

MODEL OF AN INFLUENCE  
COMMUNITIZATION  
MARKETING 3.0 AND  
BEHAVIOUR SEGMENTATION  
ON INCREASE CONSUMER  
VALUE FOR HIGHER  
EDUCATION INSTITUTION  
PRIVATE UNIVERSITY IN

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JAKARTA

by Wilhelmus Hary Susilo

# 1 MODEL OF AN INFLUENCE COMMUNITIZATION MARKETING 3.0 AND BEHAVIOUR SEGMENTATION ON INCREASE CONSUMER VALUE FOR HIGHER EDUCATION INSTITUTION PRIVATE UNIVERSITY IN JAKARTA

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**Abstract:** Marketing reseach model has build from <sup>1</sup> the influence of marketing 3.0 and behaviour segmentation on increase consumer value in post graduate institutions of higher education in Jakarta. Resea <sup>2</sup> was conducted the quantitative method with confirmatory strategic research design, of structural equation hybrid modeling. Samples used 140 postgraduate students at three institutions. Research findings showed confirmatory factors analysis (CFA) among variables pertains;  $X^2/Df$ (3.50, 4.38 and 7.01), GFI (.87, .80 and .60) and CFI (.94, .91 and .87). Furthermore Construct Reliability (CR = .88, .86 and .93), were conducted reliable construct variables. Moderate fit hybrid model with,  $X^2/Df=85.13/24 = 3.54$ ,  $P_{value} = .00$ , R<sup>2</sup>SEA = .14, GFI = .88, AGFI = .78 and CFI = .95. The hypothesis result were influenced communitization marketing 3.0 and behaviour segm<sup>3</sup> atation on increasing consumer value with  $t_{value} = 4.92$  and 5.43 successfully to confirmed. Finally test between the dimensions' variable and was the most superior and significant was correlated covariance matrix between behaviour segmentation on increase consumer value (.78) and the dimensions of the knowledge and time, with a value  $_{covariance matrix} = 15.47$ .

**Keywords:** Marketing 3.0, behaviour segmentation, consumer value and superior dimension.

## INTRODUCTION

The higher education on post graduate program has strategic <sup>3</sup> and to increase consumer value for students in build communities of intellectual in Indonesia for the future, so institutions of post graduate programs have an important role in the efforts to build competitive advantage. Thus from Best (2013) that a business created customer value from many ways as value drivers can be challenging for increase business and from customer's perspectives that every thing would be important for develop business. Furthermore according to Kotler and Keller (2013)

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5 in the future strategic marketing must to be holistic, build brand stronger through performance than *via* a promotion and leading electronically as well as through building a system of information and superior communication. Pricing decisions should be consistent pertains with (Kotler and Keller, 2013): marketing strategy, target markets and brand positioning. Price is the one element in program marketing than can produces revenue for good and service of firm and produces cost. Price the easiest element of the marketing program to adjust pertain: product features, communication for value positioning and channels. In spite of the philosophy concept in marketing (Limakrisna and Susilo 2012) gain satisfaction to needs and consumers, thus a philosophy business stating that consumer needs has requirement economic and social for competitiveness advantage for institutions, in order to reach the net profit in the long run. Furthermore an according to Stimac and Simic (2012) strategy of using marketing applicability to institution of higher education; forming the department marketing- tools marketing should be used to promote institution: publicity, marketing, a web public relations, direct marketing aimed at potential students in current and former student to improve the image and reputation institution of higher education.

Marketers focus to the wishes of consumers in performing an action the purchase have pertains:

- 3 1. The concept products or services delivered on main consumers.
2. Situation that could affect the purchase by the consumer.
3. Encouragement purchase.
4. An act of purchase (Bennett, 2010).

According to research result (Susilo, Yulius and Suryati, 2015) that noted variable of communitization marketing 3.0 was confirmed on an act of customers purchasing in institutions of postgraduate in Jakarta. Such an implications of the research could be the policy institution for direction priority development and marketing strategies to be implemented pertains :

1. Increase brand equity institutions in higher education, more connection between students, creating more customers loyalty, institution in higher education must making space for customers connection and encouragement sustainable customers connection each others, however all indicators were correlated with believed in a postgraduate credible institutions in Jakarta.
2. Increase encouragement decision on the consumer purchases through institutions of the higher education competitive to consumer who has a believed in a postgraduate credible institutions in Jakarta.

<sup>2</sup> The communitization according to Kotler and Kartajaya (2010), consumers interact and will always be connected with the media social who can be against bonds derived from relation of one to one among its members and create a base that was stronger between a fan than loyalty. Furthermore according to results (Kapen, *et.al.*, 2015) provide that an importance of service-dominant capabilities and thus service-dominant logic for firms could be the first empirical demonstration, because a firm's ability could offer better service and for co-create valuable customer experiences would be very important for competitive advantages. Thus with an increasing frequent occurrence of a group of community customers do the joint activity and widely, involving circles of society will be many potential information that can be absorbed widely and a new idea can be created that impact of the situation of the use of absorptions phenomenon that actual, institutions will be a service business increasingly to <sup>3</sup> in the face of competition (Susilo and Yulius, 2013). An orientation marketing higher education institutions according to Wright (2012), literature marketing delineates marketing-four types of orientation colleges and universities should be fully aware of the potential benefits and costs any part of orientation. In orientation marketing a college or university could have a significant impact on all aspects of marketing strategies. Also the research finding with models equation structurally from Meyer, *et.al.* (2013) showed orientation purchase influential is varied on perceptual loyalty consumers. Furthermore connect with consumers instant and can communicate be an extraordinary valuable to the institution. (Scott, 2011).

Customers had received some value from good or service that provide satisfaction their needs or demand objectives that basic for reason to make the purchase. Customer values must be understood by marketers pertains four aspects:

1. Form,
2. Place,
3. Time and
4. Ownership (Bennett, 2010).

Thus buyer will buy good or service, according to Kotler and Keller (2013) that customer perceived the highest customer delivered value that offered from institutions or firm, that defined as the difference between customer benefits and the total cost from them, furthermore to make increase the value of customer need the determine ways from customer base. Thus according to Griffin and Ebert (2007), buyer should buying good or service with the best consumer value that their received as customer need and wants, furthermore the value is compare the utility of good with price. The competitiveness marketing strategic of the firm focus for increase the customer value.

<sup>2</sup> The way that they connected can use the social media as well as direct contact on an even was aimed to promote a joint together (Susilo and Yulius, 2013).

Furthermore the consumers' trust according to Kotler and Kartajaya (2010), means reclaim consumer confidence is by embracing the so-called with the new belief system consumers, who are horizontal connected. Consumers currently collect community itself, will create products and experience them alone and seeks only character who admires outside their community. But after they find it, they would become vassals of the faithful. Consumers getting appreciate: co-creation, communitization, and characters. An important elements keep it in character building was:

1. Respect,
2. Attention,
3. Full responsibility,
4. Knowledge.

To keep credibility institution do promotion with advertising, then institution must satisfy a condition reality that be right at between with fact the original. In the world of consumer horizontally, lost its credibility mean the loss the grid potential customers, so that will affect the institution forward and sustainable. Next the future marketing is horizontally, not vertical. The future marketing will partly formed by development currently and partly by force the long run. To brand can connecting to human, brand need to develop a dna authentic at the heart of differentiation them. This dna reflect identity brands in social network consumers. Brand with dna unique will continue to build the character. (Kotler and Kartajaya, 2010).

According to Kotler and Keller (2013) about behaviour segmentation divide consumer into groups on the basis pertains:

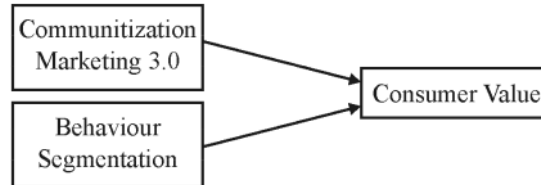
1. The knowledge,
2. An attitude toward and
3. An used of or the consumer respond to a product.

The major segmentation for consumer market include; geographic, demographic, psychografic and behavioral that have four main level; mass, multiple segments, niche segment and individuals. Thus decision of price that should contribute margin for the firm (Griffin and Ebert, 2007). Furthermore the segmentation according to Szolnoki and Hoffmann, (2014) is conducting using the purchase activity and the results illustrate benefits from kind of segmentation and significant differences between the six consumer grups pertains; discount-customers, food-retail, supermarket, cellar-door, wine-store and multichannel-customers.

### Statement of Objectives/Problems

Is there has influence of model communitization marketing 3.0 and behaviour segmentation on Increase consumer value in higher education Institution Private University in Jakarta?

Figure 1: The framework theoretical research was developed to become a model an influence of communitization marketing 3.0 and behaviour segmentation on consumer value in higher education institutions in Jakarta, Indonesia



### METHODOLOGY

This research methodology section looks at participants, instrument, framework of theoretical research, and research design that conducted.

#### Participants, Instrument, Framework of theoretical research and the research hypotheses

Respondents were 140 students, 47.90% females and 52.10% males, from 3 institution of postgraduate classes from, 24.30% STIK Sint Carolus, 46.40% UMB and 29.30% UPI Y.A.I in Jakarta were invited to participate in the study from February until May 2015. The average age was 31.70 years. The respondent pertains from 94.30% S2 and 5.70% S3. The instrument used in this study was the questionnaire that conducted base from theoretical research pertains communitization of marketing 3.0, behaviour segmentation and consumer value from consumer at large. Furthermore the theoretical framework of research on this model became the basis of the development of test hybrid to be assessed confirmatory strategic in structural equation modeling, the level of significance model hybrid that fit and superior in giving the outer covering as input and information for decision-making strategic marketing in the field of higher education institutions in Jakarta. The framework of theoretical research which is developed to become a model hybrid can be seen from figure 1 below:

Based on the study above and the research hypotheses which developed can be seen on a table 1 below and consisting of:

Table 1  
Hypothesis of model hybrid research

No.	Hypothesis of model hybrids research
1.	H <sub>1</sub> : Communitization marketing 3.0 has positive influence on consumer value in higher education institutions post graduate program in Jakarta.
2.	H <sub>2</sub> : Behaviour Segmentation has positive influence on consumer value in higher education institutions post graduate program in Jakarta.

### Research Design

This research conducted on quantitative methods research with an approach design marketing confirmatory research and structural model analysis from a structural equation modeling with analysis of LISREL (Hair, 1998, Wijanto, 2007, Ghozali and Fuad, 2012, Susilo and Yulius, 2013,). Thus the dimensions analysis of variable research, according to Ghozali (2006), DipoSumarto (2012) and DipoSumarto and Susilo (2013) of the test through covarians matrik test correlation dimensions of among variables. Sample data from population source that were set as sample in this research included from 11 higher education institution of post graduate in private University in Jakarta; STIK Sint Carolus, UMB and UPI Y.A.I in Jakarta, so as to be done generalization population source samples specified (Susilo and Julius, 2013). Technique samples to this research has conducted total sampling of the class post graduate that were taught by researchers at three institutions in Jakarta on 2015 that included 140 respondents that invited for participated.

### RESULTS AND DISCUSSION

Test the validity and reliability instrument of research conduct the validity and reliability by approach once approved, that conducted by of Pearson correlation, included of 30 respondents and results value cronbac's alpha .969, thus the results was very reliable. Analysis univariat and univariat statistic descriptive distribution data respondents successfully obtained covering; the distribution higher education institutions for postgraduate degree, the number of respondents, sex, job, income, average age respondents, can be seen, tabel 2 below this:

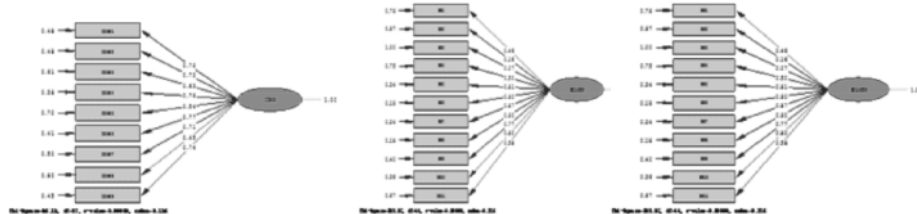
**Table 2**  
**The Distribution Characteristic of Respondents**

No.	Higher education institutions S2	Respondents	Sex (%)	Job (%)	Income (%)	Mean of age
1.	Stik Sint Carolus	34	F = 47.9 M = 52.1	1. (Private) = 60.0 2. (Public) = 7.90 3. (Lecturer) = 15.70 4. (Business) = 2.10 5. (others) = 14.30	1. ( $\geq 5$ Million IDR) = 61.40 2. ( $< 5$ Million IDR) = 38.60	31.70
2	UMB	65				
3	UPI Y.A.I	41				

Source: Primer data

The male is more dominant following higher education, by looking table 2 above, as it for job on private sector have 60.00 %, to level income ( $> 5$  Mil IDR) = 61.40%. Level age participants higher education having value average 31.70 years. Level of education 94.30% was from S2 and 5.70% from S3. The kind of job was as from education sectors 19.30%, Medical 8.60%, Bank 7.1% and

1  
Figure 2 : Model CFA of Communitization Marketing 3.0 (V<sub>1</sub>), Behaviour Segmentation (V<sub>2</sub>) and Customer Value (V<sub>3</sub>)



Marketers 7.0%. Marketing department on institutions of higher education can do segments market more focus based on data in table 2 above, thus that action plan on a marketing plan be more conducted on target market proper. Describing profile consumers started from program magister market the generic, at the level of profile consumers can describe size and composition in general based on consumers on post graduate program (Cravens and Piercy, 2006). In composition in figure 3, below can show that the prospect consumers derived from among workers private of 60%, therefore conducted for segmented market in the working private can continue to review to made superior marketing plan for higher education at large.

The results of the analysis of structural equation modeling included; the CFA, test of hybrid, test of fittings model, and test of the hypothesis. An equation mathematical of model hybrid:

$$\eta_1 = \gamma_{11} \cdot \xi_1 + \gamma_{21} \cdot \xi_2 + \zeta_1 \quad (1)$$

The CFA examined of confirmatory factors analysis includes of variable the study: Communitization Marketing 3.0 (V<sub>1</sub>), Behaviour Segmentation (V<sub>2</sub>) and Customer Value (V<sub>3</sub>) included; level fitting model can be seen on a table 3 below, and test the validity of and reliability construct can be seen in the description under this at table 3 (Ghozali, 2012):

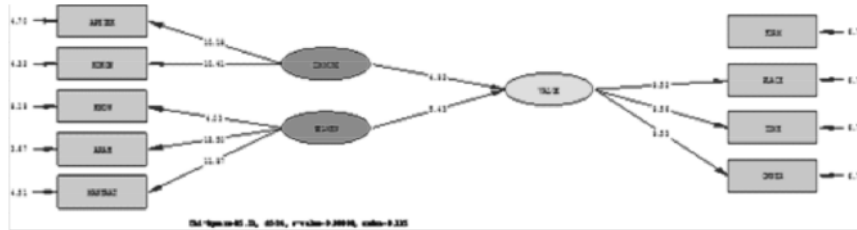
10  
Table 3  
Goodness of fit Index of CFA

Goodness of fit Index	(Cut of Value)	V <sub>1</sub>	V <sub>2</sub>	V <sub>3</sub>	United
Chi-square/Df	<5	3.50	4.38	7.01	2.80
GFI	e" .90	.87	.80	.60	.57
CFI	e" .90	.94	.91	.87	.92

1  
An out put of CFA variable test included; Communitization Marketing 3.0 (V<sub>1</sub>), Behaviour Segmentation (V<sub>2</sub>) and Customer Value (V<sub>3</sub>) can be seen from figure 2 below:



Figure 3: Research Hybrid Model results of an Influence Communitization Marketing 3.0 and behaviour segmentation on consumer value for higher education institutions in Jakarta



Results of examine for validity and reliability construct include:

1. Indicators that not valid included: BS<sub>2</sub> (V<sub>2</sub>), VK<sub>15</sub>(V<sub>3</sub>) and indicators invalid not included partly on the model.
2. Value of reliability variable should have > .7 and  $t_{value} > 1.96-2.0$  (Wijanto, 2007, Susilo and Julius, 2013), and CR<sub>value</sub> (construct reliability) were Communitization Marketing 3.0 (V<sub>1</sub>) = .88, Behaviour Segmentation (V<sub>2</sub>) = .86 and Customer Value (V<sub>3</sub>) = .93, so the entire variable were reliable.

The hybrid model fittings examine was results an equation:

$$VALUE = .47* COMMUNI + .52* SEGMEN, Errorvar. = .24, R^2 = .76.$$

Regarding the model in influence of Communitization Marketing 3.0 (V<sub>1</sub>), and behaviour segmentation on consumer value in higher education institutions in Jakarta, can be seen figure 3, below:

Thus the examine of the research model was the model fitted can be seen at table 4, below this:

Table 8  
Goodness of fit Indeks the Research Model

Goodness of fit Indeks	Cut of Value	Research Model
$\chi^2$ -Chi-square/Df <sub>value</sub> RMSEA	< 5.0>.05<.08	3.54/00.14
GFI	e" .90	.88
CFIAGFI	e" .90e" .90	.95.78

The hypotheses results examine can be seen by acceptance hypothesis if  $t_{value}$  result the outer covering lisrel having value > 2 from predictor variables (Wijanto, 2007, Susilo and Julius, 2013), that can be seen on a table 5 below this:

**Table 5**  
**The Results of Hypotheses Examine**

No.	The hypotheses research	Value of t	Description
1.	H <sub>1</sub> .	t = 4.92	Confirmed
2.	H <sub>2</sub> .	t = 5.43	Confirmed

An examination of dimensions between variables dimensions between among variables research that influential that conducted with covariance Matrix could be seen on a table 6 matrix below :

**Table 6**  
**AnExamine of Dimensions between variables that influenced behaviour segmentation on consumer value in higher education institutions in Jakarta**

	Form	Place	Time	Owner
Know	14.32	14.23	15.47	8.63
Direction	8.74	11.08	8.47	8.02
Utility	9.76	13.58	11.42	10.48

The human characteristics according to research findings Viacava and Pedrozo (2010) to the management in higher education complex perspective required human characteristics and the potential which develop upon human thinking as processor automatic data logically to logic that are developed to consider interaction between emotion and cognition and its environment. Thus the research result conducted from Goebel *et. al.* (2013) founded that, indicated a role for back-and-forth communications and a cooperative relational history to enhance the purchasing's reputation. Idea thought of Bennett (2010) that marketers must understand the process that consumers buy goods or services in relation use marketing mix strategy that work. However similarly according to Kotler and Keller (2013), thus that marketing will work well if people in organization have strong commitment and also reflected marketers can understand consumers with good and broader, not only function as purchase of goods and services. Next to the improvement of competitiveness institution necessary networking a formal, such as results examine by Kingsley and Malecki (2004); there is little evidence indicates that informal network used by institution relative was little or seek the development of these formal chains, to can construct development strategy institutions, by doing identification barriers exist, so that the formal chain superior can be very crucial for increasing competitiveness institution. On the research pertaining to competitiveness higher education institutions which analyses orientation marketing and quality service by Stimac and Simic (2012), declare that potential increase competitive position in the market higher education with concerning the aspect of imagery good and a reputation in the local environment and have identified force institution on quality lecture, sources studies, cooperation with similar institutions.

## CONCLUSION AND IMPLICATIONS

Based on the result analysis and discussions on the conclusion in research were:

1. Distribution of respondents in research is composed of the male is more dominant following higher education, by looking table 2, as it for job on private sector have 60.00%, to level income (> 5 Mil IDR) = 61.40%. Level age participants higher education having value average 31.70 years. Level of education 94.30% was from S2 and 5.70% from S3. The kind of job was as from education sectors 19.30%, Medical 8.60% , Bank 7.1% and Marketers 7.0%
2. Variable of communitization marketing 3.0 and behavior segmentation were confirmed on increase consumer value in institutions of postgraduate in Jakarta.

Such an implications of the research can be the policy institution for direction priority development and marketing strategies to be implemented pertains : Increase encouragement decision on the consumer value through behavior segmentation and communitization marketing 3.0, within the institutions of the higher education competitive to consumers who were a believed in a postgraduate' credible by great consumers value on institutions in Jakarta.

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