

The Effect of Digital Marketing Effectiveness on Brand Awareness and Its Impact on the Decision Making Made on Private ICT Universities in Bali

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ABSTRACT: *The increasing number of universities has led to intense competition in attracting prospective students. Nowadays, prospective students always rely on the internet as their information sources. Thus, universities compete to market their excellence through online promotion. The effectiveness of digital marketing is one of the factors that can lead to brand awareness and will later influence new students' campus decision making. This study aimed to measure the effect of the effectiveness of digital marketing on brand awareness and the decision of new students in choosing a private university in the field of ICT in Denpasar, Bali. Data collection was carried out through questionnaires at private universities in the field of ICT in Denpasar, Bali. The research sample was 100 new students from six private universities in the field of ICT in Denpasar Bali namely STIKOM Bali, STIKI, STMIK Primakara, STI Bali, STMIK Badung Bali, and STMIK Denpasar. This study employed partial least square to analyze the obtained data. The findings show that the effectiveness of digital marketing had a significant positive effect on brand awareness and decision making. However, brand awareness had a positive but not significant effect on decision making. Therefore, brand awareness cannot be an intermediate variable on the relationship between digital marketing effectiveness on private university decision making.*

KEYWORD: *Effectiveness of Digital Marketing, Brand Awareness, Decision Making*

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I. INTRODUCTION AND LITERATURE REVIEW

The increasing number of universities has led to intense competition in attracting prospective students. The competition level in getting students is getting higher. Various methods have been used such as showing off the potential and excellence of the campus. The development of the era demands all human activities to be instant, fast, and easy. In short, it requires a system or way that can work fast and efficiently. Nowadays, teenagers cannot be separated from the Internet. They tend to visit more cyberspace than the real world even though they just looking for material or socializing. By utilizing new technology, a new hack in promoting the campus called Campus Digital Marketing can be built. Moreover, a study which was published by Lorange (2017) at KeyStoneAcademic.com confirms that most universities and educational institutions currently use digital marketing in some capacity to engage with students and to reach potential applicants. Higher education providers report at the increasingly high rate of their digital marketing campaign. Campus digital marketing is a program or application used to market campus. It aims to enhance the campus brand in the outside environment. This program uses social media such as Facebook, Instagram, website, and so on. At the same time, according to Stokes (2013) digital marketing helps to meet consumer demand by using the power of interconnected and interactive webs or in other words using the power of the Internet, and fulfilling these demands in new and innovative ways. Not only this allows the exchange of currencies, but it also allows the exchange of attention for value. Bali is one of the provinces in Indonesia which capital city located in Denpasar. Bali is famous for its tourist attractions. Thus, a lot of tourists come to Indonesia to visit Bali. Additionally, Bali has good universities in terms of education and cost. Higher education competes to attract their prospective students through digital marketing including universities in Bali.

Decision making is kinds of a purchasing decision which is a form of consumer's action to gather any information among brands in the choice group and buy the most preferred product. The stages of purchase are problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior (Kotler, 2002). The first factor affecting purchasing decisions is advertising effectiveness. Digital marketing has a very strong connection. Exploring the internet marketing business enables someone not only to look for a few customers but also to reach millions of customers from a more global approach such as a more specific group and the surrounding customers. Thus, digital marketing can make someone get wider appeal than the business he possessed before. Someone can use social media as a market and also a targeted market (Hidayat & Tobing, 2012). EPIC model is a model to measure the effectiveness of advertisements developed by A.C

Nielsen, one of the world's leading research companies. The EPIC model covers four critical dimensions namely empathy, persuasion, impact, and communication. The empathy dimension informs whether the consumers like an ad and illustrate how consumers see the relationship between them and an ad. The empathy dimension provides valuable information about a brand. Empathy involves consumer affection and cognition. In short, affection involves simple feelings of cognition involving thought. Meanwhile, the persuasion dimension informs what can be given by advertisements to increase or strengthen the character of a brand to make the advertisers understand the impact of advertising on consumer desires and obtain a picture of the ability of an ad in developing the brand attractiveness. Then, the impact dimension shows whether a brand can stand out from other brands in the same category and whether an advertisement can involve consumers in the message delivered. The desired impact of advertising results is the amount of product knowledge achieved by consumers through the level of consumer involvement with the product or selection process. Consumers have different levels of product knowledge to deliver new information and make purchasing choices. The communication dimension provides information about the ability of consumers to remember the main message delivered as well as the strength of the impression left by the message. The cognitive processing perspective is important to develop a successful marketing strategy which becomes the communication problem (Rangkuti, 2009).

They are likely to have various perceptions of online channel attributes than those of an internet novice. They also have higher trust on the internet (Bart *et al.*, 2005). In contrast, utilizing online information for an internet beginner can evoke perceptions of uncertainty and complexity. Therefore, Internet experience can moderate online information assessment. For consumers with more internet shopping experience use the internet as their main source of information. They are more likely to have greater trust on the internet. Additionally, they are also more influenced by online reviews. Thus, it can be concluded that the experience of internet shopping will have an impact on consumer buying behavior. Creating effective digital strategies helps colleges and universities target the right students for their school and reach out to others who may be part of their personal needs without realizing it. Digital marketing in higher education is also important in connecting with alumni who may be active supporters or can be re-involved with specific strategies (Spilker, 2017).

In their study, Constantinides and Stagno (2012) state that social media plays an important role in the selection of schools and universities as well as in comparing the use of promotions carried out traditionally in the Netherlands. Social media marketing is a relatively new field that is increasingly attracting the attention of field marketers and researchers. Higher education institutions have experimented with social media marketing. However, the number of studies on social media marketing and its effectiveness is still limited. Moreover, very little is known about the suitability of social media as a mean for marketing higher education. Apart from the efforts of higher education institutions in the Netherlands to involve social media as part of their recruitment process, in many cases it is impossible to talk about a comprehensive social media marketing strategy. In most cases, these efforts are exploratory and currently no research or evaluation on this which has been published. This study tried to help marketers to understand the market structure and behavior of future students as a basis for developing effective social media marketing strategies for higher education institutions. Furthermore, a study by Reddy (2017) stated that digital marketing influences the consumer decision-making process in general. However, the biggest influence is on the recognition of problems, purchasing decisions, and post-purchase behavior before looking for information and evaluating alternatives. Digital marketing explains a new dynamic in the process of consumer decision making as a different medium when consumers enter retail outlets.

The effectiveness of online promotions also affects brand awareness as Tritama and Tarigan (2016) stated in their study that social media has a significant influence on brand awareness of company products in the community. For companies that want to release new products, they need to market their products through social media for it gives a significant influence on people's awareness of a product. It has been proven that each independent variable formed referred to the dependent variable which was social media. All of these variables had a Significance level smaller or equal to 0.05. That means it had a significant relationship between social media and brand awareness of a company's product.

The next factor is brand awareness. Brand awareness refers to the level of consumer recognition, acceptance, and recall of a brand in any case. Aaker defined brand awareness as the ability of potential buyers to recognize or remember that a brand is a member of a particular product category. Keller stated that brand awareness is the power of the track or the crowd in consumers' memories that reflect the ability of consumers to remember or recognize a brand under different conditions. Brand awareness reduces the time and risk consumers will spend searching for the product they will buy. In this case, consumers are expected to choose a brand for which they have information. Aaker stated that brand awareness consists of four levels: brand recognition, brand recall, a top brand of mind, and dominant brand. Brand recognition is associated with consumers' brand familiarity in remembering the brand, whether the consumers can think a certain brand among the various products introduced. Being a brand that first pops up to consumers' minds means that the consumers are mostly well aware of that brand in the product category. Meanwhile, the degree of brand domination refers to the rate at which brands replace product categories (Bilgin, 2018).

According to Hoyer and MacInnis (2007), brands are influenced by the search for internal and external information. In internal searches, consumers remember a series of brands from their memories while in external searches, consumers tend to look for availability on the shelf at the point of purchase or advice from salespeople who will then influence their purchases. The next step is evaluating alternatives that the customer has to choose from. Brand equity can be a factor in consideration. Product alternatives that are considered to exist in the customer chain are generated. For example, brand awareness is when a customer remembers the right brand producing a specific quality product that can be chosen immediately from others. After the selection at an alternative evaluation stage, it becomes a purchasing decision that concerns the selection of a particular product at a particular retail outlet and the number of purchases.

Dissanayake and Perera’s study (2013) concluded that brand awareness is the most influential factor in the purchasing decisions of female consumers among other elements of brand equity. Thus, organizations can plan strategically to allocate budgets to various branding activities by giving preference & priority to brand equity elements that are more influential on purchasing decisions. Additionally, marketers can use more promotional instruments to increase the level of awareness of female consumers on foreign makeup brands. Enhancing brand awareness and brand loyalty requires time. Managers around the world should actively promote and increase brand awareness and customer brand loyalty to increase their purchase intentions. This effort is more likely to be a success if this practice is accompanied by communication about the brand to targeted customers (Malik *et al.*, 2013).

Based on the background description and theories above, this study was conducted to measure the effect of the effectiveness of online promotional media on brand awareness and new students’ decision making on private ICT universities in Denpasar, Bali.

1.2 Research Objectives

This study aimed to measure the effect of the effectiveness of online promotional media on brand awareness and the decision of new students in choosing private ICT universities in Denpasar, Bali.

1.3 Research Methodology and Data Analysis

The variables of this study consisted of the effectiveness of online promotion, brand awareness, and purchasing decisions.

Effectiveness of online promotion. Measurement of advertising effectiveness was done using the EPIC model method developed by AC Nielsen (Rangkuti, 2009) consisted of 4 critical dimensions described below.

Table 1: Indicators of Online Promotion Effectiveness

Dimension	Indicators
Empathy	a. The quality level of online promotion b. Favorite level of online promotion
Persuasion	a. The level of interest in online promotions b. The desire to choose private universities due to online promotion
Impact	a. The level of product knowledge promoted online b. The level of creativity of online promotions
Communication	a. The level of clarity of information on online promotions b. The level of understanding of the messages conveyed on online promotion

Brand awareness. Brand awareness was used to determine the impression in the minds of consumers. The measurements were conducted using the following brand awareness indicators (Bilgin, 2018).

Table 2: Brand Awareness Indicators

Dimension	Indicators
Brand Recognition	Awareness level of private universities
Brand Recall	Awareness level of the characteristics of private universities
Top of Mind Brand	The ability to remember private universities
Dominant Brand	The ability to remember only one private university

Purchasing Decision. Purchasing decision was used to determine the factors that most determine consumers in deciding to purchase products/services. The followings were indicators of purchasing decision according to Kotler (2002).

Table 3: Purchasing Decision Indicators

Dimension	Indicators
Need recognition	Choosing private universities according to their needs
Information search	Searching related information in choosing private universities
Alternative evaluation	Using online digital marketing in choosing private universities

Purchasing	Using online digital marketing which is appropriate in enrolling to private universities
Post-purchase behavior	Feeling satisfaction after being a private university students

1.3.1 Descriptive Analysis

The majority of respondents in this study based on gender were male (53%). Meanwhile, based on the origin of private universities, the majority of the respondents were from STIKOM BALI (50%). According to the origin of the high school, 65% of the respondents were in the field of science (41%). At last, most respondents came from Denpasar (27%). Meanwhile, the digital marketing strategy that has been implemented by private ICT universities in Denpasar Bali has high effectiveness. Instagram as digital marketing media is the highest frequently accessed media with 80 students (80%) followed by YouTube (26%), Facebook (25%), and websites (23%).

The digital marketing strategy has succeeded in making prospective students have a high awareness of the brand of private universities. Good campus quality is the hallmark of private ICT universities in Denpasar Bali most remembered by 76 new students (76%) followed by the campus activities (60%). Additionally, the digital marketing strategy that has been implemented has also helped prospective students as considerations in making decisions about choosing private universities. The main reasons for the consideration of new students in choosing private ICT universities in Denpasar Bali were conformity with interests (89%) and good campus quality (80%).

1.3.2 Partial Least Square Analysis

The use of the partial least square analysis in this study was to measure the effect of digital marketing effectiveness on brand awareness and the decision of new students to choose private ICT universities in Denpasar, Bali.

1. Outer Model and Inner Model Evaluation

The outer model explained the relationship between indicators and variables while the inner model explained the relationship between research variables. The results of the evaluation of the outer and inner models were presented in Figure 1.

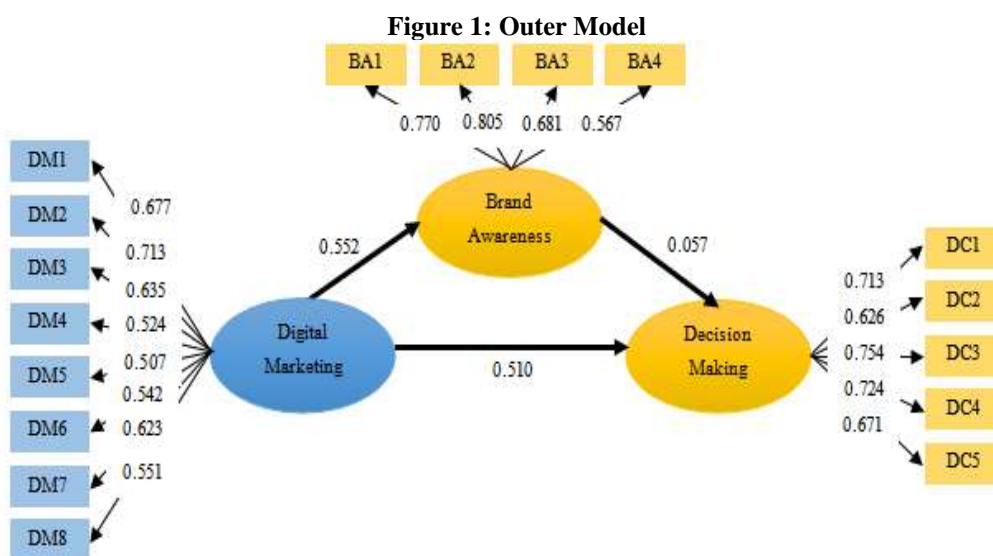


Figure 1 showed that every indicator had an outer loading value of more than 0.5. It indicates that the indicator can be used to measure the measured variables for convergent validity had been fulfilled. After that, discriminant validity testing was performed. The test was done by looking at the value of cross-loading on all research variables used. An indicator was said to meet discriminant validity if it had an outer loading value of >0.5 and become the largest value on the measured variables.

Table4:Discriminant Validity

Indicators	Digital Marketing	Brand Awareness	Decision making
DM 1	0.6766	0.4536	0.2424
DM 2	0.7131	0.4233	0.3190
DM 3	0.6352	0.2946	0.4114
DM 4	0.5244	0.3597	0.2823
DM 5	0.5068	0.3198	0.2395
DM 6	0.5422	0.2679	0.3385
DM 7	0.6234	0.3176	0.4123
DM 8	0.5514	0.1780	0.3508
BA 1	0.4718	0.7699	0.1873
BA 2	0.4759	0.8046	0.3111
BA 3	0.3492	0.6809	0.3007
BA 4	0.1582	0.5670	0.0991
DC 1	0.3710	0.2107	0.7127
DC2	0.3187	0.1752	0.6263
DC 3	0.4134	0.2985	0.7543
DC 4	0.3591	0.1895	0.7243
DC 5	0.4150	0.2863	0.6714

Table 4 shows the largest outer loading value of the results of cross-loading. Each variable obtained the highest value on the variable measured and had a value greater than 0.5. These findings indicate that the indicators in this study had good discriminant validity.

The last evaluation of the outer model was composite reliability. Composite reliability tested the reliability value of indicators on a variable. A variable was said to meet composite reliability if it had a composite reliability value of > 0.70. The followings were the composite reliability values of each variable:

Table 5: Composite reliability Values

Variable	Composite Reliability
Digital marketing effectiveness	0.8167
Brand awareness	0.8013
Decision making	0.8265

Table 5 indicates the composite reliability values for digital marketing, brand awareness, and the decision making of the private universities were greater than 0.70. Thus, in this study, each research variable met the composite reliability.

Table6:R-Square

Variable	R-Square
Digital marketing effectiveness	0
Brand awareness	0.3050
Decision making	0.2953

The R Square of brand awareness variable was 0.3050 which indicated that digital marketing was able to give effect to brand awareness of 30.5%. The R Square value of the decision-making variable was 0.2953 which means that digital marketing and brand awareness were only able to influence students' decision in choosing a private ICT university by 29.53%.

The goodness of fit assessment in the partial least square model was determined through the Q² value. Based on Table 1 above, the Q² value was calculated as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R1^2) (1 - R2^2) \\
 &= 1 - (1 - 0.3050) (1 - 0.2953) \\
 &= 0.51
 \end{aligned}$$

From the calculation results, it was known that the Q² was 0.51. Q² > 0 means that the research model of this study had predictive relevance. Thus, it is worth further analysis.

By the evaluation of the inner model listed in Figure 1, it can be concluded that the brand awareness of new students was influenced by the effectiveness of digital marketing. Through this brand awareness, students decided the private university to enroll.

2. Hypothesis Testing

In this study, hypothesis testing was conducted to prove the effectiveness of digital marketing effectiveness variable on brand awareness and the decision of the selection of private ICT universities in Denpasar, Bali. The test statistic used was using t-value. T-value which was more than 1.96 indicates the

significant influence between the independent variables on the dependent variable. The results of this hypothesis testing were listed in Table 6 below:

Table7: Hypothesis Testing Using Inner Model

Path	Coefficient	T count	Description
Digital Marketing -> Brand Awareness	0.5523	7.0160	Significant
Digital Marketing ->Decision making	0.5100	5.8666	Significant
Brand Awareness ->Decision making	0.0568	0.6582	Not Significant

The estimation of the effect on the relationship between the effectiveness of digital marketing on brand awareness was 0.5523 with a t-statistics of 7.0160>1.96. These results conclude that the effectiveness of digital marketing had a significant positive effect on brand awareness. The better the quality of the marketing strategies of private ICT universities in Denpasar Bali through the utilization of digital marketing, the more significant it can be in increasing brand awareness of new students.

The result of the effect on the relationship between the effectiveness of digital marketing on students' decision making in choosing private universities was 0.5100 with a t-statistics of 5.8666>1.96. This finding concludes that digital marketing had a significant positive effect on decision making to choose private universities. The better digital marketing possessed by private universities, the decision of students in choosing private universities will also be better.

The result of the effect on the relationship between brand awareness on the decision making of private ICT universities in Denpasar Bali was 0.0568 with a t-statistics of 0.6582<1.96. This finding concludes that brand awareness had a significant positive effect on decision making. The better the brand awareness perceived by students could not guarantee the decision of students to choose private universities. Therefore, brand awareness cannot be an intermediate variable in the relationship between the effectiveness of digital marketing and decision making to choose private ICT universities in Denpasar Bali.

1.4 Findings and Interpretation

This study identified factors that can increase prospective students' decision to choose private universities. The factor was the effectiveness of digital marketing and brand awareness.

The effectiveness of digital marketing had a significant positive effect on brand awareness. The better the quality of marketing strategies of private ICT universities in Denpasar Bali through the use of digital marketing, the new brand awareness can be increased. Brand awareness can be increased through internet marketing tools that inform, remind, and convince customers about their brand, products, or services. Clients can meet with brands in various ways for example by reviewing videos, playing games, spending time on the site or by communicating with other customers, and watching advertisements. To increase brand awareness, it is necessary to increase interaction with your brand, to build positive brand associations, to increase brand loyalty by connecting with your target audience, and to motivate customers to get acquainted with youth brand and related products. Publication in various media channels strengthens its position in the minds of consumers foot the brand becomes well known. Brand awareness is created through advertising, promotion, sales, and public relations through the internet. Internet marketing includes not only advertisements on websites, but also email and social networking. Social media marketing involves the use of the internet especially social media instruments like Facebook, Twitter, and LinkedIn to reach consumers in innovative ways and to increase brand awareness. Social networking helps promote the company and brand awareness (Isolate, 2016).

The effectiveness of digital marketing has a significant positive effect on the decision to choose private universities. The better digital marketing owned by private universities, the decision of students to choose the intended university will be better. The findings of this study are supported by the results of Kusumawati's study (2019) in which this case study provides a better understanding of the impact of digital marketing on students' decision-making processes at higher education institutions at the state universities in Indonesia. These findings emphasize that university marketing management uses digital media because it is currently a trend in all businesses throughout the world including HEIs. Moreover, this year, digital marketing has grown more rapid compared to the previous year. Additionally, educational institutions have also been taking part in this technological advancement which connected their students via the internet. Digital marketing is very important and becomes an obligation for all HEI including state universities because it follows the habits of the current generation that continue to change along with the rapid development of technology. Such digital marketing provides low-cost communication, a good return on investment, and the ability to reach a wider community as well as the ability to display the full range of services due to its digital capabilities. Both state and universities and students also mentioned that they were easier to distribute and obtain information through digital marketing media compared to traditional marketing. Various interactions and responses might be obtained through social

media because they have multitasking functions such as two-way communication. Besides, social media are more effective and efficient with the facilities provided such as the comments column. They also provide videos and photos with little text. Thus, they are easier to be understood by their audience.

Brand awareness has a positive but not significant effect on decision making in choosing private universities. The better brand awareness perceived by new students certainly increases students' decision to choose private universities. A study conducted by Dhote et al (2015) found that there was a high level of awareness by referring to digital media among the target groups studied and being considered by target consumers with a reasonable effect even when making important decisions such as acceptance for higher education. However, the relevance of content, convenience, and aspects of credibility play an important role in decision making. Demonstrate clearly that academic institutions on important aspects such as Placement records and alumni data which again are prominent parameters in choosing institutions that avoid fake content, ambiguity in content, outdated content, incompleteness, and bias. The influence of the 'reference group' plays an important role and becomes one of the determining factors. Therefore the testimony of alumni, existing students, and industry experts need to be the focus. Another attribute that appeared in this study was convenience where the required data was easily available and the website also provided various other platforms for Consumers to engage, review, and ask questions. Convenience can also be increased by a better browsing experience online and providing alternative offline support. In short, digital media certainly plays an important role in decision making for students in particular and in the 3 main attributes were taken care of. It could produce a better word of mouth and increased brand building.

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