

## Market Attractiveness Analysis Using Digital Marketing for Higher Education Choices

Wala Erpurini<sup>1</sup>, Sucherly<sup>2</sup>, Undang Juju<sup>3</sup>

<sup>1,2,3</sup>Universitas Pasundan, Indonesia

[werpurini@gmail.com](mailto:werpurini@gmail.com)

### Abstract

*Competition between universities in the metropolitan Bandung Raya has caused various universities to use digital marketing in their marketing programs. The use of digital marketing is based on consideration of market attractiveness, which is owned so that it is expected to improve decisions to choose universities that are of interest to prospective students. This study uses a quantitative method by distributing questionnaires to 388 students at 14 universities that use digital marketing in the Bandung Raya metropolitan area. Based on the calculation results, it can be seen that the Market Attractiveness variable has a direct effect of 11.88%. The results of the calculation of the coefficient of determination (R<sup>2</sup>) expressed in percentages describe the contribution of three exogenous variables, namely: Market Attractiveness, Target Market, and Uniqueness of Resources. on Public Trust by 70.38 percent while the contribution of the intervening variable, namely Digital Marketing to the Decision to Choose Higher Education, is 79.74%.*

### Keywords

Attractiveness; digital marketing; decision to choose a college.



## I. Introduction

Education is a means in the development of knowledge, is an ability needed in advancing a country and in facing global competition. In this case, the state guarantees and regulates the education of its citizens in Article 31 of the 1945 Constitution. The government's step in this regard is to impose a nine-year compulsory education program, which means that all Indonesian children are required to have a minimum education up to junior high school. So, this causes the need for education to be felt higher, not only up to high school but up to higher education. Campus as a place to take the highest formal education so that universities and study programs become the focus for prospective students. The majority of prospective students choose tertiary institutions with programs of interest and ability or selection of new student admissions at state universities. If prospective students do not pass, private universities are the next choice.

Education is a very important human need because education has a duty to prepare Human Resources (HR) for the development of the nation and state (Pradana et al, 2020). According to Astuti et al (2019) Education is an obligation of every human being that must be pursued to hold responsibilities and try to produce progress in knowledge and experience for the lives of every individual. Education is one of the efforts to improve the ability of human intelligence, thus he is able to improve the quality of his life (Saleh and Mujahiddin, 2020). Education is expected to be able to answer all the challenges of the times and be able to foster national generations, so that people become reliable and of high quality, with strong characteristics, clear identities and able to deal with current and future

problems (Azhar, 2018). Education and skills are the main keys in gaining social status in community life (Lubis et al, 2019).

The higher education clustering data states that for private universities located in cluster 2 there are 3 universities, in cluster 3 there are 11 universities and cluster 4 totaling 7 universities. This shows that each of these private universities has unique resources which are an advantage in winning the competition with other private universities (Arifudin, 2020).

In terms of market attractiveness, universities must determine what the expectations of new students can be through a survey of their interest in continuing their studies. In addition, you must also know the advantages and disadvantages of competitors or competitors at universities that use digital marketing. As well as maximizing various functions related to increasing the market attractiveness of each university.

On the other hand, market attractiveness is related to digital marketing applied to an organization or company (Upamannyu et al., 2015). The application of digital marketing is used as a medium that can help prospective students know which universities will be used as places for further studies so that this is expected to make it easier for them to decide whether to study at a university that suits their interests. (Fikri & Falahi, 2019) .

The use of digital marketing in marketing universities is certainly tailored to the needs of each institution in accordance with the goals to be achieved. Efforts made by universities by creating accounts on social media such as facebook fanpage, official instagram, or video sharing sites youtube, tiktok and various other digital media used as marketing platforms, it is hoped that universities can be better known by the public using information and communication technology which has a wider range.

Based on observations in universities that have used digital marketing in the Greater Bandung Metropolitan area, the authors identify several problems found, namely:

1. Lack of attention from universities to prospective new students in providing detailed information about academic problems.
2. Competition between private universities that have various study programs that attract prospective new students at affordable costs.
3. The number of scholarship programs offered by various universities makes it difficult for prospective new students to determine their choice of higher education.
4. Lack of coordination between sections in Higher Education, causing less than optimal academic services.
5. Some universities do not yet have a concentration of majors in accordance with student interests.
6. Lack of competent resources in the field of services to students.
7. Universities still do not have the specifics of opening study programs that are not owned by other universities.
8. Interest in existing study programs is still slightly below the target set by higher education managers.
9. There are universities that still open a few study programs that are in great demand by prospective students.
10. Academic staff who do not fully understand the governance of Higher Education.
11. Some universities still have structural officials who do not meet the minimum qualifications set by the Ministry of Education and Culture.
12. The academic system is still not the same between universities.
13. The academic information system is not functioning properly when it will be accessed by students.
14. Not all of the lecturers' scientific works have patents.

15. There are still universities that have not registered their licenses with official institutions.
16. There are still many students who register for college not because of their own desires.
17. Universities are still not widely known by prospective students, especially those who do not promote either through digital marketing or distributing e-flyers.
18. Lack of interest in enrolling in higher education institutions at the beginning of the opening of new student admissions.
19. There are still many prospective students who do not know the location of their chosen university.
20. The number of new students who register for college is due to following their relatives or friends

## **II. Review of Literature**

### **2.1 Service Marketing Management Theory**

Marketing management can simply be defined as the process of analyzing, planning, organizing, and managing programs that include the conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with target markets to achieve company goals. Suparyanto & Rosad, 2015).

### **2.2 Consumer Behavior Theory**

Consumer behavior can be explained as a dynamic interaction between affection and cognition, a person's behavior and the environment, where consumers carry out exchange activities in their lives. This consumer behavior refers to the direct actions involved in obtaining, consuming and disposing of a product or service including the decision processes that precede it (Tjiptono & Gregorius, 2016).

### **2.3 Purchase Decision Theory**

Consumers currently spend money and hope to be able to buy a trusted product or service so that the money spent with the consumption of the product or service is equal (Islam et al., 2014). So, at this time, consumers are more careful in spending their money, if it is felt that the product purchased is not in accordance with the price, then consumers tend not to make a purchase.

### **2.4 Digital Marketing Theory**

Digital marketing or digital marketing according to Heidrick & Struggles (Heidrick and Struggles, 2009) is the development of a digital technology-based marketing concept, namely digital marketing through the web, mobile phones and game devices, which offer new access to advertising that is not touted. but has a big influence on customer decisions in making purchases.

### **2.5 Market Attractiveness Theory**

Market Attractiveness is a crucial aspect that supports the success of a marketing strategy. Such a wide market, of course, cannot be served by all of the company's resources, so to determine the target market, the company must choose a potential market from the entire population.

### **III. Research Method**

#### **3.1 Population**

Population is a collective term used to describe the total quantity or number of things (for cases) of the type that is the subject of research (Walliman, 2011). In this study, the population is students who are studying at universities that use digital marketing in the Bandung Raya metropolitan area. Based on the data that the author got from the Higher Education database for the odd semester of 2021/2022, it was obtained that student data at the university was + 13,402 people.

#### **3.2 Sample**

According to Sugiyono (2005) the sample is part of the number and characteristics possessed by the population. Ekosusilo (2005) stated that Winarno Surakhmad determined that if the population was similar (homogeneous) and greater than 100 people, the sample was determined to be 50%. While the technique of determining the sample used is simple random (Simple Random sampling). To determine the number of samples in this study using the Slovin method The number of samples that will be used in this study, based on calculations using the Slovin notation, is 388 people.

#### **3.3 Validity test**

Validity is a measure that shows the level of validity and validity of the research instrument as a measuring tool. The validity index shows how well an instrument is made to measure a certain concept that you want to measure. A valid measuring instrument will have high validity, and vice versa.

Testing the validity of the instrument, in this study only reviewed the internal validity. To find out whether each item in the instrument is valid or not, it can be known by calculating the correlation coefficient between the item scores (viewed as X) and the total score (viewed as Y).

This study used Spearman Rank correlation because the data has an ordinal measuring scale.

#### **3.4 Reliability Test**

Reliability test is the extent to which the measurement results using the same object will produce the same data. The reliability test of the questionnaire in this study used the split half method. The items were divided into two groups, namely the odd item group and the even item group. Then for each group the scores for each item are added up. The reliability test is a measure of the consistency of the scores achieved by the same person on different occasions, the main idea of which is the extent to which the results of a measurement can be trusted. Reliability shows that the measuring instrument is consistent in measuring the same symptoms (Priadana, 2017). Reliability testing using Cronbach's Alpha formula. The test results of the measurement instrument are reliable where the minimum acceptable reliability limit is a positive coefficient and is above 0.7, resulting in a total score. If the correlation is 0.7, it is said that the item provides a sufficient level of reliability, on the contrary, if the correlation value is below 0.7, it is said that the item is less reliable.

## IV. Result and Discussion

Market Attractiveness is measured by 17 indicators which are divided into 3 (three) dimensions, namely the dimensions of Customer Orientation, Competitor Orientation, and Coordination between Functions. Dimensions of Customer Orientation with 5 indicators declared Fairly Good. This indicates that the Market Attractiveness in terms of Customer Orientation is in Good Enough condition, because based on the results of respondents' answers, each university is considered to have had the Customer Orientation needed to build better institutional services. The lowest value of this dimension is in the "Student Needs" indicator, so to increase the Customer Orientation dimension of Higher Education, the management, higher education leaders, and the entire academic community need to improve their services, especially in meeting the needs of students, both in academic administrative context and lecture practice. Competitor Orientation Dimensions with 5 indicators are declared quite good. This indicates that the Market Attractiveness in terms of Competitor Orientation has been in a fairly good condition, because based on the respondents' answers, each university is considered to be aware of the increasingly fierce competition between higher education institutions, and therefore each university must be able to do their best to maintain their superiority in the midst of the competition. The lowest value of this dimension is in the "Competitor Response" indicator, so to increase the Competitor Orientation dimension of Higher Education, all levels of Higher Education leadership, institutional management, and the academic community must be able to understand the things needed to provide an appropriate response. right when other Universities are carrying out certain innovations to attract students and increase their presence in the community. The Dimension of Coordination between Functions with 7 indicators is stated to be quite good. This indicates that the Market Attractiveness in terms of Coordination between Functions is in a Fairly Good condition. Based on respondents' responses, the entire academic community at each campus or university has basically been able to build functional coordination between existing sections, so that there is no overlapping work and deadlock in services to students. The lowest value of this dimension is in the "Communication" indicator, so to increase the dimension of Coordination between the Functions of each of the Universities studied, the higher education leadership ranks and institutional management as well as the Higher Education academic community need to improve their communication unity, both in the context of implementing institutional tasks, or in student services to increase student satisfaction who directly feel the impact of the coordination between the higher education institutions' functions.

The recapitulation of respondents' answers regarding the Market Attractiveness variable which has an average value of 2.914 and a standard deviation of 0.243 is stated to be included in the Good Enough category. This indicates that the market attractiveness of various private universities (Universities) in the Bandung Metropolitan area can be said to be quite good, although continuous evaluation must be carried out in order to maintain and improve the overall attractiveness of higher education.

Digital Marketing variables are formed by 7 (seven) dimensions, namely, Website dimensions, Search Engine Optimization (SEO) dimensions, Click-Based Advertising dimensions, Public Relations dimensions, Affiliate Marketing and Strategic Partnership dimensions, Social Networking dimensions, and Email Marketing dimensions. Based on the results of data processing using a questionnaire, the results obtained that the Search Engine Optimization (SEO) dimension of Digital Marketing has the largest loading factor value compared to other dimensions, which is 0.7979. This shows that the dimensions of Search Engine Optimization are perceived by research respondents as the biggest forming



factor for Digital Marketing variables. This value also indicates that the Search Engine Optimization dimension is the most prominent leading factor and represents the university's commitment to digital marketing, especially as evidenced by the ease and speed of access to the university's website, the neatness of the appearance and website content, as well as keyword games in meta data for search engine indexing. However, the test results also show that there are still factors that are not optimal and can be called weaknesses with the smallest loading factor value of the Digital Marketing variable, namely the Public Relations dimension, with a value of 0.7117. These results indicate that the dimension of Public Relations is perceived by respondents as a weak dimension of digital marketing carried out by various private universities (Universities) in the Bandung Metropolitan area, and needs to be improved to build good Digital Marketing from these various universities.

Testing the Decision to Choose a Higher Education variable which is formed by 6 (six) dimensions, namely, the Dimensions of Choice of Higher Education, the Dimensions of Higher Education Popularity, the Dimensions of Channeling, the dimensions of the Registrants, the dimensions of Registration Time, and the dimensions of Payment Methods. Based on the results of data processing using a questionnaire, the results obtained that the Registration Time dimension of the Higher Education Choice Decision variable has the largest loading factor value compared to other dimensions, which is 0.7999. This shows that the dimension of Registration Time is perceived by research respondents as the biggest forming factor for the decision to choose a university. This value also indicates that a clear Registration Time supported by timeliness of promotions, ease of data entry and fulfillment of administrative obligations are things that must be considered in the efforts of Higher Education to attract new students in each registration period. However, the test results also show that the factors are not optimal and can be called the weakness of the Higher Education Choice Decision variable with the loading factor value the smallest, namely the dimension of Choice of Higher Education, with a loading factor value of 0.7021. This indicates that the dimension of Choice of Higher Education is perceived by respondents as one of the weaknesses of the Higher Education Choice Decision or does not contribute to an increase in respondents in deciding which University to take, especially when information related to Study Programs, advantages, costs, promotions, service communication, positive testimonials, quality of graduates, and other information related to higher education are not yet clear.

## V. Conclusion

Based on the results of processing and testing research data, as well as the discussion that has been described in the previous chapter, the following conclusions can be drawn:

1. Conditions of Market Attractiveness in Private Universities (Universities) in the Bandung Metropolitan area are in the Good Enough to Good category. The highest dimension in the Market Attractiveness variable is the Competitor Orientation dimension. The highest indicator of this Competitor Orientation dimension is Competitor Advantage. While the dimension with the lowest score of the Market Attractiveness variable is the Customer Orientation dimension. The two lowest indicators of this Customer Orientation dimension are the Student Needs indicator and the Competitor Response indicator.
2. The condition of Digital Marketing in the Private Universities (Universities) in the Bandung Metropolitan area is in the Good Enough to Good category. The dimension

with the highest score in the Digital Marketing variable is the Search Engine Optimization (SEO) dimension. The indicator with the highest score from this Digital Marketing variable is Keywords.

While the dimension with the lowest score from the Digital Marketing variable is the Click-Based Advertising dimension. The two indicators with the lowest scores from the Digital Marketing variable are the Paid Advertising indicator and the Commission indicator.

3. The condition of the decision to have a university in a private university (university) in the Bandung Metropolitan area is in the Good Enough to Good category. The dimension with the highest score of the Higher Education Choice Decision variable is the Registration Time dimension. The indicator with the highest score from the Decision to Choose a Higher Education variable is the Term indicator.  
Meanwhile, the dimension with the lowest score of the Higher Education Choice Decision variable is the Channeling dimension. As for the two indicators with the lowest score of the Higher Education Choices Decision variable, namely the Cost Affordability indicator and the Cost indicator.
4. Simultaneous influence of Market Attractiveness to Digital Marketing in Private Universities (Universities) in the Bandung Metropolitan area has a total influence of 70.38%. While the remaining 29.62% came from other variables not examined in this study.
5. Partial and direct influence of Market Attractiveness on Digital Marketing of Private Universities (Universities) in the Bandung Metropolitan area is 11.88%, the value of the influence of Market Attractiveness on Digital Marketing occupies the position of the third largest influence after the Target Market and Uniqueness Resource. The dimension that has the greatest influence on Digital Marketing from the Market Attractiveness variable is the Competitor Orientation dimension. While the dimension with the smallest effect of Market Attractiveness to Digital Marketing is the Customer Orientation dimension.
6. The influence of digital marketing on the decision to choose a university in a private university (university) in the Bandung Metropolitan area is 79.74%. While the remaining 20.26% came from other variables that were not studied. The dimension of Digital Marketing that has the biggest influence on the Decision to Choose a college is the Search Engine Optimization (SEO) dimension. While the dimension with the smallest effect of the Digital Marketing variable is the Click-Based Advertising dimension

## References

- Arifudin, O. (2020). Higher Education Management in the Revolutionary Era 4.0 in Improving the Competitiveness of National Universities. *Journal of Al-Amar (Sharia Economics, Islamic Banking, Islamic Religion, Management and Education)*, 1(2), 1–8.
- Astuti, R.W., Waluyo, H.J., and Rohmadi, M. (2019). Character Education Values in Animation Movie of Nussa and Rarra. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. P. 215-219.
- Azhar, A. (2018). Students' Trends in Islamic Communication Postgraduate in 2010-2016 State Islamic University of North Sumatera (UINSU). *Budapest International Research and Critics Institute (BIRCI-Journal)*, P.206-214.
- Daryanto, L. H., & Hasiholan, L. B. (2019). The Influence of Marketing Mix on The

- Decision to Purchase Martabak “Setiabudi” Pak Man Semarang. *Journal of Management*, 5(5).
- Erpurini, W., Rukmana, M., & Fajrin, S. A. (2022). The Influence of Digital Marketing and Brand Awareness on Purchase Decisions at Zoya Stores. *J-MAS (Journal of Management and Science)*, 7(1), 323-326.
- Fikri, M. H., & Falahi, A. (2019). The Effect of Marketing with E-Commerce on the Decision to Choose a college. *Proceedings of the National Seminar on Research Results*, 2(2), 1058–1071.
- Heidrick and Struggles. (2009). *The Adoption of Digital Marketing in Financial. Services Under Crisis*.
- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2016). *Strategic Management Competitiveness & Globalization Concepts and Cases*. Cengage Learning.
- Ismuratno, I., Hamdani, M. K., & Prahastiwi, E. D. (2021). Implementation of Marketing Strategy for Education Services in Islamic Elementary School Institutions of Insan Cendekia Pacitan. *CREATIVE: Journal of the Study of Islamic Religious Education Thought*, 19(1), 16–29.
- Kristanto, T., Hadiansyah, W. M., Nasrullah, M., Amalia, A., Anggraini, E. Y., & Firmansyah, A. (2020). Digital Marketing Strategy in Increasing New Student Admission Using SWOT Analysis. *MULTINETICS*, 6(2), 128–133.
- Lau, P. Y. Y., McLean, G. N., Hsu, Y. C., & Lien, B. Y. H. (2017). Learning organization, organizational culture, and affective commitment in Malaysia: A person-organization fit theory. *Human Resource Development International*, 20(2), 159–179. <https://doi.org/10.1080/136788868.2016.1246306>
- Lubis, R., et al. (2019). Survival Strategy for Lokan Seekers in Paya Pasir Village, Kec. Marelan, Medan, Indonesia. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 2, No 1, Page: 293-303.
- Pradana, D. A., et al. (2020). Nasionalism: Character Education Orientation in Learning Development. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* Volume 3, No 4, Page: 4026-4034.
- Priadana, M. S. (2017). *Research methodology*. Pasundan University.
- Saleh, A., Mujahiddin. (2020). Challenges and Opportunities for Community Empowerment Practices in Indonesia during the Covid-19 Pandemic through Strengthening the Role of Higher Education. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. Volume 3, No 2, Page: 1105-1113
- Sugiyono. (2016). *Qualitative Quantitative Research Methods and R&D*. Alfabet.
- Suparyanto, & Rosad. (2015). *Marketing Management*. In Media.
- Tjiptono, F., & Gregory, C. (2016). *Service, Quality & Satisfaction*. Andi.
- Upamannyu, N. K., Gulati, C., Chack, A., & Kaur, G. (2015). The Effect of Customer Trust on Customer Loyalty and Repurchase Intention: The Moderating Influence of Perceived CSR. *International Journal of Research in IT, Management and Engineering Impact Factors*, 5(4), 1–31.
- Walliman, N. (2011). *Research Methods, The Basics*. Routledge.