

Implementation of an Expanded Promotion Mix in Increasing New Student Acceptance of SMK Wira Harapan, Badung, Bali

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ABSTRACT

The objective of this study is to ascertain the impact of Digital Marketing, Word of Mouth Communication, and door-to-door advertising on the decision-making process of students while selecting Wira Harapan Badung Bali Vocational School. The research design used is quantitative causality. The sample that will be used in this research is 143.7 or 150 respondents. Data analysis in this study used multiple linear regression. The research findings indicate that internet marketing, word of mouth, and door-to-door advertising have a substantial and favorable impact on students' decision-making process on their choosing. Digital marketing, WOM and door to door promotions simultaneously influence voting decisions. It is recommended to pay attention to the content shared in digital marketing, increase WOM by interacting more with consumers and consider door to door promotions which can increase the decision to choose Wira Harapan Vocational School.

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1. INTRODUCTION

Marketing is an activity that has the aim of attracting new consumers by promising good value from a product or service, retaining existing consumers and continuing to develop to provide consumer satisfaction. Marketing activities cannot escape the influence of digitalization which has led to increasingly intensive digital marketing activities or what is known as Digital Marketing. Digital Marketing is an

activity or activity that is important for a company to carry out in order to disseminate information about the products or services they offer to potential consumers widely so that they can increase sales of products or services owned by the company through online media [1]. Digital Marketing allows companies to carry out marketing with a wider scope because it uses digital media in the form of websites, e-mail and others to digitalize consumer data management activities.

Apart from marketing through digital media, marketing can also be done through word of mouth. The exchange of information by word of mouth carried out by consumers regarding a product or service can be used as the most influential promotional media and is usually listened to by other consumers and is the cheapest [2]. This type of promotion is called Word of Mouth (WOM). WOM is the same as personal selling in that it provides information explicitly, has solutions tailored to consumer conditions, is interactive because the delivery of information between communication sources and recipients has a shorter distance than information obtained from marketers directly [3].

Door to Door promotion activities are also a common thing carried out by schools to attract the interest of prospective students and build relationships with the school that is the venue for the promotion. The promotional mix by carrying out various Door to Door Promotion activities can create

interaction between prospective students and the school carrying out the promotion so that later it can result in students deciding to choose to continue their education at that school [4].

Marketing activities are needed to promote a company or institution to attract the attention of new consumers and maintain the attention of old consumers to continue using the products or services provided according to their wants and needs. Educational institutions also need good marketing to find new students in order to achieve the target or quota of students continuing their education at the school. This is no exception to the Wira Harapan Vocational High School (SMK) which is one of the vocational high schools that provides services for students to continue their education in a theoretical and practical teaching and learning process that provides various majors that are of interest to students, including the fields of Tourism and Computer Technology.

Table 1. Data on Number of New Student Admissions at Wira Harapan Vocational School for 2020-2022

No	Year	List	Re-registration
1	2020	620	420
2	2021	233	219
3	2022	312	223
4	2023	520	334

Based on The data table above regarding the acceptance of new students at Wira Harapan Vocational School in 2020 included 620 students who registered and 420 students who re-registered. In 2021, there were 233 new prospective students who registered and 219 who re-registered. In 2022, there were 312 new prospective students who registered and 223 who re-registered. In 2023, there were 520 new prospective students who registered and 334 who re-registered. Existing data indicates a decline in the number of students opting to re-register, particularly in 2022. Special emphasis must be placed on the Marketing Department of Wira Harapan Vocational School to enhance their marketing strategies and attract more potential students, hence

increasing student retention rates. I received my schooling at Wira Harapan Vocational School.

The need to optimize marketing activities carried out by Wira Harapan Vocational School can be done digitally or personally through Digital Marketing and WOM. In addition, schools must implement a proficient promoting strategy to augment the influx of new pupils. Schools engage in promotional endeavors to directly or indirectly inform, persuade, and remind consumers about the school [5]. Another promotional activity carried out by Wira Harapan Vocational School is the SMP Door To Door Promotion to directly attract interest from junior high school students to continue their education at Wira Harapan Vocational

School. This is a routine activity carried out by Wira Harapan Vocational School every year as a promotional effort to increase the number of new student registrations.

Given the problem presentation, theoretical framework, and past research findings, researchers are motivated to perform a study with the following title: "Application of an Expanded Promotion Mix in Increasing New Student Acceptance at Wira Harapan Vocational School, Badung, Bali".

2. METHODS

The research design used is quantitative causality, namely research designed to examine the possibility of a cause and effect relationship between variables so that the classification of existing variables can be stated [6]. This research will be carried out at Wira Harapan Vocational School which is located at Jalan Raya Padang Luwih, Banjar Tegal Jaya, Dalung, North Kuta District, Badung Regency, Bali Province. The

data source used in this research is a primary data source.

The population that will be used in this research is all students enrolled at Wira Harapan Vocational School for the 2022/2023 academic year, totaling 223 students (PPDB Report at Wira Harapan Vocational School, 2023). The sample that will be used in this research is 143.7 or 150 respondents.

This study employs a questionnaire that will be developed according to the variables under investigation and includes relevant inquiries. The impact of Digital Marketing, Word of Mouth Communication, and Door to Door Promotion on students' selection of Wira Harapan Vocational School. Participants will be requested to offer their comments using a Likert scale, specifically a range ranging from 1 to 5. The questionnaire employed has undergone rigorous testing to ensure its validity and reliability.

3. RESULTS AND DISCUSSION

3.1 Results

a. Respondent Characteristics

Table 2. Characteristics of Research Subjects

Variable	n = 150
Gender	
Man	80 (53.3%)
Woman	70 (46.7%)
Major	
Hotel accommodation	25 (16.7%)
Cullinary art	111 (74%)
Travel agent	14 (9.3%)

Source: Data processed by researchers, 2024

Table 2 explains the characteristics of the research subjects based on the respondent's gender and major. Respondent characteristics are presented in the form of numbers and percentages. Based on gender, the majority of respondents were male, amounting to 80 people (53.3%) and the remainder were female, amounting to 70 people (46.7%). The research respondents came from 3 departments at Wira Harapan Vocational School, namely the largest number of students from the culinary arts department numbering 111

(74%), followed by students from the hotel accommodation department totaling 25 people (16.7%) and the fewest came from tourism business majors numbered 14 people (9.3%).

b. Validity test

A valid instrument refers to a measuring instrument that meets the minimum condition of having a value of $r = 0.05$ in order to collect accurate data. If the correlation between the items and the total score is below 0.05, the items in the instrument are deemed invalid. The results of the validity test are displayed in table 3.

Table 3. Variable Validity Test Results

No	Variable	Indicator	Pearson Correlation	Information
1	Digital Marketing (X1)	X1.1	0.750	Valid
		X1.2	0.705	Valid
		X1.3	0.608	Valid
		X1.4	0.683	Valid
		X1.5	0.715	Valid
2	Word Of Mouth (X2)	X2.1	0.772	Valid
		X2.2	0.872	Valid
		X2.3	0.764	Valid
3	Door To Door Promotion(X3)	X3.1	0.782	Valid
		X3.2	0.577	Valid
		X3.3	0.672	Valid
		X3.4	0.734	Valid
		X3.5	0.680	Valid
		X3.6	0.820	Valid
4	Choosing Decision (Y)	X3.7	0.817	Valid
		Y1.1	0.808	Valid
		Y2.2	0.856	Valid
		Y3.3	0.860	Valid
		Y4.4	0.688	Valid

Source: Data processed by researchers, 2024

Based on the table above, all variables have a correlation above 0.30 so that all instruments used in this research are declared valid.

c. Reliability Test Results

A trustworthy instrument is one that consistently yields consistent results when used multiple times to

measure the same object. A construct or variable is considered dependable if it yields a Cronbach Alpha coefficient greater than 0.60. The results of the reliability test can be seen in the table as follows:

Table 4. variable reliability test results

Variable	Cronbach's Alpha	Information
Digital Marketing (X1)	0.721	Reliable
Word Of Mouth (X2)	0.722	Reliable
Door To Door Promotion(X3)	0.843	Reliable
Choosing Decision (Y)	0.815	Reliable

Source: Data processed by researchers, 2024

According to the chart provided, it is evident that the research instruments for all variables are deemed dependable as they possess a reliability coefficient exceeding 0.70. This demonstrates that if the research is replicated, it will yield same conclusions.

d. Results of Descriptive Analysis of Research Variables

In this research, a descriptive analysis was carried out of each indicator in the research variables consisting of digital marketing, WOM, Door To Door Promotion and the decision to choose Wira Harapan Vocational School.

The statistics used in this research include mean, median and

mode and standard deviation. The class interval formula (criteria) in this research:

Highest score	=	5
Low value	=	1
Range	=	Highest-lowest value

$$C = \frac{R \text{ (Rentangan)}}{K \text{ (jumlah Klasifikasi)}}$$

$$C = \frac{5-1}{5}$$

$$C = 0.80$$

From the class interval values above, the classification boundaries (criteria) with the selected categories are obtained as follows:

1.00 – 1.80	=	Very poor / very low
2.61 – 3.40	=	not good / low
1.81 – 2.60	=	quite good / average
3.41 – 4.20	=	good / high
4.21 – 5.00	=	very good / very high

Table 5. Statistical Description According to the Mean Value (Average) of Digital Marketing Variables

Indicator	Mean	Category
X1.1 Online communities	3.93	Good
X1.2 Interaction	4.23	Very good
X1.3 Sharing of Content	3.81	Good
X1.4 Accelibility	4.21	Very good
X1.5 Credibility	4.10	Good
Average	4.05	Good

Source: Data processed by researchers, 2024

The Digital Marketing variable assessment consists of several indicators, namely Online Communities, Interaction, Sharing of Content, Accessibility and Credibility. Based on the table above, it can be seen that the average score of

5 statements regarding digital marketing, namely 4.05, is in the range of 3.41 – 4.20, which means good. Respondents in the sample in this study considered digital marketing to be good.

Table 6. Statistical Description According to the Mean Value (Average) of the Word of Mouth Variable

Indicator	Mean	Category
X2.1 Customers do _talking	3.89	Good
X2.2 Customers do promoting	4.05	Good
X2.3 Customers do _selling	3.92	Good
Average	3.95	Good

Source: Data processed by researchers, 2024

The WOM variable assessment consists of several indicators, namely Customers do talk, Customers do promoting and Customers do selling. Based on the table above, it can be seen that the

average score of the 3 statements regarding WOM, namely 4.05, is in the range of 3.41 – 4.20, which means good. The respondents sampled in this study assessed WOM as good.

Table 7. Statistical Description According to the Mean Value (Average) of the Door To Door Promotion Variable

Indicator	Mean	Category
X3.1 Products	4.18	Good
X3.2 Price	3.40	Currently
X3.3 Place	3.77	Good
X3.4 Promotion	4.12	Good
X3.5 People	3.99	Good
X3.6 Physical Evidence	4.10	Good
X3.7 Process	4.07	Good
Average	3.94	Good

Source: Data processed by researchers, 2024

The Door To Door promotion variable assessment consists of several indicators, namely Product, Price, Place, Promotion, People, Physical Evidence and Process. Based on the table above, it can be seen that the average score of the 7 statements

regarding the Door To Door promotion, namely 3.94, is in the range of 3.41 – 4.20, which means good. The respondents sampled in this study assessed the Door To Door promotion as good.

Table 8. Statistical Description According to the Mean Value (Average) of the Voting Decision Variable

Indicator	Mean	Category
Y1.1 Buying stability after knowing product/service information	4.00	Good
Y1.2 Decided to buy because it was the most preferred brand	3.95	Good
Y1.3 Buy because it suits your wants and needs	3.98	Good
Y1.4 Bought because of other people's recommendations	4.01	Good
Average	3.98	Good

Source: Data processed by researchers, 2024

The variable assessment of the decision to choose consists of several indicators, namely the stability of buying after knowing product/service information, deciding to buy because it is the most preferred brand, buying because it suits your wants and needs and buying because it has been recommended by other people. Based on the table above, it can be seen that the average score of the 4 statements regarding voting decisions, namely 3.98, is in the range of 3.41 – 4.20,

which means good. The respondents in the sample in this study made good choices.

e. T Test Results (Partial Hypothesis Testing)

This test is used to test the significance of each regression coefficient so that it is known whether there is a partial influence between digital marketing (X1), WOM (X2), Door To Door Promotion (X3) on the decision to choose is real (significant) or just a coincidence.

Table 9. Results of the t statistical test

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,892	,814		10,918	,000
	X.1	13,315	4,501	,194	2,958	,004
	X.2	3,583	1,670	,138	2,146	,034
	X.3	35,189	4,120	,575	8,541	,000

a. Dependent Variable: Y

Source: Data processed by researchers, 2024

The table displays the results of the t-test, indicating that the calculated t-value for Digital Marketing (X1) is 2,958, with a significance level of 0.004. The table indicates that the t-count value is 2.958, which is greater than the t-table value of 1.655, at a significance level of 0.004, which is less than the predetermined α value of 0.05. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Therefore, it can be inferred that Digital Marketing has a substantial impact on the voting decision to choose Wira Harapan Vocational School.

The table displays the results of the t-test, indicating that the t-count value for Word of Mouth (X2) is 2.146, with a significance level of 0.034. The table indicates that the t-count value is 2.146, which is greater than the t-table value of 1.655, at a significance level of 0.034, which is less than the predetermined α value of 0.05. Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H2) is accepted. Therefore, it can be inferred that Word Of Mouth has a substantial

impact on the voting decision to choose Wira Harapan Vocational School.

The t-test results are displayed in the table, indicating that the t-value for the Door To Door Promotion (X3) is 8.541, with a significance level of 0.000. The table indicates that the t-count value is 8.541, which is more than the t-table value of 1.655, at a significance level of 0.000 ($\alpha = 0.05$). Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H4) is accepted. Therefore, it can be inferred that Door To Door Promotion has a substantial impact on the Voting Decision of Wira Harapan Vocational School.

f. F Test Results (Simultaneous Hypothesis Testing)

This test is conducted to determine the statistical significance of the regression coefficient values (b1, b2, b3) in order to establish whether the combined impact of digital marketing (X1), word-of-mouth (X2), and door-to-door promotion (X3) on the decision-making process (Y) is negative and statistically significant, rather than occurring by chance.

Table 10. F Statistical Test Results (F-test)

ANOVA a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	797,764	3	265,921	89,961	,000b
	Residual	431,569	146	2,956		
	Total	1229,333	149			
a. Dependent Variable: Y						
b. Predictors: (Constant), X.3, X.2, X.1						

Source: Data processed by researchers, 2024

The table displays the computation results, indicating that the value of F-count is 89.961. According to the data in table 5.12, the F-count value is 89.961, which is greater than the F-table value of 2.67, with a significance level of 0.000, which is less than 0.05. Therefore, the

null hypothesis (Ho) is rejected, and the alternative hypothesis (H1) is accepted. This means that Digital Marketing (X1), Word Of Mouth (X2), and Door To Door Promotion (X3) all have a positive and significant impact on the Voting Decision at Wira Harapan Vocational School.

Table 11. Hypothesis Test Results

Hypothesis	Information	Test Result
H1	There is a partial positive & significant influence between Digital Marketing on students' decisions to choose Wira Harapan Vocational School, Badung, Bali	ACCEPTED
H2	There is a partial positive & significant influence between Word of Mouth on students' decisions to choose Wira Harapan Vocational School, Badung, Bali	ACCEPTED
H3	There is a partial positive & significant influence between Door To Door Promotion on Students' Decisions to choose Wira Harapan Vocational School, Badung, Bali	ACCEPTED
H4	There is a simultaneous positive & significant influence between Digital Marketing, Word of Mouth and Door To Door Promotion on Students' Decisions to Choose Wira Harapan Vocational School, Badung, Bali	ACCEPTED

3.2 Discussion

This section will examine the outcomes of the calculations that have been conducted based on the findings of the multiple linear regression analysis. This study seeks to ascertain the impact of internet marketing, word of mouth, and door-to-door advertising on the selection of students to enroll at Wira Harapan Vocational School. Testing is conducted with the purpose of validating existing hypotheses in order to determine the impact of each variable on the other variables.

a. The Influence of Digital Marketing on Voting Decisions

The research findings indicate that digital marketing has a substantial and favorable impact on the decision-making process of selecting students from Wira Harapan Vocational School. This means that digital marketing influences the decision to choose students. Digital marketing must be the easiest promotional media to implement in various companies today. It is common knowledge that digital marketing can be a way for companies to save on promotional

costs. Therefore, companies must know the opportunities to market in the digital era effectively and cheaply.

In line with the results of this research, research conducted by [1] and [7] shows the results that the higher the Digital Marketing, the more purchasing decisions will be made by consumers. Consumer purchasing decisions that indicate advertising activities carried out by companies in digital media can attract consumers' interest in making purchases.

b. The Influence of Word of Mouth on Voting Decisions

The findings of this study indicate that word-of-mouth (WOM) has a favorable and substantial impact on the selection of students from Wira Harapan Vocational School. Word-of-mouth (WOM) is a type of communication where people share their good or negative opinions and evaluations about a product or service. The purpose of WOM is to give personal information about the product or service, both on an individual level and in group settings. Consequently, the more effective the exchange of information in word-of-mouth (WOM), the stronger the impact on the decision-making process in favor of selecting students from Wira Harapan Vocational School.

Consistent with the findings of this study, research carried out by [1], [8] and [9] also obtained results that the higher the WOM, the higher the purchasing decisions by consumers. WOM is considered more effective because it provides direct testimonials from people who are considered trustworthy by consumers from family, friends, co-workers or the media which results in consumers becoming more confident in the services offered so that they can meet consumer expectations which

will influence consumers' choosing decisions.

c. The Influence of Door To Door Promotions on Voting Decisions

The study discovered that the Door To Door campaign had a notable and favorable impact on the selection of students from Wira Harapan Vocational School. This implies that the more effective the Door To Door campaign is, the more likely students will be chosen. Door-to-door promotion is a marketing strategy employed by an educational agency to entice potential students to enroll directly at the promoted school. This involves personally visiting multiple junior high schools to directly engage with the target audience and generate interest in continuing their education at the school.

In research conducted by [10] and [11] they obtained similar results if Door To Door promotions had an influence on students' choosing decisions. The primary motivation for individuals in making decisions is the acquisition of information regarding the curriculum and internship program associated with the promotion they are considering. By doing Door To Door Promotion activities, potential new students will be informed about the registration process, available programs, and the advantages of our school. This will ultimately lead to a rise in the number of potential new students.

d. The Simultaneous Influence of Digital Marketing, Word of Mouth and Door to Door Promotion on Voting Decisions

The findings of this study indicate that digital marketing, word-of-mouth (WOM), and door-to-door promotion all have a concurrent impact on the decision-making process of selecting students for Wira Harapan Vocational School. This shows that digital marketing, WOM

and door to door promotions combined have a real influence on voting decisions. The better the digital marketing, WOM and Door To Door promotions carried out, the higher the influence will be on the decision to choose Wira Harapan Vocational School students.

4. CONCLUSIONS

Based on the research conducted on the influence of Digital Marketing, Word of Mouth (WOM), and Door to Door promotion on the decision to choose students at SMK Wira Harapan Badung Bali, it can be concluded that digital marketing has a significant and positive impact on students' decisions in choosing SMK Wira Harapan because it makes it easier to disseminate information about the school widely and efficiently, which can attract prospective students. Word-

of-mouth communication also has a significant effect on students' choice decisions, as WOM provides direct testimonials from trusted individuals such as family or friends, which increases prospective students' trust in the school. In addition, promotion carried out directly by visiting prospective students has also proven effective in attracting students to choose SMK Wira Harapan, because this direct interaction allows prospective students to get more detailed information about the school. These three promotional methods (Digital Marketing, WOM, and Door to Door promotion) simultaneously have a significant influence on students' decisions in choosing SMK Wira Harapan, where the synergy between these three methods increases the effectiveness of the marketing strategy carried out by the school.

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