Research Paper

Exploration Study On Improving Corporate Imagein Private Universities

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Abstract: *One of the strengths of private universities to continue to contribute to building education is the existence of a positive image, meaning that the image of the university is an important part of building the confidence of prospective students in order to increase their interest in continuing their education to private universities that have a positive image. For this reason, it is important that this research is carried out with the aim of exploring in order to find a theoretical model about the constellation of variables that are thought to have a strong relationship to improve the image of private universities. This study uses a qualitative method with data collection in the form of interviews with informants who are part of the leadership of higher education institutions and study programs, including focus group discussions (FGD), and documentation studies. The findings from this research are that it is suspected that there are 4 important variables that have a strong relationship with corporate image either directly or indirectly, namely Social Media, Public Relations (PR), Campus Social Responsibility (CSR), Service Quality (SQ), and Integrated Marketing Communication (IMC).*
Keywords: *Corporate Image,CSR,IMC, Public Relations,Service Quality.*

I.   Introduction

Every university certainly tries to build an image that is expected by stakeholders to increase the bargaining value and competition between universities, especially private universities, besides that higher education as an educational institution has a major role in improving human quality. Higher education outcomes, which are descriptively reflected in the learning outcomes of graduates, show that the competence of graduates in terms of knowledge, attitudes, general skills, and special skills has not been able to provide empirical facts that graduates have competencies that are in accordance with the graduate learning outcomes desired by higher education institutions, so that users graduates are more confident in the performance shown during the work process. This raises the perception of prospective students to choose higher education which is easier to get a job, as well as the image of higher education itself. It was conveyed by Brown and William that the image of a higher education institution has an impact on the perception of prospective students or stakeholders about the level of student satisfaction (Brown & William, 2009), so that the image of the institution is the main concern of a manager, director, or leader in an organization, including educational institutions (Vigoda et al., 2003). The attention given by the leadership of educational institutions aims to create more prestigious institutions so that they are able to meet the industry's needs for higher education graduates and can compete with other higher education institutions (Brown & William, 2009).

It was also stated by Aghaz et al. (2015) that the image of the university has a significant impact on students' trust in their institution (Aghaz et al., 2015). Based on some of these opinions, of course, it can be seen that currently universities are faced with a more competitive and commercial level of competition, where they switch to using strategies that are oriented to service quality in order to have their own competitive advantages (Ven et al., 2000). Another study was also conducted by Perez and Torres (2017) entitled "Evaluation of the organizational image of a university in a higher education institution" which concluded that organizational image has adequate psychometric properties to assess constructs, and can be used to identify differences in image. each educational institution.

In a previous field study, information was obtained through a survey of students, that 35% of the respondents in private universities indicated problems with corporate expertise, 35% also had problems with

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Corporate Trustworthiness, 31% had problems with perceived quality, 37% problems with the price of service, and 43% said there was a problem with the benefit of service. Therefore, it is certainly important to find a solution on how to improve the corporate image of the private university, so this research is very relevant as a first step to explore related to this matter to explore information about corporate image which will later be found a theoretical model of the relationship between the variables that influence it. , so that in future research the theoretical model can be tested using a quantitative approach to prove the strength of the relationship between the variables.

II.   Theoritical Review

To describe theories about corporate image in universities, it is necessary to know the definitions, indicators, and mechanisms. Experts explain the definition of corporate image, such as Alireza Amini that "Corporate image can be defined as a particular type of feedback from those in a given market regarding the credibility of the identity claims that the corporate makes" (Amini, 2012). Amini divides corporate image into 5 indicators (a) Corporate Expertise; (b) Corporate Trustworthiness; (c) Perceived quality; (d) Price of service; and (e) Benefit of service. In another article written by Gunalam and Ceylan, they also divide corporate image into 2 dimensions, they define "Corporate image is the perception of the public or personnel of an corporate that carries out a differentiating and comparative appraisal of its characteristic." (Ceylan, 2015). This was also conveyed by Eman that "Corporate image is the customer's perception and mind when hearing the name of the organization" (Abd-el-salam & Shawky, 2013).

In addition to the experts above, Kotler (2001) also stated that "Image is the set of beliefs, ideas, and impressions that a person holds of on object". Based on the explanation from Kotler, he stated that the image of a company is a description of the beliefs, ideas, impressions, and attitudes that are contained in consumers towards a company. This is in line with Duque who explains the definition of image, namely "described as a subjective knowledge, as an attitude and as a combination of the characteristics of the good or service that a company offers" (Jair & Oliva, 2016) which essentially states that image is knowledge , attitude, and product quality become a picture of the organization's image. The definition of image is also explained by Aghaz et al, where he explains about the definition of organizational image, that "organizational image is a relatively short-lived image and refers to particular perceptions of the organization; as such, organizations may have different images at the same time" (Aghaz et al., 2015). In his presentation, Aghaz continued about 4 factors that have important and significant contributions regarding the image of the organization, especially the image of universities, he stated that "classified factors influencing university image into four groups: institutional, academic, social, and individual factors. They believe that university image is significantly related to course image, communication, employment opportunities, and social climate of the university" (Aghaz et al., 2015), so based on this explanation that courses, communication, job opportunities, and university social climate become the view of consumers in seeing the image of a university.

Besides Aghaz, Gafoor also conveyed the definition of image that focuses on universities, who said that "university image consists of subjective viewpoint of students about the quality of the programs; and the social and physical environment of the university" (Gafoor & Ashraf, 2012), here Gafoor focuses more on the image of the university from the point of view of students or members of the organization itself. According to him, students view a university from the quality of the program, the social and physical environment of the university. Other experts who say the same thing about perceptions but combine two points of view, namely Langer et al. that "organizational image is not related to the perceptions of insiders as much as it is reflected in the views of outsiders" (Langer et al., 2006). , then he continued, namely "organizational image as members' perception of how other people view their organization. In other words, organizational image refers to what I think about what you think about my organization" (Langer et al., 2006). In his statement, Langer views image as not only the perception of outsiders or members of the organization, but the perception of both or it can be said that the perception of stakeholders.

Langer's opinion is also in line with that conveyed by Rasyid that "Organizational image is related to both internal (employees and managers) and external audiences (customers, clients, contractors, and people in general)" (Rashid et al., 2012), basically, Rasyid et al view organizational image is the result of perceptions from internal and external organizations. Furthermore, Nguyen defines university image as the image that is felt by the public about a higher education in accordance with the ideas, interests, and social experiences of a person (Wilson et al., 2016).

So based on the explanations of the experts above, the researchers synthesized the definition of Corporate Image, namely what people or customers or people think or perceive when they hear or see the company's name by differentiating and comparing its characteristics. Corporate Image has indicators, namely: (1) Corporate Expertise, which measures the extent to which the institution is considered an expert by consumers in producing goods or services; and (2) Corporate Trustworthiness, namely the extent to which the institution is considered honest by consumers in marketing goods or services; (3) Perceived Quality, which

describes customer satisfaction with the goods or services provided; (4) the price of the product or service compared to other companies; and (5) the benefits of the product or service that customers feel after enjoying the service or buying the product.

III. Research Methodology

This study uses qualitative methods with the following steps: (1) determining research settings that have problems or have potential with the aim of knowing the conditions contained in these settings; (2) then the researcher conducts a study based on the appropriate theory in order to provide guidance to get the right perspective; (3) based on the theory used, the researchers then collected data using interviews, Focus Group Discussion (FGD), and documentation, then analyzed qualitative data from the results obtained in the field; (4) from the results of the data analysis, researchers can find a complete picture of the object under study, then construct meaning so that they can develop hypotheses or theoretical models about the variables that are suspected to have a strong relationship with corporate image. The data collection techniques used were interviews, observation and documentation. The number of informants involved in this study were 8 university leaders and 50 students from 8 private universities. The analysis in this study uses triangulation, both source triangulation and technical triangulation.

IV. Result and Discussion

After conducting interviews with key informants who in this study were the leaders of private universities, it can be seen that there are supposedly 5 main factors that affect the image of private universities, namely (a) the importance of communicating with the community (Public Relations); (b) Implementation of social activities in community service (Campus Social Responsibility); (c) Optimal use of social media; (d) Integrated Marketing Communication; and (e) Service Quality.

This allegation is supported by several facts explained by the key informants, namely that there are several private universities that have a positive image due to their collaboration with various institutions that are quite strong, not only between universities, but also with government institutions and the industrial world, while others are still focuses on strengthening coordination within universities, this shows the fact that it is reasonable to suspect that public relations is a factor that can affect the image of universities.

Public relations or public relations, namely Public Relations (PR) involves a variety of programs designed to promote or protect a company's image or its individual products (Kotler, 2000), while Mullins said that Public Relations is defined as nonpaid, non-paid personal stimulation of demand for a product, service or business unit by planting significant news about it or a favorable presentation of it in the media (Mullins, JW et al., 2008), other experts such as Cutlip also define Public relations is a management function that assesses public attitudes, identifies the policies and procedures of a person or organization for the public interest, as well as plans and carries out a program of activities to gain public understanding and support (Cutlip, et al., 2009) while in the field , it can be said that public relations is how university leaders are able to manage good relations in a tangible form so that trust from partners or partners is built up or other institutions and relations with society in general. A pattern of cooperation or good relationships through networking with stakeholders and other social environments will build a strong bond that is needed by an organization, especially private universities, to be able to develop. Facts in the field based on observations that PTS that have quite a lot of cooperative relationships not only on paper but also implemented in various forms of activities, especially the Tridharma of Higher Education have stronger relationships and good names in the eyes of partners or other agencies. This is reinforced by the results of research from Anas Y. Alhadid and Batool Ahmmad Qaddomi (2016), entitled "The Role of Public Relations on Company Image: Social Media as a Moderating Variable: A Case Study at the Applied Science Private University at Jordan" which has the conclusion that there is a positive and significant direct effect ($r = 0.693$ $p < 0.05$) between public relations on corporate image with $= 0.345$, there is also an indirect effect ($r = 0.625$ $p < 0.05$ between public relations and corporate image through social media with $= 0.436$ so that the higher the Public Relations, the higher the level of corporate image either directly or indirectly through social media.

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environments will build a strong bond that is needed by an organization, especially private universities, to be able to develop. Facts in the field based on observations that PTS that have quite a lot of cooperative relationships not only on paper but also implemented in various forms of activities, especially the Tridharma of Higher Education have stronger relationships and good names in the eyes of partners or other agencies. This is reinforced by the results of research from Anas Y. Alhadid and Batool Ahmmad Qaddomi (2016), entitled "The Role of Public Relations on Company Image: Social Media as a Moderating Variable: A Case Study at the Applied Science Private University at Jordan" which has the conclusion that there is a positive and significant direct effect ($r = 0.693$ $p < 0.05$) between public relations on corporate image with = 0.345, there is also an indirect effect ($r = 0.625$ $p < 0.05$ between public relations and corporate image through social media with = 0.436 so that the higher the Public Relations, the higher the level of corporate image either directly or indirectly through social media.

Another thing was also found, that the activities organized by PTS as mentioned earlier, it turns out that not many of the general public know about it, except for PTs to publish through the media, especially social media. Social media is defined, namely Social Media represents the online interactions that allow people and businesses to communicate and share ideas, personal information, and information about products and services, and social media is an effective platform that consists of a collection of information and tools of communication such as Facebook, Twitter, Telegram, Instagram, WhatsApp and others" (Nilasari, 2020), Jose van Dijck and Poell also explain that Social media can be roughly referred to as a "group of Internet-based applications that build on the ideological and technological foundations of the Web 2.0 and that allow the creation and exchange of user-generated content (Dijck & Poell, 2013), and Peters through the Journal of Interactive Marketing also explained about social media, where Social Media are communication systems that allow their social actors to communicate along dyadic ties (Peters. K., et al., 2013). Some of the things that are dominantly used by universities through social media are to convey information to students, lecturers, and the public, both academic and academic, some even use it as technology development to provide services such as helpdesk services or online learning. online. Of course it can be seen how important the role of social media today is to provide services and ease of access and of course it will also provide added value for building the image of a university. This has also been studied by Zubair Hassan and Abdul Basit (2020), entitled "Impact of Social Media Usage on Organizational Image Mediated by Customer Trust" which concludes that there is a positive and significant direct effect ($r = 0.485$ $p < 0.05$) between social media on organizational image, the higher the level of social media, the higher the organizational image.

Facts in the field also found that universities that use various media to communicate, convey information related to the organization and its services in a good, structured, and integrated manner or what we call integrated marketing communication (IMC) are easily understood by students and the public, as well as able to show the facts of the reality of their achievements, it will be easier to get a positive image. IMC itself is defined by experts, namely by Larry Percy in his book entitled Strategic Integrated Marketing Communication: Theory and Practice published in 2008 who wrote about the definition of integrated marketing communication (IMC) as the planning and execution of all types of advertising-like and promotion-like messages selected for a brand, service, or company, in order to meet a common set of communication objectives, or more particularly, to support a single 'positioning'. (Percy, 2008: 5-7; 70-166), this is reinforced by Marshall and Johnston's definition of IMC, namely a strategic approach to communicating brand and company messages to targeted customers in a clear, concise, and consistent way, but can be customized as needed to maximize impact on specific audiences. (Marshall and Johnston, 2015). Apart from IMC, based on the results in the field, it was found that promotional activities carried out by private universities had an impact on image assessment. Promotional activities such as providing facilities that make it easier for prospective students to speed up their decision to choose PTS are not widely carried out. Including how they communicate with high schools around the campus location which of course hopes can help promote their students who will continue to higher education. This is also reinforced by previous research conducted by Resanti Lestari, Yunyun Ratna and Vina Anggilia (2019), entitled "Building Corporate Image through Integrated Marketing Communication and Service Quality on Islamic Bank in Bandung" which concluded that there was a positive influence significant ($r = 0.621$ $p < 0.05$) between Integrated Marketing Communication Performance on Corporate Image. The higher the integrated marketing communication, the higher the company's image.

Another variable that is thought to be able to influence the image of the university is the service quality provided by the institution to its students. Service quality itself according to Kotler in his book entitled Marketing Management also defines service quality as a comparison between the quality received (perceived quality), after receiving the service, with the quality expected (expected quality). (Kotler, 2000), including Paul Baines, Chris Fill and Kelly who define it as the customer's perception of the difference between the service received and the service expected. (Baines, et al., 2011). So the first thing that can measure service quality is reliability or accuracy/accuracy and consistency of PTS in providing services. Facts in the field obtained information that PTS have an academic calendar that is used as a reference for organizing activities, but not all PTS have written rules of the game in accordance with the provisions. Some of them only rely on ordinary

letters to convey policies, not in the form of regulations. In addition, not all of them have regulations, which are consistent in their implementation in the field. In addition, several other services that are considered reliable are the extent to which the institution is able to complete learning needs, such as media, teaching materials, superior resources, ease of making payments and the existence of scholarship programs and other activities. Service quality can also be seen from how private universities are able to provide service guarantees in the form of sincerity, self-confidence and skills in providing services. Information from the informants was that private universities compile written regulations in regulating academic activities at their private universities, but it is acknowledged that not all of them have structured guidelines to provide more technical information in their operations. This is also reinforced by the results of research conducted by Maeriyana et al. (2019), entitled "The Influence of Service Quality on Loyality with Satisfaction, Trust and Corporate Image as Intervening Variables in Rukun Tani Village Cooperative Unit in Pageruyung District. Kendal Regency" which has a positive and significant effect (r = 0.618 p < 0.05) between service quality and corporate image, so the higher the quality of service provided by KUD employees to KUD members, the higher the level of corporate image.

V.   Conclusion

Based on the results of the research and discussion above, it can be concluded that there are 5 variables that are suspected to have a strong relationship to be able to improve corporate image, which include Pulic relations, Campus Social Responsibility, Service Quality, Social Media, and Integrated Marketing Communication either directly or allegedly. can be done indirectly, so the following is a picture of a theoretical model that is thought to have an influence on improving corporate image.

Description:
CI : *Corporate Image*
SM : *Social Media*
IMC: *Integrated Marketing Communication*
PR : *Public Relation*
CSR : *Campus Social Responsibility*
SQ : *Service Quality*
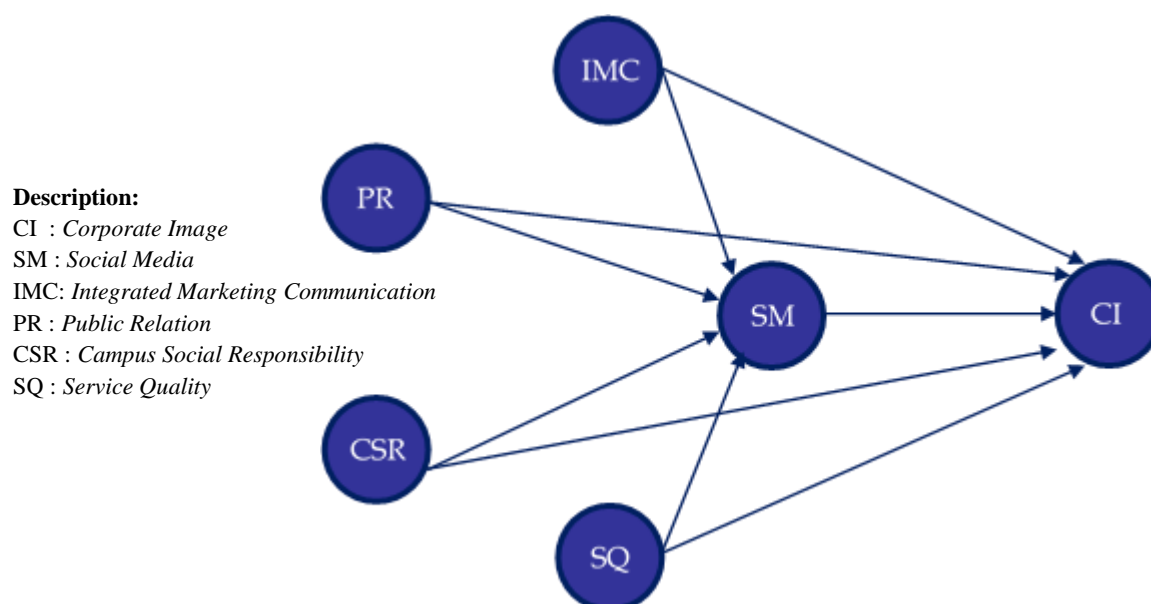
Fig 1. Theoretical Model of Relationship Between Variables Suspected of Influencing in Increasing Corporate Image.

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