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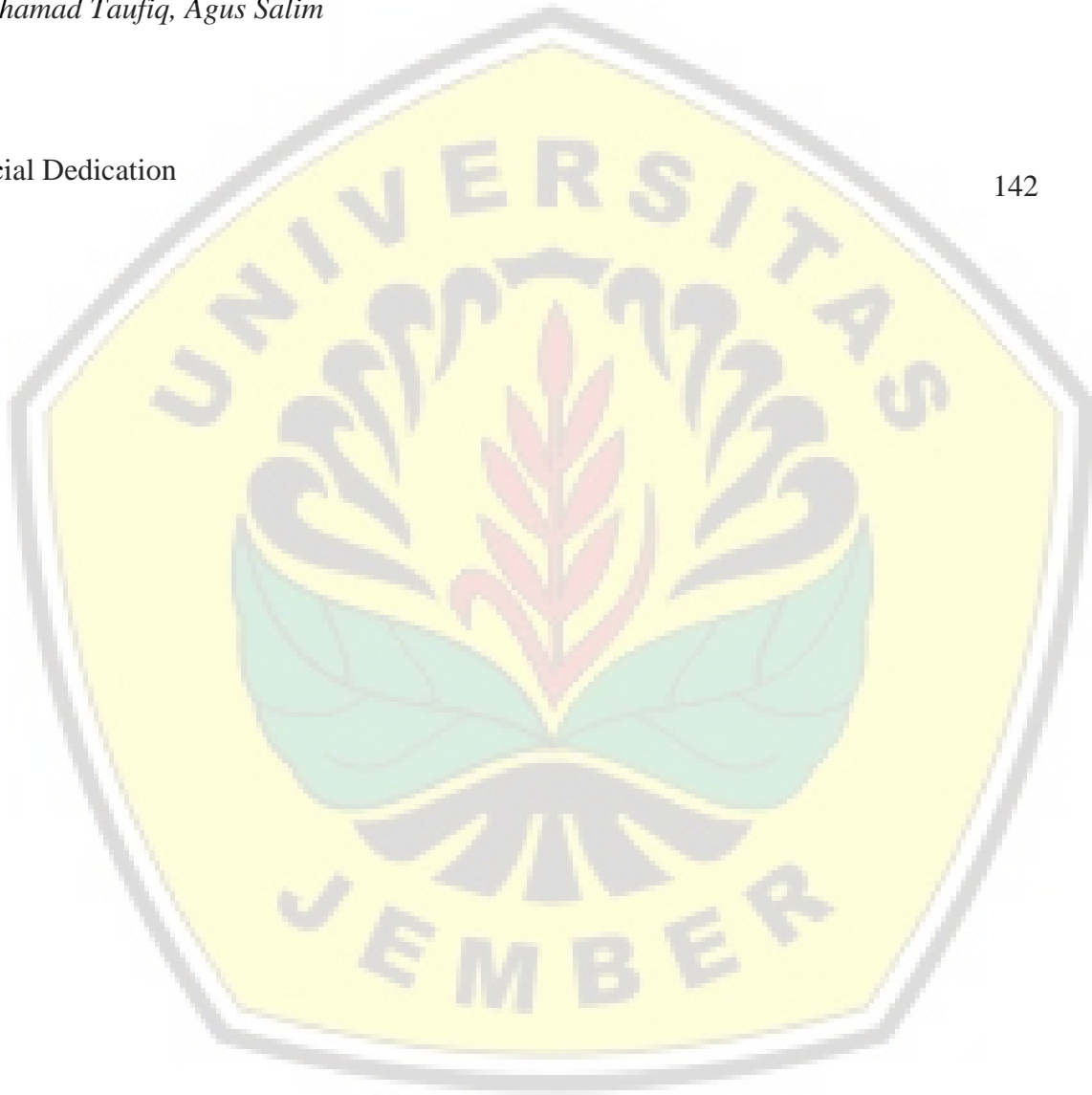
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## Welcome Message

As president of Rajamangala University of Technology Krungthep, Thailand, I am proud and warmly excited to announce the publication of the third volume of the peer-reviewed International journal, “ICUTK Management Journal” for the Business and Management students, lecturers, and professionals based on the Industrial Era 4.0. The said journal will be published through our university website: <http://www.ic.rmutk.ac.th/> and will be available to everyone online.

ICUTK Management Journal is the third volume publication by International College of Rajamangala University of Technology Krungthep, Thailand, which serves the continuous publication after the first journal and the first proceeding of ICUTK International Conference. This journal is designed as stimulus for teaching and research sharing in the area of International business for globalization and critical review of issues on applied trending businesses in Industrial Revolution 4.0 for area of interest in business globalization.

I would like to express many thanks to the editorial board and team who shared their time and expertise for the peer reviewed researches, and to those who submitted articles for publication for all your time and hard work. Your efforts are greatly respected and appreciated.

This third volume journal is dedicated to increase the availability of resources to promote evidence-based practice and research in business, human resource development and education, particularly in South-East Asia, including the Asia-Pacific region and which deliver the important and great knowledge for development especially the issue of Industrial Revolution 4.0.

I sincerely hope that many more excellent manuscripts will be submitted to our journal from many countries in the future. Your contribution will have some impacts for the Industrial Revolution 4.0 in your country or globalization era. We do hope that the body of knowledge and evidence-based Business and Management topics will have a great value and be shared internationally.

Once again, thank you all for devoting your time and for supporting our ICUTK Management Journal.

Best regards,

**Dr. Sukit Nitinai**  
**President**  
**Rajamangala University of Technology Krungthep**  
**Bangkok, Thailand**



## Editorial

Dear Colleagues:

We are delighted and excited to release the 3<sup>rd</sup> Volume of ICUTK Management Journal in multi-discipline topics of management.

During the successful 1<sup>st</sup> ICUTK International Conference 2018 (IIC 2018) and Call for Paper, we have received overflowing research papers too good to reject, mostly from our valued academic partners in Indonesia. Therefore, research papers that have not been able to make it to our publishing deadline of the IIC 2018 proceeding are all here in Volume 3. We are grateful and honored to all these Indonesian researchers for their worthwhile contributions. Their articles have made the production of this journal easier and earlier than scheduled.

ICUTK would like to heartily dedicate this journal to a very dear friend who departed eternally with our Almighty, just a month after she participated our IIC 2018 in November, ***Dra. Ani Purjayanti*** of the Faculty of Economics and Management, Bogor Agricultural University, Indonesia and to all our beloved Indonesians who were greatly affected in the successive catastrophes that hit the country. Dra. Purjayanti's last research paper that was presented during the conference was entitled "**Prioritization in Selecting Suitable Type of Cattle Business for Rural Indonesian Farmers**".

Moreover, due to insistent requests following our successful International Conference, we are inviting everyone to our next International Conference in the middle of this year in cooperation with ADRI Indonesia. For more inquiries, please contact us.

Finally, we would like to thank our editorial team and reviewers for sharing their time and knowledge to make this journal possible.

We hope you enjoy this issue. As always, we welcome your feedback and submissions.

*Best Regards,*

**Dr. Prattana Srisuk**  
*Editor-in-Chief*

**Mrs. Ada Marie Gallego-Mascariñas**  
*Managing Editor*

**Mr. Nico Irawan**  
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# Brand Equity As a Mediation on the Influence of Marketing Communication on the Interest of Prospective Students Choosing Private Universities in Besuki Raya Region

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## Abstract

*This study examines and analyzes the influence of marketing communication on the interest of prospective students choosing private universities with brand equity as a mediating variable. The purpose of this study was to examine the role of brand equity as a mediating variable in influencing marketing communication which may impact of prospective students choosing private universities. This research focuses more on the interest of prospective students before making a decision to choose private universities. Respondents who were sampled were grade three high school students or those who had graduated living in the Besuki Raya region which included 6 regencies in East Java. The number of respondents in this study was 380 people, with purposive sampling method, namely students who were interested in continuing their studies to universities. To analyze the data used with Smart Partial Least Square (Smart PLS). The results of the respondents' answers analysis indicate that, prospective students choose neutral. The results of research and hypothesis testing show that direct marketing communication has a significant effect on brand equity, and brand equity directly has a significant effect on the interest of prospective students choosing private universities. While marketing communication does not significantly influence the interest of prospective students choosing private universities, it means that brand equity has the role of mediating the influence of marketing communication on the interest of prospective students choosing private universities.*

**Keywords:** Brand equity; interest; marketing communication



## Introduction

The Republic of Indonesia Law No. 12 of 2012 concerning Higher Education states that in order to improve the nation's competitiveness in the face of globalization in all fields, higher education is needed that is able to develop science and technology and produce cultured intellectuals, scientists, and / or professionals and creative, tolerant, democratic, characterized, strong, and brave to defend the truth for the benefit of the nation. Article 1 paragraphs 6.7 and 8 state that Higher Education is an education unit that carries out Higher Education. State Universities are universities that are established and / or organized by the government. While Private Universities are Universities that are established and / or organized by the community. But even though it is different from the organizer, state universities and private universities have the same obligations in participating in educating the life of the nation and are required to always improve its quality.

The quality of education in Indonesia is still very low when compared to the quality of education in other countries. The quality of education in the country ranks 5th after Singapore, Brunei Darussalam, Malaysia and Thailand or is in the 108th position in the world. As stated by the Minister of Technology Research and Higher Education, Prof. Dr. Mohammad Nasir, PhD that the quality of education and the competitiveness of tertiary graduates higher education in Indonesia are still far behind at the international level, especially at the ASEAN level such as Thailand, Malaysia and Singapore. One indicator of the quality of universities that is still lagging behind is scientific publications in International journals which are still low.

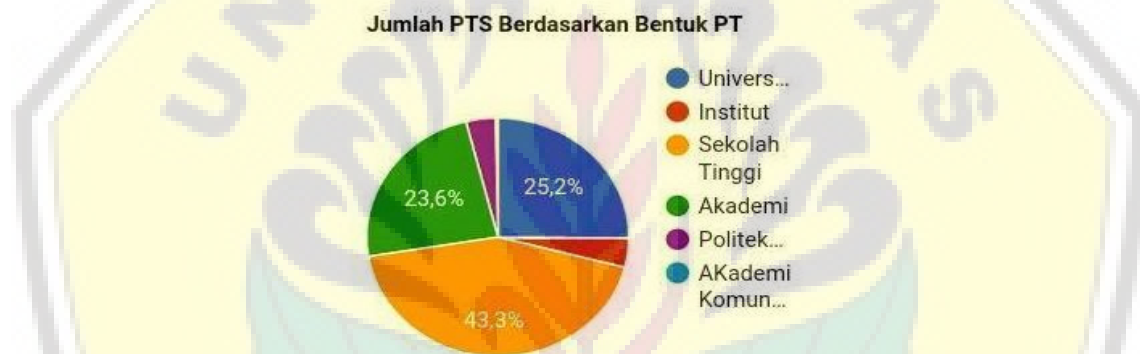
The demands of free competition in the era of the Asian Economic Community (AEC) according to the Director of the Development of Higher Education Institutions, the Minister of Research and Technology of Higher Education is preparing the legal basis for the establishment of foreign universities in Indonesia. It is estimated that in 2017 foreign universities has begun to stand in Indonesia even though the government provides certain requirements for language use, name of foundation, minimum number of lecturers and ownership of the land. Because all this time our country has started many foreign universities including Singapore, Malaysia and Thailand. The Government has given permission to enter foreign universities to Indonesia, but of course by considering the impact on the development of state university and private universities in the country.

The position of private universities has a role in the community to educate the nation's children amidst the limitations of the government to reach all lines of education. However, the *image of the* public who consider that private universities are second-class universities, becomes a negative image that influences the interest of prospective students studying at private universities (Handayani, 2004). Whether we realize it or not, the number of private universities has increased quite high in the last five years.

The phenomenon of several private universities that received non-active status or in the guidance of the Minister of Technology Research and Higher Education in 2015 which further exacerbated the image of private universities in the eyes of society because of poor management and seemingly not qualified campus. Another phenomenon states that there are 400 private universities which are included in the *black list of the* Directorate General of Higher Education because they allegedly falsified documents or data on the number of lecturers and the number of

students in order to meet the ratio requirements of lecturers and students. In addition, the number of individuals who use private universities to get lecturer certification benefits that are detrimental to the state is also the reason for delaying lecturer certification, scholarship and promotion benefits at private universities.

Private universities are a status or brand that has not yet gained a place in the hearts of the public and the industrial world. This can be seen from the differences in community ratings about private university graduates which require a higher achievement index than State universities as well as in terms of accreditation assessment. Supported also by the government policy that did not favor the private universities further exacerbated the image of private universities in the eyes of the public. But from year to year, the growth and development of private universities in Indonesia is very rapid, especially in the East Java region which has reached 330 private universities. The highest percentage was private universities with high schools, which reached 43.3%, while those college universities amounted to 25.2% and 23.6% academy and the remaining 7.9% for polytechnics and academies, as shown in Figure 1 below.



**Figure 1. The number of private universities in East Java**

Kim (2001) in his research entitled *The Influence of Brand Equity and Company Reputation on Income: Testing the Integrated Marketing Communication Evaluation Model* explains that brand equity and company reputation have significant effect on income. There is a positive relationship between brand equity and company reputation in the integrated marketing communication model. The relationship between variables in integrated marketing communication, especially between advertising and public relations, is interrelated. That *brand equity* and company reputation affect integrated marketing communications.

Lai et al (2010) in their research concluded that the company's reputation has a positive effect on industrial brand equity and brand performance. Empirical evidence increasingly shows that when consumers make purchasing decisions, it does not only influenced by tangible attributes such as price and quality but with intangible features such as trust, reputation and brand associations. Therefore intangible characteristics such as brand equity are important sources of sustainable competitive advantage. Strong brand equity contributes to creating strong expectations in the customer's mind.

The results of Esmaeilpour and Barjoei's (2016) research corroborate previous research that corporate image has a positive and meaningful impact on brand equity. Brand equity is a good mediator in building customer satisfaction. Strong brand equity contributes to the customer's mind that can gradually improve the company's image in the minds of customers so that they not only succeed in attracting new customers but also build stronger brand equity. Additional benefits of *brand equity*, is its ability to reduce costs especially advertising costs. In other words, *brand equity* highly increases brand awareness and better customer reaction.

Saydan (2013) states that strong brands with positive brand equity have several advantages such as higher margins, brand expansion opportunities, stronger communication effectiveness and higher consumer preferences and intensity of purchase. A strong brand helps companies build its identity in the market. Brand equity is very important in helping consumers' process information, especially if information is overloaded. For companies, building brand equity is the main key to achieving more profitable goals (Farjan, 2015).

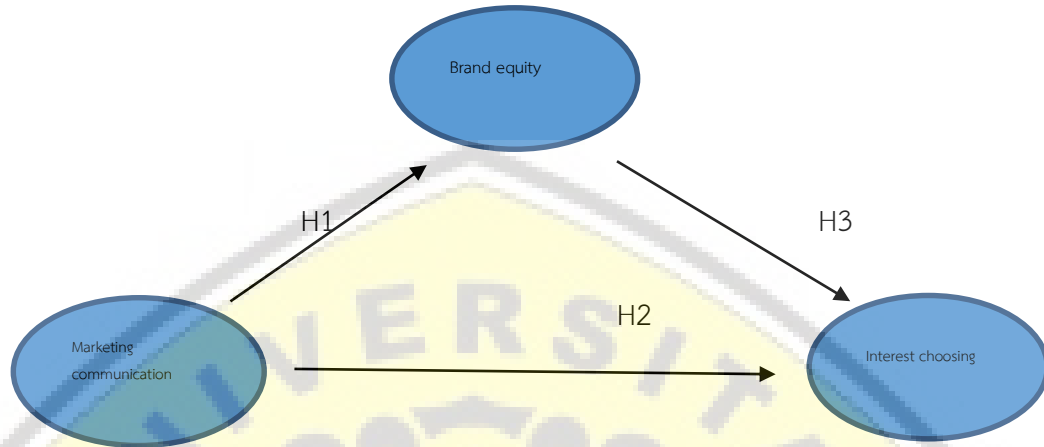
Based on theoretical and empirical studies and supported by the phenomenon of the existence of private universities that has not gained a place in the hearts of the community, the objectives to be achieved in this study are: (1) to examine the effect of marketing communication on brand equity; (2) to examine the effect of marketing communication on the interest of prospective students choosing private universities; (3) to examine the effect of brand equity on the interest of prospective students choosing private universities; (4) to examine the role of brand equity as a mediating variable in influencing marketing communication to the interest of prospective students choosing private universities. So the formulation of the problem in this study is whether brand equity plays a role in mediating the influence of marketing communication on the interest of prospective students choosing private universities in Besuki Raya.

## Method

To analyze data used *Smart Partial Least Square (Smart PLS)* is used. which is considered appropriate for estimating the *path of a model* that uses a latent construct with *multiple* indicators. *Smart PLS* can help get latent variable values for predictive purposes. Evaluation in *Smart PLS* consists of evaluating the *outer* model (measurement model) and *inner* model (structural model). The use of the program *Smart PLS* does not need to assume the existence of a particular distribution for parameter estimation, so that the parameter significance test is not needed.

## Conceptual Framework and Hypothesis

Based on the previous theoretical and research studies, a conceptual framework and several hypotheses can be formulated as follows:



**Figure 2. Conceptual framework of research**

**a. Hypothesis 1: Marketing communication affects *brand equity***

Research conducted by Mubushar (2013) and also Kim's (2001) research, give the same results that marketing communication has a strong and significant influence on *brand equity*. Likewise the results of **Kurniawan** (2014) study which states that effective marketing communication will increase brand equity. More specifically the forming variables of marketing communication such as advertising, sales promotion, product, price and distribution are proven to be effective variables to increase *brand equity*. **Rahmani** (2012) concluded that advertising and sales promotion are factors that effectively influence *brand equity*. In theory, it is reinforced by Kotler's thought, Philip (2010) that marketing communication affects *brand equity*. Thus the research hypothesis can be formulated as follows:

H1: Marketing Communication has an effect on *Brand equity*

**b. Hypothesis 2: Marketing Communication affects the interest in choosing private universities.**

Setyawati Nuralamy, Farida Jasfar (2010), in their research linking advertising and buying interest stated that consumers' buying interest was strongly influenced by the quality of advertising. Likewise the results of Muhammad Ehsan-Malik's research, Muhammad Mudasar Ghafoor, Hafiz Kashif Iqbal (2014), and Alice Z. Zinyemba, Irvine Manase (2015), support the results of research which states that consumer behavior is influenced by marketing communication variables. So the hypothesis in this study reads:

H2: Marketing communication affects the interest of prospective students choosing private universities.

**c. Hypothesis 3: *Brand equity* affects the interest in choosing private universities.**

Eva Rizka Amalia (2014) in her research concluded that brand equity has a positive effect on brand preferences and consumer buying interest. The same research was carried out by Abbas Monavarian, Naser Asgari (2013), Pedro Marcelo Torres (2015). Syed Mehmood Shah,

Muhammad Adeel, Faisal Hanif, Mohsin Khan (2016), supported the results of a study which stated that *brand equity* had a positive and significant effect on buying interest. While Gokhan Aydin's research, Ulceng Burc (2015) gave the same results that *Brand equity* customer-based affect consumer buying interest. Based on the previous research, the research hypothesis was formulated as follows:

H3: *Brand equity* affects the interest of prospective students in choosing private universities.

d. Hypothesis 4: Marketing communication affects the interest in choosing private universities by mediating *brand equity*.

*Brand equity* according to Aaker (1991) has a role that can be seen from the side of consumers and companies. In general, when viewed from the consumer side, *brand equity* can increase or reduce the value perceived by consumers. Brand equity can provide more value so as to increase consumer confidence in making purchasing decisions. This value is obtained from experience after using the product or service and consumer knowledge of the characteristics of the product and service.

In the context of higher education, the *brand equity* can increase or decrease the value felt by students which can increase the confidence of students, especially new students in making the decision to enroll in private universities. Based on the results of theoretical and empirical studies, the research hypothesis is formulated as follows:

H4: Marketing communication influences the interest of prospective students choosing private universities by mediating *brand equity*

### Population, sample and sampling technique.

Population in this study were all third grade high school students or high school graduates in the Besuki Raya Region. There are 276 high schools in the area of Jember Regency, Bondowoso, Situbondo, Lumajang, Banyuwangi and Probolinggo with a total of 82,765 students as shown in Table 1.

**Table 1. Number of high schools in Besuki Raya**

No.	Regency / City	Number of High Schools	Number of students
1.	Jember	60	24,480
2.	Bondowoso	30	7,029
3.	Situbondo	17	4,628
4.	Lumajang	30	10,142
5.	Banyuwangi	51	21,572
6.	Probolinggo	88	14,914
Total number		276	82,765

Source: Data from the Central Java Provincial Bureau of Statistics, September 22, 2017

The research sample was taken using *nonprobability sampling*, namely by using *purposive sampling technique*. The sample is not randomly selected because only grade 3 students or those who have graduated from high school can be selected as samples. According to Ferdinand (2014), the larger the sample, the more likely it is to make the right decisions in rejecting the null hypothesis or known as *statistical powers*. The larger the sample, the greater the statistical power, even though a large sample requires large costs and sacrifices. The criteria for respondents can be used as research samples are as follows:

- (1) Students are in grade 3 high school or have graduated,
- (2) The students plan to continue to the higher education level after graduating from high school.

The reason underlying the selection of the sample is because grade 3 students are prospective students for universities and are focused on those who have the desire to study further to the level of higher education.

## **Characteristics of respondents**

Respondents in this study were high school graduates who live in the Besuki Ray area with a very large population of 82,765 students. According to Ferdinand (2014), a sample size greater than 30 and less than 500 is sufficient for most research. If the sample is divided into several sub-samples, then a minimum of 30 for each sub-sample is sufficient. Taking into account the sampling method, questionnaires were distributed in the 6 regencies, each of which was 80 questionnaires so that the total questionnaires distributed were 480 copies. But the number of questionnaires collected was 380 sheets.

Most respondents are women. Temporary observations in the field show that women are more concerned and willing to spend time filling out questionnaires. Respondents who are female who are interested in continuing their studies to Higher Education are larger than men, which is 62.8% while the number of male respondents is 37.2%.

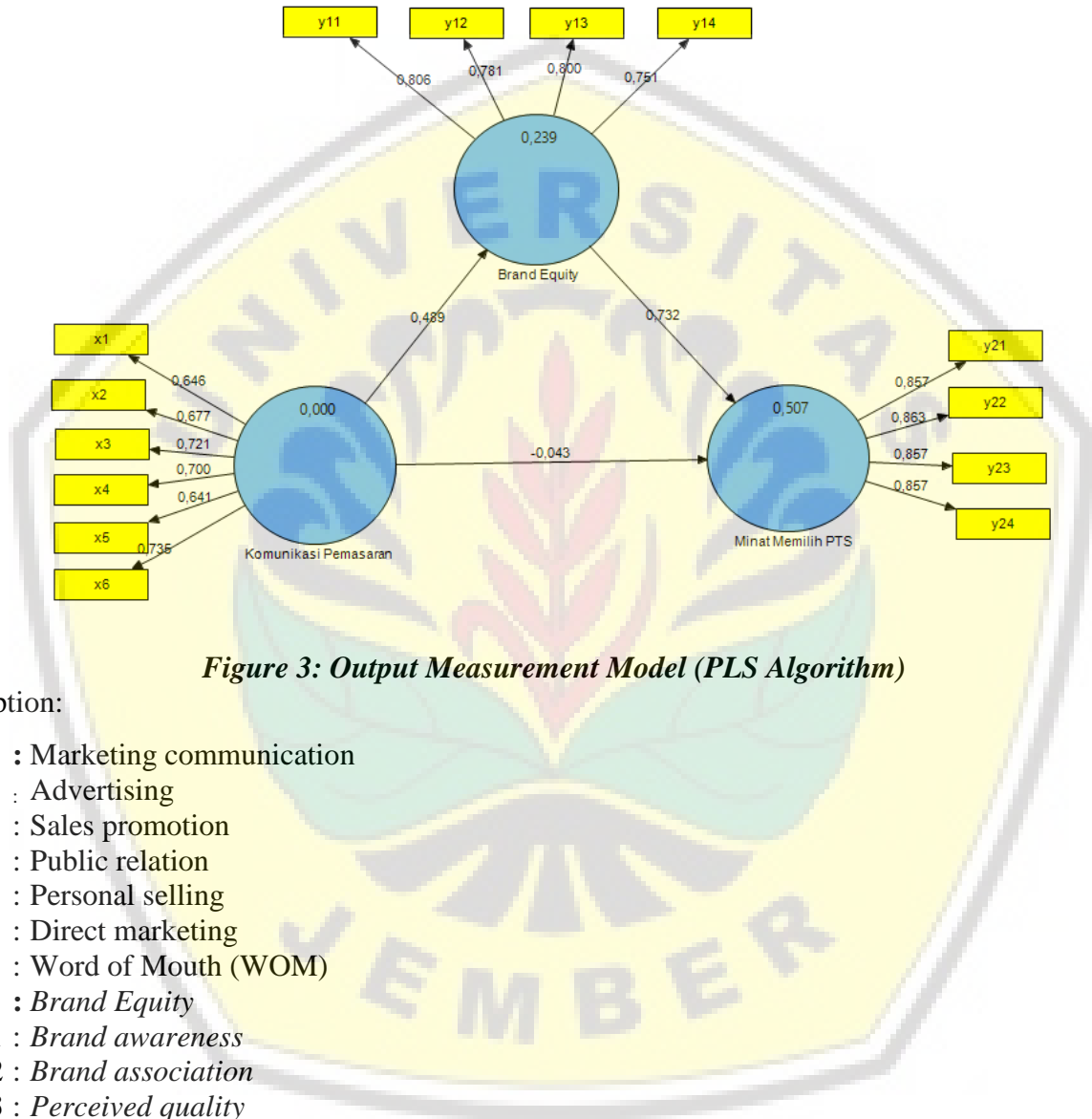
The majority of respondents came from science majors which amounted to 59.7%, meaning that the interest in continuing their studies to universities was dominated by students majoring in Natural Sciences, while respondents from Social Sciences were 34% and the rest from the language majors were 6,3%.

By knowing the distribution of respondents' answers, it can be used to support the results of data analysis. The results of the identification of respondents' answers can be known by examining each research instrument based on the respondent's answer.

The tabulation results show that the respondent's answer to the Marketing Communication Variable shows that most respondents agree even though there are some questions with neutral answers. Whereas for the brand equity variable, most respondents agreed and only one statement was answered neutral. Unlike the interest variable, which shows neutral results, meaning that almost all respondents are hesitant to choose private universities and look for safe answers.

## Findings and Discussion

Using data from 380 samples of students studied in six districts (Jember, Bondowoso, Situbondo, Banyuwangi, Lumajang, and Probolinggo District) and processing and analyzing using Smart PLS version 2.0 with algorithm calculation (missing value: -0.1, data metric : mean 0 and variance 1, Weighting score: Path, Max number iteration: 400 stop criterion accuracy: 0.0010) obtained values as shown in figure 3.



**Figure 3: Output Measurement Model (PLS Algorithm)**

Caption:

**X** : Marketing communication

X1 : Advertising

X2 : Sales promotion

X3 : Public relation

X4 : Personal selling

X5 : Direct marketing

X6 : Word of Mouth (WOM)

**y1** : Brand Equity

y11 : Brand awareness

y12 : Brand association

y13 : Perceived quality

y14 : Brand loyalty

**y2** : Interest in choosing private universities

y21 : Transactional interest

y22 : Referential interest

y23 : Preferential interest

y24 : Explorative interest

## Evaluation Measurement Model (Outer Model)

Evaluation Measurement models are used to evaluate the relationship between constructs and indicators, which are measured from two indicators, namely convergent validity and discriminant validity. Convergent validity can be evaluated through three stages, namely: indicator of validity, construct reliability, and average variance extracted (AVE) value. While discriminant validity is done through two stages, namely seeing the cross loading value and then comparing the correlation between the construct and the root AVE.

### a. *Convergent Validity*

Convergent validity measures the validity of a reflexive indicator as a visible variable gauge from the outer loading of each variable indicator. To test for convergent validity, the conditions used for the initial examination of the loading score are meeting the level 0.5 which is considered significant.

Based on data processing with Smart PLS, it can be seen that the outer loading between indicators with their construct is above 0.50. But according to Ghazali (2015), the value of outer loading 0.5 can still be tolerated to be included in the model that is still in the process of floating. This means that reflexive indicators in this study are declared valid as a measure of latent variables.

In this study there are three constructs with a number of indicators between 4 to 6 indicators with a sub indicator measurement scale 1 to 5. Based on the test results of the measurement model seen in Table 4, average variance extracted (AVE) only marketing communication is below 0.50 i.e. amounting to 0.472575. Two other constructs above 0.50. That is, the research measuring instrument can accurately measure the research constructs are properly.

### b. *Discriminant Validity*

Discriminant Validity of the reflexive measurement model is determined based on the cross loading value of the indicator for each latent variable. If the correlation between latent variables with each indicator is greater than the correlation with other latent variables, then the latent variable can be concluded that predicting the indicator is better than other latent variables.

The result shows that the construct correlation between brand equity and the indicator is higher than the correlation of marketing communication indicators and private universities choices. Likewise for the construct of marketing communication and interest in choosing private universities. This shows that the latent construct predicts indicators better than other indicators.

The root result of AVE shows that the root of AVE is greater than the correlation between the constructs. AVE root for brand equity 0.784959 is greater than brand equity correlation marketing communication of 0.489014, brand equity correlation ↔ interest in choosing private universities at 0.710812. Root AVE for marketing communication is 0.687441 greater than the correlation of marketing communication interest in choosing private universities 0.314505. That is, discriminant validity is declared good.



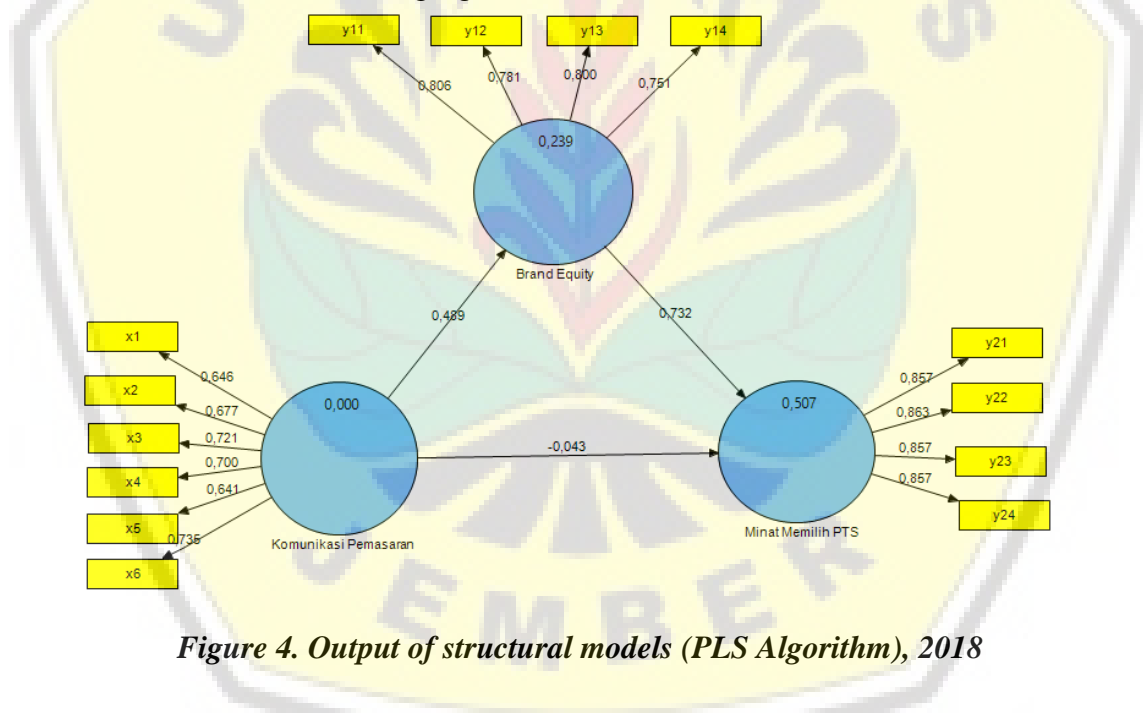
## c. Construct Reliability

In addition to the validity test, the construct also carried out a construct reliability test measured by two criteria, namely Cronbach's Alpha and Composite Reliability. Cronbach's Alpha and Composite Reliability values reflect the reliability of all indicators in the model. The minimum value is 0.7 and ideally 0.8 or 0.9. Likewise, Composite Reliability is interpreted the same as the Cronbach's Alpha value.

The Cronbachs Alpha results show that all constructs have Cronbachs Alpha values and Composite Reliability above 0.7. This shows the accuracy, consistency and determination of a measuring instrument in making a measurement. That is, the measuring instrument (questionnaire) is declared reliable and feasible to measure the construct.

## Structural Model Testing (Inner Model)

The structural model in the PLS is evaluated using the determination (R<sup>2</sup>) of the dependent variable and the path coefficient value for the independent variable and then assessed for its significance based on the t-statistical value of each path. The structural model output of this research can be seen in the following figure:



**Figure 4. Output of structural models (PLS Algorithm), 2018**

R-squared (R<sup>2</sup>) testing is a technique to measure the level of Goodness of Fit (GOF) of a structural model. R<sup>2</sup> value is used to assess how much influence certain independent latent variables have on the dependent latent variable.

*Table 2. Structural Model*

Construct	R Square ( $R^2$ )	Redundancy
Brand Equity	0.239135	0.147930
Marketing Communicationn		
Interest choose	0.506693	0.371449

Based on Table 2, it explains that brand equity can be explained by marketing communications of 0.239135 or 23.9 percent. Most (76.1%) are explained by constructs outside research. The interest in choosing private universities is explained by brand equity and marketing communication of 0.506693 or 50.7 percent, the rest (49.3%) is explained by the construct outside the research.

The value of the original sample estimate of brand equity is 0.732080 with a significance below 5% as indicated by the t-statistic value of 10.208848 greater than the t-table value of 1.966327183. The original value of a positive sample estimate indicates that brand equity has a positive effect on students' interest in choosing private universities. Based on the regression results, it can be concluded that the hypothesis that states brand equity affects the interest of students choosing private universities is accepted. Likewise the value of the original sample estimate of marketing communication is 0.489014 with the same significance value showing the t-statistics value of 5.993487 which is greater than the t-table value of 1.966327183. Based on the regression results, it can be concluded that the hypothesis that states marketing communication affects brand equity is accepted. While marketing communication shows no effect on students choosing private universities as indicated by the t-statistic value of 0.430768 which is smaller than the t-table value of 1.966327183.

## Hypothesis testing

Hypothesis testing is done to test the direct and indirect effects. Marketing communication is hypothesized to have a direct effect on brand equity, and also will indirectly analyze the influence of students on choosing private universities through brand equity.

### A). Direct influence analysis

1. The influence of brand equity on the choice of private universities to students

Based on the results of data analysis using Smart PLS 2.0 (Path Coefficients) the value of Original Sample (O) is the brand equity path coefficient → the interest of students choosing private university, which is equal to 0.732080 and T Statistics (| O / STERR |) shows significance the effect of 10.208848 is greater than the t-table of 1.966327183, so the hypothesis which states brand equity has a positive effect on the choice of "proven" private universities students. The higher the brand equity, the higher the interest of students to choose their chosen private universities.

## 2. The influence of marketing communication on brand equity

The coefficient of marketing communication lines → brand equity as shown in table 14, the Original Sample (O) value is 0.489014 and the T Statistics (| O / STERR |) value is 5.993487 which is greater than the 1.966327183 t-table, thus hypothesis which states that marketing communication has an effect on "proven" brand equity. Marketing communication has a positive effect on brand equity. That is, the more intensive marketing communication will result to increase brand equity.

## 3. The influence of marketing communication on students' interest in choosing private universities.

The coefficient of marketing communication lines → the interest of students choosing private universities, the value of Original Sample (O) is -0.043493 and T Statistics (| O / STERR |) is 0.430768 which is smaller than t table 1.966327183. Conclusion marketing communication has no effect on students' interest in choosing private universities.

### B). Analysis of indirect effects

Based on the results of direct hypothesis testing, marketing communication has a significant effect on brand equity, and brand equity has a significant effect on students' interest in choosing private universities. While marketing communication has no significant effect on students' interest in choosing private universities, marketing communication has an indirect effect on students through brand equity.

The marketing communication path coefficient to brand equity is 0.489014, the path coefficient of brand equity to the interest of students choosing private universities is 0.732080. The marketing communication path coefficient to students choosing private universities of -0.043493. Thus the "indirect" effect of marketing communication on students' interest in choosing private universities through brand equity is 0.357997369 ( $0.489014 \times 0.732080$ ) which is greater than the marketing communication path coefficient on students' interest in choosing private universities. The path coefficient proves that marketing communication has no direct effect on students' interest in choosing private universities, but indirectly influences students' interest in choosing private universities through brand equity. Brand equity has the role of mediating marketing communication with students' interest in choosing private universities.

## Conclusions

Based on the respondents' description, validity test, reliability and tabulation of respondents' answer, it can be concluded that the research respondents consisting of high school students who have graduated and come from the Besuki Raya region mostly have a neutral choice on private universities. Based on the results of data analysis, it can be concluded as follows:

The tabulation of respondents' answers shows that the frequency of answers of high school students to the marketing communication variables that have been done by private universities in Besuki Raya, has received a good response, meaning that prospective students agree with the private universities ads on TV, radio and newspapers and promotions sales, public relations, personal sales, direct marketing and word of mouth marketing (WOM). Likewise for private

universities brand equity variables, most prospective students agree and are familiar with private universities both from the dimensions of brand awareness, brand association, brand perception and brand loyalty. From the variable interest in choosing private universities, with dimensions of transactional interest, referential, preferential and explorative, the results show that prospective students choosing neutral for private universities. The results of respondents' choices on several private universities supports that prospective students will choose private universities after they are declared not accepted. Likewise at the selection of private universities, they tend to choose private universities in their area with the closest location and accessible.

The results of data analysis and hypothesis testing, indicate that marketing communication directly has a significant effect on brand equity, and brand equity directly has a significant effect on the interest of prospective students choosing private universities. While marketing communication does not significantly influence the interest of prospective students choosing private universities, it means that brand equity has the role of mediating marketing communication with the interest of prospective students choosing private universities.

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