

# The Effect of Advertising and Personal Selling of Brand Awareness in Vocational High School YPT Palembang

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**Abstract-** *The purpose of this study was to determine the effect of advertising and personal selling on increasing brand awareness in Vocational high school YPT Palembang Development Schools. The population in this study is the students guardians. Vocational high school Pembangunan YPT Palembang Vocational Data collection technique is carried out by distributing questionnaires to 100 student guardians. This study uses primary data obtained from questionnaires and the analysis technique used is multiple regression analysis techniques. The results of this study indicate that Advertising and Personal Selling partially and simultaneously have a significant effect on brand awareness in Vocational high school Pembangunan YPT Palembang. Suggestions that can be given in this study are the management of the Vocational high school Pembangunan YPT Palembang can fulfill the improvement of the quality of teachers and the completeness of teaching and learning facilities and promotion activities both through the media and directly, so that the quality of graduates and the quantity of new students continue to increase.*

**Index Terms-** *advertising, personal selling, brand awareness.*

## I. INTRODUCTION

The 12-year compulsory education program consists of elementary and secondary education at the elementary, junior high to senior high / vocational levels. Senior High Schools (SMA) and Vocational High Schools (SMK) are useful as determinants for students to continue their higher education or work. Based on the National Education System Law No. 20 of 2003, high school is a high school in the general category that prepares students to continue to tertiary education. Meanwhile, Vocational High School is a secondary education which prioritizes the development of student skills. Vocational High Schools (SMK) aim to produce skilled and ready-to-work human resources.

The government is currently paying more attention to Vocational High Schools (SMK). According to Presidential Instruction No. 9 of 2016, Vocational High Schools (SMK) are included in revitalized vocational education institutions. "Vocational School is one of the educational institutions which

is said to be the most relevant solution in overcoming employment problems, as well as fostering domestic industries" ([www.tirto.id/persissue-smk-stigma-putus-school-to-unemployment-cPhn](http://www.tirto.id/persissue-smk-stigma-putus-school-to-unemployment-cPhn), accessed April 5, 2019). Therefore, both state and private SMKs are expected to be able to compete with high schools to increase the number of students. In addition, the site [edukasi.kompas.com](http://edukasi.kompas.com) also revealed that the government began directing junior high school graduates to continue their education to vocational high schools and in the future, the government estimated the proportion of vocational schools to be more than high schools, which was around 60 percent for vocational schools and 40 percent for senior high schools .

Based on information from the Ministry of Education and Culture, the number of Vocational High Schools in Palembang City is 80 schools, consisting of: 9 State Vocational Schools and 71 Private Vocational Schools (Dapodikdasmn, 2019).

The large number of private SMKs opens up the possibility of competition to get new students each year in the city of Palembang. "The phenomenon that has happened so far, 'favorite' schools are always flooded with students to reject prospective students, while schools that happen to be 'not favored' are somewhat stagnant in getting prospective students, both in quality and quantity" (Zulaikha, 2017) revealed that the lack awareness of school branding is the cause of the lack of 'prestige' of the school to become a favorite school. According to him, private schools only do promotions once a year. Behind these promotional activities, on average, the school does not realize that promotional activities can build brand awareness. The results of his research concluded that as an institution that deals directly with the community, schools also need to build brand awareness.

Just like schools in general, promotions conducted by schools are presented in the form of conventional advertisements without social media. According to Situmorang (2017) advertising aimed at motivating potential buyers by supporting the superiority of goods / services. Ads (advertisements) conducted by the YPT Development Vocational School using print media. Print media used are brochures and banners. In addition to print media, the school also uses social media such as Websites, Instagram, LinkedIn, Twitter, YouTube and Facebook.

Advertising aimed at motivating potential buyers in the way

that goods / services are offered (Situmorang, 2017). Therefore, advertising (advertising) is part of a promotional strategy to increase brand awareness. Ads (advertisements) that can retain consumers' memories are advertisements that contain messages by displaying various pleasures (Pratama, 2011).

According to Noermalitasari, et al (2015), to achieve the quality of education services, teachers and school staff can provide attention, understanding, and direct the wishes of customers of educational services directly. Therefore, teachers and staff have an important role to do personal selling which is expected to increase brand awareness. The study found that personal selling has the potential to verbally as a promotional medium to potential customers (Kotler & Armstrong, 1994: 596). Tambunan and Wijaksana (2019) explained that the better advertising and personal selling in promotion strategies would increase brand awareness.

Several factors can affect the brand awareness is advertising and personal selling. Based on the above background, encourage researchers conducted a study entitled " The Effect of Advertising and Personal Selling of Brand Awareness in SMK Pembangunan YPT Palembang"

## II. LITERATURE REVIEW

### A. Advertising

Image according to Kotler and Keller (According to Kotler & Keller (2007: 244), "advertising) is all forms of paid non-personal presentations and promotion of ideas, goods, or services with certain sponsors." Based on the research of Pondaag and Soegoto (2016) Advertising is a promotional mix that is very well known among the general public.

Advertising is an advanced communication process that brings audiences to the most important information that they really need to know (Jefkins, 1997: 16). Frank Jefkins' statement above places advertisements as one form of message delivered by producers to the public as their potential customers. With advertising, the audience is expected to obtain as much information from an advertised product or service.

Advertising provides a message in the presentation of an information. According to Boyd (2000: 78), messages are the sum of signs or signals that try to express one or more ideas. The instructions depend on the media used and the goals of the speaker (behavior that will be influenced).

### B. Personal Selling

According to Simamora (2000: 758) Personal Selling is a presentation or oral presentation in a conversation with one or more prospective buyers with the aim of making a purchase. In private sales exclusive interpersonal contact occurs, someone makes a sales presentation to another person or group of potential buyers. Personal sales audiences can be customers, organizational customers, or marketing intermediaries.

Personal selling is direct communication (face to face) between sellers and prospective customers and forms the customer's understanding of the product so that they will try and buy it (Tjiptono 2008: 224).

### C. Brand Awareness

According to Shimp (2010), brand awareness is the ability for brands to appear in the minds of compilation customers who are clarifying certain product categories and making it easy for the name to emerge, furthermore, brand awareness for basic dimensions in brand equity.

In line with Shrimp (2010), according to Tjiptono (2005), brand awareness (brand awareness) is the ability of consumers to facilitate or remember about brands that are members of certain product categories.

## III. RESEARCH ELABORATIONS

### *The Influence of the Relations Between Advertising Variables and Personal Selling Against Brand Awareness*

Effect of Relationship The relationship between advertising and personal selling variables on brand awareness was revealed by Berry (2000) cited by Tjiptono (2014) that brand awareness is part of service branding to market a service.

Meanwhile, as we already know from the theory explained by Kotler (2010: 426) in the previous section, advertising and personal selling are part of the promotion. Promotion is a form of communication with the market that presents the brand of the company itself (Kotler, 2010). Presented brand is a form of communication made by a company regarding its identity and purpose through advertising, service facilities, and service provider appearances (Berry, 2000). Variable Advertising and Personal Selling Against Brand Awareness

According to Keller (1993, 2012) quoted by Tjiptono (2014) the key to creating brand equity is brand knowledge, which consists of brand awareness and brand image. Having a strong brand is a vital aspect of a company, because the advantages that can be obtained from a wide range of Branding are not only relevant for goods producers, but also very crucial for service companies that are intangible, inseparable, variable, and perishable. Strong brands help customers visualize and understand intangible products. Brands in the service context are often interpreted as "promises" (Berry, 2000; Berry & Pasuraman, 1991). Based on the picture above, Berry (2000) explains each of the chart points quoted from Keller (1993), including:

1. Presented Brand is a controlled company communication about its identity and purpose through advertisements, service facilities, and the appearance of service providers. This includes the company's name, logo and visual presentation.

2. External brand communication refers to information received by customers about the company and its services which are in principle not controlled by the company and services that are not in principle controlled by the company. The main form of communication is an external brand company.

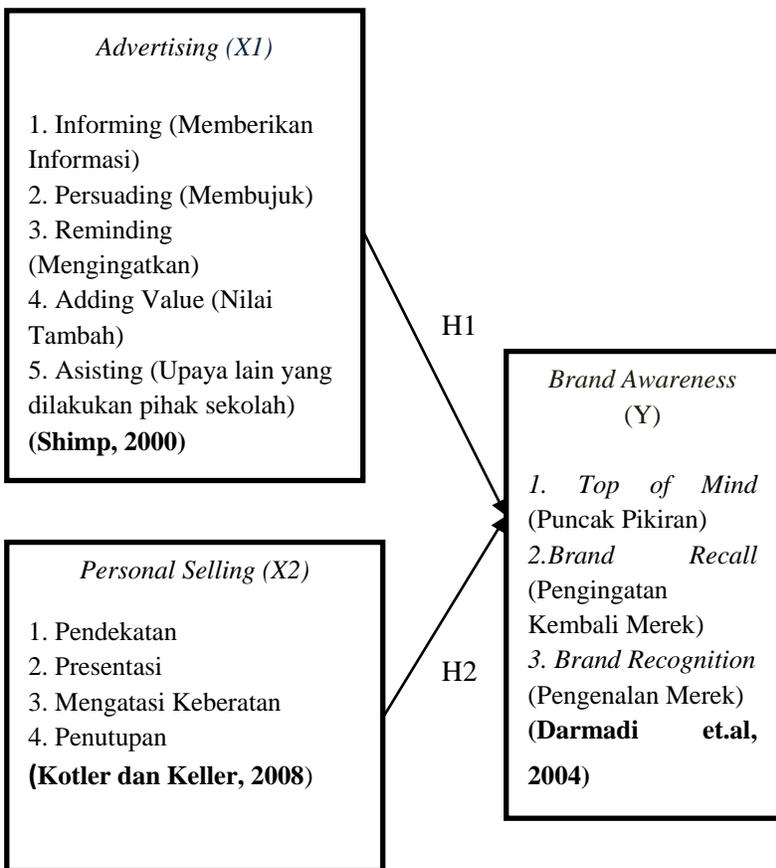
3. Brand awareness is the ability of customers to recognize and remember the brand when given certain instructions or cues.

4. Brand meaning refers to the customer's dominant perception of the company's brand. Although the brand presented by the brand and external communication contribute to brand meaning, the main source of influence for customers who have actually experienced service is the experience concerned.

5. Customer experience with the company refers to the customer's actual experience in buying and communicating the company's previous services.

6. Brand equity is the differentiation effect of a combination of brand awareness and brand meaning on customer responses to brand marketing (Keller, 1993).

Presented brands can increase brand awareness positively and significantly which are marked with thick arrows. Presented brand is a form of communication made by a company regarding its identity and purpose through advertising, service facilities, and the appearance of service providers (Berry, 2000). Therefore, it can be concluded that advertising and personal selling are forms of presented brands that have a direct relationship to brand awareness



Based on the background, the formulation of the problem, research objectives, the theoretical basis and theoretical framework. Then the hypothesis proposed in this study are:

H1: There is a positive and significant effect of personal selling variables on Brand Awareness at the YPT Palembang Vocational Development.

H2: There is a positive and significant influence of the advertising variable on brand awareness at the YPT Palembang Vocational Development.

#### A. The Scope Of Research

The scope of this research is more focused on the effect of advertising and personal selling on brand awareness in private educational institutions, especially Vocational High Schools (SMK), namely SMK Development YPT Palembang.

#### B. Research Design

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#### C.

The research design included a descriptive causality study. Because seen from the main purpose of the variables to be studied this is to describe the causal relationship of the phenomenon or problem solving studied to see the effect of Advertising and Personal Selling on Brand Awareness at SMK YPT Palembang.

#### D. Data Types and Sources

Source of data needed in this study is primary data. Primary data collection in this study by distributing questionnaires and conducting interviews directly with parents of students.

#### E. Population and Sample

Population is a generalization consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2012). The population that is the object of research is the guardians of class X, XI, XII students at the SMK Development YPT Palembang in the 2016/2017 school year, 2017/2018, and 2018/2019 as many as 753 people. From the results of calculations using the Slovin formula obtained as many as 100 people, then samples were taken at random without regard to strata in the population itself using simple random sampling techniques.

#### F. Data Analysis Technique

##### 1. Instrument Testing

Arikunto (2013: 203) data collection instruments are tools that are selected and used by researchers in their activities to collect data so that these activities become systematic and made easy by them. In this study the instrument used was a questionnaire, which is a list of statements given to employees and leaders or superiors.

- Test Validity

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire Ghozali (2012). Criteria are said to be valid if the value of  $r_{count} > \text{value of } r_{table}$ .

- Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire can be declared reliable if the answers from respondents are consistent or constant

##### 2. Analysis of Multiple Linear Regression

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To answer the problem formulation in this study, the analysis conducted is multiple regression analysis. This analysis is used to analyze the effect of the independent variables on the dependent variable, namely the Effect of Advertising and Personal Selling on Brand Awareness of SMK YPT Palembang. With the formulation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Brand Awareness

a = constant

b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub> = Coefficient of the regression line

X<sub>1</sub> = Advertising

X<sub>2</sub> = Personal Selling

E = Standard error

### 3. Test F

- If  $F_{arithmic} < F_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected. This means that there is no influence of the independent variables on the dependent variable simultaneously
- If  $F_{arithmic} > F_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an influence of the independent variables on the dependent variable simultaneously.

### 4. Test T

- If  $F_{arithmic} < F_{table}$  then  $H_0$  is accepted and  $H_a$  is rejected. This means that there is no influence of the independent variables on the dependent variable simultaneously.
- If  $F_{arithmic} > F_{table}$  then  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an influence of the independent variables on the dependent variable simultaneously.

## IV. RESULTS OR FINDING

### 1. Descriptive test results

Descriptive statistics provide a general description of the research object that is sampled as well as being focused on the maximum, minimum, average, and standard deviation values. Based on sample data obtained from 100 trustees of Palembang YPT Vocational School students with statistics on Advertising, Personal Selling and Brand Awareness variables can be seen in the table below:

### I. TABLE DESCRIPTIVE TEST RESULTS

Descriptive Statistics					
	N	Mini	Max	Mean	Std. Deviation
Advertising	100	36	60	58.92	4.543
Personal selling	100	51	85	83.60	5.643
Brand Awareness	100	18	30	29.76	1.457
Valid N (listwise)	100				

Sources : Primary Data Processed, 2019

### 2. Multiple linear regression

The results of multiple regression tests in this study can be seen in the following table:

		Coefficients <sup>a</sup>		
		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	.085	.065	
	Advertising	.720	.099	.694
	Personal Selling	.229	.104	.211

**Coefficients<sup>a</sup>**

Model		Standardized		
		Unstandardized Coefficients	Std. Error	Beta
1	(Constant)	.085	.065	
	Advertising	.720	.099	.694
	Personal Selling	.229	.104	.211

a. Dependent Variable: Brand Awareness

Source: Primary data processed, 2019

Multiple linear regression equation  $Y = 0.085 + 0.720X_1 + 0.299X_2 + e$

If we pay attention to this equation, the constant (a) of 0.085 can be interpreted that without an increase (Advertising 0 units), the Brand Awareness of SMK YPT Palembang Development will remain at 0.085. Then from the equation also shows the regression coefficient (b1) which results obtained by 0720 this figure can be interpreted that if Advertising rises by 1 unit, the Brand Awareness Vocational School Palembang YPT Development will increase to 0.720. Furthermore, obtained by the regression coefficient (b2) which results obtained by 0.299 this figure can be interpreted that if Personal Selling rises by 1 unit, the Brand Awareness Vocational School Palembang YPT Development will increase to 0.299. Therefore it can be said that the Advertising and Personal Selling variables have an influence and are in line with a positive sign on Brand Awareness. This means that if Advertising and Personal Selling are increased, the Brand Awareness of the YPT Palembang Vocational Development will increase and vice versa.

3. Determination Coefficient Test (R2)

The coefficient of determination (R2) aims to measure how far the ability of the model can explain the variation of the dependent variable. If the value of R2 is close to one, it can be said the stronger the ability of the independent variables in the regression model, and vice versa.

II. TABLE DETERMINATION COEFFICIENT TEST RESULTS

**F hit**      **F tabel**      **Sig**      **Keterangan**

171.833      2,48      0,000      Signifikan

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.883 <sub>a</sub>	.780	.775	.194

a. Predictors: (Constant), Personal Selling, Advertising

Based on the statistical results above, it shows that the correlation value = 0.883 shows that between Advertising and Personal Selling to Brand Awareness has a very close and direct relationship, while Adjusted R Square is obtained at 0.775 which means Advertising and Personal Selling has a contribution of 77, 5% of the Brand Awareness of the remaining 22.5% is influenced by other variables not examined.

4. F Test

According to Sugiyono (2012) F test From the results of calculations using SPSS 22 for windows, the f test table is obtained as follows:

III. TABLE F TEST RESULT

APPENDIX

Sources: Primary Data Processed, 2019.

5. T test

From the results of calculations using SPSS 22 for windows, the t test table is obtained as follows:

IV. TABLE T TEST RESULT

Coefficients <sup>a</sup>			
Model		t	Sig.
1	(Constant)	1.310	.193
	Advertising	7.267	.000
	Personal Selling	2.213	.029

a. Dependent Variable: Brand Awareness

Sources: Primary Data Processed, 2019.

1. From the t-test results obtained t value of the independent variable namely: T-value of  $7.267 > 1.672$  with a significant level of probability of  $0,000 < 0.05$ . Then there is a significant influence between Advertising significant effect on Brand Awareness variable. Thus means the first hypothesis (H1) is accepted.

2. T-value of 2.213 with a significant level of probability of  $0.029 < 0.05$ . Then there is a significant influence between Personal Selling on Brand Awareness. Thus means the second hypothesis (H2) is accepted.

### PRACTICAL IMPLICATIONS

#### 1. Effect of Advertising on Brand Awareness at the YPT Palembang Development Vocational School

From the results of this study indicate that Advertising, has a significant effect on Brand Awareness of the YPT Palembang Vocational Development. The results of this study are in line with research conducted by Munyaradzi Mutsikiwa<sup>1</sup>, Kossam Dhliwayo, Clay Hutama Basera (2013) from Zimbabwean Universities which shows that Advertising has a positive and significant effect on brand awareness. But Sawant (2012) in his research on the impact of advertising on brand awareness and consumer preference (with special references to men's wear) states that advertising is usually a form of promotion that is responsible for popularizing products / services, but to build brand awareness is not enough just to advertising so the results of this study state that advertising has a positive and not significant effect on brand awareness. From the description above, the authors assume in Advertising, in addition to highlighting the quality of information content, attractive design strategic placement will affect the success or failure of Advertising activities, because the purpose of Advertising is not only to introduce products but also to attract consumers to buy products.

#### 2. Effect of Personal Selling on Brand Awareness at the YPT Palembang Development Vocational School

From the results of this study indicate that Personal Selling has a significant effect on Brand Awareness of the YPT Palembang Vocational Development. The results of this study are in line with research conducted by Abdul Jumaat bin Mahajar and Bodi Binti Mohd Yunus (2011) The Effectiveness Of The Promotional Tools In Creating Awareness Towards Customers Of Islamic Banking In Malaysia which shows that Advertising has a positive and significant effect on brand awareness. Furthermore Pirathhepan and Pushpatan (2012) research revealed that the better Personal Selling in promotional strategies will increase Brand Awareness.

From the description above, the authors assume in Personal Selling, consumers can not only find out information about the products offered but also by direct interaction with representatives of the company / school consumers can know the extent of the performance of resources / labor owned by the company both in terms of knowledge, attitudes and abilities in serving konsumen. Therefore the company must really place its human resources who have high dedication to the company to conduct personal selling and if possible do special training for employees who will be given the task of conducting personal selling activities.

### V. CONCLUSIONS AND SUGGESTION

#### 1. Conclusions

Based on the results of the research that has been described, it can be concluded that advertising and personal sales have a positive and significant relationship to Brand Awareness Vocational Development of Palembang YPT.

#### 2. Suggestion

The suggestions that the author can give in this study are as follows:

1. The manager of the Palembang YPT Development Vocational School can fulfill the improvement of the quality of teachers and the completeness of teaching and learning facilities and promotion activities both through the media and directly, so that the quality of graduates and the quantity of new students continue to increase.

2. For future researchers, it is hoped that the results of this study can be used as additional information and add samples or other variables specifically about brands.

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