

PROCEEDING INTERNATIONAL CONFERENCE ON GLOBAL EDUCATION VI (ICGE VI)

**“The Fourth Industrial Revolution :
Redesigning Education”**

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**7 - 8 MAY 2018
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INTERNATIONAL CONFERENCE ON GLOBAL EDUCATION VI

Theme

The Fourth Industrial Revolution: Redesigning Education

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Seberang Perai Polytechnic, Penang

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**EFFECT OF WORD OF MOUTH (WOM) ON STUDENT DECISIONS
CHOOSING PROGRAM BACHELOR DEGREE UNIVERSITY OF
MUHAMMADIYAH SUMATERA UTARA WITH BRAND IMAGE
AS INTERVENING VARIABLES**

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Abstract : The education sector is one way to develop reliable human resources especially in universities. Along with the development of the era, universities are not only seen as a place to gain knowledge but also have a prestigious value for students who are in it. Prospective students will continue to search the information to the stage of steadfastness to enroll in the university which he thinks is best among others. The greater the risk that will be borne later in the day the more frequent students to share word of mouth. Furthermore, the consideration of prospective students is about the image of a university. This becomes very important and becomes the main capital for business developers in the field of education. A good image reflects the quality of the university. But it is not an easy matter to develop universities in Indonesia, given the intense competition with other universities. from 2015 to 2017 all faculties at the University of Muhammadiyah North Sumatra (UMSU) experienced a decrease in the number of new students by 34%. Population in this research is new student of University of Muhammadiyah Sumatera Utara (UMSU) academic year 2017/2018 as many as 3,556 students. Sampling technique in this study using proportional random sampling with a sample of 356 students. The method of analysis used in the hypothesis is path analysis. The results prove that brand image is an intervening variable between word of mouth and choosing decision. partially known that word of mouth and brand image have a significant effect on decision of choosing.

Keywords: Word of Mouth, Decisions Choosing, Brand Image.

INTRODUCTION

The education sector is one way to develop reliable human resources especially in universities. Along with the development of the era, universities are not only seen as a place to gain knowledge but also there is a prestigious value for students who are in it. After graduating high school / vocational school, students will be faced with the option to continue their education at various universities or directly work. Choosing to continue education in college, it will be faced with a choice of various levels of education ranging from Diploma to Bachelor (S1). In choosing the level of education tailored to the ability and desire and the initial design before entering the college level is, how long the desired time to pursue education and will contribute what will be given to this nation.

Researchers restrict this research to only one strata program because of several things: 1) High school graduate students who are prospective students are faced with various life choices that can support their future so that mature calculation is needed in selecting the next level program especially S1 program. This is different when students want to continue S2 and S3 programs that have focused on one field of science. 2) The prestigious value of a university is more supported by its degree program. This is

because the quantity of undergraduate students is more than S2 and S3. 3) Public attention about the image of a university in Indonesia is more devoted to S1 than the S2 and S3.

The decision of the student to continue study at the desired place of study is a decision whereby the student undertakes considerations that are adjusted to the existing conditions. If the conditions that appear are not in accordance with what is expected, then there will be doubts that may result in the decision not to vote, in this case the decision to not continue studies in the place expected. In fact, choice making has many dimensions and impacts. Choosing is part of an endeavor as well as part of the decision making process.

Based on a survey conducted by Kompas 25 April 2011 daily in Putri (2011: 25) in Jakarta, there are several variables that greatly affect prospective students in deciding to continue their studies to university, that is because of the image / big name of the university (brand image) provided, offered curriculum, tuition fees, and strategic location factors.

Related to the decision-making process that occurs, of course, a prospective student has felt the stages of starting the introduction of needs, information search, assessment / evaluation to the decision-making stage. Prospective students usually seek information first from the internet, mass media or ask directly to students or lecturers from the university concerned. Usually, however, the prospective student is more confident in the information obtained from the university student than the good news advertised by the university because sometimes the information is less relevant to the reality. People who receive recommendation based on word of mouth communication tend to be more convinced that the recommender is speaking truthfully and not ridden by a hidden motive (Wijaya and Paramita, 2014).

The reality of such intense competition, making the university stakeholders aware of a need to fully exploit their assets in order to maximize performance and develop competitive advantage. One way to achieve this is to develop the name of a college so that it has a strong brand image in the eyes of the public. Because with a strong brand image in the eyes of the community, then the image will continue to exist in the minds of people and cause confidence.

There are several studies that have been studied previously, such as research on brand image with decision making by Tia Yulianti (2012) which shows that brand image can have an impact on University Computer Indonesia election. Further research on the influence of word of mouth on decision making by Mufti Ulil Azmi Ihwani (2013) which shows there is a positive and significant influence between word of mouth communication with santri decision.

University of Muhammadiyah Sumatera Utara (UMSU) is an Islamic higher education which occupies the twenty-eighth best position from the list of 50 universities (both PTN and PTS) in Indonesia according to www.medansatu.com page. University of Muhammadiyah Sumatera Utara (UMSU) gets accreditation "B" by Badan Akreditasi Nasional-Perguruan Tinggi (BAN-PT). Coupled with various championships won UMSU students who can be accessed from social media and campus website www.umsu.ac.id. It is one of the factors that trigger the prospective students to choose this university.

But in line with the rapid growth of the University of Muhammadiyah North Sumatra (UMSU), there are some negative information that surfaces appear as happened in the year 2016 precisely the case that befall one of the lecturers who killed by students

(Bisma Alief, 2016, detik.com). The next oblique information is a case of sealing a number of BEM rooms (alert.com). The oblique news can influence the integrity of an institution, seeing that the rector is a person who is very influential on the development of the institution and the impact on the decline in interest and confidence of prospective students to enroll in this campus. This is also supported by the decline in the number of new students in 2015 to 2017 as described in the table below:

Table 1: New Student Admission Data 2015 - 2017

No	Faculty	Year		
		2015	2016	2017
		Person	Person	Person
1.	Economics	2061	1744	1203
2	Teacher Training & Education	1416	1547	874
3	Agriculture	382	271	265
4	Law	387	354	302
5	Technique	482	342	407
6	Social and Political Sciences	375	251	216
7	Religion (Islam)	234	236	191
8	Medical	170	120	98
Total number		5507	4865	3556

Source : UMSU, 2018.

From 2015 to 2017 all faculties of the University of Muhammadiyah of North Sumatra (UMSU) experience a decrease in the number of new students, except for the engineering faculty which has increased the number of students by 2017. Overall, the total number of UMSU students decreased by 34% or equivalent to 1951 students.

Based on the background description of the above problem, the author intends to examine and analyze related to the "Influence of Word of Mouth (WOM) Against Student Decision Choosing Program Strata 1 at University of Muhammadiyah Sumatera Utara With Image Brand as Intervening Variable".

THEORETICAL

Word of Mouth

Sumarwan in Yuliani (2012: 31) interpreted Word of Mouth as an exchange of ideas, thoughts, and comments between two or more consumers, and none of them were marketers. Some of the factors that encourage oral communication are as follows:

1. The need of the informer: to gain a sense of prestige and know-how, to dispel doubts about purchases he has made, to increase engagement with his loved ones, to gain tangible benefits.
2. The need of the recipient of information: to seek information from people who are trusted rather than people who sell products, to reduce concerns about purchasing risks, and to reduce time in searching for information.

In addition to face to face communication, opinions about a product or brand through the internet also affects consumers. Supported by Allensbach Computer and Technology Analysis (Acta) suggests that 98% of about 40 million private internet users rely on the

internet in product searches, especially to compare prices and information on producer sites and assessment columns. Further according to Acta, as many as 48% of Internet users also use other user comments and messages in the forum as a consideration in the purchase process (Yuliani, 2012).

Brand Image

Brand image is often said to be a psychological aspect, in which the consumer builds an image within his subconscious through information and expectations expected through the product or service. (Nugroho, 2011).

Park et.al in Chun-Fu Chen and Chin-Tsu Chen (1986: 138) developed different concepts of brand image, namely (1) Functional brand image is designed to meet the external needs of consumers. In other words, the products and services offered by the institution are aimed at fulfilling the functional needs of the consumers and solve the problems that exist in the consumers related to perceptions of concrete images such as building facilities, environmental sources and learning, (2) symbolic brand image that is designed to connect individuals to specific population, role and self image. In other words the brand image offered by the institution is able to serve the internal needs of consumers to improve self-esteem, social roles and status, engagement with social groups including perceptions of social reputation, educational features and staff character. (3) Experimental brand image is designed to satisfy the consumer's need for stimulus and diversity. It emphasizes the satisfaction and cognitive stimulation gained from using an institution's brand and includes the perceptions of the learning experience, educational experience and life experience.

Decision-Making

According to Kotler and Armstrong (2004), the process of purchasing decision of a product can be described in the form of purchasing activity process with the following stages:

1. Introduction Needs

The buying process begins with the introduction of needs where the buyer recognizes a problem or needs. The buyer feels the difference between the actual state and the desired state.

2. Information Search

Interested consumers may be looking for more information or may not. If the consumer's drive is strong and a satisfactory product is near the consumer, the consumer may buy it later. The source of consumer information consists of four groups, namely: Personal sources include family, friends, neighbors, acquaintances, Commercial sources include advertisements, salespeople, salespeople, Web sites, brokers, packaging, public sources include mass media, internet, Sources of experience include handling, inspection, product usage.

3. Alternative Evaluation

An alternative evaluation is the way consumers process information to evaluate alternative brands that generate brand choices. How consumers evaluate alternative goods to be purchased depends on each individual and a specific buying situation.

4. Purchase Decision

The purchase decision is the stage consumers will buy or not. Consumers may also form a buying intention and tend to buy the most preferred brand, but there are two factors that arise between buying tendencies and purchasing decisions.

5. Behavior after purchase

Marketers' tasks do not end when the product is purchased, but continue until the post-purchase period. After the purchase of the product occurs, the consumer will experience a degree of satisfaction or dissatisfaction.

RESEARCH METHODS

The operational definitions of each research variable are as follows:

1. Word of Mouth (X) is a face to face communication conducted by UMSU students who have made a purchase and feel a product or service and then tell their experience to others.
2. Brand Image (Z) is a certain belief and impression given by UMSU students to a product or service brand.
3. The decision to vote (Y) is a problem-solving process consisting of analyzing or recognizing needs and desires, seeking information, assessing sources of selection of alternative purchases, purchasing decisions and post purchase behavior.

Azwar (2011) defines the population as the subject group to be subjected to generalization of research results. Population in this research is new student of University of Muhammadiyah Sumatera Utara (UMSU) of academic year 2017/2018 as many as 3,556 students. Sampling technique in this study using proportional random sampling.

Table 2 : Data Sample Sample Research

Faculty	Sample Member Determination	Number of Samples
Economics	$10\% \times 1203 = 120,3$	120
Teacher Training & Education	$10\% \times 874 = 87,4$	87
Agriculture	$10\% \times 265 = 26,5$	27
Law	$10\% \times 302 = 30,2$	30
Technique	$10\% \times 407 = 40,7$	41
Social and Political Sciences	$10\% \times 216 = 21,6$	22
Religion (Islam)	$10\% \times 191 = 19,1$	19
Medical	$10\% \times 98 = 9,8$	10
Total	356	356

The method of analysis used in the hypothesis is path analysis is an extension of the regression model used to analyze the relationship between variables with the aim to determine the direct or indirect effect of the set of independent variables to the dependent variable, Sunyoto (2011: 134).

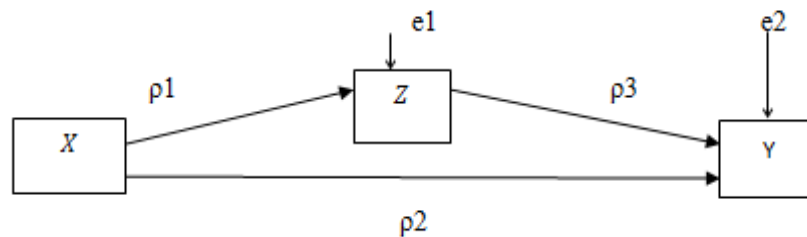


Figure 1 : Depiction Line Assumption Imaging

The first substructure equation: $Z = \rho_1 X + e_1$

The second substructure equation: $Y = \rho_2 X + \rho_3 Z + e_2$

Where: Z = Brand Image, Y = Select Decision, X = Word of Mouth, E = Error.

RESULTS AND DISCUSSION

1. Word of Mouth (WOM) has a direct and significant impact on Brand Image Program Strata 1 (S-1) at UMSU

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7,324	1,642		-4,461	,000
	WOM	1,119	,029	,898	38,428	,000

a. Dependent Variable: BRAND IMAGE

Source: data processed, 2018

Based on the above table sig value for word of mouth of 0.000 α 0.05, the standardized coefficients value between word of mouth and brand image is positive so that directly variable of word of mouth have positive and significant effect to brand image, hence hypothesis accepted.

Word of mouth marketing communication is usually done both in large companies and small companies. WOM did not escape also from college marketing. The way of marketing is simple, does not require large costs but the effectiveness is very large. Although considered a traditional marketing strategy, it is powerful enough to convince consumers. With the strength of recommendations from colleagues and people closest, it can increase consumer confidence in a product.

2. Word of Mouth (WOM) has a direct and significant influence on the Student Decision of Choosing Strata 1 Program (S-1) at UMSU

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,647	2,848		10,058	,000
	WOM	,232	,112	,150	2,072	,039
	BRAND IMAGE	,820	,090	,663	9,146	,000

a. Dependent Variable: Decision of Choosing

Source: data processed, 2018.

Based on the above table, the sig value for word of mouth is 0.039 <alpha 0.05, the standardized coefficients value between word of mouth and decision of choosing is positive so that directly variable of word of mouth have positive and significant influence to decision of choosing, hence hypothesis accepted.

The behavior of word of mouth causes the accumulation of information on a product. The number of positive information on a product can make the consumer perception to be positive for a product. Tjiptono (1995: 107) explains that selling the product does not just sell goods and services but also the perception of the goods and services in other words if the goods already implies positive perceptions in the minds of consumers, these goods and services become the favorite choice of consumers.

3. Brand image has a direct and significant effect on the Student's Decision Choosing Strata 1 Program (S-1) at UMSU

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,647	2,848		10,058	,000
	WOM	,232	,112	,150	2,072	,039
	BRAND IMAGE	,820	,090	,663	9,146	,000

a. Dependent Variable: Decision of Choosing

Source: data processed, 2018

Based on the above table sig value for brand image of 0.000 <alpha 0.05, the value of standardized coefficients between brand image and decision of choosing is positive so that directly variable of brand image have positive and significant influence to decision of choosing, hence hypothesis accepted.

Aaker said the brand image is formed through customer satisfaction, the sale by itself is obtained through customer satisfaction, because satisfied customers in addition to going back to buy, will also invite other prospective buyers (Nugroho, 2011: 10).

4. Word of Mouth (WOM) has a significant effect on Student Decision Choosing Strata 1 Program (S-1) at UMSU through Brand Image.

Know and calculate the indirect influence of the variables studied, as follows; X through Z to Y = 0.898 x 0.663 = 0.595. Based on the above results we can know that the value of the direct influence of WOM (X) on the decision to choose (Y) is 0.150 smaller (<) than the value of indirect influence of 0.595, so it can be concluded that brand image (Z) is intervening variable (link) between the word of mouth (X) and the decision to vote (Y) in this study.

Data on the influence of word of mouth and brand image on the decision to choose Strata I UMSU can be obtained from the results of this study. After the word of mouth and the creation of a good product brand image, prospective students will be interested to choose college at UMSU. Universities that already have a good image in the minds of consumers will generate consumer loyalty, thus causing a tendency

to influence the people around him (word of mouth) to choose to study at UMSU.

CONCLUSION

Before determining the choice of university destinations, prospective students will conduct an information search which one of them is by communicating directly with the relevant university or talking with students at the university concerned (word of mouth). The behavior of word of mouth causes the accumulation of information on a product. The number of positive information on a product can make the consumer perception to be positive for a product. Aspects of brand image can be a consideration of prospective students in determining the choice of university so there is no disappointment in the future after making a choice. for it can be deduced that:

1. Word of Mouth (WOM) has a direct and significant impact on the Brand Image Program Strata 1 (S-1) at University Muhammadiyah of Sumatera Utara.
2. Word of Mouth (WOM) has a direct and significant influence on the Student Decision of Choosing Strata 1 Program (S-1) at University Muhammadiyah of Sumatera Utara.
3. Brand image has a direct and significant effect on the Student's Decision Choosing Strata 1 Program (S-1) at University Muhammadiyah of Sumatera Utara.
4. Word of Mouth (WOM) Affects Student Decision Choosing Strata 1 Program (S-1) at University Muhammadiyah of Sumatera Utara through Brand Image.

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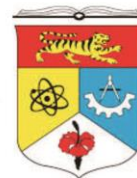
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Date : March 23th 2018

**Dear,
Presenter at Internasional Conference on Global Education VI**

On behalf of the Sekretariat Internasional Seminar On Global Education VI Universitas Ekasakti (UNES) – Universitas Kebangsaan Malaysia (UKM) committees, we are very pleased to inform you that your Abstract entitled **EFFECT OF WORD OF MOUTH (WOM) ON STUDENT DECISIONS CHOOSING PROGRAM BACHELOR DEGREE UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA WITH BRAND IMAGE AS INTERVENING VARIABLES** by Mutia Arda, SE, M.Si it has been evaluated by the team and it is *accepted* as poster presentation. The presenter will be able to continue it to the fullpaper at International on Global Education on 8-9 of Mei 2018 in Polytechnic Seberang Perai, Penang-Malaysia.

For the follow up please pay attention and be prepared with the follow up of the full paper. And it will be compiled in the International proceedings. The instructions are already written in the brochure of ICGE VI. For further information please contact this email icge6@unespadang.ac.id.

Best regards
Chief of the
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