universities, ASMTB has a team that is tasked with marketing ASMTB in the community. This team works for a full year to attract as many prospective students to become students at ASMTB. The tasks and burdens that are given every year spur innovative ideas and creativity of the promotion team to produce the best performance that can be given to ASMTB.

The role of the promotion team is to communicate with prospective students, accompanied by the burden of being able to produce prospective students each year. Higher education competitiveness is also determined by the ability of the tertiary institution to develop the concept of market orientation, which focuses on the needs of the industry. As expressed by Cann and George (2003) as follows " In the era of globalization, it is hard to deny that marketing activities that are part of competitive strategies can make an enormous contribution in improving company performance ."

Marketing communication is not always oriented toward profit values. In the long run, marketing communication aims to create corporate values in general. What is meant by corporate value here is the public perception of ASMTB imaging. This mission is carried out by the ASMTB promotion team every year to reach prospective students. Further marketing communication cannot be separated from the process of education to the broader community regarding the ASMTB profile. Training in marketing communication in question is more about the process of providing knowledge to prospective students or the public about the service process (lectures), benefits, and values without highlighting the aspects of persuasion in them.

This is important because, in the education process, the promotion team must uphold the high objectivity element in communicating the benefits of studying at ASMTB. That way, the educational aspect can be realized through a rational thought process of prospective students or the public.

1. Business world
   Based on the results of calculations using SPSS 12, it is known that the relationship between marketing communication with the business world amounted to 0.997. If interpreted with a table, the value of 0.997 is included at a powerful level.
2. Prospective students
   Based on the results of calculations using SPSS 12, it is known that the relationship between marketing communication with prospective students is 0.151. If interpreted with a table, the value of 0.151 is included in the deficient level.
3. ASMTB Alumni
   Based on calculations using SPSS 12, it is known that the relationship between marketing communications with ASMTB alumni is 0.345. If interpreted with a table, the value of 0.345 is included at a low level**.**

E. CONCLUSION

Based on research that has been done, it can be concluded that ASMTB graduate recruitment companies do not experience obstacles in hiring them, as evidenced by each year on the ASMTB job fair. About 100 registered companies are wanting to recruit ASMTB graduates as their employees. Prospective students who become ASMTB students are mostly not netted based on promotional activities but are the result of references from siblings, family, neighbors, or close relatives. ASMTB alumni also gave similar results; they decided to become ASMTB students due to people talking without knowing the real situation in the ASMTB environment. However, they feel proud and believe to be ASMTB students who are not only equipped with secretarial knowledge but also other insights supporting secretarial science to face the world of work.

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