

THE RE-BRANDING OF IKIP PADANG TO UNP: HOW THE CHANGES IN BRAND AWARENESS AND BRAND IMAGE WOULD AFFECT STUDENT'S ENROLLMENT INTEREST?

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Abstract

The purpose of this research was to analyze the effect of brand image and brand awareness on the 1999's re-branding of Institut Keguruan dan Ilmu Pendidikan Padang (IKIP Padang) to Universitas Negeri Padang (UNP) towards West Sumatera's highschool student's enrollment interest.

The population of this research are the West Sumatera's highschool students. To determine the sample, this research uses random sampling method. Based on BPS data (Indonesia's Central Bureau of Statistics), the number of high school students in West Sumatra amounted to 34.701 students, and by using "Krejcie table", the sample found to be of 380 students. Whereas for data analysis, multiple regression with descriptive analysis and inductive analysis was used.

The result showed that (1) UNP's brand awareness has a positively significant influence towards highschool student's enrollment interest, (2) UNP's brand image has a positively significant influence towards highschool student's enrollment interest, (3) both UNP's brand awareness and brand image has a positively significant influence towards highschool student's enrollment interest.

Based on this research, the top management of Universitas Negeri Padang is advised to: (1) Increase the UNP's brand awareness and brand image in the minds of prospective students, especially with its motto "Alam Takambang Manjadi Guru", (2) Introduce and disseminate the information about UNP's official website *fe.unp.ac.id* to prospective students, and (3) Provides information about the difference between IKIP Padang and UNP to the prospective students.

Keywords: *College Re-Branding, Brand Image, Brand Awareness, Enrollment Interest*

I. Introduction

Brand is a valuable asset for an organization, including colleges, because a brand contains values that allows people to identify a college's expertises, qualities and impressions. These impressions will help the public to identify and differentiate college's skills (Brodovsky, 2012). Therefore, a brand that was built by a college will generate its particular brand awareness and brand image to society.

A college effective branding requires deep understanding towards its target market perception: highschool students, employees, employers, alumni, and so forth. Therefore, colleges as a provider of education service should always pays attention to the preferences of the community.

Re-branding is a term that refers to the process of giving a new name, values, logos, designs and symbols to a brand that has been there before. Re-branding can also be a combination of rearrangement of the elements of a brand (Judson, Aurand, Gorchels & Gordon, 2009). This process is also possible to be implemented in a college, especially a college that intends to re-identify its value as well to differentiate itself to the competitors (Stuart & Mezellec, 2004).

When implementing the re-branding, the organization also repositioning itself in the customers mind, which is one way to gain a competitive advantage (Lindberg-Rrepo, 2005).

According to Keller (2008), repositioning is carried out by changing the image of the organization so it can gain new values and position in the minds of customers.

Universitas Negeri Padang (Padang State University) is one of the largest state university in West Sumatera, has been carrying out re-branding from Institut Keguruan dan Ilmu Pendidikan Padang (Padang Institute of Teachers and Pedagogy), that initially produce prospective teachers graduates since 1954. The changes from IKIP Padang to UNP in 1999 was triggered by external changes, namely 'wider mandate' from the Education Ministry to provide a more broadly education service in a form of a university.

The rebranding is specified in Presidential Decree No. 93 of 1999. It means that for 45 years IKIP is already widely recognized as a college that produced teachers. This image is very strong in the public minds, especially since the majority of the teachers in West Sumatera was IKIP's alumny. In addition, the changes in college's name and logo requires it's brand repositioning back in order to grow public awareness of UNP.

After 16 years of re-branding, some question arise. Namely, how is UNP's brand awareness and brand image in the minds of West Sumatera's highschool students, UNP's prospective students? The answer of this question has implications whereas current highschoolers make their choice to continue their education.

Research Question

The problem formulation for this research is: how UNP's brand and brand awareness in the minds of West Sumatera's highschool after UNP re-branding from IKIP Padang, would affect their enroll interest to UNP?

II. Theoretical Framework

Product Interest (Buying Interest)

Buying interest is a stage of tendency from a respondents before a buying decision is actually implemented. There are differences between actual purchases and interest in the purchase. The actual purchase is a purchase that really made by consumers, while interest in the purchase is the intention to make a purchase for a future occasion. Buying interest is the tendency of consumers to purchase a brand or take action related to the purchase of which is measured by the level of likelihood that consumers make purchases (Assael, 2001: 75).

Swastha and Irawan (2001: 79), suggested factors that affect the buy interest relates to feelings and emotions, if one feels happy and satisfied in buying goods or services, then it would strengthen buying interest, dissatisfaction usually eliminate interest. According to Kotler and Keller (2003), customer buying decision – all their experience in learning, choosing, using, even disposing of a product. Buying interest definition by Simamora (2002: 46) is something personal and related to attitude. Individuals who are emotionally interested in a product will have the drive to get it.

In the opinion of Assael (2001: 82) brand image is an expression of mental that assess the positive or negative, good or bad, like it or not a product, which would resulting in the interest of consumers to purchase or consume goods or services presented by the manufacturer. Based on research conducted by Wu and Lo (2009) the influence of consumers assessment towards the brand, towards buying interest. Based on research conducted by Peyrot and Van Doren (1994), concluded that there are positive relationship between brand assesment to consumers decisions to buy.

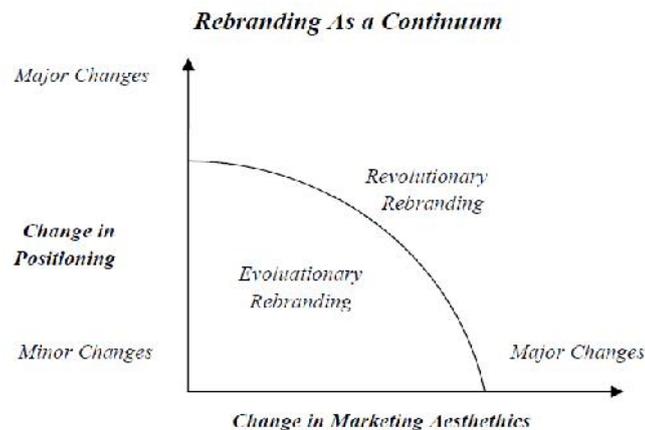
Re-Branding Concept

According Muzellec and Lambkin (2005) the definition of re-branding is to create a new name, term, symbol, design, or a combination of all of them for a brand, with the purpose of developing a new differentiation in the minds of stakeholders and competitors.

According to Lomax and Mandor (2006) factors that cause re-branding consisted of two main parts, namely (1) Internal Factors, such as: (a) Changes in corporate strategy, (b) Changes in organization behavior Including culture, (c) Changes in corporate communications, (d) Changes in fashion, (2) External factors, such as: (a) Imposed corporate structural change, (b) Concern over external perceptions of the organization and its activities,

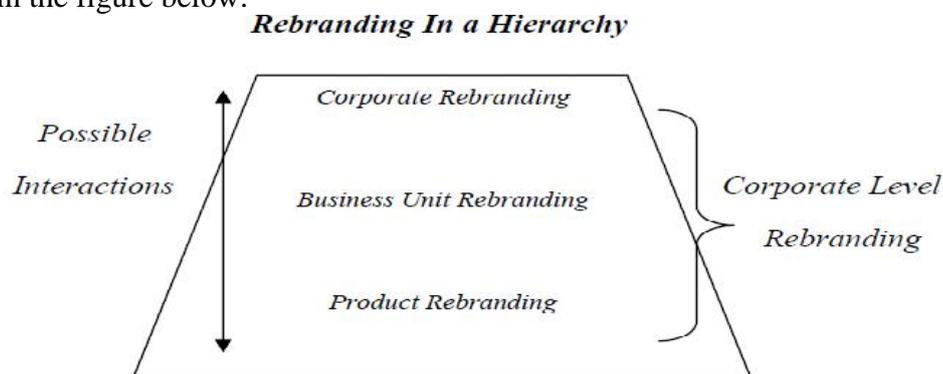
Meanwhile, according to Thurtle (2002) there are some conditions that allow a company to do a re-branding, as follows: (1) The company wants to cut ties that have been established so far, (2) The company is merging with another company, (3) The existence of the same brand name with another company, (4) Brand perception is outdated, (5) Brand linked with bad events or tragedy.

Muzellec and Lambkin (2005) illustrates the two basic dimensions of re-branding in figure below:



In this model, re-branding can be classified as evolutionary and revolutionary. Evolutionary re-branding describes a fairly small development in positioning and marketing aesthetics and less visible to an outside observer. All companies undergo this process from time to time through a series of adjustments and innovations are cumulative in a way that is not easily susceptible to learn. While revolutionary re-branding, describes a major change, which can be identified by changes in positioning and marketing aesthetics, which basically reinterpreting the company. These changes are usually denoted by a name change.

Meanwhile, according to Keller (2000) presented by Muzellec and Lambkin (2005) re-branding was stratified. This can assist companies in understanding about the re-branding in the more modest context, namely the three levels of brand hierarchy is as depicted in the figure below:



When all three levels of the hierarchy are combined, brand architecture is suitable for a "house brand", ie when the master brand unfurled over there the whole hierarchy (Aaker

and Joachimsthaler, 2000). Instead, a "house of brands" architecture would separate names for each product line.

Brand Awareness

Brand awareness is the ability of a consumer to recognize or recall a brand is a part of a category or a specific product. Part of a product category needs to be emphasized because there is a relationship between the product category under the brand involved.

Brand awareness has four levels to the awareness in the minds of consumers. The lowest level is the *brand recognition*, it's when a customer has to be helped to recognize a brand. The following is brand recall, when consumers do not need to be helped to remember the brand. And the next is top of mind awareness. Top of mind is the highest brand awareness, and usually are leaders from various brands that exist in the minds of consumers.

Brand Image

Linkage between consumers and a brand will be stronger when based on a experience. A good brand image will push to increase sales volume and the company's image. Kotler and Gary Armstrong (2007: 80) states that brand image is a set of consumer confidence about the brands.

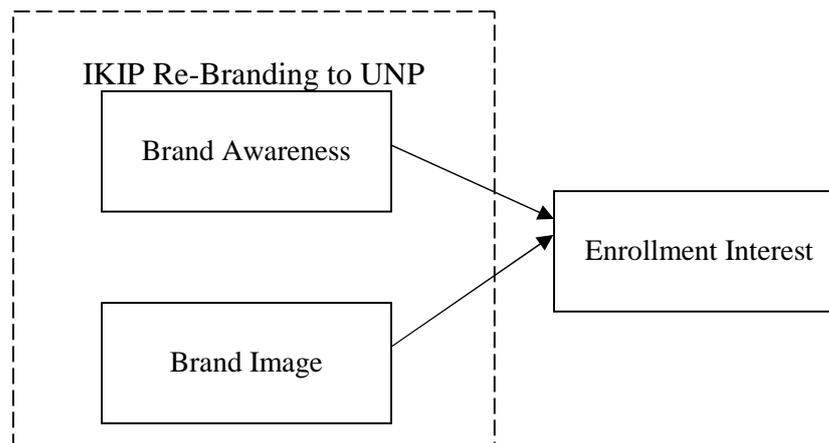
The image of the product and brand associations can be communicated by advertising and other promotional media, including public relations and eventsponsorship. Ads are considered to have the largest role in communicating the image of a brand, and a brand image can also be built using only the ad to creates associations and symbolic meaning that is not an extension of the product features.

III. Research Methods

Research Population and Sample

The research population were all high school students in West Sumatra. The number of high school students in West Sumatra until 2014 amounted to 34.701 (bps online: 2014), and 380 students are taken as samples based on Krejcie tables (Sekaran, 2006). The research sampling technique is random sampling method.

Research Model



Research Instrument

Research instrument was a questionnaires that was given to respondents. The questionnaires have been designed with Likert scale with five options consisting from "strongly disagree" to "strongly agree". Before the instrument used to collect research data, it was first be tested on 30 samples to measure the validity and reliability of the instrument.

Data Analysis

Multiple Regression

Multiple regression analysis is a data analysis method that allows researchers to perform calculations among the variables that exist that close to reality, and to measure the effect of independent variables with the dependent variable, using SPSS. According Riduwan (2010) the formula for multiple regression is as follows:

$$Y = a + b_1x_1 + b_2x_2 + e$$

Where: Y = enrollment interest, a=constant, x_1 = brand awareness, x_2 = brand image, b_1 , b_2 =regression coefficient, e=error

Feasibility Test (F-Test)

F test was conducted to test whether the simultaneous independent variables are able to explain the dependent variable as well. SPSS data processing results on the F test also to test whether the model used is fixed or not. The benchmark used is to compare the significant values obtained with $\alpha = 0.05$.

Hypotheses Test

The t-test was conducted to test whether separate independent variables are able to explain the dependent variable as well. Partial test on SPSS output by the t-test can be seen in Table Coefficients. If the P-value (on sig. column) on each independent variables are smaller than 0.05, it means each independent variable individually has significant effect on the dependent variable.

IV. Results

Hypotheses Test

F test was conducted to determine whether the independent variables have a significant influence on the dependent variable simultaneously. The crunched data are presented in the following table:

		F-Test Result				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13141.064	2	6570.532	191.225	.000 ^b
	Residual	11785.537	343	34.360		
	Total	24926.601	345			

Source: Primary Data, 2015

Based on the analysis on the table above, we can see the level of significance is $0.000 < 0.05$. This means that the null hypothesis (H_0) is rejected. Which means there are simultaneously significant effect from Brand Awareness and Brand Image towards Enrollment Interest. Thus the hypothesis proposed by researchers can be accepted.

Coefficient of Determination

The coefficient of determination (R^2) is useful to show the contribution proportion independent variables towards dependent variable. The crunched data showed that the relationship between the level of Brand Awareness and Brand Image towards Enrollment Interest can be seen in the following table:

Coefficient of Determination				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.524	5.86175

Source: Primary Data, 2015

Based on the table above, it can be analysed that the relationship between Brand Awareness and Brand Image towards Enrollment Interests is amounted to 0.726. While the contributions given by the Brand Awareness and Brand Image variables towards

Enrollment Interest is 0.527 or 52.7%, while the remaining 0.473 or 47.3% was contributed by other variables that was not examined in this study.

T-Test

The t-test was conducted to see the effect of each independent variable on the dependent variable partially. The reference used is: if sig value < 0.05 then H_0 is rejected. However, if the sig value > 0.05 , then H_0 is accepted. The results of the data crunching shown in Table 4.7.

Multiple Regression Results					
Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	-4.815	2.500		-1.926	.055
1 Brand Awareness	.360	.052	.376	6.963	.000
Brand Image	.384	.051	.406	7.529	.000

Source: Primary Data, 2015

Based on table above, the constant value is $a = -4.815$, while the multiple linear regression coefficient $b_1 = X_1$ (.360), and $b_2 = X_2$ (0,384). Thus we obtained multiple linear regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = -4.815 + 0,360X_1 + 0,384X_2$$

From the equation above can be seen that the constant is -4.815, which means if Brand Awareness (X_1) and Brand Image (X_2) is zero, then the Enrollment Interest is -4.815 unit. Furthermore, Brand Awareness (X_1) estimated regression value is 0.360 with sig value $0.000 < 0.05$, this means that when Brand Awareness (X_1) is increased by 1 unit, then the Enrollment (Y) would be increased by 0.360. Which means the better UNP brand awareness in the minds of West Sumatera highschoolers, the bigger Enrollment Interest would be.

On Brand Image (X_2), the estimated variable regression value is 0,384 with sig $0.000 < 0.05$, this means that if the variable Brand (X_2) is increased by 1 unit, then Enrollment Interest (Y) would increase by 0,384. Which means that the more positive the brand image in the eyes of prospective students would increase the interest to enroll to UNP.

Discussions

Brand Awareness Impact Towards Enrollment Interest

Brand Awareness in this study means the ability of West Sumatera Highschoolers (UNP's prospective students) to recognize and recall Universitas Negeri Padang as a brand of one of leading universities in West Sumatra. The statement that UNP is one of the leading universities should be emphasized, because there are strong relationships between the products categories with the brand in question. This concept is in line with the Aaker (2009), which defines that brand awareness is a potential buyer's ability to recognize or recall that a brand is a part of a specific product category.

From the crunched data, it is known that the prospective students have already know Universitas Negeri Padang, and considers UNP is an easy to remember name. In addition, the majority of respondents also knows UNP's campus locations. This is very advantageous for UNP, because brand awareness describes the brand's presence in the minds of consumers that will affect the image and behavior of consumers. Brand awareness is also a main asset of the brand, or the key to get into other brand elements (Durianto, 2006).

Nevertheless, there are still some respondents who are not familiar UNP's motto or knowing UNP's official website. Furthermore, although they're already familiar with UNP

as one of the top colleges in West Sumatra, there are still some respondents who didn't know the difference between IKIP and UNP.

Brand Image Impact Towards Enrollment Interest

Brand image in this study is a set of beliefs by West Sumatera Highschoolers (UNP's prospective students) towards UNP as a brand from memory. This is in line with definition formulated by Keller (2003) or Kotler and Armstrong (2001) which states that brand image is a presumption on the brand that was reflected by the consumer who cling to their memory.

Based on the crunched data, it is known that UNP's brand image the minds of it's prospective students: UNP is still the leading university in producing educational graduate. However, they also thought that UNP has an image as a producer of non-educational undergraduate. Furthermore, the highschoolers also considers UNP as a pride college of West Sumatera.

However, based on the crunched data, there are UNP's brand images that UNP is not a college with the lowest tuition. The highschoolers also did not consider UNP is where high achievement students were studying, and do not consider the UNP as the best college in West Sum

Brand awareness according to Dolak (2000) is when people familiar with the brand, but does not mean that they always like the brand, or give a high value to the brand. It simply means that they know your brand, and can be identify it under varying conditions.

Brand Awareness and Brand Image Impact Towards Enrollment Interest

As one step in the branding hierarchy, brand image plays an important role in the development of a brand. It's because brand image concerns the reputation and credibility of the brand which later would became "guidelines" for the consumer to try or use the product or service and obtain a particular experiences (brand experience). It will determine whether the consumer will become brand loyalists or simply opportunists (easy to move to another brand). Brand image is a representation of the overall perception of the brand, and is formed by information and knowledge of the brand. The image of the brand is associated with beliefs and attitudes towards a brand preference. Consumers who have a positive image of a brand would be more likely to make a purchase (Setiadi, 2003).

Based on this research, it is known that Brand Awareness and Brand Image simultaneously have a significant and positive impact towards Enrollment Interests. Based on crunched data, it is known that Brand Awareness and Brand are both in "good" category. Furthermore both , brand awareness and brand image are significantly influence enrollment interest in UNP.

The research revealed that the average brand image "Respondents Achievement Level" is better than brand awareness. In other words, when affecting enrollment interest, brand image contribution is greater than brand awareness. This is in line with the opinion of Boush and Jones (in Kahle & Kim, 2006) which suggests that brand image has several functions, including as market entry.

So it can be concluded that brand awareness and brand image influences enrollment interest in Universitas Negeri Padang. The better the brand awareness and brand image are, the higher the interest of prospective students to enroll to Universitas Negeri Padang.

V. Conclusions

Conclusion : (1) Simultaneously, both brand awareness and brand image affects enrollment interests in Universitas Negeri Padang. (2) Brand awareness has a significant and positive impact on enrollment interest of Universitas Negeri Padang. This shows that

the better the brand awareness are, the higher the interest of prospective students to enroll to Universitas Negeri Padang. (3) Brand image has a significant and positive impact on enrollment interest of Universitas Negeri Padang. This shows that the better the brand image are, the higher the interest of prospective students to enroll to Universitas Negeri Padang.

Based on the research results, to the Universitas Negeri Padang's top management, researchers propose the following suggestions: (1) Increase UNP's brand awareness and brand image in the minds of prospective students, especially with UNP's motto campaign "Alam Takambang Manjadi Guru". (2) Introduce and disseminate information about UNP's official website 'unp.ac.id' to prospective students. (3) Providing information about the difference between IKIP Padang and UNP to prospective students.

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