

Advertising - Word of Mouth terhadap Keputusan Mahasiswa Memilih Jurusan Ilmu Komunikasi di Universitas Dharma Andalas

Advertising - Word of Mouth on Student Decisions to Choose Communication Studies Department at Dharma Andalas University

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Abstract. *This study aims to find out advertising and word of mouth on decisions student of the department of communication sciences, Dharma Andalas University. This research interview was conducted in the class of 2019-2022 with a sample of 10 respondents. The data was obtained by conducting a questionnaire, then described with the results interview and draw conclusions. From the research conducted, it is known based on the interview results show that the results show that advertisements through word of mouth had a positive impact on student decisions to choose a study program communication science at Dharma Andalas University. The results of the determination interview show that word of mouth ads against student decisions to choose science study programs Dharma Andalas University communication is 50.3% while the remaining 49.7% influenced by other factors.*

Abstrak. Penelitian ini bertujuan untuk mengetahui iklan dan *word of mouth* terhadap keputusan mahasiswa jurusan ilmu komunikasi Universitas Dharma Andalas. Wawancara penelitian ini dilakukan pada angkatan 2019-2022 dengan sampel sebanyak 10 responden. Data diperoleh dengan melakukan kuesioner, kemudian dideskripsikan dengan hasil wawancara dan ditarik kesimpulan. Dari penelitian yang dilakukan diketahui berdasarkan hasil wawancara menunjukkan bahwa hasil menunjukkan bahwa iklan dari mulut ke mulut berdampak positif terhadap keputusan mahasiswa untuk memilih program studi ilmu komunikasi di Universitas Dharma Andalas. Hasil wawancara determinasi menunjukkan bahwa *word of mouth* ads terhadap keputusan mahasiswa memilih program studi IPA Universitas Dharma Andalas sebesar 50,3% sedangkan sisanya 49,7% dipengaruhi oleh faktor lain.

Kata kunci: Periklanan, *Word of Mouth*, Keputusan Siswa

INTRODUCTION

Freedom that occurs today can lead to increasingly rapid competition. Rapid economic growth in all fields of business, both small and medium enterprises and large scale requires

accounting as a tool for financial reporting and used as a decision-making tool for a company (Harahap, 2017). Competition What is happening in an increasingly developed and free world, education is also an absolute requirement to develop

knowledge through the lessons learned (Zike, 2020).

Education level is also one of the requirements for some companies big. Because big companies want their prospective employees based on level education is a diploma or bachelor's degree. Although there are several companies that request that the graduate is High School or equivalent, but placement work between high school graduates or the equivalent with undergraduate graduates will different. In addition to education level, the community is also good at choosing a field or majors that have good prospects in the future to determine a work to be run. (Zike,2020).

Selection of majors by a prospective student is not an easy thing and underestimated, because many things have to be considered such as cost, capability themselves, and the intended university. The number of majors organized by higher education aims to accommodate the interests and talents of prospective students who will continue their education to a higher level. But not a few candidates the student chooses a college major, just as long as he chooses what is important, he can study without it consider its continuation, both during the lecture period and after graduation.

This causes the low grade level achieved by the student which of course hinders graduation. Higher education is the highest educational institution in the education system national in all countries. Its position is not much different from basic education or medium that serves to develop the potential of students to grow and develop as a normal member of

society but the college has a mission which is further than just producing graduates who are smart, reliable in managing knowledge and be able to apply it in the world of work. Universities must be able lead students to understand themselves, determine their role in society and make him a much better human being than before.

College is not a company that always only pursues profit financial, but also not a charity, but a most vital industry that must be managed effectively and efficiently. Globalization has led to increased competition very competitive in the world of educational services. Universities compete with each other for develop all their potential and abilities to attract prospective students.

This competitive ability is strongly influenced by the performance of higher education management concerned in planning-oriented strategies in order to build high competitiveness. Besides the increasingly fierce competition, other problems faced by universities are: is the more critical students in making decisions to choose a college. Prospective students can choose many alternative educations so that they pay attention to educational models and job prospects after graduating from college. Party universities need to develop marketing strategies to win the competition.

Table 1.2 Initial Interview Results
Regarding Student Decisions in Choosing
a Communication Science Study Program
Dharma Andalas University

No	Statement
1	I am actively looking for detailed information about the Science Study Program Dharma Andalas Universty Communication before entering the college
2	Tuition fees at Dharma Universty Communication Studies Program Andalas is Quite affordable than other universities.
3	I belive in choosing the Communication Studies Program Dharma Andalas Universty is a very good choice.
4	I decided to study at the Universty Communication Studies Program Dharma University Stdies Program Dharma Andalas because it fits the needs of college.
5	I get recommendations from others for studied at the Communication Studies Program, Dharma Andalas Universty.

From the results of the initial interview regarding the student decision statement in the choose the Communications Studies Program at Dharma Andalas Universty the best answer dominant is that students get recommendations from other people to study at University Dharma Andalas Communication Studies Program. While the least a good answer is that students seek detailed information about the study program Dharma Andalas communication studies before entering the college. According to Zike in as a seminar speaker

(2021) at Unidha, the factors that influence decide student to chose college is advertising according to kotler, Philip & Armstrong (2019), advertising is any from of presentation and promotion of ideas, goods or services on a non personal basis by a specified sponsor for which payment is required. At the Dharma Andalas University Communication Studies Program, carry out promotions such as advertise in newspapers, magazines and other.

Advertise UNIDHA through Media electronics such as on Padang TV,radios, Whatshap, facebook and so on, and outdoor media such as billboards,posters and other. Research conducted by Haruna (2019) on the effect of advertising on Decision to choose UIN Alauudin – Makasar wich states that advertising affect the decision to choose. Word of mouth is an important part of a company's marketing because word of mouth communication is able to influence consumer purchasing decisions. According to Jalilvand in Honorata Ratnawati Putranti (2019) Word of Mouth ha a role important in influencing the formation of consumer attitudes and behavior.

WOM have a strong influence on purchases compared to other communication media others such as advertising. Existing research has not considered social networks as moderating variable considering the number of social network users is quite large in number. According to kotler and Armstrong in Hutami Permita Sari (2019), word of mouth is friends, family members, and people he knows. Based on the explanation above, it can be seen that

there are problems, namely a decrease in the number of new students due to the lack of maximum advertising and word of mouth done by UNIDHA.

Purchase Decision on advertising

Definition of Decision

Decision is one of the stages in the decision process purchase of advertising before post-purchase behavior. In entering the stage prior to purchasing decisions, consumers are faced with several choices, so that at this stage consumers will take action to decide to buy a product based on the desired choice. According to Buchari Alma (2019) A decision is a consumer decision that influenced by economics, finance, technology, politics, culture, products, prices, locations, promotion, physical evidence, people and process. So that it forms an attitude towards consumers to process all information and draw conclusions in the form of responses that appear what product to buy. Jessica, (2019), purchasing decisions are actions what consumers do to make a purchase of a product. Consumer purchasing decision making is a process of selecting one of the of several alternative problem solving with follow up. After that consumers can evaluate the available options and then can determine what action to take next.

Then according to Kotler & Armstrong (2019) the decision is part of consumer behavior, consumer behavior is the study of how individuals, groups, experiences to satisfy their need and wants. From the definitions according to the experts above, the author can conclude that purchasing decision is one the processes of good consumer behavior individuals, groups or organizations and

selecting from various available alternatives and determine an option that is considered the most profitable.

Word Of Mouth

Understanding Word of Mouth

Word of mouth is one of the most effective communication channels frequently used by companies. This communication is considered very effective and does not need incur costs in expediting the marketing process and being able to provide benefits to the company consumers are often directly involved in tell other potential consumers are often directly involved in tell other potential customer a product or service. There are several definitions according to expert, as following. According to Kotler and Armstrong in Hutami Permita Sari (2014), Word Of Mouth is personal communication about a product between two or more consumers more, where they are not the official marketers of the company. Information that obtained from word of mouth is clearer and easier for consumers to understand because the message in the information comes directly from people who have experience.

According to Bickart and Schindler in Hutami Permia Sari (2019) word of communication mouth usually consists of words spoken and exchanged with one friends or relatives in a face to face situation. Meanwhile, according to Jalilvand in Honorata(2020) Word Of Mouth has important role in influencing the formation of consumer attitudes and behavior. Has an important role in influencing the formation of consumer attitudes and behavior. It is also mentioned that WOM provides stronger

influencing the formation of consumer attitudes and behavior. It is also mentioned that WOM provides stronger influence on purchasing than traditional communication media other such as advertising and purchasing editorial recommendations. Based on the definitions of the experts above, it can be concluded that word of mouth is a promotional media carried out through people to convey information about the value of a product or service that has been used to others and it will have a positive or negative impact on the judgment of an informed person about product or service.

Types of Word of Mouth

According to Sernovitz cited by Sernovitz (2019), types of word of mouth (WOM) itself is divided into two types, namely: organic word of mouth. Organic WOM is WOM that occurs naturally. People who feel happy and satisfied with a product, have a natural desire to share their support and enthusiasm whereas, Amplified Word of Mouth. Is WOM that occurs by design by the company. This of WOM is WOM that occurs when marketers/companies conduct campaigns designed to encourage or accelerate WOM in consumers.

Motivation to Do Word of Mouth

According to Sernovitz (2020) there are three basic motivations that drive a person do *positive word of mouth*, namely consumers like the products they consume. Person People consume a product because they like the product. Good in terms of the main products and services they receive. Talk makes them good. Most consumers do *word of mouth*

because emotional motives or feelings towards the products they use. They feel connected to a group. Everyone wants to feel connected with other individuals and engage in a social environment. By talking about our product feels emotionally happy because it can share information or pleasure with a group that has the same pleasure.

Word of Mouth Dimensions

According to Sernovitz (2019), there are five elements (Five Ts) needed to *word of mouth* in order to spread, namely: Talkers (Speakers). People who are enthusiastic to talk and those who are most excited tell his experience. *Topics* (Topic). A good topic is a simple, easy topic brought, and natural. The whole word of mouth does start from an exciting topic for discussed. *Tools* (Tools). Existing topics need helpful tools so that the topic or message can work. This tool makes it easy for people to talk or transmit the company's products/services to others. For example, giving products free, social media, brochures, banners. *Talking Part* (speaker participation). A conversation will be lost if there is only one person talking about a product. So, there is a need for other people to take part in conversation so that *word of mouth* can continue. Tracking (supervision). The company's actions to monitor consumer response, so that companies can learn positive or negative consumer feedback, so companies can learn from these inputs or suggestions for better progress, and previous research is used as a basis in the preparation of research. The aim is to find out the results that have been

carried out by previous researchers, as well as a comparison with the next research activity of the same type.

METHOD

This type of research used qualitative research methods. Where is the research method used to research on a particular population or sample, data collection using research question instruments to find out the conclusions suspected problem in this research, the object of research is the Student of the Study Program Dharma Andalas University Communication Studies class 2015-2021. The type of data used in this study is quantitative. According to Zike (2019) When viewed from the source, the data is divided into two sources, namely primary data sources and secondary data sources. The profile of respondents in the study aims to see the picture or condition interview respondents studied. Based on the distribution of questions that have been done, researchers get an overview of the respondent's profile and other data.

That the respondents most met in this study were aged 18 - 20 years as many as 54 people and the fewest respondents found are 24-26 years old, namely 1 person.

Profile of Respondents by Gender.

Respondents who met in this study were women as many as 53 people and the response was the fewest found are men, as many as 47 people, **Profile of Respondents by Force.** There were 59 respondents who were found in this study in the class of 2021 as many as 59 people and respondents the least encountered is the 2015 class, which is 41 people,

Respondent Profile Based on Unidha's Information Respondents who were met in this study knew from family/relatives as many as 39 people and the fewest respondents found are websites, which are 3 people.

RESULT AND DISCUSSION

Ads Against Student Decisions;

This is the advertisement delivered by the communication science study program a Dharma Andalas University at this time increasing the decisions of prospective students such as UNIDHA Ads always provide information about majors and existing facilities at Unidha, UNIDHA advertisements in print and electronic media look good and attractive, conveyed in the UNIDHA advertisement was able to arouse my desire to know more regarding the majors and facilities available at UNIDHA and the message conveyed in the UNIDHA advertisement able to influence my decision in determining the UNIDHA major. This is in accordance with Yuswanto's (2019) research on the influence of personal selling and advertising on consumers the student's decision process for Choosing a Place of Study which states that advertisements have an influence on the decision process of students choosing a place to study in a positive direction.

Ads on Student Decisions; at this time will increase the decisions of prospective students such as When giving someone information told me about UNIDHA spontaneously and enthusiastically, when giving someone information explained that the location of UNIDHA is very strategic so that it is easy to find and reach, someone who

convey information explaining with the help of social media (Facebook, Instagram, WhatsApp, Twitter and Facebook). When giving information to me in a conversation, I also see a party UNIDHA and other informants who also participated to help provide comments and also tell positive things about UNIDHA's communication science study program, and UNIDHA needs to provide an easy to contact so that prospective students can easily provide input and criticism and suggestions to UNIDHA.

Advertising and WOM on Student Decisions. This is an advertisement submitted by the Communication Studies Study Program at Dharma Andalas University at this time and this A positive WOM will increase the decision of prospective students as prospective students realize the knowledge they have studied in high school was still not enough so I decided to continue studying at UNIDHA, actively looking for detailed information about UNIDHA before taking the education, communication science study program can provide job prospects that are not inferior to other education majors, believe in choosing UNIDHA is a very right choice, and also recommends to others to study in the Program Communication Studies Studies-UNIDHA.

CONCLUSION

Based on the results of research, data analysis and discussion, conclusions are drawn: From the interview questions, respondents showed that advertising had a positive impact and significant to student decisions. This is because WOM

gives a positive value and significant on student decisions. Advertising and WOM show positive performance and on student decisions. Suggestion (optional); Based on the results of research, data analysis and discussion, the researchers suggest as follows: following: This research was only conducted at Unidha Communication Sciences Department with limited to one criterias, so it is necessary to do further research with different subjects to other telecommunications service providers, so it can be seen the similarities and the differences obtained with previous studies. In addition, it is necessary to include other dimensions that were not included in this study. Finally, the results of this suggestion It is necessary to take integrated steps starting from determining the concept and research model so that at the data processing stage it will be in accordance with the specified data analysis technique before, and meet the applicable requirements.

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