

# Socialisation and Promotion Strategy of Universitas Terbuka in Increasing Student Satisfaction through Customer Value in the Islands Region

Astri Dwi Jayanti Suhandoko<sup>1\*</sup> • Ahyar Hanubun<sup>2</sup>

<sup>1</sup>Elementary School Teacher Education, Universitas Terbuka, Indonesia

<sup>2</sup>Marketing Management, Universitas Khairun, Indonesia

\*Corresponding author. Email: [astri.dwi@ecampus.ut.ac.id](mailto:astri.dwi@ecampus.ut.ac.id)

## Article Info:

Received: 15 Mar 2022; Revised: 21 Nov 2022; Accepted: 20 Dec 2022; Available Online: 23 Dec 2022

## Abstract

*Customer satisfaction is one of the important factors in determining the future of the organization. It needs to be continuously maintained and increased through various efforts. This study aims to analyse the socialization and promotion strategies carried out by the Universitas Terbuka at the Ternate regional office to provide satisfaction to students as users of the services. This study is a mixed-method approach, where quantitative data were obtained using an exploratory survey method. Meanwhile, the qualitative approach was carried out through interview and observation methods. The sample of this study was 326 students from a total population of 1786 students from various study programs during the last 5 years. The results of research analysis are as follows: (1) The promotion strategy has a positive and significant effect on student satisfaction. This means that the promotion strategy done by the Universitas Terbuka at the Ternate regional office as a whole is able to provide satisfaction to students; (2) Service quality has a positive and significant effect on student satisfaction. This means that the quality of service in the Universitas Terbuka at the Ternate regional office as a whole is able to provide satisfaction to students; (3) Customer value has a positive and significant effect on student satisfaction. It means that the overall customer value is able to provide satisfaction to students; (4) The promotion strategy has a positive and significant effect on customer value. This means that the promotion strategy done by the Universitas Terbuka at the Ternate regional office as a whole is able to provide or shape customer value; (5) Service quality has a positive and significant effect on customer value at UPBJJ-UT Ternate. This means that the overall service quality is able to provide or form customer value.*

**Keywords:** *socialisation strategy, promotion strategy, service quality, customer value, student satisfaction, open education*

## 1. Introduction

As the sole university that implements long-distance education, Open University addresses the 21st century's issues in the education sector. Proven by breaking the National Record (MURI) in becoming the university with the most enrolled students, which indicate that Open University does not solely act as an alternative resort, but also as the primary option for high school graduate, government employee, housewife, entrepreneur, entertainer as well as varied of professions to continue their degree. There are several reasons why Open University became so favoured by generation z or millennials, among others are the flexibility of time and space in learning, varied learning programs available, also no age limitation for those who want to enrol in Open University. Another reason that makes Open University can recruit

so many Indonesian Students is that the service is available in 40 provinces throughout the nation, whether in cities or rural areas. It reflects its famous tagline that covers 3T areas, i.e. “Open University reach the unreachable”. As the number of students is growing and have reached more than 346,584 (UT, 2022), it does not cover the fact that Open University is exempted from competing with other universities. With the rapid development of information technology, as well as the Covid-19 pandemic over the last 2 years, many public and private universities have also implemented long-distance education. This situation impacts the number of new students who register at UT. Thus, this background encourages Open University and regional offices in the regions to design socialization and promotion strategies that make Open University remain at the forefront and are chosen by the community.

The Ternate Distance Learning Program Unit – Universitas Terbuka (UPBJJ-UT) was established in 2003 in Ternate City, North Maluku, based on the UT Rector’s Decree No. 478/J31/KEP/2003, dated December 2, 2003. The establishment of UPBJJ-UT Ternate is to provide wider access to Open and Distance Higher Education (PTTJJ) services to the public and students in the North Maluku region. Currently, there are 1768 students taking courses at UPBJJ-UT Ternate (the 2020 registration data). This number is still below the target expected by the Central UT, i.e., 5000 people.

To increase the expected number of students, some efforts are made by conducting socialization and promotion activities, recruitment, registration, and collaboration with partners. However, these efforts have not yielded maximum results. Socialization and promotion activities have been carried out in various modes but have not shown a significant impact in increasing the number of students.

**Table 1.** Sources of information for UT students

No	Promotion Activities	2018		2019		2020		Total	
		Number of students	%	Number of students	%	Number of students	%	Number of students	%
1	Friends	187	40.65	362	54.85	304	62.68	853	53.15
2	Families/Relatives	126	27.39	130	19.70	86	17.73	342	21.31
3	Banner	51	11.09	109	16.52	18	3.71	178	11.09
4	UT Website	65	14.13	31	4.70	27	5.57	123	7.66
5	Others	26	5.65	16	2.42	27	5.57	69	4.30
6	Printed Mass Media	1	0.22	11	1.67	17	3.51	29	1.81
7	Leaflet	3	0.65	0	0.00	3	0.62	6	0.37
8	Digital Mass Media	1	0.22	1	0.15	3	0.62	5	0.31
<b>Total</b>		<b>460</b>	<b>100</b>	<b>660</b>	<b>100</b>	<b>485</b>	<b>100</b>	<b>1605</b>	<b>100</b>

Source: Ternate Regional Office of the Universitas Terbuka 2020

Table 1 shows that the most accessed sources of information by students in 2020 were from friends (53.15%), family/relatives (21.31%), banners (11.09%), UT website (7.66%), the rest from other media such as newspapers, leaflets, internet news (less than 10%). These conditions make UPBJJ-UT Ternate needs to redesign a more effective promotion strategy to provide better information services to the public, especially to prospective new students who want to enrol in UT, and to senior students who want to re-register in the following semester. Therefore, it can help get additional new students while retaining senior students.

## 2. Literature Review

### 2.1. Marketing

Marketing is the most important part in all organizations, both profit-oriented and non-profit organizations. Through marketing activities, the public and consumers can know the organization and the products it produces. Marketing activities are basically to create, communicate, and deliver value to customers. Baines, Fill, and Rosengren (2017) states that marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Furthermore, Rust (2020) defines marketing as the process of discovering customer wants and needs and then providing goods and services that meet or exceed those customer expectations. Therefore, it can be understood that the purpose of marketing is to know and understand customers well so that the product or service that they produce is in accordance with their needs, and ideally, marketing is able to produce a customer who is ready to buy.

### 2.2. Promotion Strategy

Chandler Jr (2018) says that strategy is the determination of the long-term goals and objectives of a company by implementing the actions and allocation of resources needed to achieve the goals set. On the other hand, Fisher et al. (2019) says that strategy is a pattern of goals, objectives, and general policies/plans to achieve the goals set, which are stated by defining what business the company is running, or what the company should be doing. Meanwhile, Aguilar-Barrientos, Villegas-Gomez, and Arias-Salazar (2021) state that promotion is a communication tool between companies and consumers, as well as a tool to influence consumers to make purchases. From this explanation, it can be concluded that promotion is an effort to inform or offer products (goods or services) to the public with the aim of influencing, attracting potential consumers to buy or consume them and to maintain consumer loyalty. With promotions, companies can attract new customers, influence customers to try new products, encourage customers to buy more products, minimize promotional activities by competitors, and increase consumer purchases without a plan.

### 2.3. Service Quality

Quality is a dynamic condition that affects products, services, people, processes, and the environment that meet or exceed expectations (P. Gupta & Kaushik, 2018). Thus, service quality can be defined as an effort to fulfil the needs and desires of consumers. Service quality can be known by means or the acquisition of the service they actually expect. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory. Conversely, if the service received is lower than expected, then the service quality is perceived as bad or not in line with consumer expectations. There are three elements closely related to customer service as a focal point, i.e., the service strategy which is how to provide services to customers of the highest quality in accordance with established standards (Panwar, Anand, Ali, & Singal, 2019). The service strategy must be formulated and implemented as effectively as possible so that the services provided by an institution/company differ from those of their competitors. The second focus is on human resources who provide services. People who are oriented directly or indirectly with customers must provide services that are sincere (empathy), responsive, friendly, focused, and realize that customer satisfaction is everything (Ahrholdt, Gudergan, & Ringle, 2019). Service is not only for outside customers but also inside (internal and external customers). The last focus is the service system, which is a service procedure for customers that covers all facilities including human resources (Jiménez-Zaragoza, Arredondo-Soto, Miranda-Ackerman, & Cortés-Robles, 2020). Service system redesign needs to be done if the standards are no longer relevant to customer expectations.

### 2.4. Customer Value

Abadi, Nursyamsi, and Syamsuddin (2020) explained that creating loyal customers is the core of every business. The only value a company can create is the value that comes from the customers it has now and

in the future. A business is called successful if it manages to get, retain, and grow customers (Abadi et al., 2020). Customers are the only reason companies build factories, hire employees, or do any business. Gogoi (2021) explained customer perceived value (CPV) as the difference between a prospective customer's assessment of all the benefits and costs of an offering against its alternatives. Another concept related to customer value is that total customer benefit is the monetary value of a collection of economic, functional, and psychological benefits that customers expect from a market offering caused by the products, services, personnel, and image involved (Ahmed & Sarma, 2018). Different from the previous concept, total customer cost is a collection of costs that customers expect to incur in evaluating, obtaining, using, and/or getting rid of a market offer, including monetary, time, energy, and psychological costs (Kusumadewi, 2019). From the description of the three concepts, it can be understood that customer value is well developed when consumer expectations for goods and services can be fulfilled. In other words, the benefits and functions of products and services are in accordance with customer expectations, and commensurate with the costs, time, and effort they spend to get these goods and services.

### 2.5. Customer Satisfaction

Companies must act wisely in measuring customer satisfaction on a regular basis. Because one of the keys to retaining customers is to maintain customer satisfaction (Otto, Szymanski, & Varadarajan, 2020). A very satisfied customer will usually be loyal for a long time, make another purchase when the company makes new products and or updates old products, talk good things about the product and company to others, not paying too much attention to other companies' brands, become no sensitive to price, and offer a product or service idea to the company. In this case, the service fee is cheaper than new customers because old customer transactions have become routine. Meanwhile Eckert, Neunsinger, and Osterrieder (2022) stated that satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or result) towards their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied; meanwhile, if performance exceeds expectations, customers will be very satisfied and happy. Beside Emmanuel and Priscilla (2022) stated that satisfaction is the extent to which the performance provided by a product is commensurate with the expectations of the buyer. If the product's performance is less than expected, the buyer will be dissatisfied. Therefore, it can be concluded that customer satisfaction is a feeling or emotional assessment of customers for the use of a product or service where their expectations and needs are met.

## 3. Research Method

This research was conducted at the UT regional offices in Ternate for 9 months from March 2021 to November 2021. In the first three months, the researchers conducted instrument testing, validation and refinement of the instrument, while data collection and analysis were conducted in the five months. Based on the research objectives, the research design used is a mixed method (Harrison, Reilly, & Creswell, 2020). The quantitative approach is carried out using an explanatory survey method by drawing a sample from a population and using a questionnaire as a data collection tool (Wipulanusat, Panuwatwanich, Stewart, & Sunkpho, 2020). Researchers collect and process data obtained from questionnaires by giving an assessment weight of each question using a Likert scale (Mirahmadizadeh, Delam, Seif, & Bahrami, 2022). Attitudes, opinions, and perceptions of individuals or groups regarding social phenomena are measured using this scale. The variables to be measured are translated into variable indicators which are then used as a reference for developing instrument items/questions in the questionnaire. The qualitative approach was carried out using the interview/FGD method (O. Nyumba, Wilson, Derrick, & Mukherjee, 2018) and observation (Katz-Buonincontro & Anderson, 2020). These two methods were collected through four stages and methods, namely primary data observation from socialization and promotion activities carried out by the UT regional office in Ternate, student academic and non-academic activities.

The population in this study were students who were registered and active at the UT regional office in Ternate for the last 5 years, namely 1768 people with a sample of 326 people from 10 urban districts in

North Maluku. The researcher chose 20 students as FGD informants who came from different batches and city districts. The FGD was carried out in 4 stages and from 4 districts consisting of 5 students from different batch years.

To analyse quantitative data, researchers used multiple linear regression, which is a statistical method commonly used to see the relationship between the dependent variable and several independent variables. The following are three statistical tests used in this study, namely: (1) R2 test, Correlation Coefficient, (2) F-test (F-test), the test is calculated by comparing the F-table and F-count, If F-count > F-table, then H0 is rejected, and (3) t-test. Interview/FGD data were collected and transcribed and then coded for each of the informants' answers. This coding process is based on rhetorical propositions by looking at the equivalence of words from various variations of statements expressed by informants (Miles, Huberman, & Saldaña, 2018). After that, the researcher developed a category from a set of predefined codes/code patterns (Belgrave & Seide, 2019).

## 4. Finding and Discussion

### 4.1 Hypothesis Testing

The following hypothesis testing was carried out to prove whether Promotion Strategy (X1), Service Quality (X2), and Customer Value (M) have a positive and significant effect on Student Satisfaction (M):

#### 4.1.1. *There is an Effect of Promotion Strategy on Student Satisfaction at UPBJJ-UT Office*

Hypothesis testing based on the results of path coefficient calculations and t-count using the IBM SPSS Statistical program v.22 is presented in Table 2:

**Table 2.** Results of Testing the Positive Effect of Promotional Strategies on Student Satisfaction

Sample	Path Coefficient ( $\rho_{YX1}$ )	t-count	t-table ( $\alpha=0,05$ )
322	0.064	2.432*	1.97

Notes:

\* Path coefficient is significant, t-count=2.432 > t-table=1.97.

Table 2 shows the path coefficient of the Promotion Strategy variable on Student Satisfaction ( $\rho_{YX1}$ ) was 0.064, with t-count = 2.432 which is greater than the value of t-table ( $\alpha=0.05$ ) = 1.97 at a significance level of 0.016. Since t-count > t-table, Ho is rejected which means that: "there is a positive effect of promotion strategy on the student satisfaction at UPBJJ-UT." The promotion strategy has direct effect of  $(0.064)^2 \times 100\% = 0.40\%$  on student satisfaction. The results of this study provide empirical evidence that promotion strategies are able to create or increase students' satisfaction at UPBJJ-UT. The results of this study are in line with Fisher et al. (2019) stating that promotion is a marketing function that focuses on communicating the components of a marketing program in a persuasive manner to the target audience to support exchanges between marketers and consumers and to help achieve the goals of both parties. This means that the results of the study provide an overview of the current emotional situation of students who feel satisfied with the promotions done by UPBJJ-UT. In other words, the promotion carried out by the Regional Office of UPBJJ-UT in North Maluku was able to provide a sense of satisfaction for the interests of students and assist students in obtaining information according to student needs.

#### 4.1.2. *There is an Effect of Service Quality on Student Satisfaction at the UPBJJ-UT Office*

Hypothesis testing based on the results of path coefficient calculations and t-count using the IBM SPSS Statistical program v.22 is presented in Table 3:

**Table 3.** Results of Testing the Positive Effect of Service Quality on Student Satisfaction

Sample	Path Coefficient ( $\rho_{YX2}$ )	t-count	t-table ( $\alpha=0,05$ )
322	0.338	11.327*	1.97

Notes:

\* Path coefficient is significant, t-count=11.421 > t-table=1.96.

Table 3 shows the path coefficient of the service quality variable on Student Satisfaction ( $\rho_{YX1}$ ) was 0.338, with t-count = 11.421 which was greater than the value of t-table ( $\alpha=0.05$ ) = 1.97 at a significance level of 0.000. Since t-count > t table,  $H_0$  is rejected which means that “there is a positive effect of service quality on student satisfaction at UPBJJ-UT.” The service quality directly has an effect of  $(0.338)2 \times 100\% = 11.42\%$  on student satisfaction. The results of this study provide empirical evidence that service quality is also able to create or increase student satisfaction at UPBJJ-UT.

The results of testing hypothesis 2 ( $H_2$ ) indicate that service quality ( $X_1$ ) had a positive and significant effect on student satisfaction because the t-count value was greater than t-table, and the significance value was smaller than alpha ( $\alpha$ ) 0.05. The results of this study are in line with A. A. Gupta and Lee (2020) stating that quality is a dynamic condition that affects products, services, people, processes, and the environment that meet or exceed expectations. Thus, the results of this study provide an overview of the ability of public services at UPBJJ-UT Ternate to its students as a whole to have a positive contribution or be able to serve their students well.

The study results show that indicators with a good level of validity and reliability are able to make a positive contribution to the independent and dependent variables. In other words, the implementation of indicators/instruments is able to form a construct of student satisfaction related to: (1) providing information clearly according to student needs; (2) making ease of contacting UPBJJ-UT Ternate officers; (3) responding to complaints quickly and accurately; (4) provision of service time according to the customer; and (5) the accuracy of UPBJJ-UT officers on file verification. Furthermore, this is also in line with Biscaia, Yoshida, and Kim (2021) stating that service quality has a significant effect on consumer satisfaction. Thus, it can be concluded that the service quality at UPBJJ-UT in Ternate as a whole is able to realize student satisfaction.

**4.1.3. There is an Effect of Customer Value on Student Satisfaction at the UPBJJ-UT Office**

Hypothesis testing based on the results of path coefficient calculations and t-count using the IBM SPSS Statistical program v.22 is presented in Table 4:

**Table 4.** Results of Testing the Positive Effect of Customer Value on Student Satisfaction

Sample	Path Coefficient ( $\rho_{YX1}$ )	t-count	t-table ( $\alpha=0,05$ )
322	0.495	8.434*	1.97

Notes:

\*Path coefficient is significant, t-count=8.434 > t-table=1.97.

Table 4 shows the path coefficient of the Promotion Strategy variable on Student Satisfaction ( $\rho_{YX1}$ ) was 0.064 with t-count = 8.434 which is greater than the value of t-table ( $\alpha=0.05$ ) = 1.97 at a significance level of 0.000. Since t-count > t-table, then  $H_0$  is rejected which means that: “there is a positive effect of customer value on student satisfaction at UPBJJ-UT.” The customer value directly has an effect of  $(0.495)2 \times 100\% = 24.50\%$  on student satisfaction. The study results prove that customer value is able to create or increase student satisfaction at UPBJJ-UT.

The results of testing hypothesis 3 ( $H_3$ ) show that service quality ( $X_1$ ) had a positive and significant effect on student satisfaction because the t-count value was greater than t-table, and the significance value was

smaller than alpha ( $\alpha$ ) 0.05. The results of this study are in line with Abadi et al. (2020) explaining that creating loyal customers is at the core of every business. This means that the study results provide an overview of the customer's emotional bond that exists between students and UPBBI-UT Ternate at this time and has the opportunity to be maintained and improved.

The results of this study also show that indicators with a good level of validity and reliability were able to make a positive contribution to the independent and dependent variables. In other words, the implementation of indicators/instruments was able to form a construct of student satisfaction related to: (1) choosing to study at UT is the right choice; (2) customer WOM; (3) Customer satisfaction; (4) the impact of academic/lecture services; (5) UT student recruitment system; (6) the uniqueness of UT's appreciation for the community; (7) lecturing system; and (8) Flexibility of the learning system. Furthermore, the results of this study are in line with Ahmed and Sarma (2018) and Kusumadewi (2019) showing that customer value has a significant effect on student satisfaction. Thus, it can be concluded that the customer value at UPBBI-UT in Ternate as a whole was able to provide satisfaction to students.

#### 4.1.4. *There is an Effect of Promotion Strategy on Customer Value at UPBBI-UT Office*

Hypothesis testing based on the results of path coefficient calculations and t-count using the IBM SPSS Statistical program v.22 is presented in Table 5:

**Table 5.** Results of Testing the Positive Effect of Promotion Strategy on Customer Value

Sample	Path Coefficient ( $\rho_{YM}$ )	t-count	t-table ( $\alpha=0,05$ )
322	0.065	2.634*	1.97

Notes:

\*Path coefficient is significant, t-count=2.634 > t-table=1.97.

Table 5 shows the path coefficient of the Promotion Strategy variable to Customer Value ( $\rho_{YM}$ ) was 0.065 with t-count = 2.634 which is greater than the t-table value ( $\alpha=0.05$ ) = 1.97 at a significance level of 0.016. Since t-count > t-table,  $H_0$  is rejected which means that: "there is a positive effect of the promotion strategy on Customer Value at UPBBI-UT." The promotion strategy directly has an effect of  $(0.065)^2 \times 100\% = 0.42\%$  on customer value. The results of this study provide empirical evidence that promotional strategies were able to create or increase customer value at UPBBI-UT.

The results of testing hypothesis 4 ( $H_4$ ) indicate that the promotion strategy ( $X_1$ ) had a positive and significant effect on customer value because the t-count value was greater than t-table, and the significance value was less than alpha ( $\alpha$ ) 0.05. The results of this study are in line with Chandler Jr (2018) stating that the promotion strategy is a controlled and integrated program of communication methods and materials designed to present the company and its products to potential consumers, conveying product characteristics that satisfy the need to drive sales which in turn ultimately contribute to long-term earnings performance. This means that the results of this study provide an overview that the promotional strategy carried out by UPBBI UT Ternate currently was able to increase the purchasing power of customers (students) through customer value. This means that the current benefits felt by UPBBI UT Ternate students are overall an objective assessment from customers.

#### 4.1.5. *There is an Effect of Service Quality on Customer Value (M) at the UPBBI-UT Office*

Hypothesis testing based on the results of path coefficient calculations and t-count using the IBM SPSS Statistical program v.22 is presented in Table 6:

**Table 6.** Results of Testing the Positive Effect of Service Quality on Customer Value

Sample	Path Coefficient ( $\rho_{YX2}$ )	t-count	t-table ( $\alpha=0,05$ )
322	0.240	9.572*	1.97

Notes:

\*Path coefficient is significant,  $t_{\text{count}}=9.572 > t_{\text{table}}=1.96$ .

Table 6 shows the path coefficient of the service quality variable on Student Satisfaction ( $\rho_{YX1}$ ) was 0.338 with  $t_{\text{count}} = 11.421$  which was greater than the value of  $t_{\text{table}} (\alpha=0.05) = 1.97$  at a significance level of 0.000. Since  $t_{\text{count}} > t_{\text{table}}$ , then  $H_0$  is rejected which means that: “there is a positive effect of service quality on Customer Value at UPBJJ-UT.” The service quality directly has an effect of  $(0.240)2 \times 100\% = 5.76\%$  on student satisfaction. The results of this study provide empirical evidence that service quality was also able to create or increase customer value at UPBJJ-UT.

The results of testing hypothesis 5 ( $H_5$ ) indicate that service quality ( $X_2$ ) had a positive and significant effect on customer value because the  $t_{\text{count}}$  value was greater than  $t_{\text{table}}$ , and the significance value was smaller than  $\alpha$  ( $\alpha$ ) 0.05. This means that officers or employees at UPBJJ UT Ternate were able to provide academic services to customers (students) consistently so that they were able to show positive perceptions or assessments from students. This is also emphasized by Panwar et al. (2019) stating that the provision of services and support to customers is the ability of employees to carry out their duties to provide service and support with full commitment and the ability to solve problems when the service delivery takes place. This also means that service quality is related to the company’s ability to provide the best quality service compared to its competitors.

## 4.2 Results and Discussion of Qualitative Data

Results and discussion in this study focus on promotion strategies and service quality carried out by UPBJJ-UT Ternate for students in North Maluku. Through interviews conducted with 16 informants, the researcher found that customer value and student satisfaction were influenced by how UPBJJ-UT Ternate chose appropriate and proper strategies in conducting institutional publicity and excellent service provided by UT staffs in collaboration with supporting partners. In this section, the researcher describes the findings in several categories based on these two things.

### 4.2.1. Promotion Strategy by Publishing Information about Institutions and Lectures in various Media

UPBJJ-UT Ternate promotes advertisements in various types of media. It has a positive impact on the number of people who are interested in continuing their studies at the Universitas Terbuka. In this case, the people of North Maluku are connoisseurs of a variety of media, both print and online. However, there were 3 major types of media that turned out to be the most influential of all informants, including banners/print media, Facebook/online media and door to door promotions carried out by learning group (POKJAR).

In the midst of the era of disruption like now, many institutions make online media the main choice in their promotional strategy. However, the reality in archipelagic areas with unstable internet networks shows that print media in the form of banners or billboards is still the top preference. This is in line with Siqin, Choi, Chung, and Wen (2022) and Barik, Purwaningtyas, and Astuti (2019) showing that print advertisements in the form of banners and billboards are still needed in remote areas as promotion of a product because they are easy to reach, especially if they are located in key places in the area. In addition, people in remote areas are still minimally using cellular phones that are able to access the internet. Another reason is that the internet network infrastructure is not well established which has influenced print media in the form of banners and billboards to become the main option.



P2.Q1.5 I saw last year or if I'm not mistaken at the beginning of this year, there were banners installed in the southern Weda sub-district. There is information on the admission of prospective new students. Besides, I have also seen in the Weda harbor area, there are also stickers/brochures. In my view, the use of social media is only certain people who can see this, not everyone, especially children who have just graduated from high school. Thus, I think the banner is the right one to be a UT promotion media that is displayed in crowded places.

The promotional strategy that is considered quite effective and efficient in terms of cost and reach is the use of social media in the form of Facebook. This seems contradictory to the previous description because North Maluku has regions with different levels of economic and educational progress. A number of informants stated that the reason they chose UT as a campus to study was because of the information they got through online media. When examined again, the informants are those who live in urban districts with a high level of welfare compared to other areas. Thus, this reason has implications for the availability of facilities and infrastructure to access the internet that is quite supportive (Amin, 2018; Praditya, 2014). In addition, some of these informants are students who have worked and are accustomed to using information technology in their field of work (Manca & Whitworth, 2018).

In contrast to the two strategies described above, several informants revealed that they had an interest in continuing their education at UT after receiving a direct visit from POKJAR in their area. This face-to-face meeting was considered satisfactory by the informants because apart from getting information about UT, they were also given the opportunity to ask questions that they wanted to know more about. The expansion of POKJAR in each district and city became a fairly successful strategy because it was able to provide explanations that the print and online media were unable to answer directly.

From the variety of strategies that have been described previously, the researcher understands that it is necessary to present information about UT in various types of media. This consideration is intended to ensure that the information conveyed can reach people from different educational, economic, regional backgrounds and interests (Bilro & Loureiro, 2020; Wu, 2020). However, as a matter of note, the 3 promotional strategies previously mentioned can be used as a reference in disseminating information.

#### ***4.2.2. Alteration of Implementation of Learning Modes with Good Quality and Accompanying Academic Achievements***

UT provides 4 study modes to students including Face to Face Tutorials (TTM), Online Tutorials (TUTON), Webinar Tutorials (TUWEB), and Course Assignments (TMK) (Meylina, Ardiasih, & Rahmiaty, 2021; Sugilar, 2020; Yustika & Iswati, 2020). The students have a right to choose between the four modes. Face-to-face tutorials are lectures by presenting a meeting room between tutors and students in a place designated by POKJAR and UT to be used. While the Online Tutorial is an online lecture with asynchronous mode that uses Moodle as a learning medium. Webinar tutorials online lectures through synchronous mode, students, and tutors can communicate directly using applications and links that have been provided by UT. While TMK is an assignment given to students three times in one semester. The exercise is in the form of questions related to the registered course material. The period of time from the beginning of the lecture to TMK 1, then from TMK 1 to TMK 2 and so on, students are given the freedom to study independently by utilizing printed teaching materials (BAC)/modules owned. Students' preferences for the choice of learning mode are usually adjusted to the time they have, skills towards technology, and facilities and infrastructure that support the learning process.

The interview results show that the consideration of students choosing online tutorials is that the time to attend lectures is more flexible. The use of Moodle with asynchronous mode gives students the flexibility to access it 24 hours a day. This makes the students can set the best time to study the material, respond to discussions, and do assignments. Another reason is that there is a tutor as a place to ask questions if students do not understand what has been learned in the module. Some students admitted that the reason they chose Tuton was that the contribution of Tuton scores was quite high, namely 40% to the final grade of the course (a combination of study aid scores and take-home exam scores).

P14.Q4.4 I take Tuton's study assistance service, because I feel that Tuton can help me in

studying. For example, if there is material that I can't understand in the module, I can ask the tutor of the subject directly. Tuton value distribution is also very large, i.e., 40%, this is the reason I took Tuton. The schedule is well structured, going smoothly, but sometimes there are network problems when the lights go out, after that the network is back to normal. If the tutorial service is ready, we just need to log in and follow the material. The material in the tutorial is very easy for us to understand, the problem for us is that sometimes we have followed the material, but our assessment is not yet available.

The factor that often causes student dissatisfaction from UT services while participating in online tutorials is the lack of responsiveness of tutors in responding to messages and assessing discussions and assignments that students have done. This is often an evaluation given by students every semester. Unlike online tutorials, Tuweb is designed to create interaction between students and tutors. Tuweb has been implemented since the pandemic occurred, courses that should be held face-to-face have turned into meetings through webinars, especially practical/practice/practice courses (Sugilar, 2020). Through the Microsoft Teams application which presents face-to-face online, students can listen to material delivered by tutors, conduct discussions, and ask questions with students directly. Problems commonly faced during the Tuweb come from external to UT, namely the limited infrastructure to support online learning in the area where students live. In addition, the next problem is related to students' digital skills in utilizing online applications. Given that currently Tuweb is accompanied by activities utilizing a learning management system (LMS) which is full of activities using technology.

P6.Q4.3 Yesterday, in semester 4, we had civil law and criminal law subjects. We had material, said the lecturer from Unkhair. We study on Tuweb because of the pandemic. The schedule must be on Saturday and Sunday.

Universitas Terbuka has the image of higher education that carries out online learning. However, UT actually also provides a face-to-face tutorial learning mode, which is held for 8 weeks of meetings. As previously explained, UT utilizes offices or schools as a place for implementing TTM. These facilities and infrastructure are assessed every semester. According to several informants, the provision of facilities during the implementation of the TTM was appropriate and adequate. Like Tuton and Tuweb, students' expectations of TTM are not only about the facilities for the venue but also the quality of teaching from tutors. They expect the tutors who take the courses to be disciplined individuals in terms of attendance on the TTM schedule, use teaching methods that are student-centered, and able to stimulate the arts of communication, critical thinking, and student creativity. Thus, the tutorial process is not only about academic achievement but also meaningful learning.

Unlike the other 3 learning modes, TMK is not accompanied by an 8-week class schedule and an accompanying tutor. TMK is a learning mode that is present during a pandemic, usually chosen by students who are less skilled in the intense use of technology such as Tuton and Tuweb. This is because the TMK is an assignment consisting of 4/5 questions given to students for 3 terms. Students who choose this learning mode are those who before the pandemic chose to study independently, namely not using the provided learning mode, but only using the modules they got from UT. Since they live in areas with inadequate internet connections, the students experience problems in the process of downloading questions and uploading answers. The step that is often taken by UT staff is to help both processes. Through the Teaching Material Services Learning Assistance manager (BBLBA) directs each of the Regional Responsible Persons. However, the solution that has not been found so far is that when the deadline for uploading answers, the [tmk.ut.ac.id](http://tmk.ut.ac.id) page always experiences problems because it is simultaneously accessed by students throughout Indonesia.

#### ***4.2.3. The Teaching Materials Supports the Independent Learning Process***

Since its establishment, UT has provided teaching materials to students as learning resources consisting of printed teaching materials (BAC) and non-printed teaching materials (BANC) (Utami & Hermawati, 2018). Some courses make the two teaching materials related and support each other, but some other courses make each teaching material can be used separately. Each semester, students automatically receive teaching materials based on the registered courses. Both those who choose Tuton, Tuweb or TMK

learning modes. The teaching materials that UT has are developed in the most interactive language possible to support students in the independent learning process, even without any learning assistance or guidance by tutors during lectures. Thus, UT teaching materials can be used by students wherever they are, whether they are in cities with adequate information technology or those who live in 3T (Disadvantaged, Frontier, and Outermost) areas without being supported by a stable internet network.

P11.Q5.3 The contents of the teaching materials that I studied really helped me face the semester exams since the materials are all contained in the semester exam items. In my opinion, the materials are easy to understand and digest.

To make the teaching materials can be used properly and help the lecture process, UT introduced a speed-reading strategy (teaching materials) at the time of the new student orientation, known as EKBM (Student Learning Skills Education). It is common knowledge that UT printed teaching materials have many pages so that they physically look thick. In EKBM training, instructors from UT or partners provide tips and tricks to read teaching materials effectively and efficiently. Students only adjust it to their time and reading habits. However, based on the activity records at UPBJJ-UT Ternate, not all students attended the EKBM implementation so that reading printed teaching materials was adjusted to the strategies they had previously.

The problem related to the availability of teaching materials is the distribution from the UT Pusat in Pondok Cabe to students in each region. To be able to find out where the teaching materials have been during the distribution process, UT has provided a page to be able to access them. Some students can check it themselves; others are assisted by UT. Delays usually occur not because of delivery from the center but from the delivery service to the student's address, especially if the address is incomplete and difficult to find. This obstacle sometimes interferes with the course of lectures because students do not have teaching materials when the lecture has been running. For students with complete addresses in the data held by UT or those who live in areas that are easily accessible, they will not have problems related to delays in teaching materials. The solution to overcome delays in teaching materials as well as an effort to innovate in the digital era, UT has developed RBV (Virtual Reading Room) which is teaching materials that can be accessed online. As long as students have a stable internet network, RBV can be accessed using a laptop/tab/mobile every day for 24 hours.

#### ***4.2.4. Good Customer Value as a Consequence of Excellent Service from UT and Partners***

After receiving a promotional presentation about UT then deciding to continue their education in one of the study programs and receiving various academic services, there will be customer value in each student towards UT as a higher education institution. This value can be a form of student loyalty to UT so that they persist and have a positive attitude until they finish their lectures (He et al., 2021; Simpson, 2021). This value will not appear without good relations and treatment from UT towards students and partners. UT's sensitivity in maintaining customer value should be able to create a good image of the institution in society. One of them is public trust in the quality of UT as a long-distance state university that can compete with conventional universities in Indonesia in general and Ternate in particular.

P6.Q7.4 If I say there is no campus, this doesn't exist, I have to argue. I do not agree with that because we are accredited, some are accredited A, some are accredited B, and none is accredited C. Indeed, we have been recognized, by the world and the state. Thus, people shouldn't say that we don't have a campus, we don't have this, it's not allowed since the state alone has recognized it.

The image of UT that has been described previously is more or less supported by the availability of various modes of learning that can be utilized by students from various educational backgrounds, professions, and areas of residence. The informants also acknowledged that the learning modes presented also follow the times, especially in the digital era like now (Pregowska, Masztalerz, Garlińska, & Osial, 2021). Another feature that has turned out to be quite attractive to prospective students is that UT accepts those who transfer credit/transfer from another campus/continue from their previous education level.

When compared with the costs that must be paid by students at UT with other state universities, they are very different. UT is known for its affordable campuses (Li & Wong, 2021; Neupane, 2021) with inexpensive registration fees. The money deposited by students during registration includes teaching materials and the right to participate in the various learning modes provided. The accumulation of a series of UT branding in the community is recommending UT to relatives and colleagues as the right quality university to continue their studies.

## 5. Conclusions

From the research analysis and discussion, the conclusions to be drawn are as follows. (1) the promotion strategy had a positive and significant effect on student satisfaction at UPBJJ-UT Ternate. This means that the promotion strategy at UPBJJ-UT in Ternate as a whole was able to provide satisfaction to students. (2) Service quality had a positive and significant effect on student satisfaction at UPBJJ-UT Ternate. This means that the quality of service at UPBJJ-UT in Ternate as a whole was able to provide satisfaction to students. (3) Customer value had a positive and significant effect on student satisfaction at UPBJJ-UT Ternate. This means that the customer value at UPBJJ-UT in Ternate as a whole was able to provide satisfaction to students. (4) The promotion strategy had a positive and significant impact on customer value at UPBJJ-UT Ternate. This means that the promotion strategy at UPBJJ-UT in Ternate as a whole was able to provide or shape customer value. Finally, (5) Service quality had a positive and significant effect on customer value at UPBJJ-UT Ternate. This means that the quality of service at UPBJJ-UT in Ternate as a whole was able to provide or form customer value. The suggestions that can be made are as follows: (1) providing information through printed media such as brochures, leaflets, posters and catalogues consistent; (2) redesigning leaflets, posters and catalogues; (3) making a short video related to the new student registration process; (4) providing information clearly according to student needs; (5) socializing or conducting workshops on strengthening UT academic administrative staff in the context of “Motivating Employees in Providing Excellent Service;” (6) responding to complaints quickly and accurately; serving in more flexible service times; and revitalizing a more flexible learning system in the context of online learning information system service performance. For other researchers who want to develop this research, it is necessary to conduct research using the same or different variables that have an influence on student fit.

## References

- Abadi, R. R., Nursyamsi, I., & Syamsuddin, A. R. (2020). Effect of Customer Value and Experiential Marketing to Customer Loyalty with Customer Satisfaction as Intervening Variable (Case Study on Gojek Makassar Consumers). *The Asian Journal of Technology Management*, 13(1), 82-97.
- Aguilar-Barrientos, S., Villegas-Gomez, J., & Arias-Salazar, A. (2021). Pricing and promotion: A literature review. *Aibi revista de investigación, administración e ingeniería*, 9(3), 59-65.
- Ahmed, S., & Sarma, R. (2018). Brand Performance Evaluation: Customer Perceived Value Analysis. *SCMS Journal of Indian Management*, 15(4), 52-61.
- Ahrholdt, D. C., Gudergan, S. P., & Ringle, C. M. (2019). Enhancing loyalty: When improving consumer satisfaction and delight matters. *Journal of business research*, 94, 18-27.
- Amin, M. (2018). ICT for Rural Area Development in Indonesia: a Literature Review. *Journal of Information Technology and Its Utilization*, 1(2), 32-37.
- Baines, P., Fill, C., & Rosengren, S. (2017). *Marketing*: Oxford University Press.

- Barik, A. L., Purwaningtyas, R. A., & Astuti, D. (2019). The effectiveness of traditional media (leaflet and poster) to promote health in a community setting in the digital era: A Systematic Review. *Jurnal Ners*, 14(3), 76-80.
- Belgrave, L., & Seide, K. (2019). Coding for grounded theory. *The SAGE handbook of current developments in grounded theory*, 167-185.
- Bilro, R. G., & Loureiro, S. M. C. (2020). A consumer engagement systematic review: synthesis and research agenda. *Spanish Journal of Marketing-ESIC*.
- Biscaia, R., Yoshida, M., & Kim, Y. (2021). Service quality and its effects on consumer outcomes: a meta-analytic review in spectator sport. *European Sport Management Quarterly*, 1-25.
- Chandler Jr, A. D. (2018). History and management practice and thought. In *Management Laureates* (pp. 203-236): Routledge.
- Eckert, C., Neunsinger, C., & Osterrieder, K. (2022). Managing customer satisfaction: digital applications for insurance companies. *The Geneva Papers on Risk and Insurance-Issues and Practice*, 1-34.
- Emmanuel, B., & Priscilla, O.-A. (2022). A Review of Corporate Social Responsibility and Its Relationship with Customer Satisfaction and Corporate Image. *Open Journal of Business and Management*, 10(2), 715-728.
- Fisher, D. R., Andrews, K. T., Caren, N., Chenoweth, E., Heaney, M. T., Leung, T., . . . Pressman, J. (2019). The science of contemporary street protest: New efforts in the United States. *Science advances*, 5(10), eaaw5461.
- Gogoi, B. J. (2021). Customer trust influencing customer perceived value and brand loyalty. *Academy of Marketing Studies Journal*, 25(5), 1-10.
- Gupta, A., & Lee, G.-L. (2020). The effects of a site-based teacher professional development program on student learning. *International Electronic Journal of Elementary Education*, 12(5).
- Gupta, P., & Kaushik, N. (2018). Dimensions of service quality in higher education—critical review (students' perspective). *International Journal of Educational Management*.
- Harrison, R. L., Reilly, T. M., & Creswell, J. W. (2020). Methodological rigor in mixed methods: An application in management studies. *Journal of Mixed Methods Research*, 14(4), 473-495.
- He, L., Yang, N., Xu, L., Ping, F., Li, W., Sun, Q., . . . Zhang, H. (2021). Synchronous distance education vs traditional education for health science students: A systematic review and meta-analysis. *Medical education*, 55(3), 293-308.
- Jiménez-Zaragoza, A., Arredondo-Soto, K. C., Miranda-Ackerman, M. A., & Cortés-Robles, G. (2020). *Consumer Perception Applied to Remanufactured Products in a Product-Service System Model*. Paper presented at the International Conference on Applied Human Factors and Ergonomics.
- Katz-Buonincontro, J., & Anderson, R. C. (2020). A review of articles using observation methods to study creativity in education (1980–2018). *The Journal of Creative Behavior*, 54(3), 508-524.
- Kusumadewi, R. (2019). The Role of Marketing and Individual Environment Association in Elevating the Customer Value. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol*, 2(4), 451-460.

- Li, K. C., & Wong, B. T.-M. (2021). A review of the use of open educational resources: the benefits, challenges and good practices in higher education. *International Journal of Innovation and Learning*, 30(3), 279-298.
- Manca, A., & Whitworth, A. (2018). Social media and workplace practices in higher education institutions: A review. *The Journal of Social Media in Society*, 7(1), 151-183.
- Meylina, M., Ardiasih, L. S., & Rahmiaty, R. (2021). Teachers' Digital Competences: An Overview on Technological Perspectives. *Linguists: Journal Of Linguistics and Language Teaching*, 7(2), 29-43.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2018). *Qualitative data analysis: A methods sourcebook*: Sage publications.
- Mirahmadizadeh, A., Delam, H., Seif, M., & Bahrami, R. (2022). Designing, constructing, and analyzing Likert scale data. *Journal of Education and Community Health*, 5(3), 63-72.
- Neupane, A. (2021). Practices of Open and Distance Education in Nepal: Opportunities and Challenges. *Interdisciplinary Research in Education*, 6(1), 57-70.
- O. Nyumba, T., Wilson, K., Derrick, C. J., & Mukherjee, N. (2018). The use of focus group discussion methodology: Insights from two decades of application in conservation. *Methods in Ecology and evolution*, 9(1), 20-32.
- Otto, A. S., Szymanski, D. M., & Varadarajan, R. (2020). Customer satisfaction and firm performance: insights from over a quarter century of empirical research. *Journal of the Academy of Marketing Science*, 48(3), 543-564.
- Panwar, D., Anand, S., Ali, F., & Singal, K. (2019). Consumer decision making process models and their applications to market strategy. *International Management Review*, 15(1), 36-44.
- Praditya, D. (2014). The Utilization of Information and Communication Technology (ICT) by Government in Rural Level. *Jurnal Penelitian Komunikasi*, 17(2).
- Pregowska, A., Masztalerz, K., Garlińska, M., & Osial, M. (2021). A worldwide journey through distance education—from the post office to virtual, augmented and mixed realities, and education during the COVID-19 pandemic. *Education Sciences*, 11(3), 118.
- Rust, R. T. (2020). The future of marketing. *International Journal of Research in Marketing*, 37(1), 15-26.
- Simpson, O. (2021). Distance education futures: What are the factors that will affect how distance education develops in the future?
- Siqin, T., Choi, T.-M., Chung, S.-H., & Wen, X. (2022). Platform operations in the industry 4.0 era: recent advances and the 3As framework. *IEEE Transactions on Engineering Management*.
- Sugilar, S. (2020). *Effectivity and students' satisfaction to a tutorial in statistics through a webinar*. Paper presented at the Journal of Physics: Conference Series.
- Wipulanusat, W., Panuwatwanich, K., Stewart, R. A., & Sunkpho, J. (2020). *Applying mixed methods sequential explanatory design to innovation management*. Paper presented at the The 10th International Conference on Engineering, Project, and Production Management.
- Wu, M.-Y. (2020). Exploring Organizational Use of Social Media Marketing: A Global Perspective. *China Media Research*, 16(1).

Yustika, G. P., & Iswati, S. (2020). Digital literacy in formal online education: A short review. *Dinamika Pendidikan*, 15(1), 66-76.