

**INFLUENCE BRAND IMAGE AND CONTENT MARKETING ON THE DECISION
OF CHOOSING LEMBAH DEMPO UNIVERSITY**

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ABSTRAK

The Effect of Brand Image and Content Marketing on the Decision to Choose a Higher Education in Pagar Alam City (Case Study of University Lembah Dempo). The dependent variable in this study is the Choice Decision (Y) and the independent variables are Brand Image (X1) and Content Marketing (X2). The population and research sample were 522 students and the sample size was 84 using the slovin formula. The data used are primary data and secondary data, and data collection methods using literature and questionnaires. Data analysis was carried out using quantitative methods and analyzed with the SPSS 25 application. Based on the results of the study it can be concluded that: (1) Brand Image has a positive and significant effect on Voting Decisions because of the $t_{\text{count}} > t_{\text{table}}$ or $2.113 > 1.989$ and the resulting significant value is $0.038 < 0.05$. (2) Content Marketing has a positive effect on Voting Decisions because $t_{\text{count}} > t_{\text{table}}$ or $6.089 > 1.989$ and the resulting significant value is $0.000 < 0.05$. (3) Brand Image and Content Marketing together have a positive and significant effect on decisions because the value of $f_{\text{count}} > f_{\text{table}}$ or $50.951 > 3.11$ the resulting significant value is 0.000 which is smaller than the significant level of 0.05.

Keywords: *Brand Image, Content Marketing, Choosing Decision.*

INTRODUCTION

Education is the main foundation in the development of a nation. In this context, business development in the education sector has become a promising potential. Currently, the image and reputation of higher education has become an invaluable capital in developing businesses in the education sector. However, efforts to develop tertiary institutions in Indonesia have faced complex challenges, especially considering the abundant number of tertiary institutions in this country (Karamang, 2018).

In the panorama of competition between universities, the competition is

getting sharper. Both public and private tertiary institutions are competing to improve both quantity and quality. All tertiary institutions, including private ones, are trying to increase their excellence. This advantage creates a unique identity for each tertiary institution, bringing value that differentiates it from the others. Facing this challenging situation, universities need to take quick and precise steps in formulating an effective marketing strategy. Not only that, many tertiary institutions have changed their status from ordinary educational institutions to higher education institutions, with the common goal of improving the quality of human resources (Martin & Nasib, 2021).

One example in the realm of education in Indonesia is University Lembah Dempo, a University that has emerged as an actor in this development. Founded on August 23, 2000, University Lembah Dempo became the first tertiary institution in Pagar Alam City, even in 2019, this institution became the first institute to be present there. With various study programs such as management, informatics systems, accounting, digital business, as well as the presence of postgraduate programs, University Lembah Dempo has attracted many students in Pagar Alam City. Through these steps, this college has become one of the actors in the growth and choice of education in the area.

Student decisions in choosing a college can not be separated from several factors that influence it. Image, reputation, price, and trust in the tertiary institution are the main factors that shape this decision. In the complexity of choices offered by many universities, trust (brand trust) plays a central role. This trust is a driving force in reducing risks and sacrificing time for students in choosing a suitable tertiary institution. The brand image created through consumer appraisal is the foundation for building this trust (Karamang, 2018).

Within the scope of marketing strategy, educational institutions must consider various aspects. Forming the image of the institution is essential to attract prospective students. Consumers tend to decide based on the brand image that is carried rather than the product or service itself. Brand image reflects consumer perceptions, with favorable or unfavorable feelings that make up that image. A strong brand image will support prospective students' decisions in choosing a tertiary institution (Juliana & Johan, 2020).

The phenomenon of social media in the modern digital era also has a significant impact on marketing strategies. Rapidly developing technology has

spurred business people, including universities, to innovate and utilize social media as a promotional tool. The existence of platforms such as Facebook, WhatsApp, Instagram, Youtube, and TikTok allows two-way interaction between institutions and prospective students. In this context, content marketing plays an important role. Producing valuable and relevant content is a strategy for attracting and retaining audience interest. Through the proper use of social media, educational institutions can build a strong brand image (Dwintri Nata & Sudarwanto, 2022).

In making decisions to continue their education in tertiary institutions, students seem to be making investments in the hope that they will get benefits and benefits in the future. This is considering the large costs and sacrifice of time required. So choosing a University with good quality is very important. In this paradigm, tertiary institutions such as University Lembah Dempo become important actors in meeting the hopes and needs of students, by contributing to the development of education in Pagar Alam City and others.

This study aims to investigate the effect of brand image and content marketing on the decision to choose a University, with a focus on University Lembah Dempo. The results of the analysis show that both brand image and content marketing have a significant impact on the decision to choose a University. Brand image, which reflects how consumers view college brands, has an influence of 61.4%, while content marketing has an influence of 55.2%. Both together contributed 55.7% to the decision to vote, while the rest was influenced by other factors not examined

THEORETICAL BASIS

BRAND IMAGE

Brand Image, also known as brand image, is the perception formed in the

minds of consumers regarding a brand. This involves the memories and associations that arise when consumers interact with the brand. Brand image reflects how the brand is perceived by individuals, both in positive and negative terms. In some concepts, brand image is also referred to as a set of beliefs or ideas that consumers associate with the brand. The associations that are formed can be emotional, functional, or even symbolic, which describes the relationship between brands and consumers (Kelle, 2019; Kotler & Armstrong, 2019).

CONTENT MARKETING

Content Marketing is a marketing strategy focused on creating and distributing quality content to relevant audiences. This content can be in various formats such as articles, images, videos, and more, and aims to provide useful and interesting information to the audience. This strategy aims to create a deeper relationship between brands and consumers, by providing added value through the content presented. Content marketing allows brands to communicate indirectly with their audiences, creating more personal and persuasive connections (Aziz, 2020).

CHOOSING DECISION

The decision to choose is the process of choosing an alternative from the various available options. It involves the integration of knowledge and evaluation to reach a final decision. In the consumer context, the decision to choose often involves weighing benefits, costs, and personal preferences. The decision to choose can also be influenced by psychological and social factors that play a role in how individuals perceive and choose between various options (Peter & Olson, 2019; Schiffman & Kanuk, 2019).

Conceptual Framework

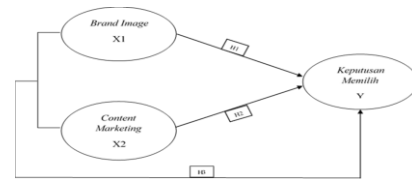


Figure 1. Conceptual Framework

RESEARCH METHODOLOGY

Research design

This research uses the type of associative research. This type of research aims to identify the relationship, correlation, or influence between the independent variable (X) on the dependent variable (Y).

Population and Sample

The population of this study consisted of all University Lembah Dempo students, Pagar Alam City, totaling 522 students. The sample used in this study was 84 respondents, selected on a representative basis from the University Lembah Dempo student population.

Research Instruments

Primary data was collected through the use of questionnaires distributed to respondents as research subjects.

Data Collection Procedures

Data collection was carried out in two stages: literature study and field research. The research was carried out from March 2023 to June 2023.

RESULTS AND DISCUSSION

Data analysis

This study uses a quantitative data analysis approach. This analysis involves:

- Descriptive Analysis: The data of the variables studied are analyzed to provide an overview of the distribution of the variables.
- Inferential Statistical Analysis: Tests of validity, reliability,

normality, multiple linear regression tests, and hypothesis tests were performed.

Validity Test

Validity test was conducted to assess the extent to which the questions in the questionnaire reflect the concept to be measured. Validity was tested using the SPSS program, with the following criteria:

- If the r count value > r table value, then the question is considered valid.
- If the value of r count < value of r table, then the question is considered invalid.

Reliability Test

The reliability test was carried out to measure the consistency of the measuring instrument used. The test was carried out with the SPSS program, and the criteria are as follows:

- If the r alpha value is positive or greater than the r table value, then the question is considered reliable.
- If the r alpha value is negative or smaller than the r table value, then the question is considered unreliable.

Normality test

The normality test was carried out to evaluate whether the data follows a normal distribution. This is important in the assumptions of statistical analysis. Decisions are made based on data visualization on graphs or residual histograms.

Multiple Linear Regression Test

Multiple linear regression analysis is used to identify the relationship between the dependent variable (Y) and several independent variables (X). The multiple regression model is expressed in a mathematical equation.

The multiple regression model is expressed in the equation:

$$Y = a + b_1 X_1 + b_2 X_2$$

Where:

- Y :Choice Decision
- a :Constant (Intercept)
- b₁ :The first regression coefficient
- b₂ :Second regression coefficient
- X₁ :Brand Image
- X₂ :Content Marketing

Hypothesis Testing

- Partial Test (t test): Used to test the partial effect of the independent variable on the dependent variable.
- Simultaneous Test (F Test): Conducted to examine the joint effect of the independent variables on the dependent variable.

Correlation Coefficient Test (r): Used to evaluate the direction and strength of the relationship between two or more variables.

Result

1. Normality Test

Source: Results of Data Processing Using the SPSS 25 Program, (2023)

		Unstandardized Residual
N		84
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.18096736
Most Extreme Differences	Absolute	.077
	Positive	.071
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.200 ^{c,d}

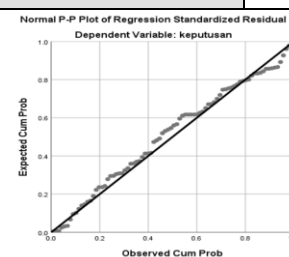


Figure 2. Normal p-plot graph

Source: Results of Data Processing Using the SPSS 25 Program, (2023)

Based on the output data using the Kolmogorov-Smirnov shown in table 1. above, it can be said that the data is normally distributed. Because the results of the test value (Asymp. Sig. (2-tailed) of 0.200 are greater than 0.05. The same results are also shown from the distribution of data on the chart scattered around the diagonal line and following the direction of the diagonal line, the data is said that the regression model satisfies classic assumption.

2. Multiple Regression Test Results

Table 2. Multiple Regression Test

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error					
1	(Constant)	3.991	3.942		1.012	.314		
	Brand Image	.614	.290	.206	2.113	.038	.573	1.746
	Content Marketing	.552	.091	.595	6.089	.000	.573	1.746

Source: Results of Data Processing Using the SPSS 25 Program, (2023)

Based on the test in table 2, it can be seen that α or a constant of 3,991 means that the two brand image variables (X_1) and content marketing (X_2) have a positive influence on the decision-making variable. (Y) is 3,991, the regression coefficient for the brand image variable (X_1) is 0.614, the regression coefficient for the content marketing variable (X_2) is 0.552. Thus, the regression equation model that can be obtained is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + \text{and}$$

$$Y = 3.991 + 0.614X_1 + 0.552 X_2 + \text{and}$$

Where:

a : Constant

b_1X_1 : The regression coefficient of the brand image variable (X_1)

b_2X_2 : The regression coefficient of the content marketing variable (X_2)

It is : error

From the regression equation can be described as follows:

- The constant value is 3,991. This means that if the brand image variable (X_1) dan content marketing (X_2) does not exist or has a zero value, then the decision size is 3,991.
- Brand image coefficient value (X_1) of 0.614. This shows that the brand image variable has a positive effect on decisions. This means that the better the brand image given, the higher the decision to choose.
- Content marketing coefficient value (X_2) of 0.552. This shows that content marketing variables have a positive effect on decisions. This means that the better the content marketing provided, the better the decision to choose.

Hypothesis Test Results

Uji T

Table 3. T Test (Partial)

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error					
1	(Constant)	3.991	3.942		1.012	.314		
	Brand Image	.614	.290	.206	2.113	.038	.573	1.746
	Content Marketing	.552	.091	.595	6.089	.000	.573	1.746

Source: Results of Data Processing Using the SPSS 25 Program, (2023)

- Test results in table 4.12. It can be seen that brand image has a positive and significant effect on voting decisions because the value of $t_{count} > t_{table}$ or $2.113 > 1.989$ and the resulting significant value is $0.038 < 0.05$. So this shows that Brand Image has a positive and significant

influence on Voting Decisions. The beta value generated for the brand image variable is 0.614, so the influence of brand image is 61.4%.

- b. Test results in table 4.12. It can be seen that Content marketing has a positive and significant effect on Voting Decisions because $t_{count} > t_{table}$ or $6,089 > 1,989$ and the resulting significant value is $0,000 < 0,05$. So this shows that Content marketing has a positive and significant effect on Choosing Decisions. The beta value generated for the content marketing variable is 0.552, so the influence of content marketing is 55.2%.

Uji F

Table 4. F test (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1825.262	2	912.631	50.951	.000 ^b
	Residual	1450.881	8	17.912		
	Total	3276.143	10			

Source: Results of Data Processing Using the SPSS 25 Program, (2023)

It can be seen that brand image and content marketing together have a positive and significant effect on decisions because the value of $f_{count} > f_{table}$ or $50.951 > 3.11$ the resulting significant value is 0.000 less than *level of significant* is 0.05. Because $f_{count} > f_{table}$. Then this means that variable *Brand Image* and *Content Marketing* jointly or simultaneously influence the Voting Decision.

Determination Test

Table 5. Correlation Coefficient Test Results and R Square Determination

Model Summary ^b				
R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.746 ^a	.557	.546	4.23227	1.610

Source: Results of Data Processing Using the SPSS 25 Program, (2023)

a. Correlation Coefficient Test Results (r)

From the analysis it is known that 84 respondents produced a correlation value of 0.746. It can be concluded that between the brand image variable (X1) and content marketing (X2) with the decision-choice variable (Y) has a strong relationship because the correlation value is 0.746.

b. Test Results for the Coefficient of Determination R Square (R²)

Based on the test results in table 4.16. It can be seen that the value of R Square is 0.557. These results indicate that 55.7% of the value of the decision to choose is influenced by brand image (X1) and content marketing (X2). While the remaining 44.3% the value of the decision to choose is influenced by other factors not examined by researchers.

Discussion

1. Influence *brand image* Against the decision to choose a tertiary institution in Pagar Alam City.

Based on the research results it is known that variable *brand image* has a positive and significant effect on the decision to choose a tertiary institution in the city of Pagar Alam. The resulting regression coefficient values for variables *Brand Image* equal to 0.614 then each time the variable *Brand Image* has increased by one unit, the dependent variable is expected to increase by 0.614. it can be seen that the level *brand image* has a positive and significant effect on the decision to choose a tertiary institution in Pagar Alam City because of the value of $t_{count} > t_{table}$ or $2.113 > 1.989$ and the resulting significant value is $0.038 < 0.05$. So this shows that *brand image* have a positive and significant influence on the decision to choose. The beta value produced for the variable *brand image* of 0.614 so it has a big influence *brand image* of 614

2. Influence *content marketing* Against the decision to choose a tertiary institution in Pagar Alam City.

Based on the results of hypothesis testing, namely the t_H test₂ with the content marketing variable as the independent variable (X2) the significance value is 0.000 meaning that the significance value of the decision to choose in the t test is smaller than 0.05 ($\alpha = 5\%$), so the conclusion is that content marketing has a positive and significant effect on the decision to choose. The regression coefficient value of the content marketing variable is 6,089 which is greater than 1,989 which indicates that there is a unidirectional relationship between the content marketing variable and the decision to choose. The beta value generated for the content marketing variable is 0.552, so the influence of content marketing is 55.2%.

3. The influence of brand image and content marketing on the decision to choose a tertiary institution in Pagar Alam City.

Based on H testing₃ through the F test by looking at the significance value, it was found that the independent variables which included brand image as (X1) and content marketing as (X2) had a significance value of 0.000, which means a significance value of less than 0.05 ($\alpha = 5\%$), then simultaneously or together brand image variables as (X1) and content marketing as (X2) have a positive effect on the dependent variable, namely the decision to choose (Y). Then the R Square value is 0.557. These results indicate that 55.7% of the value of the decision to choose is influenced by brand image (X₁) dan content marketing (X₂). While the remaining 44.3% the value of the decision to choose is influenced by other factors not examined by researchers.

CONCLUSION

Based on the results of the research and discussion of the influence of brand image and content marketing on the decision to choose a University in Pagar Alam City (Case Study of University Lembah Dempo), it can be concluded as follows:

- 1 Brand Image has a positive and significant effect on Voting Decisions because the value of $t_{count} > t_{table}$ or $2.113 > 1.989$ and the resulting significant value is $0.038 < 0.05$. The beta value generated for the brand image variable is 0.614, so the influence of brand image is 61.4%.
- 2 Content Marketing has a positive effect on Choosing Decisions because $t_{count} > t_{table}$ or $6.089 > 1.989$ and the resulting significant value is 0.000 < 0.05 . The beta value generated for the content marketing variable is 0.552, so the influence of content marketing is 55.2%.

3 Brand Image and Content Marketing together have a positive and significant effect on decisions because the value of $f_{count} > f_{table}$ or $50.951 > 3.11$ the resulting significant value is 0.000 which is smaller than the significant level of 0.05. R Square value is 0.557. These results indicate that 55.7% of the value of the decision to choose is influenced by brand image (X_1) dan content marketing (X_2). While the remaining 44.3% the value of the decision to choose is influenced by other factors not examined by researchers.

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