

## Brand Awareness and Brand Association in Continuing Studies at Open and Distance Higher Education

Sri Sedyaningsih<sup>1</sup>; Gunawan Wiradarma<sup>2</sup>; Lidwina Sri Ardiasih<sup>3</sup>

Ace Sriati Rahman<sup>4</sup>; Melisa Arisanty<sup>5</sup>

<sup>1,2,3,4,5</sup>Universitas Terbuka

Email: [dianb@ecampus.ut.ac.id](mailto:dianb@ecampus.ut.ac.id)<sup>1</sup>, [gunawan.wiradharma@ecampus.ut.ac.id](mailto:gunawan.wiradharma@ecampus.ut.ac.id)<sup>2</sup>, [lidwina@ecampus.ut.ac.id](mailto:lidwina@ecampus.ut.ac.id)<sup>3</sup>, [acsr@ecampus.ut.ac.id](mailto:acsr@ecampus.ut.ac.id)<sup>4</sup>, [melisa.arisanty@ecampus.ut.ac.id](mailto:melisa.arisanty@ecampus.ut.ac.id)<sup>5</sup>

### Abstrak

*Pendidikan Jarak Jauh berpotensi besar menjadi model pendidikan masa depan dunia. Perkembangan teknologi yang semakin pesat, tuntutan dunia professional global, serta berbagai kejadian luar biasa, seperti pandemic COVID-19 yang sewaktu-waktu bisa terjadi kembali merupakan alasan utama perlunya penerapan pendidikan jarak jauh (PJJ). Oleh karena itu, untuk mempertahankan eksistensi dari pendidikan jarak jauh maka diperlukan penelitian yang dapat melihat persepsi dari brand equity yaitu brand awareness dan brand association dengan perceived quality. Penelitian ini berupaya menjelaskan bagaimana mahasiswa Indonesia, khususnya, memandang penerimaan pendidikan tinggi negeri terbuka dan jarak jauh di masyarakat. Subyek penelitian sebanyak 812 responden diperoleh melalui sampling probabilitas dengan menggunakan multistage random sampling dari tiga wilayah di Indonesia, yakni SMK Bina Warga Bandung mewakili Indonesia barat, SMA N16 Makassar mewakili Indonesia Tengah, serta SMA N 1 Jayapura mewakili Indonesia timur. Temuan studi ini memperlihatkan ada korelasi kuat antara brand awareness dan community brand association terhadap keinginan melanjutkan studi di perguruan tinggi terbuka dan jarak jauh, Penelitian ini memberikan rekomendasi bagi PTJJ hendaknya tidak hanya fokus pada promosi/strategi pemasaran untuk meningkatkan minat melanjutkan studi masyarakat di PTJJ, tetapi juga fokus pada strategi yang dapat meningkatkan brand equity.*  
**Kata Kunci:** brand equity; brand awareness; brand association; pendidikan terbuka dan jarak jauh.

### Abstract

Distance Education has great potential to become a model for the world's future education. The rapid development of technology, the demands of the global professional world, as well as various extraordinary events, such as the COVID-19 pandemic which could recur at any time, are the main reasons for the need to implement distance education. Therefore, to maintain the existence of distance education, research is needed that can look at perceptions of brand equity, namely brand awareness and brand association with perceived quality. This research aims to explain how society accepts open and distance state colleges, particularly among students in Indonesia. The research subjects were 812 respondents obtained through probability sampling using multistage random sampling from three regions in Indonesia, namely Vocational High School Bina Warga Bandung representing western Indonesia, Public High School 16 Makassar representing Central Indonesia, and Public High School 1 Jayapura representing the eastern part of Indonesia. The results of the research show that there is a strong relationship between brand awareness and community brand association on the desire to continue studying at open and distance higher education institutions. This research providing recommendations for PTJJ should not only focus on promotion/marketing strategies to increase interest in continuing community studies at PTJJ but also focus on strategies that can increase brand equity.  
**Keywords:** brand equity; brand awareness; brand association; open and distance higher education

### Introduction

*“Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But the brand is simply a collective impression*

*some have about a product.” – Elon Musk*

When a product guarantees quality, is trusted, and is chosen, it becomes a brand (Shabbir, 2017). Brands can emerge as a result of great experiences or as a result of existing

information. Building a brand is difficult; initially, it is known, that some of these brands endure, and competitors or comparable products are given by other companies. Consumer views, impressions, and experiences with a brand heavily influence its value (Fedora & Hudiyono, 2019). When a brand has positive *brand equity*, it signifies that consumers value it. When a brand has negative brand equity, it means that it is continually unsatisfactory and disappointing to the point where customers will not repurchase.

Cultivating *brand awareness* is one way to introduce non-brand products and providing or improving brand functionalities. *Brand awareness* is the most important component of consumer brand equity (Aaker, 2013). Brands must offer something distinct from similar offers in order to remain distinct in the perceptions of consumers.

Customer brand loyalty grows as a result of increasing *brand awareness*. This is because people tend to remain with well-known brands when making purchases. Customers have peace of mind when they buy from this firm since they know their items are of high quality (Sundjoto & Hadi, 2012). When it comes time to make a purchase, a customer's lack of familiarity with a brand might sow seeds of distrust. So, when people desire to buy or utilize a product, the brand name is the first thing that comes to mind.

The presence of *brand association* is also significant because it leads to customer *brand loyalty*. *Brand loyalty* is considered beneficial when a *customer* purchases the same brand for an extended period of time (Koçoğlu et al., 2015). The purchase and use of a product influence the customer's perception of its quality. As a result, brand loyalty, brand preference, and purchase intent will increase. Customers will be more loyal to a company if they perceive it to stand out aesthetically from the crowd, according to Rangkuti (2004). This is because the brand image will be so deeply engraved in their minds that they will never forget it.

According to Aaker (In Tan et al., 2022), *brand awareness* and *brand association* are inextricably linked, which helps brands to be

remembered. According to James (2005), *brand association* is particularly helpful in increasing *brand equity*. High *brand awareness* leads to high *brand association*, and strong *brand association* has a good impact on *brand equity*. This is also supported by Erviana's (2013) research, which found that brand associations positively enhance brand equity. According to the findings of a study conducted in Pakistan by Shabbir, M. Q., Khan, A. A., and Khan, S. R. (2017), *brand awareness* is completely influenced by *brand loyalty* and *brand image* from *brand equity*, which refers to marketing phrases that reflect the value of a brand.

Distance tertiary institutions have existed in Indonesia since 1984, with the founding of Universitas Terbuka (UT) as a public university that uses distance learning methods. All educational institutions are implementing distance learning in response to the COVID-19 epidemic. As a result, UT is no longer the sole PTN implementing open and distance learning (ODL), and there are now options in ODL. ODL is now a part of the learning process in Indonesia.

Apart from that, ODL is also said to be the future education of Indonesia, because, with this distance education, it can overcome various educational problems that exist in Indonesia today, such as distance, access to education in 3T (*Terluar; Terbelakang, Termiskin*) areas, inflexible study times, and increasing education costs expensive every year. Implementing ODL provides various solutions and fulfills community needs. Current lectures are not limited by time and distance, education is evenly distributed throughout Indonesia and tuition fees are more affordable.

The irony is, even though open and distance institution has many advantages that can be a solution to the needs of the people in Indonesia, there are still various assumptions and perceptions in society about ODL, both positive and negative, especially in Indonesia. Therefore, in order to ensure the continued existence of distance education, brand equity perception research focusing on brand association with perceived quality and brand awareness is required.

This research was conducted to see

how the public perceives ODL. The Center for Public Relations and International Affairs UT conducted research in 2016 on media perceptions of UT as ODL actors. The findings suggest that while UT is extensively known in the media, the learning process is not well understood. Furthermore, the media believes that reporting about UT adds little value. People's impressions in Jakarta, Bogor, Depok, Tangerang, and Bekasi were studied in 2018. The findings are nearly identical. The community is already familiar with UT but is uninterested in learning more about ODL processes in Indonesia. In addition, what is driving this research is the perception of UT's supervisory board regarding the existence of UT which is not yet known to the public at the 2021 Supervisory Board Meeting.

There have been numerous research on the public perception of a brand, but few have looked into ODL in Indonesia. This research examined ODL's *brand equity* in Indonesia by evaluating public *brand awareness* and *brand association* in light of the existence of ODL and UT in Indonesian society. On the one hand, customer or community awareness is fast increasing, giving them the freedom to choose. Customers who are used to using a product usually have an awareness of the advantages of the product and this influences their buying decision (Macdonald & Sharp, 2000). Soegoto and Karamoy (2020) say that the success of Universitas Terbuka as an established ODL in Indonesia depends on implementing the most appropriate management strategy, which in turn will increase the tendency of consumers to buy its products. By conducting *brand equity* research which includes *brand awareness* and *brand association*, it will make it easier for Universitas Terbuka to increase the number of students from time to time. After knowing the *brand equity* of Universitas Terbuka from the public, an effective marketing strategy can be produced.

So, based on the basis of the research above, the purpose of this study was to find out public and student acceptance of PJJ in

Indonesia. This study will observe perceptions of brand image, brand awareness, brand loyalty, and perceived quality of PJJ's brand equity in Indonesia, namely the Open University (UT). In addition to this, this research also wants to know whether there is influence and how much influence there is between brand awareness and brand association with interest in continuing their studies at PJJ. This research, can provide PJJ's marketing strategy, especially decisions regarding what kind of strategy can be made to increase brand awareness and brand associations. If brand awareness and brand associations have an influence on the interest in continuing studies of high school students to have PJJ then it will have a positive impact on the existence of the PJJ.

Research on public perceptions of public and student acceptance of PJJ in Indonesia. This study will observe the perceptions of brand image, brand awareness, brand loyalty, and perceived quality on brand equity that has been carried out by many previous researchers, the dominance of research discussing the influence of brand awareness, brand association, perceived quality and brand loyalty on purchase intention (Prasetia, 2021). Furthermore, scholarly investigations have examined the impact of brand loyalty, brand association, perceived quality, and brand awareness on brand equity (Muhammad et al., 2014). While all research indicates that the variables of brand awareness, brand loyalty, perceived quality, and brand awareness collectively have a substantial impact on the formation of product brand loyalty, none of these studies have examined the Open University's (UT) brand equity in Indonesia in terms of perceived brand image, brand loyalty, brand recognition, and perceived quality. Therefore, this study will contribute to the advancement of concepts and theories and have practical implications regarding the correlation between brand awareness and brand association, and how these concepts impact the decision to pursue further education at ODL.

## Conceptual Framework

### Brand

According to the American Marketing Association (AMA) in Kotler (2010), a brand is one of the various identifiers (name, phrase, sign, symbol, design, or a combination thereof) used to differentiate one seller's (or group of sellers') merchandise from another. (or to imply in the eyes of consumers their relationship with the seller (or sellers). Companies all over the world value their brands since they are a key consideration for purchasers when making a purchase (Sasmita & Suki, 2015).

Companies nowadays are giving brands greater thought, especially in light of the increasingly fierce brand rivalry. Companies are becoming more and more aware of how crucial brands are to the success of a product. The corporation now gives a lot of thought to strategic brand management operations including brand building, brand extension, and brand creation in order to strengthen the brand's position in the marketplace. All of these initiatives aim to build the company's brand so that it can bring in money or equity.

Dominantly, the brand is only a label that is strongly associated with the logo and brand name. Not focused on the company and products from that brand. The brand is focused solely on making promises that the organization has difficulty delivering, oftentimes failing to attract attention, and unable to generate the trust of skeptical customers.

In addition to attracting and retaining their most valuable consumers to generate superior short-term and long-term financial results, successful brands can compete in a congested and competitive market (Fisk, 2007). Excellent products or services, a conscientious company, a number of long-term commitments, and creatively designed and executed marketing are the pillars of a successful brand; a strong brand inspires strong consumer loyalty.

### Brand Equity

Kotler and Keller (2014), define brand equity as the consumer value ascribed to a company's products and services; this value is manifested in the pricing structure, market share, profitability, and brand representation of the company. Furthermore, brand equity can be an accurate depiction of how consumers feel and act toward a brand, and it can even help businesses improve their market share and thus revenues (Lee & Back in Lin, 2015). According to Randal in Lin (2015), The market monetary value of a company's name is its brand equity.

When discussing brand equity, four dimensions must be considered: (1) *brand awareness*, which is consumer familiarity with a brand in a specific market segment, (2) *perceived quality* of a brand, which is short for customer reactions to brand quality and benefits, (3) *brand association*, which is the relationship between brands and consumer minds, and finally (4) *brand loyalty*, which is the desire to continue to subscribe or buy existing brands.

### Brand Awareness

*Brand awareness*, as defined by Sun and Ghisellin in Lu et al. (2015) "mendeley": {"formattedCitation": "(Lu, 2015, is the capacity of consumers to remember and recognize brands on their own without assistance or encouragement from the outside world. A brand's brand awareness is determined by how well-known it is within its target market (Aaker, 2013). According to Kim and Kim (in Santoso, Cynthia, & Cahyadi, 2014), *brand awareness* is a product's withdrawal value that is determined by how frequently customers bring up the product while thinking about its category.

*Brand awareness* plays a very big role when it comes to influencing buyer decisions (Moisescu, 2009). Consumers who possess a high level of brand awareness are inclined to exhibit brand loyalty and display diminished

interest in alternative brands (Dimitriadis, 2006). *Brand awareness* really determines the long journey of the success of a product so it must always be seen how the effect of customers on the brand (Cooil et al., 2007). *Customers* themselves will have *brand awareness* because of the forms of marketing communications that are given. In basic terms, *brand awareness* refers to customers or the general public being aware of the presence of UT, and when discussing ODL, the first thing that comes to mind is UT. To achieve this level of *brand awareness*, UT must organize numerous forms of promotion, such as publications, commercials, and special events, as well as support the spread of *word of mouth*.

### **Brand Association**

Everything that can be connected with brand nodes is included in *brand association*, including ideas, emotions, perceptions, images, experiences, beliefs, attitudes, and so on (Kotler, 2014). Aaker (in Santoso, Cynthia, & Cahyadi, 2014) defines *brand association* as the mental representation of a brand that customers have, encompassing its qualities, consumer benefits, lifestyle suitability, categories, and competitors.

Brand Association is a brand relationship development platform that guides brand managers on how to use brand equity sources to build brand relationships between brands and consumers (Wang 2015). Consumers' brand association and brand equity performance in the market are shaped by their cognitive ability and perception (Wang 2015). Hence, brand managers are able to enhance the brand-customer relationship by leveraging the correlation between brand association and brand equity.

Keller (2012) delineates three dimensions of brand associations that are conceptually distinct: 1) Strength. The magnitude, or quantity, and quality of the processing that information initially undergoes are both determinants of the value of brand association strength. 2) Favorability. A brand's favorable associations are those that consumers find appealing, are effectively communicated through the product,

and are reinforced through the corresponding marketing campaign. 3) Uniqueness. The distinctiveness of brand associations, which are formed by the intensity and popularity of the association, distinguish one brand from another.

### **Purchase Intention**

Purchase intention, also known as customer *purchase intention*, develops in response to seeing a product. They want to try the product first, and then they want to buy it so they can have it (Kotler, 2010). Buying interest, according to Mc. Carthy in Wicaksono (2015), emerges when someone feels the urge to fulfill particular demands by making a purchase. Thamrin argues in Wicaksono (2015) that buy intention is a component of consumer behavior, referring to respondents' proclivity to act before making a purchase choice.

In addition to assisting managers in determining which geographic markets and consumer segments to target via the channel, purchase intentions can be utilized to evaluate the viability of a new distribution channel's implementation. Because intentions are regarded as the most accurate predictors of actual behavior, their significance stems from this (Montano, & Kasprzyk, 2015); For the success of any online retailer, their research is thus critically important. Intent to purchase is the primary variable that this study intends to examine. The motivational factors that influence customer behavior are captured by the construct during the pre-purchase phase. Awareness of the attitudes, evaluations, and internal factors that ultimately produce purchase intent is crucial for forecasting consumer behavior.

It takes a lot of work to learn how far along the consumer buying process is, such as whether they need more details about a product or more encouragement to buy. The availability of data can also inspire someone to take action, such as making a purchase. According to Ajzen and Fishbein (*in* Hayati Yusuf, & Asnah, 2020), In making decisions about whether or not to engage in certain behaviors, a person is usually quite

reasonable in utilizing the information available and evaluating the consequences of their actions.

### Open and Distance Higher Education

*Open and Distance Learning* (ODL) is a learning method offering flexible learning options that enable teachers from students to use various media including printed, electronic, *online*, and face-to-face interactive meetings by presenting learning services to convey learning experiences, both theoretically and practically (Insider, n.d.).

Starting with the discussion of ODL, we cannot leave out how ODL was first developed. It starts with *Open and Distance Education* (ODE), which starts with correspondence in education through print, radio, TV, teleconference, computers, and telemedia, to *online learning* in the form of *massive open online courses* (MOOCs) (Jung, 2019). In general, ODE shows a non-traditional form of learning and teaching because students and tutors do not meet face-to-face, there is distance and sometimes even time (Sewart, 2014).

Universitas Terbuka, Indonesia's first public university, was established in 1984 with the mission of providing remote education. Until now, UT has gone through various modifications in the way of communicating its messages in response to technological advancements. Various attempts have been made to provide the finest service possible to roughly 350 thousand students dispersed around Indonesia, as well as a small number in more than 50 countries. UT primarily uses ODL, or open and distance higher education. Terbuka means "for anyone who wishes to further their higher education," and the only requirement is a high school equivalent diploma. The long distance there is a separation between teachers and students. *Community of Inquiry* (CoI) is one of the concepts in ODL that can be used as a reference in viewing the ODL process, especially at Universitas Terbuka.

As an ODL institution, UT gets great challenges in providing educational services to its learners. UT institutionally needs to consider various important components, both

academically and administratively. According to (Moore & Kearsley, 2011), five important components should be considered in the management of an ODL institution, namely: "student learning, learning, communication, design, and management". In its application, these five components are inseparable from each other because the components support each other. The learners' learning process is one of the important components that determine the success of an ODL institution. This learning process is closely related to the readiness of the institution to provide good teaching materials. The availability of quality distance learning materials need to consider the learning process itself, i.e. how the teaching materials can present clear and communicative instructions because learners are not directly accompanied by the lecturer/tutors in their learning process. Moreover, regarding this learning process, Peters (2001) defines distance-oriented learning as follows. Students enrolled in distance education-focused courses must be consistently motivated, guided through self-planned and organized studies, encouraged to collaborate and communicate both formally and informally with peers, and monitored, addressed individually, and taken seriously with the assistance of a differentiating counseling system (p. 15).

### Research Hypothesis

The following is the hypothesis in this research.

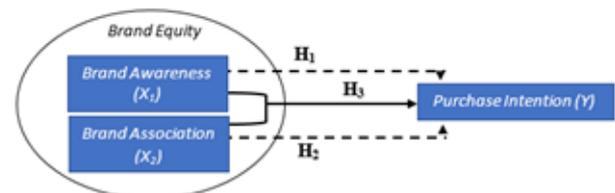


Figure 1. Research Hypothesis

Explanation:

H<sub>1</sub>: It is anticipated that the *brand awareness* variable (X<sub>1</sub>) has a significant influence on the *purchase intention* variable (Y) of Open and Distance State Universities.

H<sub>2</sub>: It is anticipated that the *brand association* variable (X<sub>2</sub>) has a significant impact on the *purchase intention* variable (Y) of Open and Distance State Universities.

H<sub>3</sub>: It is anticipated that there is a significant influence of *brand awareness* (X<sub>1</sub>) and *brand association* (X<sub>2</sub>) variables on *purchase intention* (Y) variables of Open and Long Distance State Universities.

## Research Methods

This research employed a positivistic paradigm in conjunction with a quantitative research approach. In quantitative research, researchers will select the variables to be analyzed, which will then be numerically examined (Cresswell, 2018). This quantitative method's strategy is based on survey results. The survey is cross-sectional, which means that it only collects data for one point in time (Sugiyono, 2017). Using a *cross-sectional* approach (one time only) to measure the whole selected population's *brand awareness* and *brand association*.

This research focuses solely on high school and vocational students in 2022/2023 because researchers want to learn about the perceptions and thoughts of Universitas Terbuka's primary objectives. The primary target is the UT marketing target with the greatest composition and the greatest number of registrations at UT. According to internal Universitas Terbuka data, the majority of them are registered as UT students, specifically those aged 24 and under. This means that the bulk of UT's new students are *fresh graduates* from the same high school. Furthermore, the focus of this research is high school and vocational students in 2022/2023 because student data for 2022 is considered the most recent and very relevant to be used in this research.

The researcher sought responses from three regions: West Java Province (representing the western region), South Sulawesi Province (representing the center region), and Papua Province (representing the eastern region).

According to student data at [dapo.kemdikbud.go.id](http://dapo.kemdikbud.go.id) (2022), these three regions have the highest concentration of high school and vocational students. The premise is that the number of high schools and vocational students in the region represents the number of *potential customers* who can be targeted, therefore every semester should be a great opportunity for recruitment.

The population units consist of high school and vocational students from the Provinces of West Java (1,880,096), South Sulawesi (355,607), and Papua (107,333). The *probability* method is combined with a *multistage random sampling* method in this investigation. The districts and cities of each area were randomly chosen in this *multistage* investigation, and the chosen districts or cities were then randomly chosen once more for the subdistricts. Additionally, they received the chosen high school and vocational students by random selection from the chosen sub-districts. Public High School 1 Jayapura was chosen for the Papua Province, Private Vocational High School Bina Warga Bandung for the West Java Province, and Public High School 16 Makassar for the South Sulawesi Province. The Isaac and Michael formula's 10% degree of error is applied to the research sample (Sugiyono, 2017). It is known that the populations in each region vary based on the information in the Isaac and Michael research sample table. Papua Province had 270 respondents, West Java Province had 272 respondents, and South Sulawesi Province had 270 respondents, for a total of samples from each region. The sample has 812 responders in total.

## Data Collection Technique

The primary data collection method is by distributing questionnaires. Directly created by the researcher questionnaires will be made available online via *Google form* media. There will be 812 responders from the three regions who will get the prepared questionnaire. Several questions and statements about *Brand Awareness* and *Brand Association* variables are included in

this questionnaire. Only options based on the available scale will be presented to respondents so that they can be evaluated collectively. Additionally, the process of gathering secondary data takes the form of a literature review, which involves gathering numerous books that are linked to the issue and the study's goals as well as other articles from scientific journals.

## Data Testing Methods

### 1) Pilot Testing

Before distributing the questionnaires to the respondents, the researcher must first test the data collection instruments for upcoming analysis. The primary objective of this analysis is to ascertain the reliability and validity of the queries. It can also be used to describe smaller-scale adequacy studies that are carried out prior to testing large populations (Polit, Beck, & Hungler, 2001). The pre-testing phase or testing of the research instrument is another name for this analysis test (Brace, 2018). The purpose of this test is to correct any claims, formats, or scales that do not adhere to the researcher's methodology. 45 students from the City of Jakarta and South Tangerang City participated in this trial phase as responses.

### 2) Validity Test

In knowing whether a questionnaire can be trusted, the researcher conducts a validity test. The researcher's questionnaire is considered valid if its statements explain the variables studied and can be measured reliably. If the researcher has made a valid questionnaire, the results can be checked using the Pearson product-moment correlation index (Siregar, 2016).

### 3) Reliability Test

We can say that the questionnaire is reliable if there are differences between the responses provided by various respondents. The Alpha Cronbach technique, which is the focus of

this reliability test, can be used to determine the dependability of a study that gauges individual behaviour and attitudes. Siregar (2016) states that a research instrument is considered reliable when the reliability coefficient ( $r_{11}$ )  $> 0,6$ .

## Results of Research and Discussion

### 1.1 Respondent Characteristics

Based on the research results, it is possible to describe the geographical data known from the name of the school, city of residence, province, and division of regions presented in Table 4.1.1 below.

Table 4.1.1 Geographic Data

Category	Frequency	Percentage
SMAN 1 Jayapura (Papua Province – Eastern Indonesia)	270	33.3
SMAN 16 Makassar (South Sulawesi Province – Central Indonesia)	270	33.3
Vocation- al High School Bina Warga Bandung, West Java Province (Western Indonesia)	272	33.5
Total	812	100.0

Source: primary data 2022

Based on Table 4.1.1, it can be seen that the majority of respondents were originally from Vocational High School Bina Warga Bandung, West Java Province, which represents the western part of Indonesia, namely 272 respondents (33.5%).

## Gender

Table 4.1.2 provides a description of the genders of the respondents in accordance with the findings of the study.

Table 4.1.2 Gender

Category	Frequency	Percentage
Male	204	25.1
Female	608	74.9
Total	812	100.0

Source: primary data 2022

Based on Table 4.1.2 it can be seen that according to their gender, the majority of respondents were women, namely 608 respondents (74.9%).

## Class

Based on the research results, it can be described based on class as Table 4.1.3 follows.

Table 4.1.3 Class

Category	Frequency	Percentage
X	214	26.4
XI	308	37.9
XII	290	35.7
Total	812	100.0

Source: primary data 2022

Based on Table 4.1.3, it can be seen that according to the class, the majority are in category XI, namely 308 respondents (37.9%).

## 1.2 Quality of Instruments and Data

### 1. Validity and Reliability

#### Validity Test

A sample of 812 people was tested with a series of tests to prove the validity of all statement indicators as research tools. The level of significance is set at 5%. If ( $r \text{ count} > r \text{ table}$ ), the proper sentence is when comparing  $r$  arithmetic and  $r$  tables, the statement is false if the  $r$  table is smaller.

Based on the findings of the validity test, which included 812 respondents, all statements on the questionnaire are declared to be appropriate as tools for assessing research

data. It is clear that all statements are valid because the value of  $r \text{ count} > r \text{ table}$  (0.070).

### Reliability Test

After ensuring that all of the variables above are dependable enough to be used as research instruments, a big enough sample of 812 persons will be tested on a series of tests. If Cronbach's Alpha value is more than 0.6, the assertion is considered reliable. The following are examples of trustworthy test results:

Table 4.3 Item Reliability Test Results - Research Variable Items

Variable	Cronbach's Alpha	Limit	Information
Brand Awareness	0,894	> 0,6	Reliable
Brand Association	0,866	> 0,6	Reliable
Student Interest in Continuing Education to UT	0,930	> 0,6	Reliable

Source: results of data processing 2022

The findings of the reliability analysis based on replies from 812 persons are presented in Table 4.3; all variables in the statement may be believed because they have a Cronbach Alpha value  $> 0.6$ , which is the threshold for stating reliability.

## 2. Analysis of Classical Assumptions

### Normality Test

This test employs histograms and P-plots to determine whether the data points follow a normal distribution. Tabular Data for Normality Test. The majority of the bar diagrams in the figure are inside the curve and deviated to the right. Furthermore, if the points in the P-Plot image clusters are along the diagonal, the data is considered normally distributed.

### Heteroscedasticity Test

The classical linear regression model assumes that all disturbances in the regression

are homoscedastic, which means that they all have the same variance. Appendix 4.5 displays the outcomes of the heteroscedasticity test.

Table 4.5. Heteroscedasticity Test

Variable	sig	limit	Information
Brand Awareness	0,235	>0,05	Heteroscedasticity does not occur
Brand Association	0,199	>0,05	Heteroscedasticity does not occur

Source: results of data processing 2022

Table 4.5 shows that the probability is  $> 0.05$ . Thus, heteroscedasticity does not occur with the variables proposed by the research.

### Multicollinearity Test

The purpose of conducting a multicollinearity test is to determine whether relationships exist among the independent variables in a regression model. There would be no relationship between the independent variables in a perfect regression model. Looking for Evidence of Multicollinearity can be seen from the *Variance Inflation Factor* (VIF) and *tolerance* ( $\alpha$ ) values.

Table 4.6 Multicollinearity Test

Variable	Tolerance	VIF	Information
Brand Awareness	0.452	2.213	Multicollinearity does not occur
Brand Association	0.452	2.213	Multicollinearity does not occur

Source: results of data processing 2022

Based on Table 4.6, the *tolerance value* is  $> 0.10$  or the VIF value is  $< 10$ , as a result, multicollinearity does not occur.

### 1.3 Research Results (Hypothesis Test)

Multiple linear regression or the F test can be used to compare multiple models at once (t-test). The significance test parameters for the F-test and t-test are described in this section:

Receiving  $H_a$ :

if the probability ( $p$ )  $\leq 0.05$  means the independent variable simultaneously or partially influences the dependent variable significantly.

Multiple linear regression analysis was carried out, and the findings are summarized below:

Table 4.7 Multiple Linear Regression Test Results

Variabel	B	t count	Sig t	Information
(Constant)	-1.128			
Brand Awareness	0.215	10.202	0.000	Significant
Brand Association	0.699	13.198	0.000	Significant
F count	528.439			
Sig F	0.000			
Adjusted R Square	0.565			

Source: results of data processing 2022

The following are the results of using SPSS 21.0 for Windows to run multiple linear regression on the data in Table 4.7.  $Y = -1.128 + 0.215X_1 + 0.699X_2 + e$

1. Constant = -1.128

This means that if Brand Awareness and Brand Association are not variables influencing Interest in Continuing Study at UT, as a result, Interest in Continuing Study at UT is worth -1,128 units.

2.  $b_1 = 0.215$

This means that if the Brand Awareness variable improves by one unit, the Interest in Continuing Study at UT increases by 0.215, provided all other independent variables remain constant.

3.  $b_2 = 0.699$

This means that if the Brand Association variable increases by one unit, the Interest in Continuing Study at UT increases by 0.699, provided all other independent variables remain constant.

### Partial Hypothesis Testing (Test-t)

A partial t-test was used to examine the relationship between the independent variables and the dependent variable.

i. According to Table 4.7, the significance test results demonstrate that there is a probability value of  $0,000 \leq 0,05$  that can establish  $H_{a1}$  is accepted, implying that "Brand Awareness

- has a Positive and Significant Effect on Interest in Continuing Study at UT”.
- ii. According to Table 4.7, the significance test findings demonstrate a probability value of  $0,000 \leq 0,05$  that  $H_{a_2}$  is accepted, implying that “Brand Association has a positive and significant effect on interest in continuing studies at UT”.

### **Simultaneous Testing (F)**

The computed F from the F test results in Table 4.7 is 528,439, and the probability is 0.000. Because  $\text{sig } 0.000 < 0.05$ , it is concluded that the variables Brand Awareness and Brand Association influence Interest in Continuing Study at UT at the same time. According to Table 4.7, the coefficient of determination (*Adjusted R<sup>2</sup>*) = 0.565, indicating that the Brand Awareness and Brand Association variables influence 56.5% of the Interest in Continuing Study at UT variable, while the remaining 43.5% is influenced by variables not included in the model research.

## **Discussion**

### **The Influence of Brand Awareness on Interest**

The significance test shows that there is a probability value of  $0.000 \leq 0.05$ . Where can it be demonstrated that  $H_{a_1}$  is accepted, implying that “Brand Awareness has a Positive and Significant Effect on Interest in Continuing Study at UT”.

A business’ brand is crucial. It is critical for producers to have an appealing and easy-to-remember brand or name. Aside from that, the brand might serve as a distinction for the things it creates in comparison to its competitors. While brand awareness refers to the circumstances in which a product’s brand is known by consumers. Consumers are more likely to buy brands they are familiar with, therefore increasing brand recognition is critical for increasing purchase intent. Knowing a brand improves the likelihood that consumers will look for and purchase that brand (Arianty & Andira, 2021).

With today’s increasingly fierce trade competition, consumers can select the product

brand of their choice. Every company will make an effort to present its products and raise consumer awareness of the brands they launch. Consumers are more likely to choose these products if their brand is well-known and remembered. Because a strong brand will stand out in a crowded marketplace, it is critical for businesses to make a positive impression on consumers’ minds about the brands they offer. People who are familiar with and attached to a product brand are less likely to look elsewhere when making a purchasing decision. When a consumer has a high level of brand awareness, the first thing that comes to mind when thinking about a product with that brand is the product itself. This increases the consumer’s interest in purchasing the product (Irvanto & Sujana, 2020). The findings of this study are consistent with the findings of Irvanto and Sujana (2020), who concluded in their study that brand awareness influences customer purchasing interest in a positive and significant way.

### **Brand Association’s influence on interest**

The significance test results show a probability value of  $0.000 \leq 0.05$  that  $H_{a_2}$  is accepted, indicating that “Brand Association has a positive and significant effect on interest in continuing study at UT”.

Consumer purchasing interest in an item can be increased by presenting a product and imprinting in their thoughts that the thing is superior to other products. The brand association encompasses everything linked to customer brand memory. Consumers who are exposed to information about products, brands, companies, and public figures via numerous channels establish associations between these notions and other concepts and ideas (Anhar, 2019).

If consumers feel that a product has good quality and feel that the product is able to represent their tastes, consumers will have an interest in choosing that product. Interest in buying can create a separate impetus for consumers to buy a product or brand (Martini & Suryana, 2021). The emotional connection between consumers and

brands is formed when consumers have positive memories of brand. When one thinks of a brand, many different things come to mind. Consumers will be assisted by associations in summarizing complex sets of information and requirements. Through the creation of dense information, an organization can influence consumers' interpretation of facts, recall of facts about a product, and ultimately, purchase intention. In line with Anhar (2019), who in his research concluded that brand association influences purchase intention positively and significantly.

### **The influence of Brand Awareness and Brand Association on interest**

The F-test results in Table 4.7 yielded a computed F of 528,439 and a probability of 0.000. Because  $\text{sig } 0.000 < 0.05$ , it is concluded that the variables Brand Awareness and Brand Association simultaneously affect Interest in Continuing Study at UT.

Today's marketing sector is growing at a breakneck pace. As a result, every company must develop items that are of higher quality and superior to those of its competitors. Indonesia's big population represents a potential market share for producers offering outstanding products. Manufacturers must have a superior brand that is easy to remember and becomes the first consideration for consumers when purchasing a product in order to reach prospective future customers. Manufacturers must actively promote their products and raise brand awareness in order to enhance sales and consumer loyalty (Anhar, 2019).

When customers consider purchasing a product in a given category, they immediately think about that brand, indicating high brand awareness. Additionally, customers will automatically retain any information they have learned about a brand, demonstrating the product's strong brand association. Customers readily make purchases due to the profound association they develop with the products and the brand (Arianty & Andira, 2021).

Consequently, it is possible to assert that brand association and brand awareness influence purchase intent simultaneously. According to Anhar (2019), Both brand association and brand awareness have a substantial and favorable impact on purchase intention.

### **Conclusion**

The following are this research's conclusions. The primary takeaway from this research is that Interest in Continuing Study at the Open University is concurrently influenced by Brand Awareness and Brand Association. Significant and positive correlation exists between brand awareness and interest in continuing education at the Open University. Interest in Further Study at the Open University is also significantly and favorably impacted by brand association.

This research makes the following suggestions. It is imperative for universities to persistently enhance the caliber of their offerings and services, as consumers consistently recall such improvements, increasing customer brand association and brand awareness of a product and, as a result, increasing consumer purchasing interest. Aside from that, future research should include other variables that can influence consumer buying interest.

Furthermore, UT should not only focus on promotion to the public to increase interest in continuing studies but also focus on strategies that can increase brand awareness and brand equity. Here there needs to be a strategic collaboration between public relations and marketing at UT.

### **Acknowledgments**

Researchers would like to thank LPPM-UT for sponsoring this research, as well as UPBJJ-UT (Jayapura, Makassar, and Bandung) and respondents from Public High School 1 Jayapura, Public High School 16 Bandung, and Vocational High School Bina Warga Bandung, for their assistance with research.

## References

- aaker, D. (2013). *Manajemen Pemasaran Strategi* (Edisi Ke-8). Salemba Empat.
- Anhar, A. (2019). *Pengaruh Brand Awareness Dan Brand Association Merek Brodo Terhadap Minat Beli Konsumen Di Kota Malang*. Universitas Brawijaya.
- Arianty, N., & Andira, A. (2021). Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50.
- Armstrong, K. &. (2010). *Dasar-Dasar Pemasaran*. Perhalindo.
- Brace, I. (2018). *Questionnaire Design: How To Plan, Structure And Write Survey Material For Effective Market Research*. Kogan Page Publishers.
- Cooil, B., Keiningham, T. L., Aksoy, L., & Hsu, M. (2007). A Longitudinal Analysis Of Customer Satisfaction And Share Of Wallet: Investigating The Moderating Effect Of Customer Characteristics. *Journal Of Marketing*, 71(1), 67–83.
- Cresswell, J. . (2018). *Research Design: Qualitative, Quantitative And Mixed Methods Approach*. Sagee.
- Dapo.Kemdikbud.Go.Id. (2022). *Data Pokok Pendidikan Tahun 2022*. Dapo.Kemdikbud.Go.Id
- Dimitriades, Z. S. (2006). *Customer Satisfaction, Loyalty And Commitment In Service Organizations: Some Evidence From Greece*.
- Erviana, I. P. (2013). Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas, Loyalitas Merek Terhadap Ekuitas Merek (Survei Pada Warga Perumahan Joyo Grand Konsumen Air Minum Kemasan Merek Aqua Di Kota Malang). *Jurnal Administrasi Bisnis*, 4(2).
- Fedora, S. D., & Hudiyono, R. F. (2019). Analisis Pemangku Kepentingan (Stakeholder) Pada Unit Hubungan Masyarakat (Humas) Dan Kesekretariatan Pt Semen Padang. *Jurnal Administrasi Bisnis Terapan*, 2(1).
- Fisk, R., & Hume, M. (2007). *Services Marketing*. John Wiley & Sons.
- Hayati, A., Yusuf, A. M., & Asnah, M. B. (2020). Contribution Of Self Control And Peer Conformity To Consumptive Behavior. *International Journal Of Applied Counseling And Social Sciences*, 2(1), 16–24.
- Insider, L. (N.D.). Open Distance Learning. In *Law Insider*.
- Irvanto, O., & Sujana, S. (2020). Pengaruh Desain Produk, Pengetahuan Produk, Dan Kesadaran Merek Terhadap Minat Beli Produk Eiger. *Jurnal Ilmiah Manajemen Kesatuan*, 8(2), 105–126.
- James, D. (2005). Guilty Through Association: Brand Association Transfer To Brand Alliances. *Journal Of Consumer Marketing*, 22(1), 14–25. <https://doi.org/10.1108/07363760510576518>
- Jung, I. (Ed. ). (2019). *Open And Distance Education Theory Revisited: Implications For The Digital Era*. Singapore: Springer.
- Koçoğlu, C., Tengilimoğlu, D., Ekiyor, A., & Güzel, A. (2015). The Effects Of Brand Loyalty On The Consumer Buying Behaviors: The Example Of Perfume In The Province Of Ankara. *International Journal Of Humanities And Management Sciences (Ijhms)*, 3(5).
- Kotler, P. & K. (2014). *Marketing Management* (14th Editi). Pearson Education, Inc.
- Lin, Y. H. (2015). Innovative Brand Experience's Influence On Brand Equity And Brand Satisfaction'. *Journal Of Business Research*, 68, 2254–2259.
- Lu, A. C. C. Et Al. (2015). Authenticity Perceptions, Brand Equity And Brand Choice Intention: The Case Of Ethnic Restaurants. *International Journal Of Hospitality Management*, 50, 36–45.
- Macdonald, E. K., & Sharp, B. M. (2000). Brand Awareness Effects On Consumer Decision Making For A Common, Repeat Purchase Product: A Replication. *Journal Of Business Research*, 48(1), 5–15.
- Martini, E., & Suryana, M. F. (2021). Pengaruh Brand Awareness, Brand Association Dan Perceived Quality Smartphone Realme Terhadap Minat Pembelian Konsumen Di Indonesia. *Eproceedings Of Management*,

8(5).

- Moisescu, O. I. (2009). The Importance Of Brand Awareness In Consumers' buying Decision And Perceived Risk Assessment. *Management & Marketing-Craiova, 1*, 102–110.
- Montano, D. E., & Kasprzyk, D. (2015). Theory Of Reasoned Action, Theory Of Planned Behavior, And The Integrated Behavioral Model. *Health Behavior: Theory, Research And Practice, 7*(4), 231.
- Moore, M. G., & Kearsley, G. (2011). *Distance Education: A Systems View Of Online Learning*. Cengage Learning.
- Muhammad, Suyadi, I., & Fannani, D. (2014). Pengaruh Brand Awareness, Brand Association, Perceived Quality Dan Brand Loyalty Terhadap Brand Equity. *Jurnal Administrasi Bisnis, 7*(2).
- Peters, O. (2001). *Learning And Teaching In Distance Education: Pedagogical Analyses And Interpretations In An International Perspective*. Psychology Press.
- Polit, D. F., Beck, C. T., & Hungler, B. P. (2001). Evaluating Measurements And Data Quality. *Essentials Of Nursing Research: Methods, Appraisal, And Utilization, 301–324*.
- Prasetia, W. (2021). *Pengaruh Brand Awareness , Brand Association , Perceived Quality Dan Brand Loyalty*. Universitas Islam Indonesia.
- Rangkuti, F. (2004). *The Power Of Brand: Teknik Mengelola Brand Equity Dan Strategi Pengembangan Merek*. Pt Gramedia Pustaka Utama.
- Santoso, Cynthia R. & Cahyadi, T. E. (2014). Analyzing The Impact Of Brand Equity Towards Purchase Intention In Automotive Industry: A Case Study Of Abc In Surabaya. *Ibuss Management, 2*(2), 29–39.
- Sasmita, J., & Suki, N. M. (2015). Young Consumers' Insights On Brand Equity: Effects Of Brand Association, Brand Loyalty, Brand Awareness, And Brand Image. *International Journal Of Retail & Distribution Management*.
- Sewart, D. (2014). *Through The Mirror Of Icede: From Corresponden To Distance To Online*.
- Shabbir, M. Q. . K. A. A. . & K. S. R. (2017). Shabbir, Brand Loyalty Brand Image And Brand Equity: The Mediating Role Of Brand Awareness. *International Journal Of Innovation And Applied Studies, 19*(2), 416.
- Siregar, I. S. (2016). *Metode Penelitian Kuantitatif: Dilengkapi Dengan Perhitungan Manual Dan Spss*. Kencana.
- Soegoto, A. S. H. K. (2020). Competitive Strategy Analysis To Increase Consumer Purchasing Decisions On Minimarket Business. *Etikonomi, 19*(1). [Http://Journal.Uinjkt.Ac.Id/Index.Php/Etikonomi/Article/View/14337](http://Journal.Uinjkt.Ac.Id/Index.Php/Etikonomi/Article/View/14337)
- Sugiyono. (2017). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, Dan R&D*. Alfabeta.
- Sundjoto, S., & Hadi, A. S. (2012). Pengaruh Citra Merek dan Kesadaran Merek Terhadap Ekuitas Merek Susu Cair dalam Kemasan "Frisian Flag". *11*(1), 1–21.
- Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability, 14*(10), 5939.
- Wicaksono, S. A. (2015). *Pengaruh Merek dan Desain Terhadap Minat Beli Konsumen (Studi Kasus Konsumen Sepeda Motor Honda CS One pada Dealer 54 Motor Pekalongan)*. Universitas Negeri Semarang.