



The Influence Of Coupons, Discounts, And Marketing Events On The Number Of Prospective New Student Registrations At The Unsurya University

I Putu Surya Adi

The Aerospace Air Chief Marshal Suryadarma University, Jakarta

Putrasurya.bisnisku@gmail.com

Abstract; This research aims to determine the influence of *coupons*, *discounts* and *marketing events* on the number of prospective student registrants at Unsurya Jakarta. The sampling technique uses a *NonProbability Sampling model* with a *purposive sampling method*, namely determining the sample by considering students who have registered as prospective students. The number of samples in this study was 120 respondents. The tests used are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, F test, multiple linear regression test, t test, coefficient of determination test. The results of this research show that the variables *coupons*, *discounts* and *marketing events* have a positive and significant effect on student impulse

Keywords: *Coupons*, *Discounts*, *Event Marketing*, Unsurya

INTRODUCTION

The development of the world of education is currently progressing very rapidly, the government also requires up to 9 years of education, but after reaching graduation from early secondary school (SMA) many students do not continue to the next level of education, this is one of the tasks of the institution or Higher education institutions which are a continuation of secondary education are organized to prepare students to become members of society who have academic and professional abilities who can apply, develop and create science, technology or the arts. Higher education can also be interpreted as an educational institution that provides education and various kinds of expertise, for example: the fields of education, economics, law, psychology, engineering, health and others in accordance with Law no. 20 of 2003 concerning the National Education System establishing tertiary institutions "in the form of academics, polytechnics, high schools, institutes or universities determined by the government".

College graduates are expected to be able to become creative people so that they can be equipped after graduating from college. The education sector is the main program as the foundation for nation and state development, because education seeks to educate the younger generation towards creating intelligent and high-quality human resources. Interest in continuing their studies to a higher level of education should always be fostered from the time students start entering high school because basically this interest will grow through a series of processes. This interest must always be fostered through various means, for example by providing relevant information about higher education, effective approaches that can be taken by families and schools as well as a conducive surrounding environment to arouse students' interest in continuing their studies at higher education. The essence of the problem that we can know is that to get quality, competent education, and can be used as an investment for the future, it must be supported by an institution in the educational sector that is able to provide educational services that are truly capable of realizing a truly educational experience. competent. In the current period, many universities in Indonesia provide many choices of study programs that have national standards, many faculties within a university really provide guarantees to provide competent educational programs, whether starting from Diploma III, Strata 1 or Postgraduate programs. Bachelor.

Indrajit (2006), explains that there are 5 dimensions of meaning in universities or institutions in the field of education, namely: scientific dimension (science and technology), educational dimension (higher education), social dimension (community life), corporate dimension (educational units and implementation) and ethical dimensions. In current global conditions, Reinartz, Kraff, and Hoyer (2004), explain that consumer preferences often change so that every company or institution, including universities, is required to be able to keep up with changes in consumer preferences continuously. The concept of service delivery really needs to be paid attention to in educational institutions, because customers here have the right to choose alternatives and determine which services in the educational sector are the best. Universities certainly have faculty choices according to each basic science major that students want, apart from that, study program specifications have also been explained, starting from Diploma III, Bachelor's or Postgraduate programs. The essence of the facts above is that it depends on the interests of the consumers themselves, consumers want the specifications of what kind of educational institution, what kind of educational service qualifications, which ultimately returns to the interests of the consumers themselves. In this modern era, a company needs a strategy to can sell the products or services they produce. One strategy that companies can use in selling their products is to determine the right marketing strategy according to their consumer segmentation. Marketing is a process within a company that cannot be separated.

A person's decision to use services is a complex process and is influenced by various factors, apart from the quality of the services provided, universities must have advantages such as setting competitive education fees. Usually consumers, in this case prospective students, when using services, will compare educational costs, choose services whose basic educational costs are low, choose services whose educational costs are commensurate with the quality of the service or various other reasons. Based on monitoring carried out on several things that influence interest in registering by new students in choosing a college, including

new students seeing whether the price or discount is very affordable and whether it is very good in terms of the service provided by the college. After some time researching directly in the field by asking the opinions of new students, it was discovered that Unsurya College was very popular with new students and every new student who knew about discounts and services made several new students a reference when they needed higher education to pursue education in terms of Affordable prices and good service do not make new students look for other universities. With good prices and service, it is hoped that there will be an increase in the number of new students for the Unsurya undergraduate program.

Based on the background of the problem above, the researcher wants to examine the influence of discounts and services on interest in registering new students, therefore the researcher is interested in conducting research with the title " The influence of *coupons, discounts and marketing events* on the number of prospective student registrants at Unsurya Jakarta " .

LITERATURE REVIEW

Marketing

There is a definition of marketing put forward by Kotler and Armstrong (2014). They state that marketing is an effort in which institutions create additional value for consumers and help solid relationships to understand the value that comes from consumers in return. In a previous book, Kotler and Keller (2012) defined marketing as a social strategy that enables individuals and groups of people to achieve what they need and want using creative methods, services, or other methods that sell materials and services that have value. According to the American Marketing Association (AMA), marketing is useful for producing, connecting, and delivering value to consumers and for managing consumer connections using methods that provide business and stakeholder benefits. From the explanation of the definition of marketing above, it can be concluded that marketing is an effort to identify, produce, connect and deliver value to customers, where this is also expected to be able to maintain a relationship and be able to meet customer needs and satisfaction, which benefits the organization and stakeholders.

Coupons

Coupons are price fragments for the winner thereby saving on purchasing a particular product (Kotler and Keller, 2009). According to Kotler and Armstrong (2016) giving coupons can encourage customers to return and complete a transaction. According to Hermawan (2012), coupons are offered by manufacturers or distributors to customers, and maintain certain savings on selected products. Coupons can be delivered through many methods, namely: producers can deliver them directly by mail, place them from gate to gate, place them in business centers or malls, distribute them through the media by sticking them near bulletins or newspapers, or compact the coupons in packaging, place them , and can also print it on the packaging.

Discounts

Discounting or price discounting is a method used in business when working on sales advertising to achieve profits in the near future. The definition of discount is the acclimatization of basic prices to add appreciation to consumers for certain impacts, such as remuneration of receivables before maturity, purchase figures, and purchases that occur outside the trend period for the goods (Kotler, 2009). According to Winarno and Ismaya (2003), a price discount is a declaration of calculations that must be paid or must be paid and realizes the declared estimate of a price. Price discounting is a price fragment set by a salesperson to a consumer based on appreciation of an action from the consumer that benefits the salesperson (Tjiptono, 2008).

Types of Discounts (Price Discounts)

According to (Tjiptono, 2008) the types of discounts are divided as follows:

- a. Quantity Discounts Price cuts given to encourage consumers to buy in larger quantities, which can lead to an increase in overall sales volume. There are two types of quantity discounts, namely:
 - 1) Cumulative Quantity Discount Is a discount that is set for customers who purchase a product during a certain period of time, for example every day or every month.
 - 2) Non-Cumulative Quantity Discount Is a discount that is assessed on separate purchase transactions. In other words, korting only assesses one transaction and the assessment is not carried out continuously with previous or subsequent transactions.
- b. Seasonal Discount Is a price reduction that is set for a certain period of time. This discount is generally implemented so that customers are encouraged to buy products or services that would otherwise be sold at another time.
- c. Cash Discount (Cash Discount) Is a discount that is implemented if the consumer makes a cash transaction for the product purchased, or payment is made within a time period that corresponds to the transaction term (sales term).
- d. Trade (Functional) Discount Korting is implemented by traders to distributors who are involved in product distribution and related operations, such as sales, warehousing, record keeping

Marketing Events

The definition of event marketing according to Belch and Belch (2001) is a way to promote a label by channeling financial assistance or support from an institution, individual or activity that associates a label with various sports, entertainment, cultural and social activities (public activity) so that provoke increased interest, by getting feedback in the form of advertising for traders.

RESEARCH METHODS

Types of research

Associative research is used as a tool for analyzing the influence or relationship between two or more variables (Sugiyono, 2015). This research uses a type of quantitative associative research which analyzes according to established statistical methods and then interprets.

Population

Population is an area in general which includes: objects or subjects with certain numbers and characteristics, which are determined by researchers to conduct research and draw conclusions (Sugiyono, 2015). The population of this study is people who live in Jakarta

Sample

According to Sugiyono (2015), a sample is a part of a population that is specified by characteristics that have been focused on in a population. The population in this study is a large population, so it is not possible for researchers to reach the entire population. Researchers can use samples obtained from this population. Conclusions drawn from the sample will be applied to the entire population. Therefore, the sample taken must represent the population.

Wiyono (2011) states that for populations that are too large, the sample size is calculated using the formula $5 \times \text{Qitems}$, where Qitems is the number of question points on the questionnaire. There are 21 questions in this research questionnaire, so the lowest sample size used in this research is $21 \times (5) = 105$ respondents. However, the sample targeted by researchers was 120 respondents.

The sampling technique used in this research is Non Probability Sampling. Non Probability Sampling is a technique for obtaining samples that does not provide an equal chance for each member of the population or each element to be selected as a sample. The sampling method implemented in this research is purposive sampling. Purposive sampling is a sampling method that is based on research objectives and consideration factors. This means that sample limits must be determined first before the sample is taken. This research sample was obtained from people living in Jakarta

Data Collection Procedures

In this research, data collection was carried out using a questionnaire. According to Wiyono (2011) a questionnaire is a data collection technique by providing question items and written statements to a number of respondents. The questionnaire in this research was prepared with several alternative answers based on the measurement scale implemented, namely the Likert scale, which consists of 5 (five) categories as follows: a) Strongly Agree (SS) is given a score of 5

- b) Agree (S) is given a score of 4
- c) Neutral (N) is given a score of 3
- d) Disagree (TS) is given a score of 2
- e) Strongly disagree (STS) is given a score of 1

Analysis Method

Multiple linear regression analysis was carried out to see the form of relationship between two or more independent variables and the dependent variable (Wiyono, 2011). The similarities can be seen as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

information:

Y = Interested

α = constant

β_1 = coupons regression coefficient

β_2 = discount regression coefficient

β_3 = marketing event regression coefficient

X1 = coupons variable

X2 = discount variable X3 = marketing event variable e = standard error

The third part of the manuscript is the research method. This section contains a description of the research approach used, population, sample, sampling technique. Apart from that, it also contains data collection procedures, measurements and data analysis methods used.

RESULTS AND DISCUSSION

Respondent Characteristics

In this study, the characteristics of the respondents that have been studied are: the respondent's gender, the respondent's age, and the respondent's monthly pocket money. The description of the respondents' characteristics is as follows:

Table 1. Gender Characteristics of Respondents

Gender					
		Frequency	Percent	Percent Valid	Cumulative Percent
valid	Man	66	55%	55%	55%
	Woman	54	45%	45%	100%

	Total	120	100%	100%	
--	-------	-----	------	------	--

Based on table 1 above, it can be stated that the number of male respondents was 66 respondents (55%), the number of female respondents was 54 respondents (45%), it can be said that the largest number of male respondents in this study.

Table 2. Age Characteristics of Respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20	10	8.3%	8.3%	8.3%
	20-30	100	83.3%	83.3%	91.7%
	>30	10	8.3%	8.3%	100%
	Total	120	100%	100%	

Based on the table above, it can be stated that the number of respondents aged less than 20 years was 10 respondents (8.3%), the number of respondents aged between 20-30 years was 100 respondents (83.3%), and the number of respondents aged over of 30 years were 10 respondents (8.3%). It can be said that the largest number of respondents aged between 20-30 years were in this study.

Hypothesis Test Results (t Test)

The partial test or t test is carried out to see whether the independent or independent variables each have an influence on the dependent or dependent variable. This study uses $\alpha = 0.05$ at the 95% confidence level. The standard is if the significance value is ≤ 0.05 then, H1, H2, H3 is accepted, whereas if the significance value is > 0.05 then, H1, H2, H3 is rejected. The partial test results for this research are shown in table 4 below:

Table 4. t test results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	2,323	1,527		1,521	.131
Event Discount Coupons	,210	,086	,151	2,440	.016
	,859	,079	,636	10,813	,000
	,469	,161	,198	2,922	,004

Based on the table above, the t test results can be shown as follows:

1. The coupons variable (X1) has a positive regression coefficient value of 0.210, and The significance value is $0.016 < 0.05$ so H1 states that coupons have an effect significantly positive towards interested people on the Unsurya campus
2. The discount variable (X2) has a positive regression coefficient value of 0.859, and The significance level value is $0.000 < 0.05$, so H2 states that discount has a significant positive effect on those interested in studying at Unsurya
3. The marketing event variable (X3) has a positive regression coefficient of 0.469, with a significance level value of $0.004 < 0.05$ so that H3 states that marketing events have a significant positive effect on those interested in studying at Unsurya.

DISCUSSION

Based on the analysis above, the results obtained in this study can be compared with the results of previous research, as follows:

1. Based on the results of the t test, the coupons variable, the results of this study do not support the research of Nagadeepa et al (2019) which states that the coupons variable has a negative and insignificant effect on enthusiasts. This research supports research conducted by Ayuning (2019), Oktivera and Wirawan (2020), Felita and Oktivera (2019), who both stated that the coupons variable has a positive and significant effect on enthusiasts. Thus, it shows that

there is a positive influence on increasing interest through the coupons program which can be utilized by stakeholders to increase new student registration.

2. Based on the discount variable t test, the results of this study do not support Ayuning's (2019) research which states that the discount variable has a negative and insignificant effect on enthusiasts. This research supports research conducted by Nagadeepa et al (2019), Oktivera and Wirawan (2020), Felita and Oktivera (2019), Haq and Fahmi (2020), and Andriany and Arda (2021) who both stated that the discount variable has a positive and significant effect on enthusiasts. This shows that the discount program has a positive influence that can increase interest so that stakeholders can take advantage of this to increase new student registration.
3. Based on the t test of the marketing event variable, the results of this research support Ayuning's (2019) research which states that the marketing event variable has a positive and significant effect on enthusiasts. This shows that there is a positive influence on increasing interest through marketing events which can be utilized by stakeholders to increase new student registration.
4. Based on the t test for the variables coupons, discounts, and marketing events, the results of data analysis obtained in this research show a positive and significant influence on enthusiasts. This shows that by implementing a sales promotion strategy with the variables contained in this research correctly, it will encourage interest. The increase in the number of new student registrants at Unsurya which is influenced by coupons, discounts and event marketing variables can be more optimal with good service in accordance with the vision and mission of the Unsurya campus.

CONCLUSION

Based on the results of the data analysis that has been carried out in this research, conclusions can be obtained, namely:

1. The coupons variable has a significant positive effect on interest in prospective new student applicants at Unsurya.
2. The discount variable has a significant positive effect on interest in prospective new student applicants at Unsurya.
3. The marketing event variable has a significant positive effect on interest in prospective new student applicants at Unsurya.

REFERENCE

- Ayuning, SS (2019). The Effect of Sales Promotion on Product Impulse in Indonesian Survey Applications (Survey of active students at Sultan Agung Tirtayasa University)
- Babin, B. J., & Zikmund, W. G. (2015). Exploring marketing research. Cengage Learning

- G. E. Belch, M. B. (2001). Advertising and promotion: an integrated marketing communications perspective. Boston: McGraw-Hill.
- Keller, K., & Kotler, P. (2006). Marketing Management. 12th edition. Upper Saddle River. New Jersey.
- Kotler, Philip and Armstrong, G. (2012). Principles of Marketing, 15th Edition. Pearson Education Limited.
- Peter, J Paul and Olson, J. . (2014). Consumer Behavior and Marketing Strategy (9th ed.). Jakarta: Salemba Empat.
- Sharma, A., & Sheth, J. N. (2004). Web-based marketing: The coming revolution in marketing thought and strategy. *Journal of Business Research*, 57(7), 696–702. [https://doi.org/10.1016/S0148-2963\(02\)00350-8](https://doi.org/10.1016/S0148-2963(02)00350-8)