

**THE INFLUENCE OF PROMOTION MEDIA AND COLLEGE FACILITIES  
TO NEW MASTER STUDENT UNIVERSITI TEKNOLOGI MARA (UiTM)  
INTEREST**

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***Abstract***

Universiti Teknologi Mara (UiTM) is one of the largest universities in the country and has branches in various states in Malaysia. This university offers various study programs ranging from diploma level, bachelor's level, Master's level, and doctor of philosophy level. Promotional Media and College Facilities have a significant role in becoming a consideration for the public in continuing their studies, especially for prospective Master's students. There are two theories used in this research, namely Technology Acceptance Theory (TAT): This theory was first developed by Fred Davis in 1986 and focuses on the acceptance of technology by individuals and Innovation Adoption Theory: This theory was first developed by Everett Rogers in 1962 and explains how innovations or new ideas are received and accepted by society. This research aims to determine and analyze the influence of Promotional Media and Campus Facilities on the Interest of Students who wish to continue their Master's studies at Universiti Teknologi Mara Malaysia (UiTM). This research was conducted at Universiti Teknologi Mara Malaysia. This research sample was taken using a random sampling technique. This research aims to determine the partial and simultaneous influence of Promotional Media and College Facilities variables carried out by Universiti Teknologi Mara (UiTM) on the interest of prospective new Masters students. The analytical method used is quantitative analysis consisting of the t-test (partial test), F-test (simultaneous test), and analysis of the coefficient of determination using a data collection instrument in the form of a questionnaire. Based on the research results, it was found that the variables Promotional Media (X1) and College Facilities (X2) simultaneously (together) had a significant influence on the interest of prospective Masters Students at UiTM Shah Alam. Also has a partial effect. This means that if the value of one of the variables, Promotional Media (X1) or College Facilities (X2), increases, then the value of the Interest of Prospective Student (Y) variable will also increase.

*Keywords: Promotion Media, College Facilities, Student Interest.*

**INTRODUCTION**

In the development of the current era of globalization, every individual is required to be able to improve their quality so that they can become individuals who are ready to compete and compete in various sectors, as a provision to be able to defend themselves from the various challenges that must be faced. Samsudin (2019) stated that education has a big responsibility in delivering the nation's next generation to face current

developments. This demand arises because you must have skills and competencies according to your studied knowledge as a college graduate.

Higher education has an important role in national education as a strategy for educating the nation's life and advancing technological science. Nasution (2010) in (Salsabila et al., 2021), state that educational technology can be interpreted as a guide or systematic implementation of education according to a certain system. Universiti Teknologi Mara (UiTM) is one of the largest universities in the country and has branches in various states in Malaysia. UiTM has several branches throughout the country, known as campuses. Each campus usually offers various study programs from diploma level to bachelor's level, master's, and doctor of philosophy level. These components include context, input, process, output, and outcome. The university is also recognized for its emphasis on practical training and marketability non-academic, to produce qualified and available graduates for the job market. Choirudin Faris (2013:3) in (Magfirah & Prafitriyani, 2019) explains that student organizations are a means or vehicle for developing students' interests, talents and hobbies to improve students' knowledge and reasoning as part of the educational process. Promotion has a very important role in Higher Education because promotion is a form of marketing communication in disseminating information, influencing, and persuading the market. Swastha and Irawan (2005) in (Syarifah et al., 2023), promote a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. Promotional media and campus quality have a big role in being taken into consideration by the public in continuing their studies, especially for prospective Masters students. For marketing efforts aimed at maintaining and increasing the number of new students to be successful, planning is needed which is based on a basis of analysis, implementation, execution, and evaluation. A deep understanding of marketing and planning must be proposed with good creative concepts and ideas. This is done so that in practice, the marketing that is done can attract the attention of as many audiences as possible. Referring to the opinion of Tjiptono (2014, page. 69) in (Kanada, 2019) every educational institution must be competent in promoting its educational institution so that the human resources and quality in their institution can develop and progress, therefore every educational institution needs an educational promotion strategy that the campus can survive and grow. This research will look at from the point of view of the marketing

model regarding the mixed strategy adopted by the promotion team and also the quality of Universiti Teknologi Mara to increase the interest of prospective Masters students who will study at UiTM, so this research is entitled "The Influence of Promotion Media and College Facility on New Masters Student UiTM Interest."

## **LITERATURE REVIEW**

### **Promotion Media**

Promotion Media is an important aspect of marketing strategy that helps build awareness, influence beliefs, and encourage action from the audience. Now the term promotion has entered the world of education and promotion is an important thing in education to improve the quality of good and quality education (Hidayat & Imam, 2012, p. 57) in (Kanada, 2019).

Research conducted by Al-masri & Gharaibeh (2010) and Bailey (2009) in (Clinteen, 2023) states that online promotional media such as social media and online word of mouth affect online purchasing decisions. Nowadays there is a lot of competition in educational institutions, especially in tertiary institutions so that educational institutions must be able to take part in competition because it cannot be denied that every educational institution must be able to take part in competition because it cannot be denied that competition is extraordinary. Referring to the opinion of Tjiptono (2014, p.69) in (Martini & Dewi, 2021) that every educational institution must be competent in promoting educational institutions must be competent in promoting their educational institutions so that human resources and quality in their institutions can develop and advance. Therefore, every educational institution needs an education promotion strategy so that the campus can survive and grow.

### **College Facilities**

Campus quality plays an important role in attracting students, supporting academic excellence, and contributing to social and economic development. College quality refers to the characteristics and factors that influence the quality and reputation of a higher education institution. Variable indicators of facilities according to Shimp (2003: 470) in (Minarti dkk (2017), 2018) are a. Good quality equipment and tools, b. Competent teaching staff, c. High level of security. Meanwhile (Aprillia & Magdalena, 2018) (Lathif et al., 2021) stated that campus service quality performance is determined by the quality of services provided to stakeholders. The quality of services on campus is determined by

the extent to which community needs and expectations can be met. Good service will contribute to the continuity of campus life in the dynamics of long-term competition.

According to Mulyasa (2005) in (Ambartiasari et al., 2017), the conceptual definition of organizational facilities is equipment and supplies that are directly used and support the education process, especially the teaching and learning process. Greater student performance or achievement is a result of a strong and effective facility system. Kampus facilities are very supportive in accommodating all student needs in academics and developing interests and talents. Campus facilities usually include libraries, sports facilities, arts, laboratories, and WiFi networks as well as several other facilities (Rahawarin et al., 2020) in (Faujan et al., 2023).

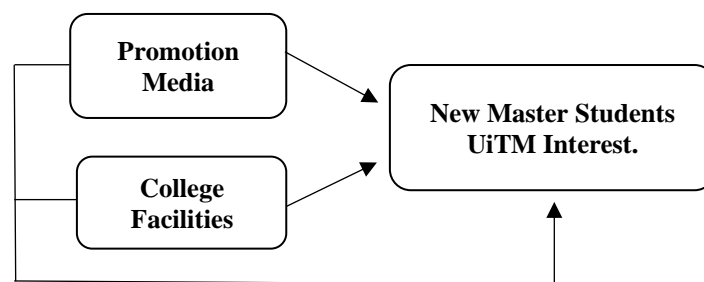
### **Student Interests**

Continuing your studies to a higher level is a dream for many people. After completing college and holding a bachelor's degree, some people choose to work. Meanwhile, some others decided to continue their Master's studies. According to Slameto (2010: 180) (Taufik & Kurniawati, 2020), "Interest is defined as a preference and a sense of interest in something or activity, without anyone asking. Interest is the acceptance of a relationship between oneself and something outside oneself. Furthermore, Hurlock (2012: 216) in (Motivasi et al., 2023) argues that interest depends on intelligence, the environment in which he lives, opportunities to develop interests, peer interests, social group status in society, innate abilities, family interests, and many other factors. Sardiman (2006: 95) in (Rati & Sucidamayanti, 2017) also explains the factors that influence a person's interest, namely: 1) Increasing the achievement of interest becomes a need, 2) Ending interest with issues of experience, 3) Providing opportunities to get better results, 4) Using There are various ways to realize this interest.

### **METHODS**

The type of research method used is quantitative. According to Sugiono (2017) (Dini, 2021), quantitative research methods can be interpreted as research methods based on the philosophy of positivism. The measuring instrument for this research is a questionnaire, the data obtained is in the form of answers from respondents to the questions asked. The population is a collection of all similar elements that are the object of research but can be distinguished from one another (Supranto, 2003: 68) in (Minarti dkk (2017), 2018).The population in this study were students who were currently

undergoing undergraduate education and knew information about UiTM, while the sample was a way of collecting data that was not comprehensive, meaning that it did not cover all research objects but only a portion of the population, that is, it only included samples taken from this population (Supranto, 2003:70) at (Cholaniyah, 2021). In this study, the theory from the Slovin table was used with a significance of 5%, and  $N = 60$  was taken, so a sample of 55 people was used, using a random sampling method which was intended for students who were currently undergoing undergraduate education and knew information about UiTM or who had attended a study program in the area. UiTM and wants to continue they master's education at Universiti Teknologi Mara Malaysia.



**Figure 1.** Conceptual Framework

**H1:** There is a partial influence of the Promotion Media variable carried out by Universiti Teknologi Mara on the interest of prospective new Master Students.

**H2:** There is a partial influence of the Campus Facilities variable carried out by Universiti Teknologi Mara on the interest of prospective new Master Students.

**H3:** There is a simultaneous influence between the two variables Promotion Media and Campus Facilities on the Interest of prospective New Master Students at UiTM.

## RESULTS AND DISCUSSION

### Result

#### Partial Regression Test

#### t Test

1. If the sig value  $< 0.05$ , or  $t \text{ count} > t \text{ table}$  then there is an influence of variable X on variable Y
2. If the sig value  $> 0.05$ , or  $t \text{ count} < t \text{ table}$ , then there is no effect of variable X on variable Y

$t \text{ table} = t$
$(a/2 ; n-k-1)$

**Table 1.** t-Test

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta			
1 (Constant)	2.833	2.909			.974	.335
X1	.327	.116	.333		2.820	.007
X2	.456	.137	.394		3.338	.002

a. Dependent Variable: Y

Source: Data Processing Results, 2023

t table = t (0,05/2 ; 55-2-1)

= t (0,025 ; 52)

t table = 2.00

- t count X1 > t table 2.820 > 2.00. Then, H<sub>01</sub> is rejected and Ha<sub>1</sub> is accepted. It means that there is a significant influence of Promotional Media (X1) on the interest of master Students at UiTM (Y).
- t count X2 > t table 3.338 > 2.00. Then, H<sub>02</sub> is rejected and Ha<sub>2</sub> is accepted. It means that there is a significant influence of College Facilities (X2) on the interest of master Students at UiTM (Y).

Based on the SPSS output results, it can be seen in the table above, where the sig in the t-test is (X1)= 0.007, which means < 0.05. and (X2) = 0.002, means < 0.05. Based on these results, it means that the variables Promotion Media (X1) and College Facilities (X2), Partial have a significant effect on the Interest of Prospective Masters Students at UiTM Shah Alam.

### Simultan Regression Test

1. If the sig value < 0.05, or F count > F table then there is an influence of variable X simultaneously on variable Y
2. If the sig value > 0.05, or F count < F table, then there is no effect of variable X simultaneously on variable Y

F table = F (k ; n-k)
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**Table 2.** F-Test

Model	ANOVA <sup>a</sup>					
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	281.213	2	140.607	14.091	.00
	Residual	518.896	52	9.979		

Total	800.109	54
a. Dependent Variable: Y		
b. Predictors : (Constant), X2, X1		

Source: Data Processing Results, 2023

$$F_{table} = F(2; 55-2)$$

$$= F(2; 53)$$

$$F_{table} = 3,17$$

$F_{count} > F_{table}$ ,  $14.091 > 3.17$  (taken from the percentage point of the distribution) Decision making is based on the SPSS output results, so it can be seen in table above, where the sig in the F Test is = 0.000,  $b$  means  $< 0.05$ . Based on these result  $H_0$  is rejected dan  $H_a$  is accepted, it means that the variables Promotion Media (X1) a College Facilities (X2), simultaneously (together) have a significant effect on the Interest of Prospective Masters Students at UiTM Shah Alam.

### Testing Hypotheses H1 and H2 Using the t-Test

#### A. First Hypothesis Testing (H1)

The known value of Sig. for the X1 (Promotion Media) effect on Y (New student Master Interest UiTM Shah Alam) is  $0,007 < 0,05$  and the t count  $2.820 > t_{table} 2,006$ . So as,  $H_{01}$  is rejected and  $H_{a1}$  is accepted, This means, there is a significant influence of Promotional Media(X1) on the Interest of Master Student(Y) at UiTM.

#### B. Second Hypothesis Testing (H2)

Known value of Sig. The effect of X2 (Campus Facilities) on Y (New student Master Interest UiTM Shah Alam) is  $0.002 < 0.05$  and a calculated value of  $3.338 > t_{table} 2,006$ . So as,  $H_{02}$  is rejected and  $H_{a2}$  is accepted, This means, there is a significant influence of College Facility(X2) on the Interest of Master Student at UiTM (Y).

Using the formula:  $t(a/2; n-k-1)$

### Testing Hypotheses H1 and H2 Using the F-Test

#### C. Third Hypothesis Testing (H3)

Based on the above-known Output Significant values for simultaneous X1 and X2 influences on Y are  $0.000 < 0.05$  and  $F_{count} 14.091 > F_{table} 3.17$ , So as,  $H_{03}$  is rejected and  $H_{a3}$  is accepted, This means, there is a significant influence of Promotional Media(X1) and College Facility(X2) on the interest of Master Student at UiTM (Y).

Using the formula:  $F = (k; n - k)$ .

## Discussion

Most of the discussion in this article is included in the literature review based on (Mohamadin, 2023), which examines the factors that influence the choice of higher education institutions and diploma programs among UiTM students.

In this research, 55 undergraduate students participated in this survey. Data collection was carried out via a Google form which was distributed to undergraduate students who knew about or had even participated in a study program at UiTM and wanted to continue their Master's studies at Universiti Teknologi Mara (UiTM).

Several theories and frameworks can be used to understand how media promotion of campus facilities can influence student interest. One of the relevant theories is the Technology Acceptance Theory and the Innovation Adoption Theory. These two theories can be used to explain how students respond and adopt technology or campus facilities promoted through the media.

1. Technology Acceptance Theory (TAT): This theory was first developed by Fred Davis in 1986 and focuses on the acceptance of technology by individuals. In the context of media promotions with campus facilities, TAT can explain that if the promotion is successful in communicating the benefits and ease of use of these facilities to students, then it is likely that students will be more accepting and interested in using them.
2. Innovation Adoption Theory: This theory was first developed by Everett Rogers in 1962 and explains how innovations or new ideas are accepted and adopted by society. In the context of promoting campus facilities through the media, this theory focuses on how students respond and adopt these new facilities. In this theory, there are five main stages in the innovation adoption process, namely knowledge, persuasion, decision, implementation, and confirmation. Media promotions can play an important role in the persuasion and decision stages, where students can be influenced by the information conveyed in the promotion to try the facility.

Based on the results of data processing obtained in the multiple linear regression table above, in the T Test and F Test, it was found that the Media Promotion variable (X1) had a partial effect on the Interest of Prospective Masters Student variables (Y) with several indicators including Print Media (Newspapers or magazines), Electronic Media (Television, Radio) Social Media (Instagram, YouTube, LinkedIn). Likewise, the campus facilities variable (X2) was found to have a partial effect on the interest variable for



prospective postgraduate students (Y) with several indicators including Classes, dormitories, auditoriums, sports venues (fields, swimming pools), internet networks, and transportation. Based on the results of data processing in the Result sub-chapter, the sig in the t-test is (X1) = 0.007, meaning  $< 0.05$ . and (X2)= 0.002, meaning  $< 0.05$ . Based on these results, it means that the variables Promotional Media (X1) and Higher Education Facilities (X2), partially have a significant effect on the Interest of Prospective Masters Students at UiTM Shah Alam.

Also, the two variables X1 and Based on these results, it means that the variables Promotional Media (X1) and College Facilities (X2), simultaneously (together) have a significant effect on the Interest of Prospective Masters Students at UiTM Shah Alam.

In connection with the results of the research (Mohamadin, 2023), entitled 'Factors Influencing the Choice of Higher Education Institution and Diploma Program among Universiti Teknologi MARA (UiTM) Students' According to Yamamoto (2006), most students choose universities based on their own decisions and influenced by external and situational factors, parental influence has a high impact on student choices. The results of this research, the findings reveal that the internal characteristics of higher education institutions, for example, academic programs, are crucial factors and have a significant influence on their choices.

Apart from that, it is also related to the results of research (Kanada, 2019), with the title 'Trend Promosi Perguruan Tinggi yang Ampuh dalam Menarik Minat Mahasiswa Baru (Studi Kasus Perguruan Tinggi di Kota Palembang)'. Almost all campuses in the city of Palembang carry out advertising promotions using local television media, print media and campus social media. However, from the questionnaire distributed, other components influence prospective students in choosing a campus. These components influence the promotions carried out by the campus programmatically. These components are students, alumni, and parents/guardians.

This is also in line with the findings of Harry Ray Anak Usah in his book 'USABILITY OF SOCIAL MEDIA PLATFORM FOR BUSINESS DEVELOPMENT' (Review, 2022) In conclusion, we can identify and analyze that the use of social media for business development has a big impact on managing business records by:

- Organizations or companies can build or develop or establish good relations between any social media platform companies where they can collaborate in improving and expanding their business using social media platforms.
- Companies or organizations must also be more sensitive to social media, platforms which can make them aware of new improvements that have been updated on social media platforms and will make their business activities develop well. The suggestion for improvement is that the main focus of social media that will be used should be stated as (and future new application versions) that will be discovered in the future, we look forward to making improvements to the social media platforms that will be used and utilized in business development and promotion. Because every innovation or discovery that is created will always be specifically updated. Apart from that, the next suggestion for improvement is in the research method, where several changes must be made to the method because the data cannot be limited to just 50 people to evaluate and get input. The feedback must be open to the public, which is where we can collect more precise and global data. This way we can ensure that the innovations and improvements we implement can be used globally.

All the relevant supporting articles above along with the research we conducted, show that media promotion factors and facilities are influential and have an impact on public interest, although several other components influence such as students, alumni, and parents/guardians. And the fact that the author found in the field is that it is true that the promotional media known to students, especially scholarship seekers, and the facilities provided by the campus at Universiti Teknologi Mara, have a role in attracting students' interest and making them think about continuing their Master's education at UiTM.

## **CONCLUSION**

Based on the results of testing and discussion regarding the influence of Promotional Media and Campus Facilities on the Interests of Prospective New Students for the UiTM Masters, several conclusions can be drawn as follows :

- a. Based on these results,  $H_0$  is rejected and  $H_a$  is accepted. It means that the variables Promotion Media (X1) and College Facilities (X2), simultaneously (together) have

a significant effect on the Interest of Prospective Masters Students at UiTM Shah Alam.

- b. The variables Promotion Media (X1) and College Facilities (X2), Partial have a significant effect on the Interest of Prospective Masters Students at UiTM Shah Alam. Based on result, the sig in the t-Test is (X1)= 0.007, means  $< 0.05$ . and (X2)= 0.002, means  $< 0.05$ .
- c. The results of this study found that the Promotion Media variable (X1) has a partial effect on the Interest of Prospective Masters Students (Y) with a sig.  $0.007 < 0.050$  and College Facilities (X2) with a Sig value. equal to  $0.002 < 0.050$ . Variables X1 and X2 also simultaneously influence Y with a calculated F value of  $14.091 > F$  Table 3.17.

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