

THE EFFECT OF IMAGE, PROMOTION, COMMUNICATION, AND FACILITIES ON SENIOR HIGHT SCHOOL STUDENT'S INTEREST

Gafaruddin Ibrahim¹, Hamidah²

STIKOM Batam¹

State University of jakarta²

gafaruddin.ibrahim@gmail.com

Abstract

The research data is obtained trough questioners from 320 students senior high school and vocational school around the campus of STIKOM MuhammadiyahBatam. This analysis of the units by using research of associative quantitative model of multiple correlation which test the result of calculation data obtained that fourth variable; image, promotion, communication, and facilities together have a significant effect on students interest to STIKOM MuhammadiyahBatam. there is a positive direct effect of image on the interest of students of Senior High School entrance into STIKOM MuhammadiyahBatam City, if the value of $t_{hitung} > t_{table}$, From the analysis results can be compared that the value $t_{hount} > t_{table}$ ($14.771 > 1.976$) . The result of analysis obtained t_{hitung} equal to 10,071 bigger value with t_{tabel} value equal to 1,976, $10,071 > 1,976$, hence decision taken is there is direct positive influence of promotion to interest of student of School of Advanced Up. The result of analysis obtained t_{count} 4,271 value bigger when compared with t_{table} value equal to 1,976, $4,271 > 1,976$, hence decision taken is there is positive direct influence of communication to student interest value of F_{count} equal to 2245.199 bigger when compared with value of F_{table} 2,400 ($2245.199 > 2.400$), The conclusion by increasing image, promotion, communication, and facilities will increase students interest to STIKOM MuhammadiyahBatam can be increased by effort of image, promotion, communication, and facilities.

Keywords: Interest, Image, Promotion, Communication And Facilities

Competition among universities in attracting new students is happening not only in outside universities and in the country but also occurs among universities in the country, so that this condition affects the demands of university autonomy, and at the level of implementation of autonomy, especially the state universities in the tendency of the framework of the strategy will open a new study program or increase the enlarged enlargement of students so that private college opportunities to seize the prospective students are getting smaller. To win competition among universities in attracting new students, the various strategies undertaken by state and private universities, each being proactive in building networks with various groups, both formal institutions and other non-formal institutions, and the ability to access in broad is the main capital in attracting new students

This competition phenomenon requires universities to develop strategies to gain more than their competitors, the image or popularity of higher education institutions will also strengthen and facilitate the cultivation of customer trust and opportunities to increase the interest of senior high school students to choose the college is more wide open, on the other side of course loyalty from consumers to the college will also be stronger, promoting, expanding access keberbagai the circle will be easier in communicating, delivering messages to the target of external goals (prospective students), campus location and sometimes also the cost of consideration in determining interest continue education, STIKOM MuhammadiyahBatam as one of the competitiveness of other universities in Batam is important to take strategic steps to get new students and analyze the

potential of internal and external so that by knowing the strengths and weaknesses well will be easier for future development. In relation to the interest of upper secondary school students to enter STIKOM Muhammadiyah Batam from preliminary survey conducted on some of the students of Upper School that exist around the campus STIKOM Muhammadiyah Batam shows that the interest of students of Senior High School to enter or continue education to STIKOM Muhammadiyah Batam is still very low, the lack of interest of high school students of Upper School entrance to STIKOM Muhammadiyah can be described in table 1.1, data of student admission in the period of four year running.

The data reception student STIKOM Muhammadiyah Batam as the following table:

Table 1. Data of Admissions

No	Admissions	Number of Students
01	Year 2013/2014	26
02	Year 2014/2015	14
03	Year 2015/2016	25
04	Year 2016/2017	55
	Total Student	130

STIKOM Muhammadiyah Batam 2017.

Based on the data of student acceptance as Table 1.1 illustrates, that interest of Upper School students entering STIKOM Muhammadiyah Batam is still not maximized, and to increase the interest of high school students entering STIKOM Muhammadiyah Batam is needed strategic steps, if effort the increasing interest of students is not done seriously, so the lack of interest of Upper School students entering STIKOM Muhammadiyah Batam not only affects the decrease of prospective students entering STIKOM Muhammadiyah Batam, but also will impact on the life of STIKOM campus itself. The problem of the lack of interest of students of Senior High School to enter or continue the lecture at STIKOM Muhammadiyah Batam, it is necessary to know more about the factors that affect the interest of high school students enter or continue to study at STIKOM Muhammadiyah Batam, and it can be expected that the lack of interest of senior high school students entering STIKOM Muhammadiyah Batam influenced among others; campus image, promotion, communication, campus facility, tuition, campus location, study program, academic competence, and campus management factor STIKOM Muhammadiyah Batam.

1. Interest

Djaali (2007: 121), interest is a sense of preference and a sense of attachment to a thing or activity without anyone telling. "It means that a person has an interest in something or activity because of a sense of preferences and attachment, and the creation of that feeling without some have ordered. Interest is one of several aspects of behavior. People who are interested in something will pay attention to it and seek it and direct itself to it or seek to attain or gain something of value to it. Crow and Crow (1973: 153), states "... the word interested may be used to the motivating force which courses and individual to give attention force person a thing or activity. Andi Mappiare (1994: 62), states that interest is a mental device consisting of a mixture of feelings, hopes, attitudes, prejudices, fears, or other trends that lead individuals to a particular choice. This means that a person's interests arise because of feelings, hopes, positions, prejudices, fears or other trends that lead individuals to a particular choice. So interest is a person's mental set.

A person's interest in an object has its own characteristics, Walgito, Bimo (1977: 4), states that the characteristics of interest are as follows: Positive attitudes toward an object, The existence of something pleasant arises from something that object, Whitherington (1985: 135), states that interest is one's consciousness of an object that has something to do with itself. "Hardjana in Lockmono (1994), interest is a high tendency towards something arising out of necessity, perceived or not perceived or desire of a particular thing . "Meanwhile, according to Abd.Rahman Abror (1993: 112),

interest contains elements of cognition (logic), emotion (feeling), and conation (the will). The element of logic in the sense of interest is preceded by knowledge and information about the object is the intended interest. Slameto (1995: 180), interest can also be interpreted as a sense of preference and a sense of interconnectedness on an activity thing, without anyone telling. Interest is basically the acceptance of a relationship between yourself and something outside of itself, the stronger or closer the relationship the greater the interest.

Chang (1996), sees an interest from the psychological point of view that the term interest has a two-ply meaning that involves, first, an individual's internal orientation when he / she expresses the choice of someone or something, and motives as both of them are the internal causes of an individual's behavior. Bill Canton in Sukatendel cited SolehSoemirat and ElvinaroArdianto (2008: 111-112), said that "image the impression, the feeling, the conception of the publichas of a company; conciously created impression of objects, person or organization ". Image is the impression, feeling, public image of the company; impressions that are deliberately created from an object, person or organization. Likewise, Foxall, Goldsmith, and Brown (2002: 63) argue that brand image is a combination of the impressions of a somation that can take the form of a deep emotional reaction to a rapid mental recognition, the emotion to differentiate a brand from another and become the basis for consumers in buying behavior. David A. Aaker and John G Myers (1983: 134) provide the definition "Image is a set of assumptions, impressions or images of a person or group of people about an object concerned".

While Philip Kotler (1991: 570), the interest that "the image is the set of beliefs, ideas and impressions that a person hold of an object". This means that the image is a set of beliefs, ideas, and impressions of a person against a particular object. The attitude and actions of a person towards an object will be determined by the image of the object that displays the best conditions. On the other hand Kotler (1995: 123), gives emphasis on the existing image in the general public relating to the assessment of the company, its products and services. Image (image) is often used in several contexts, such as the image of an individual, the image of a person defines the image as a belief, idea and impression of the individual towards an object. Reynolds (1965: 69-76) noted that "the image is the mental construct of the flood of the total impressions; it comes into being through a creative process in which these selected impressions are elaborated, embellished, and ordered".

2. Image

Levitt (1983: 55), gives the definition of image (image) is the impression, the feeling, the conception which the public has of a company or organization, a conditionally created of an object, person or organization. From the opinion of the experts above it can be synthesized that the image is a positive impression obtained by a person on an object based on information, knowledge and understanding of facts or reality, with indicators; attitudes, feelings, images, images, interpretations, responses, values, perceptions.

Sustina (2003: 299), Definition of sales promotion according to American Marketing Association (AMA) is sales promotion is media and non media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, . The above definition shows that sales promotion is a medium and non media to stimulate trial and error from consumers, increase demand from consumers or to improve product quality. Lupiyoadi (2013), promotion is one of the variables in the marketing mix that is very important to be implemented by the company in marketing service products. "Zimmerer (2002), promotion is any kind of persuasion communication designed to inform customers about products or services and to influence them to purchase such goods or services which include publicity, sales, individuals and advertising. Tjiptono (2008: 219), promotion is defined as a form of marketing communication, marketing communication is a marketing activity that seeks to disseminate information, influence, persuade or remind the target market of the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned. Mc.Carthy, Jerome. E (1964: 769), states that, promotion refers to raising

customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four elements of the market mix, which includes the four P's: price, product, promotion, and place. "

Private and Irawan (2005: 349), "promotion is essentially a form of marketing communication aimed at encouraging demand, which means marketing communication is a marketing activity that seeks to disseminate information, influence and or remind the target market of the company and its products to be willing to accept, buying and loyalty to the products or services offered by the company concerned. "Irawan and Dharmmesta promotions are all types of marketing activities aimed at boosting demand," Shimp (2000: 6), said that promotional activities consist of all marketing activities that attempt to occur a quick purchase of a product or a short-term purchase. "Kotler and Keller in Irawan and Dharmmesta (2000) stated that promotions are various ways to inform, persuade, and remind. Based on the opinions of the experts above it can be synthesized that the promotion is a bid that nature provides information about a product / service by persuading, influencing, introducing, offering products / services to be liked or in the interest by the community with indicators, among others; persuade, influence, introduce, offer.

3. Communication

Effendi, OnongUchjana (2006: 9), communication is informative, ie convey information to the other person. In addition Communication is also persuasive for the other person willing to accept the understanding or belief of the information submitted. Kreitner and Kinicki (2005: 198), define communication as the exchange of information between the sender and the recipient and the conclusion (perception) of meaning between the individuals involved. This exchange analysis states that communication is a two-way process that contains elements that are linked in sequence.

Meanwhile, according to Hamidi (2007), communication is the process of delivering messages from communicators to communicants through a particular channel. Messages in the communication process delivered through the channel elements in the form of media, such as newspapers, telephone, language, and so forth. Smith in Blake, Reed H., and Haroldsen, Edwin O (2003: 2-3), states that communication is both typical and general, narrow and broad in scope. Communication between human beings is a series of smooth and simple process, always filled with various elements of signal, password, does not become the problem of how simple a message or activity. Communication between people is also a series of diverse processes. It can use hundreds of different tools, either words or gestures or hollow cards either in private conversations or through mass media with audiences all over the world as humans interact when they communicate when people are watching others, they perform through communication, Larry A Samovar, Richard E Porter and Nemi C Janin (2003: 198) define communication is "Communication is defined as a two way on going, behavior affecting process in which one person (a source) intentionally encodes and transmits a message through a channel to an intended audience (receiver) in order to induce a particular attitude or behavior ,.

Larry sees communication as a process of influencing behavior in both directions as a source composing a message to be conveyed through a channel with the intention that message recipients can influence behavior. Communication is the process of delivering messages in the form of information from the source as a communicator to the recipient as a communicant through the media as a distributor, communication will occur if there is a common understanding between the source and the recipient, the communication will be effective in case of interaction between the source with the recipient and the recipient will provide feedback of the information already received.

According to Lasswell in Effendy Communication has several elements, including: (1) communicator (communicator, source, sender), (2) message (message), (3) media (channel, media), (4) communicant (communicant, communicate, receiver, recipient), (5) effect (effect, influence).

The definition of Hovland, Janis and Kelley put forward by Forsdale an American sociologist as quoted by Arni Muhammad (2005: 2), says about communication that "communication is the

process by which an individual transmits stimuli (usually verbal) to modify the behavior of other individuals. "Hovland, Janis and Kelley provide a communication understanding of a process whereby an individual transmits a stimulus that is usually in verbal form to modify the behavior of other individuals. So communication by an individual will be effective if the recipient of the message he delivered can give changes to the behavior in accordance with the expected sender of the message. According to Louis Forsdale (1981), communication and education expert, "communication is the process by which a system is established, maintained, and altered by means of shared signals that operate according to rules.

From the opinion of experts above it can be synthesized that communication is the process of delivering messages from the carrier / communicator to the recipient of the message / communicant to obtain the same understanding of the message content with indicators, among others; (1) carrier / communicator, (2) message, (3) media, (4) effect / influence

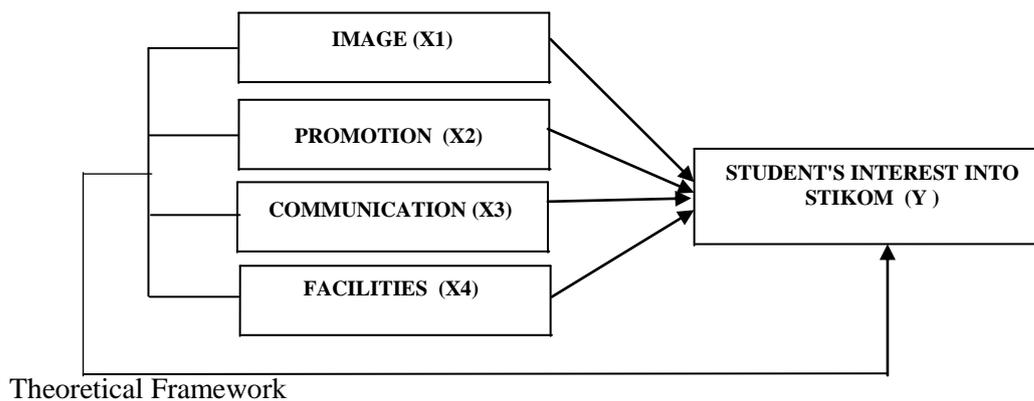
4. Facilities

Tjiptono, Fandy (1997), Facility is the physical resources that exist in before a service can be offered to the consumer. Meanwhile, according to SuryoSubroto in Arianto Sam (2008), states that "facilities are everything that can facilitate and expedite the implementation of a business, can be things and money .," By Harmizar (2003: 155), states with simple facilities is a physical means that can process an input (input) into output. "Furthermore, according to Buchari (2003: 12), the facility is the provider of physical equipment to provide convenience to its users, so that the needs of such users can be fulfilled. "

Meanwhile, according to Kotler (2005), defines the facility that is everything that is physical equipment and provided by the seller of services to support consumer convenience. "The design and layout of service facilities closely related to the formation of customer perception. A number of service types, the perception formed by the interaction between the customer and the facility affect the quality of the service in the eyes of the customer. In addition to expert opinions about the facilities as described earlier, then another understanding.

FandyTjiptono (2006), facilities are related to learning facilities. According to Muhroji et al (2004: 49), learning facilities are all that is required in teaching and learning process both moving and not moving to achieve educational goals can run smoothly, regularly, effectively, and efficiently, learning facilities are all things either in the form of moving objects or not moving and money (financing) that can facilitate, accelerate, streamline and streamline the implementation of learning activities to achieve learning objectives. Dalyono (2001: 241), stated that the completeness of the learning facilities will help students in learning, and the lack of learning tools or facilities will hamper their learning progress. "Moh.Surya (2001: 241), explained how important the physical condition of learning facilities to the process learning that states that the state of the physical facilities where learning takes place in school or at home greatly affects the efficiency of learning outcomes. Better physical condition is more beneficial for students studying quietly and regularly. Conversely, inadequate physical environment will reduce the efficiency of learning outcomes,

From the opinion of experts it can be synthesized that the facility is everything that can facilitate, smoothen, mengeffektifkan and mengefisienkan learning activities menginjfffen, with facility indicators (1) building (2) learning facilities, (3) classrooms, (4) laboratory tools , (5) library, (6) adequate parking facilities, (7) adequate sports facilities, (8) clean toilets. On the other hand, the theory is a basic means in order to express the systematic relationships that occur in social phenomena and natural phenomena to be examined. The theory is also an abstraction and understanding or relation of a proportion and proposition. The theoretical framework in research as follows:



METHOD

This study uses quantitative approach of associative multiple correlation model with data collection through questionnaire or questioner. The emphasis of the unit of analysis on the students of Senior High School, while the analysis used is partial regression coefficient ($ujit$) and multiple (F test) and determination (tes_R2). In this research is focused on high school students of SMU and SMK around campus area STIKO MuhammadiyahBatam. Sampling used in this research is by random sampling (simple random), by using Slovin formula. Total sample population of 1,600 students of Senior High School, (SMA and SMK) class IX, of the total sample population set sample of 320 people. To know the validity and reliability Instruments variables are tested through product moment correlation model and reliability by using Cronbach Alpha formula.

RESEARCH RESULT

1. Test

The Impact of Interest on Interests

To test the first hypothesis the influence of the image on the interest then used statistical analysis program using SPSS program. 22 and the result of regression coefficient test of image variable (X_1) partially presented as following table:

Table 1.1. Results of Image Regression Coefficient Analysis

Variable	t_count	t_table	Sig.	Description
Constants	15.389		0,000	
Image(X_1)	14.771	1.976	0,000	significant
The result of t-count analysis > t-table, 14.771 > 1.976				

Source: Primary Data Processed 2017

The result of simple regression coefficient analysis test on the first hypothesis. It is known that the value of t_{hitung} variable of image (X_1) is 14.771 and to determine the value of t_{table} with degrees of freedom (df) $n-k-1$ or $320-4-1$ (5% synergy) or 0.05. Thus the value of t_{table} on the t distribution table is 1967.

The statistical hypothesis and test criteria as follows:

$\beta_1 \leq 0$, there is no effect of image on the interest of students of Senior High School entrance into STIKOM MuhammadiyahBatam if the value of $t_{count} \leq t_{table}$. $\beta_1 > 0$, there is a positive direct effect of image on the interest of students of Senior High School entrance to STIKOM MuhammadiyahBatam, if the value of $t_{hitung} > t_{table}$, From the analysis results can be compared

that the value of $t_{count} > t_{table}$ ($14.771 > 1.976$), then the decision taken is there is a direct positive impact of image on the interest of the students of the Advanced School entrance to STIKOM MuhammadiyahBatam.

Similarly, the result of sig value analysis. image of less than 5% significance or 0.05, test criteria if the value of sig 'is smaller than 5% significant level or 0.05, sig' value < 0.05 , it can be concluded that the image has a significant effect on the interest Senior School students go to STIKOM MuhammadiyahBatam.

2. The Influence Of Promotion On Interests

To test the second hypothesis of the influence of promotion to interest, statistic analysis program is needed by using SPSS 22 program, and the result of regression coefficient test by partial promotion variable (X_2) is presented as following table:

Table 1.2. Results of Promotion Regression Coefficient Analysis

Variable	t_count	t-table	Sig.	Description
Constants	15.389		0,000	
Promotion (X_2)	10.071	1.976	0,000	signifikan
Result of t-count analysis $>$ t-table, $10.071 > 1.976$				

Source: Primary Data Processed 2017

The result of promotion regression coefficient analysis, it is known that the value of t_{hitung} promotional variable is 10.071 and to determine t_{tabel} , distribution table t is sought at $\alpha = 5\%$ with degrees of freedom (df) $nk-1$ or $320-4-1$ (sinifikansi 5 % or 0.05, then the table_t distribution obtained for t_{table} of 1967. The test criteria as follows: $\beta_2 \leq 0$, no influence of promotion of interest of students of Senior High School entrance into STIKOM MuhammadiyahBatam if the value $t_{hitung} \leq t_{tabel}$. $\beta_2 > 0$, there is a positive direct effect of promotion on the interest of senior high school students go to STIKOM MuhammadiyahBatam, if the value of $t_{hitung} > t_{table}$,

From the analysis results obtained t_{hitung} amounted to 10,071 greater value when compared with the value t_{table} of 1.976, $10.071 > 1.976$, then the decision taken is there is a direct positive influence of promotion of interest of students of Senior High School entrance to STIKOM MuhammadiyahBatam.

Similarly, if tested with a significant level, from the analysis. sig value. promotions of less than the 5% or 0.05 significance level. If the value of sig 'is smaller than the significant level of 5% or 0.05, the sig' value < 0.05 , it can be concluded that there is a significant influence on the promotion of interest of students of Senior High School entrance to STIKOM muhammadiyahBatam.

3. The Influence Of Communication To Interests

To test the third hypothesis of the influence of communication on interest, statistical analysis program with SPSS 22 is needed, and the result of the coefficient of regression test of communication variable (X_3) and its explanation partially presented as follows:

Tabel 1.3. The Result of Communication Regression Coefficient Analysis

Variable	t_count	t-table	Sig.	Description
Constants	-15.389		0,000	
Communication (X_3)	4.271	1.976	0,000	Significant
The result of t-count analysis $>$ t-table, $4.271 > 1.976$				

Source: Primary Data Processed 2017

From the calculation result of simple regression analysis (t test), it is known that the value of t_{count} of communication variable is 4,271 and to determine t_{table} , the distribution table t is searched at $\alpha = 5\%$ with degrees of freedom (df) $nk-1$ or $320-4-1$ (synthesis 5% or 0.05 standard size commonly used in the study, from table_t distribution obtained for t_{table} of 1967. The test criteria as follows:

$\beta_3 \leq 0$ there is no communication effect on the interest of high school students go to STIKOM MuhammadiyahBatam if value $t_{hitung} \leq t_{tabel}$. $\beta_3 > 0$, there is a positive direct effect of communication on the interest of senior high school students into STIKOM MuhammadiyahBatam, if the value of $t_{hitung} > t_{table}$. From the analysis results obtained t_{hitung} of 4.271 greater value when compared with the value of t_{tabel} of 1.976, $4.271 > 1.976$, then the decision taken is there is a direct positive influence of communication on the interest of students of Senior High School entered into STIKOM MuhammadiyahBatam.

Similarly, if tested with significant value, from the analysis results.sig value. promotions of less than the 5% or 0.05 significance level. If the value of sig 'is smaller than the significant level of 5% or 0.05, sig' value <0.05 , it can be concluded that there is a significant influence of communication on the interest of students of Senior High School entrance to STIKOM MuhammadiyahBatam.

4. The Influence Of Facilities To Interest

The fourth hypothesis in this research is positive direct positive effect on the interest of the students of Senior High School entered into STIKOM MuhammadiyahBatam.

To test the hypothesis required statistical analysis program with SPSS 22, The results as follows;

Table 1.4. Results of the Facsimile Regression Coefficient Analysis

Variabel	t_count	t-table	Sig.	Description
Constants	-15.389		0,000	
Facilities(X ₄)	3.265	1.976	0,001	Significant
The result of t-count analysis $>$ t-table, $3.265 > 1.976$				

Source: Primary data processed 201

From the calculation result, it is known that the value of t_{count} of facility variable is 3,265 and to determine t_{table} , in the distribution table t is sought at $\alpha = 5\%$ with degrees of freedom (df) $nk-1$ or $320-4-1$ (5% or 0,05sinifikansi) the value of t_{table} is 1967. The testing criteria as follows: $\beta_4 \leq 0$, there is no effect of the facility on the interest of upper secondary school students entering STIKOM MuhammadiyahBatam if the value of $t_{hitung} \leq t_{tabel}$. $\beta_4 > 0$, there is a positive direct effect of the facility on the interest of upper secondary school students entering STIKOM MuhammadiyahBatam if the value of $t_{hitung} > t_{table}$,The results of a simple regression analysis (t test) value t_{hitung} for 3.265 is greater than the value t_{tabel} amounted to 1,976 ($3,265 > 1,976$), then the decision is that there is a direct influence positively the facility to the interest of the students of high school into the STIKOM MuhammadiyahBatam.Similarly, if tested with a significant level, from the analysis of the sig value. facility of .001 is smaller when compared with the specified significance level of 5% or 0.05, the test criteria if the sig 'value is smaller than the significant level of 5% or 0.05, the value of sig' .001 <0.05 , it can be concluded that there is significant influence facilities for the interest of high school students go to STIKOM MuhammadiyahBatam.

5. Test F

The effect of image, promotion, communication, and facilities together on the interest.

The fifth hypothesis in this study is that there is a direct influence significantly between the image, promotion, communication, and facilities together towards the interest of students of Senior

High School entered into STIKOM MuhammadiyahBatam. To test the hypothesis is done statistical analysis using SPSS program. 22. And the results are presented as follows:

Table1.5.

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	29501.764	4	7375.441	2245.199	.000 ^b
	Residual	1159.599	353	3.285		
	Total	30661.363	357			

a. Dependent Variable: Interests

b. Predictors: (Constant), Facilities, Communication, Image, Promotion

The trial keriteria $isp_{y.1234} \leq 0$, there is no influence of image, promotion, communications, and facilities jointly to the interest of Upper School students go to STIKOM Muhammadiyah Batam, if value $F_{hitung} \leq F_{tabel}$

$p_{y.1234} > 0$, there is a direct positive effect of image, promotion, communication, and facilities together towards the interest of upper secondary school students entering STIKOM Muhammadiyah Batam, if value $F_{count} > F_{tabel}$.

The result of multiple regression analysis (tes_F) F_{hitung} value of 2245.199 is bigger when compared with F_{tabel} value of 2,400 ($2245,199 > 2,400$), thus the decision taken there is direct influence of positive image, promotion, communication, and facilities together on the interest Senior High School students go to STIKOM MuhammadiyahBatam. Similarly, if tested with a significant level, from the analysis of the sig value. of the amount is less than the significant level set at 5% or 0.05.

Test criteria if the sig 'value is smaller than the significant level of 5% or 0.05, the sig' value < 0.05 , it can be concluded that there is a significant direct effect between image, promotion, communication, and facilities together towards the student's interest- Senior High School students go to STIKOM MuhammadiyahBatam.

DISCUSSION

Theoretically can be said that the image is one factor that influence one's interest, to increase the interest of the customer, then the image of college or company must be good, therefore a college or company must still maintain and maintain its image to always be judged good by the customer, a good image makes customers tend to be relatively more interested in the products or services offered. Likewise, the image can not necessarily be realized by itself but the image is built on reputation and achievement. Building a positive image will be difficult to establish if not supported by achievement and reputation, image and trust are two important factors that are inseparable, creating customer confidence such as maintaining the continuity of activity because with consumer confidence in the product or service owned, which means consumer interest will increase and of course will make it easier to embed the values of trust in the customer.

Building trust and positive image of a campus will be much easier if the campus has been known or known by the community (customers) because without recognition before it is difficult a college will gain confidence, thus the main periotas that must be done by the campus is to introduce first and then instill trust to customers. Promotion is the most important and commonly used strategy of marketing. promotions are used by maketing to convey messages with the intent to influence consumers so that consumer interest to make transactions terhadap goods or services can be realized.

Result of hypothesis test show that promotion have positive effect to interest. This means that the increase in promotion affects a person's interest in something of goods or services, the higher promotions made by the company or service will give implications for increased interest.

Result of hypothesis test show that communication have positive effect to interest. This means that by doing a good communication will affect the interest of consumers or customers of a product or service, communication if done continuously will give an impact on the increase of one's interest, the more often made communication by the company or service to the customer will increase the interest.

Communication is the most important part of marketing activities, by communicating, has directly created the interaction between the company and the consumer, while marketing is a social process which on one hand is faced with heterogenous consumers who have different character and will. Communication is said to be effective if the communicant gets a response from the recipient in the form of responses and actions after getting information about what they need and want, while the ultimate goal is how to message the product goods and services to the consumer and get the response and action. In order to message the product / service to the hands of consumers certainly can not be separated from communication communication activities.

To influence the marketing consumer is sometimes persuasive and market intermediaries. Effective marketing must be supported by good communication, so every company should strive to improve the quality of communication so that the message of the products and services delivered can attract new customers while maintaining the loyalty of the old customers.

Marketing komunikasi can help bring together buyers and sellers together in an exchange relationship, the creation must be information between buyers and sellers that make activities more efficient and allow all parties to achieve a satisfactory exchange agreement. briefly it can be said that marketing communications can facilitate or assist buyers and sellers by creating exchange relationships, maintaining the information flow that allows for exchanges, creating awareness and informing buyers and sellers so that they can exchange satisfactorily, refine decision making in marketing so that the whole the exchange process becomes effective and efficient.

Communication in general is a process of forming, sifting, receiving and processing messages that occur within a person and / or between two or more with a particular purpose. Understanding the principal of communication is a process of the formation, delivery, acceptance and management of messages. This means that every communications practitioner will perform four actions, shaping, conveying, receiving and processing messages. Which sequentially will form a message, create an idea or idea that has all been arranged in one's thinking through the process of cognitive work, the message that has been formed then delivered to others, either directly or indirectly. Messages received by the recipient of the message will be interpreted which ultimately the message may elicit a response or reaction from that person. When this happens, then again will form and deliver a new message so these four actions will continue to occur repeatedly.

Marketing communications are a means used by companies in an effort to inform, persuade, and alert consumers directly or indirectly about the products and brands they sell. In a certain sense, marketing communications describe the "voice" of the brand and is a tool that can be used to build dialogue and build relationships with consumers. The learning facilities as a means of infrastructure have standards according to Government Regulation No. 19/2005 on National Education Standards as amended by Government Regulation No. 32 of 2013 on Amendment to Government Regulation No. 19/2005 on Standards of Facilities and Infrastructure, ie the criteria of study space, exercises, places of worship, libraries, laboratories, workshops, playgrounds, creative and recreational spots as well as other learning resources needed to support the learning process, including the use of information and communication technologies.

Result of hypothesis test show that facility have positive effect to interest. This means that with good campus facilities will affect the interest of students entering the campus, or if adequate

facilities will have an impact on the increase of one's interest, the better the facility will contribute to the increase in customer interest.

The result of hypothesis test shows that image, promotion, communication, and facility together have positive effect on the interest of the students of Upper School Up to STIKOM MuhammadiyahBatam. This means that if the image of the campus STIKOM Muhammadiyah good, it will give implications on the increase in interest of senior high school students into STIKOM MuhammadiyahBatam, someone has an interest in something product or service will be greatly influenced by the image of the product. the results of this study also reinforce the theory that the increase in buying interest is strongly influenced by the brand image.

Result of hypothesis test show that promotion have positive effect to student's interest to STIKOM MuhammadiyahBatam. This means that the increased promotion conducted by STIKOM MuhammadiyahBatam will affect the interest of students of Senior High School entered into STIKOM MuhammadiyahBatam, the more promotions made it will give implications for the increased interest of high school students enter or continue their education in STIKOM MuhammadiyahBatam .

Result of hypothesis test show that communication have positive effect to interest. This means that by doing a good communication will affect the interest of consumers or customers to something a product or service, communications if done continuously will give an impact on the increase of one's interest, the more often done communication by the company or service to the customer will increase the interest.

Hypothesis test results show that the facility has a positive effect on the interest, meaning that the campus facilities STIKOM MuhammadiyahBatam good will affect the interest of upper secondary school students into STIKOM MuhammadiyahBatam or if adequate facilities will have an impact on increasing interest of students of Senior High School, the better the facilities it has, it will contribute to the increased interest of the students of Senior High School entered into STIKOM MuhammadiyahBatam.

Based on statistical analysis conducted, the research findings as follows :

First. The image has a direct positive effect on the interest of Upper School students. This means that the improvement of the image of the campus STIKOM MuhammadiyahBatam will give an impact on the increased interest of high school students go to STIKOM MuhammadiyahBatam. Second. Promotion has a direct positive effect on the interest of Upper School students coming to STIKOM MuhammadiyahBatam. This means an increase in promotion by STIKOM MuhammadiyahBatam will have an impact on the increased interest of high school students coming into STIKOM MuhammadiyahBatam. Third. Communication has a direct positive effect on the interest of students of Senior High School entered into STIKOM MuhammadiyahBatam. This means that with the intensity of communication by the STIKOM MuhammadiyahBatam to will give an impact on the increased interest of high school students go to STIKOM MuhammadiyahBatam. Fourth. The facility has a direct positive effect on the interest of Upper School students. This means that with good facilities STIKOM Muhammadiyah campus will have an impact on increasing the interest of high school students go to STIKOM MuhammadiyahBatam. Fifth. Image, promotion, communication, and facilities together have a direct positive effect on the interest of Upper School students coming to STIKOM MuhammadiyahBatam. This means that with image enhancement, increased promotion, improved communication intensity and campus facilities STIKOM Muhammadiyah good will have an impact on increasing interest of high school students go to STIKOM MuhammadiyahBatam.

CONCLUSION

Based on statistical analysis conducted, the research findings are as follows: **First.** The image has a direct positive effect on the interest of Upper School students. This means that the improvement of the image of the campus STIKOM MuhammadiyahBatam will give an impact on the

increased interest of students of Senior High School entered into STIKOM MuhammadiyahBatam. **Second.** Promotion has a direct positive effect on the interest of Upper School students coming to STIKOM MuhammadiyahBatam. This means an increase in promotion by STIKOM MuhammadiyahBatam will have an impact on the increased interest of high school students coming into STIKOM MuhammadiyahBatam. **Third.** Communication has a direct positive effect on the interest of students of Senior High School entered into STIKOM MuhammadiyahBatam. This means that with the intensity of communication by the STIKOM MuhammadiyahBatam to will give an impact on the increased interest of high school students go to STIKOM MuhammadiyahBatam. **Fourth.** The facility has a direct positive effect on the interest of Upper School students. This means that with good facilities STIKOM Muhammadiyah campus will have an impact on increasing the interest of high school students go to STIKOM MuhammadiyahBatam. **Fifth.** The image, promotion, communication, and facilities together have a direct positive effect on the interest of Upper School students coming to STIKOM MuhammadiyahBatam. This means that with image caution, increased promotion, increased communication intensity and campus facilities STIKOM Muhammadiyah good will have an impact on increasing interest of high school students enter the STIKOM MuhammadiyahBatam.

REFERENCES

- Abror, Abd. Rachman. (1993). *Psikologi Pendidikan*. Yogyakarta: PT. Tiara Wacana Yogya.
- Alrad, Buchari. (2001). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: CV. Alfabeta.
- Blake, Reed H, and Haroldsen, Edwin O. (2003). *Taksonomi Konsep Komunikasi*. Cetakan Ke-1. Terjemahan Hasan Bahanan. Surabaya: Papyrus.
- Carthy, Mc, Jerome E. (1964). *Basic Marketing. A Managerial Approach*. Homewood, IL: Irwin.
- Chang, C. H. (1996). *Educational Psychology: Theories and Practices of the Three Guidelines*. Taiwan: Tunghua Book Co.
- D. A, Aaker. (1991). *Managing brand equity. Capitalizing on the value of a brand name*. New York: The Free Press.
- Dalyono, M. (2001). *Psikologi Pendidikan*. Jakarta: Rineka Cipta.
- Djaali. (2007). *Psikologi Pendidikan*. Jakarta: Bumi Aksara.
- Effendi, Onong Uchjana. (2006). *Ilmu Komunikasi: Teori dan Praktek*. Bandung: PT. Remaja Rosdakarya.
- Fandy, dan Gregorius Chandra. (2012). *Pemasaran Strategik: Mengupas Pemasaran Strategik. Branding Strategy. Customer Satisfaction, Strategi Kompetitif, hingga e- marketing*. Edisi 2. Yogyakarta: Penerbit Andi.
- _____. (2006). *Manajemen Pelayanan Jasa*. Yogyakarta: Penerbit Andi.
- Forsdale, Louis. (1981). *Perspective on Communication*. Massasuseta: Addison. Wesley PC. Reading.
- Foxall, Gordon R, dkk. (2002). *Consumer Psychology For Marketing. 2nd Edition* UK; Internasional Thomson Bussines Press.
- Hamidi. (2007). *Metode Penelitian Dan Teori Komunikasi*. Malang: Penerbitan Universitas Muhammadiyah.
- Hardjana. (1994). *Kiat Sukses di Perguruan Tinggi*. Yogyakarta: Kanisius.
- Harmizar, dan Rosidayati Rozalina. (2003). *Pedoman Lengkap Pendiri dan Pengembangan Usaha*. Edisi Pertama. Bekasi: CV. Dian Anugerah Prakarsa.
- Kotler, Philip. (2009). *Manajemen Pemasaran terjemahan*, jilid 1. Edisi kedua belas. Jakarta: Indeks.
- _____. (2008). *Marketing, Planning, Implementing and Analyzing*. Millennium Edition. Prentice Hall.
- _____. (1991). *Marketing Management, Analysis, Planning, Implementation and Control*, 7th Edition. New Jersey: Prentice Hall.
- Kotler, Philip dan Hermawan K. (2000). *Repositioning ASIA From Bubble to Sustainable Economy*. Singapore: John Wiley & Sons.
- Kreitner dan Kinicki. (2005). *Perilaku Organisasi*. Jakarta: Salemba Empat.
- Levitt. (1983). *The marketing Imagination*. London: The free press.
- Mappiare, Andi. (1994). *Psikologi Remaja*. Surabaya: Usaha Nasional.
- Muhrojidkk. (2004). *Manajemen Pendidikan*. Surakarta: Universitas Muhammadiyah Surakarta Press.

- Purwasito, Andrik. (2003). *Komunikasi Multikultural*. Cetakan Ke-1. Surakarta: Muhammadiyah University Press.
- Pusat Bahasa Departement Pendidikan Nasional. (2005). *Kamus Umum Bahasa Indonesia*. Jakarta: Balai Pustaka.
- Sam, Arianto. A. (2016). *Pengertian Fasilitas Belajar*, (On line), (<http://sobatbaru.blogspot.com/>) (diakses 15 Desember 2016).
- Slameto. (1995). *Belajar dan Faktor-faktor yang Mempengaruhinya*. Cetakan II. Jakarta: Rineka Cipta.
- Simamora, Bilson. (2003). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitable*. Jakarta: Gramedia Pustaka Utama.
- Shimp, Terence A. (2002). *Advertising Promotion and Supplement Aspect of Integrated Marketing Communicatio*. Fifth Edition. Alih Bahasa: *Periklanan Promosi dan Aspek Tambahan Komunikasi Pemasaran Terpadu*. Edisi Kelima. Terjemahan: Reyvani Syahril. Jakarta: Erlangga.
- _____. (2000). *Periklanan Promosi*. Jakarta: Penerbit Erlangga.
- Soemirat, Sholeh, Elvinaro Ardianto. (2008). *Dasar-dasar Public Relations*. Cet. Ke-6. Bandung: PT. Remaja Rosdakarya.
- Surya, Mohamad. (2004). *Psikologi Pembelajaran dan Pengajaran*. Bandung: Pustaka Bani Quraisy.
- Sustina. (2003). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT. Remaja Rosdakarya.
- Tjiptono, Fandy. (1997). *Prinsip-Prinsip Total Quality Service*. Yogyakarta: Andi Offset.
- Walgito, Bimo. (1997). *Pengantar Psikologi Umum*. Yogyakarta: Andi offset.
- W. H, Reynolds. (1965). *The Role Of The Consumer In Image Building*. California Management Review.
- Zimmerer W. Thomas Et al. (1996). *Entrepreneurship and The New Venture Formation*. New Jersey: Prentice Hall Inc.