



The Relationship Between academic Information Systems and Promotion Strategies For Interest In Continuing Studies In Manado State University

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ABSTRACT

The achievement of the quality of Manado State University at this time is still experiencing obstacles and weaknesses in relation to the administration of academic services so that many users complain about the effectiveness of the student academic administration service system. The development of the information system is carried out so that the system has better performance and is more in line with the wishes of the user. Likewise with the existing academic information system at Manado State University (Unima), which is trying to improve its information system. In fact, the existence of information technology to manage university data is very necessary considering the large amount of data ranging from the registration process, lectures, to graduation data that can be handled by the academic information system.

We all know that promotional activities are a priority component of branding and marketing activities. With the promotion, consumers (prospective students) will know that the college has many good programs for prospective new students. Many promotional activities say identical to the funds owned by the agency. The greater the funds owned by an educational institution, the greater the level of promotion that can be carried out. However, limited funds can be overcome by innovation and smarter and more precise strategies, one solution that can be done is to highlight the achievements of universities. Promotional activities are closely related to the dissemination of information to be conveyed to prospective new students. In the delivery of this information strategy, there are several ways, such as making campus brochures, and utilizing advertisements on social media, and others. It is undeniable that this also attracts prospective new students to study at the university concerned.

Based on data obtained from the Bureau of Academic and Student Administration at Manado State University, in the last 3 years there has been a decrease in the number of prospective students and continues to decrease when entering the next semester. This could be influenced by academic information systems and promotional strategies that are less than optimal so that they cannot be widely reached by prospective students. In addition, the facilities and infrastructure that support university promotions are inadequate and the socialization of the lecturers is still lacking so that interest in continuing to study at Manado State University is reduced.

Interests play an important role in a person's life and have a big impact on their attitudes and behavior. If someone is really interested in an object, it will affect all attitudes and behavior. For example, someone with a high interest will try his best to achieve a goal despite the many obstacles he faces. The interests possessed by a person can be the basis or foundation in carrying out an activity, so that optimal results can be obtained. Interest can direct a person's actions to a goal that encourages someone to take action to achieve his goals. Interest and action have a very close relationship. A person will not do something that is a pleasure if the person is not interested in the object in question.

To continue to study in higher education until completion with a degree course is important for students because basically education in high school only emphasizes the mastery of theoretical knowledge as a provision to continue their education to college, while education in vocational schools emphasizes the development of skills that bring them into the field. into the world of work to carry out certain jobs. Continuing studies in higher education begins with a sense of interest and the need to develop knowledge. The existence of interest in the individual will encourage someone to take an action and participate in it. Likewise with continuing their studies to college until completion, interest will encourage them to try to enter college because they want to develop science and knowledge (Esti Setya Rini, 2012: 2)

Keywords: Academic information system, promotion strategy, interest in continuing studies

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I. PRELIMINARY

Disputes or cases are possible in every human relationship, even considering that legal subjects have long known legal entities, the more parties involved in them. With the increasingly complex pattern of people's lives, the scope of the incident or dispute event covers a wider scope, one of which often gets the spotlight on industrial relations disputes.

Industrial relations disputes in Law Number 13 of 2003 concerning Manpower are differences of opinion which result in conflicts between employers or a combination of employers and workers/labor or workers/labor unions due to disputes regarding rights, disputes over interests, disputes over termination of employment and disputes between trade unions workers in only one company. According to Law Number 2 of 2004 concerning Settlement of Industrial Relations Disputes, harmonious, dynamic and just industrial relations need to be realized optimally in accordance with the values of Pancasila. In the era of industrialization, the problems of industrial relations disputes are becoming increasingly complex and increasing, so that institutions and mechanisms for resolving industrial relations disputes are needed that are fast, precise, fair and inexpensive.

II. RESEARCH PURPOSES

Based on the description of the problem formulation, the purpose of this research is as follows;

1. Knowing the relationship between academic information system management and interest in continuing studies at Manado State University.
2. Knowing the relationship between promotion strategies and interest in continuing their studies at Manado State University.
3. Knowing the relationship between academic information system management and promotion strategies together with interest in continuing studies at Manado State University.

Academic information system is an information system that was built to handle the management and presentation of academic data more easily. Users are all elements of education including lecturers, principals, teachers, education staff, students, students, and guardians of students. According to (Ministry of Education and Culture 2005:25:25) academics are matters related to general education, theoretical, theoretical, not directly practiced, regarding (relationship with) academics, questions.

In general, the data that is processed in the academic information system includes teacher data, student data, subject data and teaching schedules and other general data based on the needs of each educational institution (Pusparini, ES, Najoan, ME, & Najoan , XB, 2017:67). Academic information system is a system designed to meet the needs of academics who want computerized educational services to improve performance, service quality, competitiveness and quality of human resources. Academic information systems are very helpful in managing student value data, subjects, teaching staff data, and learning outcomes reports that are still manual to be done with the help of software to be more effective and efficient so that they can also reduce operational costs (Ariyani, 2012). So it can be concluded that the academic information system is an interrelated or interacting system for data collection, data processing and recording to produce information as a reference in decision making related to education in general and serves to support the operational activities of educational institutions.

III. THEORITICAL REVIEW

Information systems can be defined as a collection of interrelated elements that form a single unit to integrate data, process and store and distribute information. In other words, the Information System is a unified element that interacts systematically and regularly to create and shape the flow of information that will support decision making and control the running of the company (Budi Sutedja, 2008:11).

The word academic comes from the Greek academos which means a public park (plasa) in the northwest of Athens. Academos is the name of a hero who was killed during the legendary Trojan war. It was at this plaza that the philosopher Socrates made a speech and opened the arena for debate on various matters. This place is also the place where Plato conducts dialogues and teaches his philosophical thoughts to the people who come (Setiyawan, A., & Purnama, B. E, 2013: 34).

Academic information system is an information system that was built to handle the management and presentation of academic data more easily. Users are all elements of education including lecturers, principals, teachers, education staff, students, students, and guardians of students. According to (Ministry of Education and Culture 2005:25:25) academics are matters related to general education, theoretical, theoretical, not directly practiced, regarding (relationship with) academics, questions.

Competition between universities to attract public sympathy and attention to continue their studies is increasingly inevitable. Universities seek to provide various advantages as an attraction. However, it is not enough to stop there, two important points that should be considered by universities that want to attract people's attention and create interest in wanting to continue their studies at their campus are creating a climate of academic information system management and a good promotion strategy. These two things are considered to be important aspects to support success in attracting people to continue their studies on their campuses.

With a good academic information system, the public will easily obtain the academic information they need. This is certainly a positive selling point. This is because access to information is a major need for the public to understand and learn more about the campus they are going to. While the promotion strategy itself is the ability to choose and carry out quality promotions, so that it can provoke and convince the public of the quality of the content being promoted. If this is done, then the interest and enthusiasm of the community will automatically be directed to continue their studies at the university concerned.

IV. RESEARCH METHODS

Researchers used a cross-sectional design to obtain information from respondents through the sample studied. This type of survey research is usually carried out to take generalizations from observations that are not in-depth, but generalizations made can be more accurate when a representative sample is used. This type of research requires the existence of variables to be measured by conducting a survey of the selected sample. The variables that will be studied in this study are academic information system management, promotion strategies, and interest in continuing their studies at Manado State University.

V. RESULTS AND DISCUSSION

a. Validity test results

It shows the extent to which the measuring instrument measures what is being measured. The results of the study are said to be valid if the calculated r value (corrected item total correlation) is greater than the specified r table value, otherwise it is said to be invalid if the calculated r value (corrected item total correlation) is smaller than the specified r table value. The value of r table at $\alpha = 0.05$ then the value of r table is 0.361. The results of the validity test for each variable item in this study can be seen in the following table:

Table 4.1 Results of Academic Information System Variable Validity Test (X1)

Variabel	Indicator	Item	r count	Sig	Information
Academic Information System (X1)	Tangible	Item 1	0.867	0.000	Valid
		Item 2	0.745	0.000	Valid
		Item 3	0.722	0.000	Valid
		Item 4	0.524	0.003	Valid
		Item 5	0.824	0.000	Valid
	Reliability	Item 6	0.691	0.000	Valid
		Item 7	0.735	0.000	Valid
		Item 8	0.874	0.000	Valid
		Item 9	0.844	0.000	Valid
		Item 10	0.820	0.000	Valid
	Responsiveness	Item 11	0.889	0.000	Valid
		Item 12	0.906	0.000	Valid
		Item 13	0.921	0.000	Valid
		Item 14	0.921	0.000	Valid
		Item 15	0.824	0.000	Valid
	Assurance	Item 16	0.840	0.000	Valid
		Item 17	0.758	0.000	Valid
		Item 18	0.634	0.002	Valid
		Item 19	0.765	0.000	Valid
		Item 20	0.760	0.000	Valid
	Empathy	Item 21	0.635	0.000	Valid
		Item 22	0.693	0.000	Valid
		Item 23	0.874	0.000	Valid
		Item 24	0.842	0.000	Valid
		Item 25	0.854	0.000	Valid

Source: Processed Data, 2021

Based on table 4.1, it can be explained that the entire question item on the Academic Information System variable (X1) has a calculated r value greater than r table and the resulting sig value is below 0.05 (5%). This means that the question items used in the Academic Information System variable (X1) in this study are feasible or valid to be used as data collectors.

Table 4.2 Validity Test Results of Promotional Strategy Variables (X2)

Variabel	Indicator	Item	r count	Sig	Information
Academic Information System (X1)	Public relations	Item 1	0.557	0.001	Valid
		Item 2	0.793	0.000	Valid
		Item 3	0.442	0.014	Valid
		Item 4	0.617	0.000	Valid
		Item 5	0.854	0.000	Valid
		Item 6	0.785	0.000	Valid
		Item 7	0.888	0.000	Valid
		Item 8	0.850	0.000	Valid
	Direct Marketing	Item 9	0.747	0.000	Valid
		Item 10	0.796	0.000	Valid
		Item 11	0.813	0.000	Valid
		Item 12	0.747	0.000	Valid
		Item 13	0.841	0.000	Valid
		Item 14	0.760	0.000	Valid
		Item 15	0.805	0.000	Valid
		Item 16	0.584	0.001	Valid
		Item 17	0.875	0.000	Valid
	Word of Mouth	Item 18	0.693	0.000	Valid
		Item 19	0.855	0.000	Valid
		Item 20	0.681	0.000	Valid
		Item 21	0.746	0.001	Valid
		Item 22	0.599	0.000	Valid
		Item 23	0.639	0.000	Valid
		Item 24	0.660	0.000	Valid
		Item 25	0.534	0.002	Valid

Source: Processed Data, 2021

Based on table 4.2, it can be explained that all of the question items in the Promotion Strategy variable (X2) have a calculated r value greater than r table and the resulting sig value is below 0.05 (5%). This means that the question items used in the Promotion Strategy variable (X2) in this study are feasible or valid to be used as data collectors.

Table 4.3 Result of Validity Test of Interest in Continuing Study at Manado University (Y)

Variabel	Indicator	Item	r count	Sig	Information
Interest in Continuing Study at Manado University (Y)	Feeling Aspect	Item 1	0.792	0.000	Valid
		Item 2	0.750	0.000	Valid
		Item 3	0.842	0.000	Valid
		Item 4	0.801	0.000	Valid
		Item 5	0.926	0.000	Valid
	Attitude Aspect	Item 6	0.620	0.000	Valid
		Item 7	0.806	0.000	Valid
		Item 8	0.745	0.000	Valid
		Item 9	0.451	0.012	Valid
		Item 10	0.643	0.000	Valid
	Product advantages	Item 11	0.774	0.000	Valid
		Item 12	0.754	0.000	Valid
		Item 13	0.582	0.001	Valid
		Item 14	0.831	0.000	Valid
		Item 15	0.816	0.000	Valid
	Affordable cost	Item 16	0.605	0.000	Valid
		Item 17	0.642	0.000	Valid
		Item 18	0.760	0.000	Valid
		Item 19	0.698	0.000	Valid
		Item 20	0.678	0.000	Valid
	Interest	Item 21	0.772	0.001	Valid
		Item 22	0.758	0.000	Valid
		Item 23	0.650	0.000	Valid
		Item 24	0.798	0.000	Valid
		Item 25	0.383	0.037	Valid

Source: Processed Data, 2021

Based on table 4.3 it can be explained that the overall question item on the variable Interest in Continuing Studies at Manado State University (Y) has an r value greater than the r table and the resulting sig

value is below 0.05 (5%). This means that the question items used in the variable Interest in Continuing Studies at the University of Manado (Y) in this study are feasible or valid to be used as data collectors.

b. Reliability test results

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied on. A measuring instrument is said to be reliable if it gives consistent results when used many times at different times. To test used Alpha Cronbach. The reliable test used is the cronbach alpha. If the cronbach alpha is smaller than r table then it is declared unreliable and vice versa is said to be reliable. The results of reliability testing on all variables are shown in the table below:

Table 4.4 Instrument Reliability Test Results

No	Variabel	Value α Cronbach	Information
1.	Academic Information System (X1)	0.927	Reliabel
2.	Promotion Strategy (X2)	0.904	Reliabel
3.	Interest in Continuing Study at Manado University(Y)	0.879	Reliabel

Source: Processed Data, 2021

Based on the table above, it can be seen that each variable studied has a Cronbach alpha coefficient value greater than 0.6 so it can be said that the variables used in this study are reliable or reliable.

Requirements Analysis Test Results

a. Normality Test Results

The normality test was conducted to determine whether the residual values were normally distributed or not. The regression model can be said to meet the assumption of normality if the residuals caused by the regression model are normally distributed. This normality test is carried out using the Kolmogorov Smirnov test, as shown in the table below:

Table 4.5 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^{a,b}		
	Mean	.0000000
	Std. Deviation	6.97042879
Most Extreme Differences		
	Absolute	.054
	Positive	.040
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

To detect normality, it can be seen by looking at the significant value generated from the Kolmogorov Smirnov test results. Based on the results of the normality test, it is known that the resulting significant value of 0.200 is greater than 0.05 indicating that the normality assumption is met.

b. Linearity Test Results

Linearity test is a procedure used to determine the linear status of a distribution of the data values obtained. In general, the linearity test aims to determine whether two variables have a significant linear relationship. A good correlation should have a linear relationship between the predictor or independent variable (X) and the criterion or dependent variable (Y). In some references it is stated that this linearity test is a requirement or assumption before linear regression analysis is carried out. The following will present the results of linearity analysis carried out with the help of SPSS for Windows:

Table 4.6 Linearity Test Results

Variable Relationship	F value	Sig Value
Y * X1	1.097	0.370
Y * X2	0.847	0.705

Source: Processed Data, 2021

Based on the results of linearity analysis, it is known that the deviation from linearity sig for the relationship between X1 and Y is 0.370, which is greater than the sig value of 0.05. So it can be concluded that there is a significant linear relationship between variable X1 and variable Y. For the relationship between X2 and Y, the deviation from linearity sig is 0.705. So it can be concluded that there is a significant linear relationship between the X2 variable and the Y variable.

Hypothesis Testing Results

The results of multiple regression analysis carried out with the help of SPSS for windows 16.00 obtained the following results:

Table 4.7 Results of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	31.866	6.276		5.077	.000
X1	.327	.067	.409	4.899	.000
X2	.340	.068	.417	4.998	.000

a. Dependent Variable: Y

Based on the results of the regression analysis, the following regression equation is obtained:

a. The relationship between academic information systems and interest in continuing studies at Manado State University

Based on table 4.7, the coefficient $b_1 = 0.327$ and is positive, meaning that the relationship between academic information system variables and interest in continuing their studies at Manado State University is 32.7% ($0.327 \times 100\%$) and the better the academic information system, the more interest in continuing studies at the University of Manado. Manado State University. In addition, the obtained value of $sig = 0.000$ and this value is smaller than $= 0.05$, so it can be said that the relationship between academic information system variables and interest in continuing their studies at Manado State University is real or significant. Thus, the first hypothesis, namely that there is a positive relationship between academic information systems and interest in continuing studies at Manado State University, is accepted.

b. The relationship between promotion strategy and interest in continuing studies at Manado State University

Based on table 4.7, the coefficient $b_2 = 0.340$ and has a positive sign, meaning that the relationship between the promotional strategy variables and the interest in continuing their studies at Manado State University is 34% ($0.340 \times 100\%$) and the better the promotion strategy, the more interest in continuing studies at the State University. Manado. In addition, the obtained value of $sig = 0.000$ and this value is smaller than $= 0.05$, so it is said that the effect of the promotion strategy variable on the interest in continuing studies at Manado State University is real or significant. Thus, the first hypothesis, namely that there is a positive relationship between promotion strategies and interest in continuing studies at Manado State University, is accepted.

c. The relationship between academic information systems and promotion strategies together with interest in continuing studies at Manado State University Universitas

In order to prove the truth of hypothesis III in this study, the F test was used. The F test or simultaneous testing was carried out to show whether all the independent variables studied simultaneously had a significant relationship to the dependent variable (Y). In other words, the F test will determine whether the academic information system variable (X1) and promotion strategy (X2) simultaneously have a significant relationship with interest in continuing their studies at Manado State University (Y).

Table 4.8 Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5104.838	2	2552.419	51.450	.000 ^a
Residual	4712.927	95	49.610		
Total	9817.765	97			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The results of the F test obtained the Fcount value of 25,176. From table F, the value of Ftable with degrees of freedom (df) $n_1 = 2$ and $n_2 = 95$ is 3.09. Then it is known if the calculated F value is greater than

Ftable ($51.450 > 3.09$). In addition, obtained a significant value of 0.000. If it is significant compared to $\alpha = 0.05$, it is significantly smaller than $\alpha = 0.05$. From the test results, the decision taken is to reject H_0 and accept H_a so that it can be concluded that there is a significant simultaneous relationship between the academic information system variable (X1) and promotion strategy (X2) on the Y variable, namely the interest in continuing studies at Manado State University. Thus hypothesis III is accepted.

Furthermore, from the analysis results obtained R Square value which indicates the magnitude of the contribution of the independent variables simultaneously to the dependent variable. The results of the analysis obtained that the R square value of 0.510 indicated that the variables of the academic information system (X1) and promotion strategy (X2) simultaneously affected interest in continuing studies at Manado State University (Y) by 51%, the remaining 49% was influenced by these variables. other than those not investigated in this study.

1. A. Discussion

Relationship of Academic Information System to Interest in Continuing Study at Manado State University

Academic information system at a university is very important. Academic information system is an information system that was built to handle the management and presentation of academic data more easily. The users are all elements of education including lecturers, principals, teachers, education staff, students, students, and guardians of students. According to the Ministry of Education and Culture (2005: 25) academics are matters related to general education, theoretical, theoretical, not directly practiced, regarding (relationship with) academics, questions.

Academic information systems can be used to see the number of attendance, see grades and achievement indexes, so that the information system must always be given continuous maintenance and development. benefits, such as: reports that are neatly arranged to make it easier for education staff and all related parties to work, obtaining detailed and valid data as evaluation data, and making accurate data in making decisions by leaders for the advancement of higher education, of course.

Based on the results of the analysis, it is known that the academic information system has a positive relationship with interest in continuing studies at Manado State University. The results of this analysis can be interpreted if the better the academic information system at Manado State University, the more interest in continuing studies at Manado University. With a good academic information system, the public will easily obtain the academic information they need. This is certainly a positive selling point. This is because access to information is a major need for the public to understand and learn more about the campus they are going to. The results of this study support research conducted by (Anggraeni, 2016) who found that the management of an academic information system that provides information on scholarship offers for a master's program at the Economic Education Study Program, Faculty of Economics, Yogyakarta State University has a positive and significant effect on students' interest in continuing their studies at the study program. In addition, it also supports research conducted by Marlius & Ananda (2020) which found that the management of academic information systems through the website at the Padang Finance and Banking Academy (AKBP) also had a positive and significant effect on the interest of new students studying at the campus.

2. Relationship of Promotion Strategy to Interest in Continuing Study at Manado State University

In order to increase the interest of the public or prospective students to continue their studies at the University of Manado, it is also influenced by the promotional strategy carried out by the university. Promotion is one of the determining factors in the success of a marketing program and can be adapted to educational organizations. In educational organizations promotion is one of the important aspects and is often said to be a continuous process, this is because promotion can lead to a series of further activities. According to Funk, D., Funk, DC, Alexandris, K., & McDonald, H. (2016) promotion is any form of persuasive communication designed to inform customers about a product or service and to influence them to buy that good or service which includes publicity, personal selling and advertising.

Promotion strategy is the ability to choose and carry out quality promotions, so that it can provoke and convince the public of the quality of the content being promoted. If this is done, then the interest and enthusiasm of the community will automatically be directed to continue their studies at the university concerned. With the promotion, consumers (prospective students) will know that the college has many good programs for prospective new students. Many promotional activities say identical to the funds owned by the agency. The greater the funds owned by an educational institution, the greater the level of promotion that can be carried out. However, limited funds can be overcome by innovation and smarter and more precise strategies, one solution that can be done is to highlight the achievements of universities. Promotional activities are closely related to the dissemination of information to be conveyed to prospective new students. In the delivery of this information strategy, there are several ways, such as making campus brochures, and utilizing advertisements on social

media, and others. It is undeniable that this also attracts prospective new students to study at the relevant universities such as Manado State University.

3. Relationship between Academic Information System and Promotion Strategy together (simultaneously) on Interest in Continuing Study at Manado State University

The results of this study as explained previously revealed that partially the two variables, namely the academic information system and promotion strategy, had a positive and significant effect on the interest in continuing their studies at Manado State University. Thus, it can be concluded that simultaneously the two variables (academic information systems and promotion strategies) have a positive and significant relationship with interest in continuing their studies at Manado State University.

Academic information systems and promotion strategies are two important things that will influence interest in continuing studies at Manado State University. It is known from the results of simultaneous testing which shows that academic information systems and promotion strategies simultaneously have a significant relationship with interest in continuing studies at Manado State University. The results of this study also reveal that the influence or effective contribution of academic information system variables and promotion strategies simultaneously on interest in continuing studies at Manado State University with a contribution of 51%. These results explain that there are other things or other variables besides academic information systems and promotion strategies that have a relationship with interest in continuing studies at Manado State University.

VI. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the research that has been done, the following conclusions can be drawn:

1. Academic information system has a positive and significant relationship with interest in continuing studies at Manado State University with a contribution of 32.7%, meaning that the better the academic information system, the more interest in continuing studies at Manado State University.
2. Promotion strategy has a positive and significant relationship with interest in continuing studies at Manado State University with a contribution of 34%, meaning that the better the promotion strategy, the more interest in continuing studies at Manado State University.
3. The relationship between academic information systems and promotion strategies together with interest in continuing studies at Manado State University is 51%. This explains that there are other things or other variables besides academic information systems and promotion strategies that affect interest in continuing studies at Manado State University.

B. Suggestion

1. In order to increase public interest in continuing their studies at the University of Manado, the University of Manado should pay attention to the factor of the academic information system that is continuously maintained and improved. Universities that use technology in this information system look more professional, and will attract more prospective students.
2. The university must also carry out appropriate promotional strategies to provide information to the public and prospective students and can influence public interest in continuing their studies at Manado University. The promotion strategy is not only through brochures but through digital print and electronic media.

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