



Marketing strategy in creating the competitiveness of Ngudi Waluyo University (Perspective strategic management michael porter's)

Abdul Aziz¹

¹Ekonomi Hukum dan Humaniora, Universitas Ngudi Waluyo, Semarang, Indonesia

Info Article

History Article:

Submitted : 01 November 2021

Revised : 15 November 2021

Accepted : 06 Desember 2021

Keywords:

word 1; Brand Image 2; Cost Leadership 3; Differentiation 4; Focus 5; Interest;

Abstract

Business competition which is getting tougher in the era of globalization makes every company have to be able to compete and determine the right marketing strategy. Marketing aims to build and retain customers who can benefit the company. A good company image will influence people's thinking about a quality. So that the image is positive for the existence of the company and has an impact on the loyalty of consumers who use the company's services and products. This study aims to determine the effect of marketing strategies on brand image in influencing the interest of the learning community at Ngudi Waluyo University. The method used is quantitative analysis with multiple regression analysis techniques and for the sample obtained as many as 107 respondents with purposive random sampling technique. The results of the simultaneous analysis of marketing strategies consisting of three variables mediated by brand image have a significant effect on consumer interest. To maintain a good brand image in the company, it is necessary to carry out active marketing activities to maintain public trust and interest in studying at UNW.

Strategi pemasaran dalam menciptakan daya saing Universitas Ngudi Waluyo (Perspektif manajemen strategis michael porter)

Abstrak

Persaingan bisnis yang semakin ketat di era globalisasi membuat setiap perusahaan harus mampu bersaing dan menentukan strategi pemasaran yang tepat. Pemasaran bertujuan untuk membangun dan mempertahankan pelanggan yang dapat menguntungkan perusahaan. Citra perusahaan yang baik akan mempengaruhi pemikiran masyarakat tentang suatu kualitas. Sehingga citra tersebut positif bagi keberadaan perusahaan dan berdampak pada loyalitas konsumen yang menggunakan jasa dan produk perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh strategi pemasaran terhadap citra merek dalam mempengaruhi minat masyarakat belajar di Universitas Ngudi Waluyo. Metode yang digunakan adalah analisis kuantitatif dengan teknik analisis regresi berganda dan untuk sampel diperoleh sebanyak 107 responden dengan teknik purposive random sampling. Hasil analisis secara simultan strategi pemasaran yang terdiri dari tiga variabel yang dimediasi oleh citra merek berpengaruh signifikan terhadap minat konsumen. Untuk menjaga brand image yang baik di perusahaan perlu dilakukan kegiatan pemasaran yang aktif untuk menjaga kepercayaan dan minat masyarakat untuk kuliah di UNW.

[✉]correspondence Address

Institutional address: Universitas Ngudi Waluyo

E-mail: abdulaziz@unw.ac.id

2776-5865 (online)

DOI:

<http://dx.doi.org/10.35473/v1i1>

INTRODUCTION

Changes in communication technology and information systems have brought extraordinary changes and impacts on the development of science and technology today. This extraordinary impact touches almost all aspects of human life, both as users and creators of the development of information technology. These dynamics have brought industrial progress to the point of a new era called the industrial era 4.0. Movements and policies related to university graduates who are competent and in accordance with industry needs are certainly expected to be created with the suitability of knowledge and work practices in the field (industry) in the short or long term.

In implementing Tri Dharma, universities need interaction with the public as clients and partners. Facing the autonomy plan for higher education management, higher education institutions need to make internal improvements, among others by increasing communication between the academic community to increase the efficiency and effectiveness of higher education management. Meanwhile, in facing the era of globalization, the role of higher education is increasingly important and strategic in responding to problems and demands that arise in society.

The Ministry of Education and Culture of the Republic of Indonesia plays an important role as a policy maker who can accommodate industry needs for university graduates who are competent in today's industry. Various policies were taken by the Ministry of Education and Culture of the Republic of Indonesia, including those with ideas and realization in the form of Free Learning - Independent Campus.

Strategy is one of the dangerous concepts in business. Strategy describes how

an organization faced with competition will achieve superior performance. Some managers worry about competition. They consider competition to be inconvenient and a threat to the company. If they want to survive, they have to face it. In order to progress rapidly they must find a competitive advantage (Porter, 1998).

competitive strategy is the search for a favorable competitive position in an industry, the fundamental arena where competition occurs (O'Farrell, 1993).

Cost Leadership (Cost Leadership Strategy) is a low cost setting that is implemented within an organization in the face of competition. Ngudi Waluyo University (UNW) as an educational institution facilitates students and prospective students with various programs including regular classes, employee classes and KOKY classes where the program is set at low costs with the hope that low-income people can experience education in higher education to improve their abilities and knowledge in competing in the industrial world.

Differentiation (Differentiation Strategy), the company strives to be unique in the industry along with several dimensions that are widely valued by buyers. It selects one or more attributes that many buyers in the industry consider important, and is uniquely positioned to meet those needs. To answer the needs of industry, Ngudi Waluyo University designed an executive class program in collaboration with the HRD team in the industrial world to improve student competence. In the executive class program, incoming student candidates will be given job training and at the same time will be channeled into the industrial world. So, these students can study while working and independently by financing their own education.

This focus strategy is very different from the others because it lies in the choice of a narrow competitive scope within an industry. Links and matches between the business world and educational institutions are needed to develop and improve student competencies later. The executive program is one of the programs that are of interest to prospective students, here students not only take education on campus but there are special trainings from HRD in the industrial world to equalize graduate competencies according to the needs of the industrial world.

that things that must be considered by schools are knowing the thoughts of the parents of students, how the guardians make decisions, and their expectations of the school (Hamel, G., & Prahalad, 1994).

Education needs to be managed well, because the development of educational institutions is influenced by the ability of administrators to analyze the external environment, competitors from other institutions, taking into account the ability of internal human resources, must be able to create the best strategy to win the competition without leaving the essence of education itself. The focus of education management must be changed from just serving the educational process to how to make education users become educational customers, where these customers will give high loyalty not to turn to other institutions.

changes in this aspect of management must be able to create: (1) Makes regular repeat purchases, namely customers who always buy or regularly use programs launched by institutions, for example students complete their studies until the end, remain in the department. the same one; (2) Purchases across product and service lines, customers buy outside product / service lines, for example when Ngudi Waluyo

University (UNW) issued another program, namely entrepreneurship training, many students from other majors took part in the training; (3) Other refers, namely recommending other products, for example, Ngudi Waluyo University students recommending to family, friends or the community any educational program (regular class, employee class, and KOKY class) both recommending the major taken and other services (training, seminars, workshops). works and so on); (4) Demonstrates an immunity to the full of the competition, namely showing immunity from the attractiveness of similar products from competitors, for example, apart from UNW, there are many other institutions that offer similar education, but as interesting as anything else is done, UNW students remain loyal to choose UNW as a educational service institutions (Krugman, 1996) (Lynch, J., & deChernatony, 2004). These customers who will be sought after by every educational institution, this can be done through an educational marketing strategy in an effort to create excellence, this strategy was adopted from Michael Porter's strategic management, where its application is adjusted to the philosophical values of education as a non-profit institution. In addition to the marketing strategy, a communication strategy is also needed in the public relations section to create and improve good relations between Ngudi Waluyo University and the community and with customers or prospective customers who use educational services.

METHOD

The approach used in this research is a quantitative approach using a survey method, where this

method is used to obtain information related to the variables used in the study to test the hypothesis.

The type of data used is subject data, namely the type of research data in the form of opinions, attitudes, experiences or characteristics of a person or group of people who are the research subjects (Ferdinand, 2006). In this case the data used is from the results of the respondents' answers to the questions asked in the interview.

The data source is the place or origin of the data obtained (Sugiyono, 2008). Sources of data used in this study include primary data, namely

data collected from questionnaires and secondary data, namely information obtained from literature studies including books, reports, research journals and articles.

RESULT AND DISCUSSION

The validity test is carried out to test the consistency of the question items so that they can describe the indicators studied. An instrument is said to be valid if it is able to measure what is desired, it can reveal data from the variables being studied appropriately. Reliability is an index that shows the extent to which the results of a measurement can be trusted.

Table 1. Validity Test

| Variable | Indicator | Pearson Correlation | R-Table | Conclusion |
|-----------------|-----------|---------------------|---------|------------|
| Cost Leadership | X1.1 | .602 | .453 | Valid |
| | X1.2 | .623 | | |
| | X1.3 | .548 | | |
| | X1.4 | .769 | | |
| Differentiation | X2.1 | .558 | .453 | Valid |
| | X2.2 | .613 | | |
| | X2.3 | .714 | | |
| | X2.4 | .585 | | |
| | X2.5 | .719 | | |
| | X2.6 | .695 | | |
| Focus | X3.1 | .591 | .453 | Valid |
| | X3.2 | .617 | | |
| | X3.3 | .612 | | |
| | X3.4 | .690 | | |
| Brand Image | Y1.1 | .668 | .453 | Valid |
| | Y1.2 | .802 | | |

| | | | | |
|----------|------|------|------|-------|
| | Y1.3 | .762 | | |
| Interest | Z1.1 | .754 | .453 | Valid |
| | Z1.2 | .776 | | |
| | Z1.3 | .532 | | |
| | Z1.4 | .795 | | |
| | Z1.5 | .579 | | |

Table 2. Research Hypothesis Test

| Hypothesis | | Path Coefficients | t-value | Results |
|--|----|-------------------|---------|---------|
| Cost leadership → brand image | H1 | .093 | 1.722 | Support |
| differentiatio → brand image | H2 | .427 | 4.668 | Support |
| Focus → brand image | H3 | .153 | 1.728 | Support |
| Cost leadership → brand image → Interest | H4 | .312 | 2.217 | Support |
| differentiatio → brand image → Interest | H5 | .318 | 2.913 | Support |
| Cost leadership → brand image → Interest | H6 | .368 | 3.846 | Support |

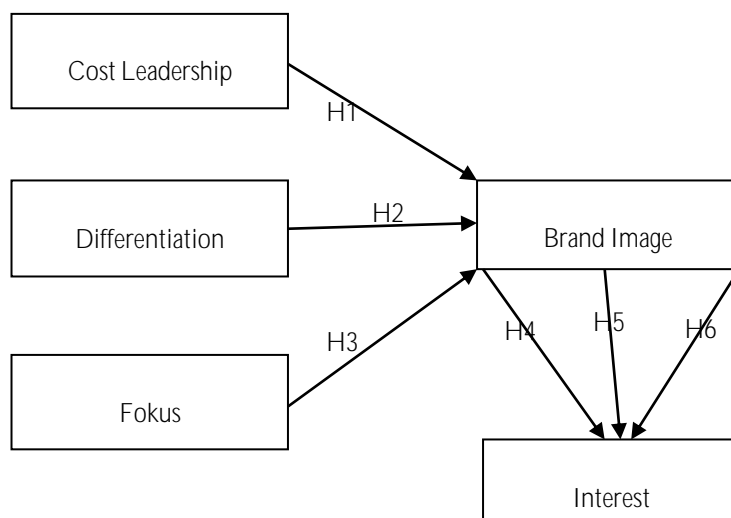


Figure 1. Empirical Research Method

The effect of cost leadership on brand image

Cost leadership has a positive and significant effect on brand image, this can be seen from the t value $1.722 > t$ table 1.65. This proves that a low price strategy can create and build an image of educational institutions, especially the lower class. With the application of costs that are slightly below the market price, of course, good quality will be able to bring a significant increase in the company's good image among the community (Cretu, A.E. and Brodie, 2007). Thus, Ngudi Waluyo University needs to adopt a cost leadership strategy in order to be able to win the competition and answer the demands of society for education.

The effect of differentiation on brand image

Differentiation has a positive and significant effect on brand image, this can be seen from the t value of $4.66 > t$ table 1.65. With the existence of variants of products of the same type, consumers can choose which products to buy according to their needs. From this, it is able to attract consumer interest in the company's products which at the same time will improve the company's good image (Homburg, C. and Bucorius, 2005).

Currently the Ngudi Waluyo University Digital Business Study Program has several program variants including the regular class, the employee class and the executive class. With this, it can create its own advantages for study programs, especially in building the image of the study program in providing various educational services in accordance with consumer desires.

The effect of focus strategy on brand image

Fokus berpengaruh positif dan signifikan terhadap citra merek, hal ini terlihat dari nilai t hitung $1,72 > t$ tabel 1,65. Fokus terhadap pengembangan produk yang dapat menarik minat pelanggan yang perlu dilakukan agar kedepannya dapat dikembangkan lagi sehingga produk mampu mempengaruhi dalam meningkatkan citra baik perusahaan (Walley, K., Custance, P., Taylor, S., Lindgreen, A., & Hingley, 2007).

Currently, the main focus of developing a digital business study program is developing an executive program. This collaborative program designed with industrial HRDs provides students with a great learning experience. Apart from studying on campus, students also study in industrial areas under the guidance of industry practitioners.

the effect of cost leadership on purchase intention through brand image

Cost leadership has a positive effect on interest mediated by the brand image variable with a t value of $2.217 > t$ table 1.65. This proves that low price fixing will make it easier for low-income people to get higher education, of course with many parties who believe that institutions will also have a positive impact on the image of the institution and will influence people's interest in experiencing it. Currently what the community needs is a product at an affordable price, of course, without reducing satisfaction when the consumer consumes it, so that the pricing of a cheap product will attract the public's interest to buy it (Geylani, T., ter Hofstede, F. and Inman, 2006).

the effect of differentiation on purchase intention through brand image

Differentiation has a positive effect on interest mediated by the brand image variable

with a t value of 2.913 > t table 1.65. This proves the need for companies to create various variants to meet community needs. With product variants, it will give people the choice to choose according to their needs, the large number of choices and product uniqueness can improve the product image and attract consumer buying interest (Taylor, S. A., Geluch, K., & Goodwin, 2004).

the effect of focus strategy on purchase intention through brand image

Focus has a positive effect on interest mediated by the brand image variable with the t value of 3.846 > t table 1.65. From this test it can be said that the focus of selecting a development strategy will provide more value for the company's development so that it can enhance and enhance the company's image in the eyes of the public and people's buying interest. the need for companies to focus on choosing alternative strategies to improve the company in relation to influencing consumer buying interest (Ahmed, Z.U., Johnson, J.P., Ling, C.P., Fang, T.W. and Hui, 2006).

CONCLUSION AND RECOMMENDATION

This study aims to determine the effect of marketing strategies in building brand image to attract consumers to study at Ngudi Waluyo University. This study shows that there is a significant effect of marketing strategy on consumer interest mediated by brand image. The connection with this is the need for educational services to build a good strategy to improve the company's good image so that the end result can influence consumer interest in choosing products. Ngudi Waluyo University as an educational institution needs to implement a good strategy to build the institution's image in the

future. The institution's good image can influence consumers to choose it.

ACKNOWLEDGEMENT

Praise and gratitude to the researcher to God Almighty for all His mercy and grace that has given health and opportunities to researchers so that this research can be completed properly. In completing this research, there were many obstacles faced by the researcher and could be solved thanks to the guidance and encouragement from friends and family, which finally made this writing possible

REFERENCES

- Ahmed, Z.U., Johnson, J.P., Ling, C.P., Fang, T.W. and Hui, K. A. (2006). Country-of-origin and brand effects on consumers' evaluations of cruise lines. *International Marketing Review*, 19(3), 279-302.
- Cretu, A.E. and Brodie, R. . (2007). The influence of brand image and company reputation wheremanufacturers market to small firms: a customer value perspective. *Industry MarketingManagement*, 36(2), 230–240.
- Ferdinand, A. (2006). *Metode penelitian Manajemen: “Pedoman Penelitian Untuk Penulisan Skripsi, Tesis, dan disertai Ilmu Manajemen*. Badan Penerbit Universitas Diponnogoro.
- Geylani, T., ter Hofstede, F. and Inman, J. (2006). Image reinforcement or impairment? Theeffects of co-branding on attribute uncertainty. *Advances in Consumer Marketing*, 33, 43–46.

- Hamel, G., & Prahalad, C. K. (1994). *Competing for the future*. Harvard Business School Press.
- Homburg, C. and Bucerius, M. (2005). A marketing perspective on mergers and acquisitions: how marketing integration affects post-merger performance. *Journal of Marketing*, 69, 95–113.
- Krugman, P. (1996). *Pop internationalism*. MA: MIT Press.
- Lynch, J., & deChernatony, L. (2004). *The power of emotion: Brand communication in business-to-business markets*. *Journal of Brand Management*, 11(5), 403–419.
- O'Farrell, D. M. K. & L. A. R. M. (1993). The Competitive Advantage of Business Service Firms: A Matched Pairs Analysis of the Relationship Between Generic Strategy and Performance. *The Service Industries Journal*, 13, 40–64.
- Porter, M. E. (1998). *Clusters and competition: New agendas for companies, governments and institutions*. In M. Porter (Ed.), *On competition* (pp. 197–287). MA: Harvard Business School Press.
- Sugiyono. (2008). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Taylor, S. A., Geluch, K., & Goodwin, S. (2004). The importance of brand equity to customer loyalty. *The Journal of Product and Brand Management*, 13(3/5), 217–227.
- Walley, K., Custance, P., Taylor, S., Lindgreen, A., & Hingley, M. (2007). The importance of brand in the industrial purchase decision: A case study of the UK tractor market. *Journal of Business & Industrial Marketing*, 22(6), 383–393.