The Influence of Brand Awareness and Brand Image of Petra Christian University to the High School Students' Decision to Enroll in Business Management Program

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ABSTRACT

Many companies create brands to win the compatition in the global market. Brands become the assets of the company to generate sales, strategies, and profits. As a non profit organization, universities are putting their names as the brand to attract students. Petra Christian University (PCU) is a private university in Surabaya, Indonesia, with a strong market image, that experiences a decline in student enrollment. This research is investigating the influences of brand awareness and brand image to the purchase decision, in this case the decision to enroll to Business Management Program.

The research method follows the quantitative method to collect data. The data were obtained by questionnaires that were distributed to high school students in Surabaya. For processing the data, SPSS for Windows was used. A set of classical assumption tests were conducted before the multiple linear regression model was constructed. The result of the t test and F test suggest that H1 is rejected while H2 and H3 are accepted. The brand awareness of PCU has no significance and a negative influence to the high school students' decision to enroll in Business Management Program. However, the brand image of PCU has a positive significant influence to the enrollment. The brand awareness and brand image have simultanously a positive and significant influence to the high school students' decision to enroll in Business Management Program.

Keywords: Brand awareness, brand image, purchase decision, Petra Christian University, Business Management Program.

INTRODUCTION

As globalization and free markets strike all sectors of business, many companies are facing stiff competitions, therefore, they create brands for their products and services that will stay longer in the mind of their customers. According to American Marketing Association (AMA), a brand is a name, term, sign, symbol, design, or a combination of these elements, intended to identify a product or service of a company and to differentiate them from those of competition (Kotler & Keller, 2016). To survive the competition battles, many companies are communicating their brands, or branding, their products and services as their competitive advantage, so that the customers have special bonds with the brands and choose them over other brands (Keller, 2013). In order to create strong bonds, the brands have to be able to create long lasting impressions in the minds of the customers (Keller, 2013). Nowadays, many brands have become the valuable assets of the company which contribute directly to the sales, strategies, and profits (Aaker, 2014).

Observing the dynamic development of the higher education world, many Indonesian universities have established their marketing department to promote their institutions, which are merely announcements to informs new student recruitments. To survive the stiff competition, the universities have to rebuild their marketing focus, especially in branding their university name as the university brand identity. This university branding effort is similar to shaping the corporate identity in the mind of the customers (Abratt & Kleyn, 2012). There are many important aspects about brand, but this research focuses on brand awareness and brand image, which enable high school students in making decisions to enroll to a certain university and a certain program.

Petra Christian University (PCU) is a private university located in Surabaya and offers many undergraduate and graduate programs under several faculties. One prominent program is the Management Program under the Faculty of Economics. With the highest student body, the Management Program offers six different concentrations or interests, and one of them is the Business Management Program. The vision of this program is to create family business leaders who have integrity, caring, and global based on the Christianity value (Universitas Kristen Petra, 2016). The enrolling students come from various high schools that have collaborate with PCU. Noted in the 2017 registration, there has been a significant decline in the student enrollment since 2014 to 2017 for the Business Management Program. Therefore, this research is examining the role of brand awareness and brand image of PCU to the high school students' decision to enroll in the Business Management Program.

LITERATURE REVIEW AND HYPOTHESIS
Brand awareness refers to the strength of a brand's presence in the customer's mind (Aaker, 2014). The customer can recognize and recall a certain brand through an association of a certain attribut with a product. The aim of building awareness is to communicate the attributes, benefits, and services in the customer's mind, so that the customer can relate them to the brand or the product (Wang & Yang, 2010). Accordding to Aaker, the brand awareness is tested according to the customer's different ways in remembering a certain brand, such as through brand recognition, brand recall, and top of mind (Yati, 2016). Brand recognizion is questioning the customer's earlier exposure to the brand of a certain product. Brand recall is asking about the brands of the product class that the customers can recall. Top of mind is questioning the first brand recalled when the customer is asked such a question of a certain product.

Brand image is the customer's perception and preference about a brand, as reflected through the brand association which pops up in the customer's mind (Keller, 2013). Biel explains several components that construct the brand image; they are company image, user image, and product image (Musay, 2013). The company image is the company description in the customers' perception based on their knowledge, encounter, response, and experiences with the company (HeriYati & Septi, 2012). The user image is the characteristics of the collective consumers who are related with a certain type of a brand (Musay, 2013). Product image is the product description in the consumers' perception based on their knowledge, response, and experience while consuming a certain product (Heriyati & Septi, 2012).

Decision to purchase products or services relies on the consumers' needs and wants, in which the brand image plays an important role in shaping their decision. Purchase decision is a cognitive process, which unites memories, thoughts, information processes, and evaluative judgments, before deciding to buy a certain product (Pickett-Baker & Ozaki, 2008). The purchase decision in this research is based on the cognitive view, which considers the consumers as the thinking problem solvers and enables them seeking goods and services to satisfy their needs (Schiffman dan Kanuk, 2010). The indicators used to measure the porchase decision are the consumer's reception on a certain product or service, the consumer's active search for information, the consumer's fullfilment of the needs, and the consumer's life enrichment. In this research, the decision to purchase is translated into the decision to enroll a program in PCU.

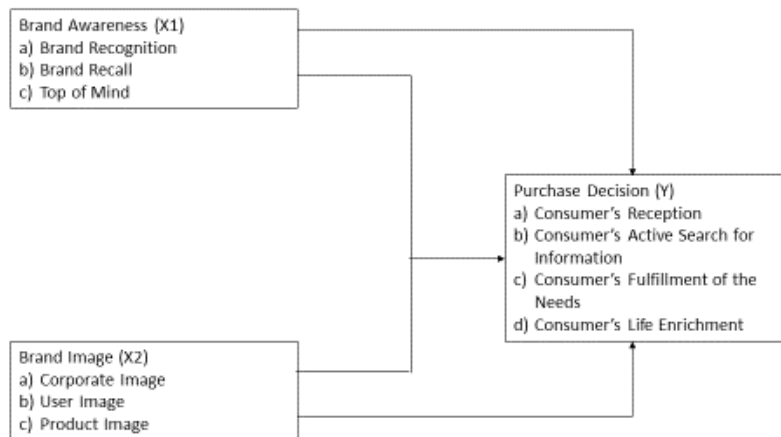From the literature review, here is the research framework:

Figure 1
Research framework
Source: Aaker in Yati (2016), Biel in Musay (2013), and Schiffman dan Kanuk (2010)

This research is investigating whether the brand awareness and brand image of Petra Christian University influence the high school students to enroll in Business Management Program. Therefore, the hypothesis are as following:

H_1: Brand awareness is suspected to influence partially the purchase decision.
H_2: Brand image is suspected to influence partially the purchase decision.
H_3: Brand awareness and brand image are suspected to influence simultanously the purchase decision.

RESEARCH METHOD
Since this research is testing the influences among variables, it falls into the quantitative research method. The aim of this research is to examine a certain population or its sample through some data collection by a mean of questionnaires, and then, to conduct some statistical tests to prove the hypothesis based on the collected data (Sugiyono, 2013). The population of this research is the final year high students from all schools that have collaborated with PCU. The research samples have been selected from 10 high schools that have contributed directly and mostly to the student enrollment of Business Management Program. The total number of respondents is 51 students, which is based on the approach of Isac Michael (Siregar, 2017). The sampling method is the purposive sampling, because the data are needed from the respondents who have purchased, in this case enrolled, their higher education in Business Management Program of PCU.

The questionnaire for this research is constructed using the Likert scale, from strongly disagree (1) to strongly agree (5), because it measures the attitudes, opinions, and perceptions of the respondents about social phenomena (Sugiyono, 2013). For the data analysis, SPSS for windows 23.0 is used. Since this is to examine the influences of several variables, it follows the procedures of some statistical tests. The data are tested for their validity and reliability, and then, are tested with the classical assumption test, which consists of the test of normality, heteroscedasticity, and multicollinearity. After that, the multiple linear regression is connstructed. Finally, the hypothesis are tested using t test and F test.

RESULTS AND DISCUSSION
Table 1. shows the result of the validity test. From Table 1., it can be observed that all items are valid for further tests, because the significance value of all items are below 0.050.

Table 1
Validity Test

Variable	Indicator	Significance	Remark
	$X_{1.1}$	0.000	Valid
	$X_{1.2}$	0.000	Valid
	$X_{1.3}$	0.000	Valid
Brand Awareness	$X_{1.4}$	0.000	Valid
	$X_{1.5}$	0.000	Valid
	$X_{1.6}$	0.000	Valid
	$X_{1.7}$	0.000	Valid
	$X_{2.1}$	0.000	Valid
	$X_{2.2}$	0.000	Valid
	$X_{2.3}$	0.000	Valid
	$X_{2.4}$	0.000	Valid
Brand Image	$X_{2.5}$	0.000	Valid
	$X_{2.6}$	0.000	Valid
	$X_{2.7}$	0.000	Valid
	$X_{2.8}$	0.000	Valid
	$X_{2.9}$	0.000	Valid
	Y_1	0.000	Valid
	Y_2	0.003	Valid
	Y_3	0.001	Valid
Purchase Decision	Y_4	0.000	Valid
	Y_5	0.000	Valid
	Y_6	0.000	Valid
	Y_7	0.000	Valid

Table 2
Reliability Test

Variabel	Cronbach's Alpha	Remark
Brand Awareness	0,788	Reliable
Brand Image	0,785	Reliable
Purchase Decision	0,754	Reliable

Based on Table 2. above, all three variables have the value of Cronbach's Alpha higher than 0.6, therefore, all statements are reliable to measure the variables.

Table 3. describes the descriptive answers from the respondents. There is a conversion from the Likert scale of disagree-agree to the category of low-medium-high. Low can be interpreted as poor, medium to good, and high to excellent. The results of the descriptive answers from the respondents are summarized and can be observed in Table 3.

Table 3
Descriptive Answers from the Respondents

Variabel	Item	*Mean*	Std. Deviasi	Category
	$X_{1.1}$	3,76	1,088	High
	$X_{1.2}$	3,62	1,163	Medium
	$X_{1.3}$	3,71	1,197	High
Brand Awareness	$X_{1.4}$	3,45	1,068	Medium
	$X_{1.5}$	3,58	1,013	Medium
	$X_{1.6}$	3,64	1,207	Medium
	$X_{1.7}$	3,51	1,215	Medium
	Total	3,615		Medium
	$X_{2.1}$	3,89	0,896	High
	$X_{2.2}$	3,62	0,892	Medium
	$X_{2.3}$	3,75	0,907	High
	$X_{2.4}$	3,02	0,952	Medium
Brand Image	$X_{2.5}$	3,31	0,879	Medium
	$X_{2.6}$	3,67	0,963	Medium
	$X_{2.7}$	3,62	0,913	Medium
	$X_{2.8}$	3,62	1,027	Medium
	$X_{2.9}$	3,76	1,122	High
	Total	3,584		Medium
	Y_1	2,31	1,289	Low
	Y_2	2,47	1,359	Medium
	Y_3	3,36	1,112	Medium
Purchase Decision	Y_4	3,47	1,120	Medium
	Y_5	3,85	1,129	High
	Y_6	4,02	1,080	High
	Y_7	4,04	1,053	High
	Total	3,36		Medium

From Table 3 it can be inferred that the total mean on Brand Awareness is 3.615, which means medium. This shows that the brand awareness of Petra Christian University is good in the mind of the high school students. The highest score for the brand awareness is on the item of "knowing PCU as the best private campus in Indonesia", with the score of 3.76. The lowest score for the brand awareness is on the item of "no difficulty to imagine PCU logo in the high school students' mind", with the score of 3.45.

For the variable of Brand Image, the total mean from all respondents is 3.584. This shows that the brand image of PCU is good also in the mind of the respondents. The highest score is 3.89, on the item of "PCU has a long good reputation", while the lowest score is 3.02, on the item of "attending a class in PCU similar to study abroad."

For the last variable, Purchase Decision, the total mean from the respondents is 3.36. This indicates that the purchase decision, or the enrollment decision, to PCU is good in the reception of the high school students. The highest score belongs to the item of "studying in Business Management Program can broaden the business horizon or career opportunity", with the score of 4.04. The lowest score is on the item of "studying in Business Management Program is the parent's ambition", with the score of 2.31.

After the description of the respondents' answers, a set of classical assumption tests is conducted, and the results are displayed in Figure 2 and Figure 3
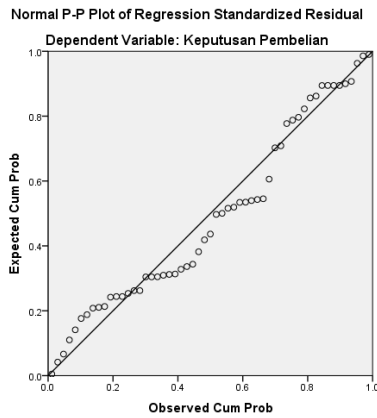
Figure 2
The Normality Test

As depicted in Figure 2., the result of the normality test using the normal probability plot shows the dots gathering around the diagonal straight line. It indicates that the residual for the regression model is normally distributed. Meanwhile, Table 3 below depicts the descriptive statistic from the scatterplot, which shows the dots not forming a certain obvious pattern, and the dots scattered above and below zero in axis Y. It means there is no heterocedasticity in the regression model, so the model is viable. To strengthen the result of the scatterplot, the heteroscedasticity test using Spearman Correlation is conducted to test the independent variables with their residual values, and the results are shown in Table 4. The significance value of the Spearman Correlation from all independent variables are higher than 0.050, meaning no heteroscedasticity in the regression model.
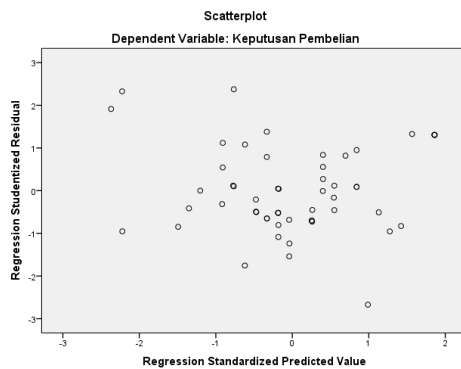

Figure 3
Heteroscedastisity Test

Table 4
Heteroscedastisity Test with Spearman Correlation

Variabel	Sig.
Brand awareness (X_1)	0,698
Brand image (X_2)	0,763

After conducting the normality and heteroscedasticity tests, thee next test is the multicollinierity test. The result from the multicollinearity test can be observed in Table 5 showing the values of tolerance and VIF for the variables of brand awareness and breand image are 0.421 and 2.377 respectively. This indicates that the regression model contains no multicollinearity as the value of tolerance is higher than 0.1 and VIF lower than 10.

Table 5
Multicollinierity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Awareness	0,421	2,377
	Brand Image	0,421	2,377

The multiple linear regression analysis is conducted to know whether the independent variable of brand awareness (X_1) and brand image (X_2) have some influences on the purchase decision (Y) of the high school students. Table 9 shows the regression coefficients.

Table 6
Regression Coefficients

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	5,827	2,375
	Brand Awareness	-0,003	0,122
	Brand Image	0,551	0,109

The multiple regression model comes as following:

$$Y = 5,827 - 0,003X_1 + 0,551X_2$$

- β_0 = constant = 5,827
  It shows the value of purchase decision (Y) without the influence of brand awareness (X_1) and brand image(X_2). If brand awareness (X_1) and brand image (X_2) = 0, purchase decision (Y) will become 5,827. This shows other factors that can influence the purchase decision of high school students besides brand awareness and brand image.
- β_1 = regression coefficient for X_1 = -0,003
  It shows a negative influence of brand awareness (X_1) to purchase decision (Y) of high school students. If brand awareness goes up or higher one point, purchase decision will drop 0.003 under the condition of unchanged or constant brand image.
- β_2 = regression coefficient for X_2 = 0,551
  It shows a positive influence of brand image (X_2) to purchase decision (Y) of high school students. If brand image goes up or higher one point, purchase decision will go up 0.551 under the condition of unchanged or constant brand awareness.

The next statistical test is the determinant coefficient or R^2. The result of the R^2 is shown in Table 7. The value of the determinant coefficient (R^2), as seen in the adjusted R Square, is 0.517. This means that the ability of the variables of brand awareness (X_1) and brand image (X_2) in explaining their influences on the variable of purchase decision (Y) is 0.517 or 51.7%. The rest 48.3% influences are from other independent variables that are not covered in this research.

Tabel 7
Determinant Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,731	0,535	0,517	3,576

To prove the hypothesis, t test and F test are conducted. The t test is used to examine the influence of one independent variable to its dependent variable. The result of the t test is stated in Table 8 and the F test is in Table 9.

Table 8
The t test

Model	t	Sig.
(Constant)	2,454	0,018
Brand Awareness	-0,022	0,982
Brand Image	5,032	0,000

Based on Table 8., the analysis of the results come as following:
The significance value of brand awareness (X_1) is 0.982, which is higher than $\alpha = 0,05$, therefore H_0 is accepted and H_a is rejected. Brand awareness has a negative influence and no significance to purchase decision. It can be concluded that the brand awareness of Petra Christian University has no significant and negative influence on the high school students' decision to enroll in Business Management Program.

The significance value of brand image (X_2) is 0.0000, which is lower than $\alpha = 0,05$, therefore H_0 is rejected and H_a is accepted. Brand image (X_2) has a positive and significant influence to purchase decision (Y). It can be concluded that the brand image of Petra Christian University has a positive significant influence to the high school students' decision to enroll in Business Management Program.

Tabel 9
The F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1134,954	2	567,477	39,964	0,000
Residual	738,391	52	14,200		
Total	1873,345	54			

Table 9 shows the result of the F test, which is reflected through the significant value of 0.000. The significant value is lower than $\alpha = 0,05$, therefore H_0 is rejected dan H_a is accepted. Brand awareness (X_1) dan brand image (X_2) simultanously have a positive significant influence to purchase decision. It I dicates that the high brand awareness and brand image of Petra Christian Universit will encourage and increase the decision of high school students to enroll in Business Management Program.

CONCLUSION
Brand awareness and brand image are very important to the purchase decision. The results from the data analysis reveals that
1. The brand awareness of Petra Christian University has no significant and negative influence to the high school students' purchase decision. It means the brand awareness does not influence the students to choose and enroll to Business Management Program.
2. The brand image of Petra Christian University has a positive and significant influence to the high school students' purchase decision. It means the brand image affects the students to choose and enroll to Business Management Program.
3. Together, the brand awareness and brand image of Petra Christian University has a positive significant influence to the purchase decision. It means the brand awareness and brand image affect the students' decision to choose and enroll to Business Management Program.

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