THE EFFECT OF PUBLIC SERVICE ADVERTISING ON CONSUMER BEHAVIOUR IN USING RUMAH BELAJAR BY MINISTRY OF EDUCATION AND CULTURE

Compiled by:

Utari Nur Oktavia Putri,

Supervisor:

Syahputra, S.Sos., M.Sc., Ph.D

Fakulty of Communication and Business,
Business Administration International Class
Telkom University.
e-mail: utarioktavia@telkomuniversity.ac.id
syahputra.adbis@gmail.com

ABSTRACT

This study aims to determine the effect of Public Service Ads on Consumer Behavior in Rumah Belajar program by The Ministry of Education and Culture. The research method used is quantitative with a simple linear regression analysis. The basic theory which is the basis of research is Public Service Advertising. The population in this study is the people of Indonesia, amounting to 100 respondents. Where the sampling technique is probability sampling. This study uses a simple linear regression analysis method and hypothesis testing using ÍBM SPSS 25 for windows. The results of this study indicate that the responses of respondents to the variable public service ads that are meaningful, believable, and distinctive are indicated to be good. Furthermore, the results of the study show that public service ads have a significant effect on consumer behavior partially. The magnitude of the simultaneous effect is seen based on the simple correlation value of 0.427. So, based on the coefficient of determination, discipline and supervision of 18.2% of employee performance, while the remaining 81.2% is influenced by other things outside this study.

Keywords: Rumah Belajar, Public Service Advertisements, Consumer Behavior, Ministry of Education and Culture

INTRODUCTION

In July 15, 2011, the Ministry of Education and Culture launched a free online learning tool for all Indonesians with the aim of equalizing education so that there is no education devide in Indonesia. Rumah Belajar can also be accessed offline and online. The community only needs to access the Rumah Belajar portal that has been provided (learning.kemdikbud.go.id), the community can access it anywhere and anytime.

Portal Rumah Belajar is a learning portal that provides learning materials and communication facilities that support interaction between communities. Rumah Belajar is present as a form of learning innovation in the industrial era 4.0 which can be utilized by students and teachers of Early Childhood Education (PAUD), Elementary Schools (SD), Junior High Schools (SMP), Senior High Schools / Vocational Schools (SMA / SMK) or equivalent . By using the Rumah Belajar ,everyone can study anywhere, anytime with anyone. All content in Rumah Belajar can be accessed and utilized free of charge (belajar.kemdikbud.go.id,2020).

In general, guidelines for the use of Rumah Belajar within this learning is arranged ,so that becomes a guide for educators and students in utilizing various features on the Portal Rumah Belajar. In particular, guidelines for the use of Rumah Belajar within learning aims to(simpatik.belajar.kemendikbud.go.id):

1. Make it easy for Home Learning users to make use of it various features in it.
2. Be a guideline for educators and students to implement ICT-based learning by utilizing features of the Rumah Belajar.
3. Developing the character of learners through utilization of features on the Portal Rumah Belajar.
4. Cultivating literacy culture in schools through utilization of features on the Portal Rumah Belajar for increase reading interest and support learning activities.

LITERATURE REVIEW

Advertising

Advertising is the most persuasive sales message aimed at potential buyers of certain products or services at the lowest possible cost (Jefkins, 1997).While advertising is the promotion of goods, services, companies, and ideas that must be paid by sponsors (Supriyanto, 2008). Meanwhile, (Shimp, 2003) explains that advertising is valued because it is known as the implementation of various communication functions that are important for business companies and other organizations, including 1) Informing, 2) Persuading, 3) Reminding, 4) Adding value, and 5) Assistance for other companies' efforts.

Attraction used in advertising messages must have three characteristics, namely *meaningful, distinctive*, and *believable* (Bendixen in Adityasulis Martopo 2015:23). (Kotler and Armstrong 2001) also explained the attractiveness of advertising which according to him must have three characteristics: The first message of the advertisement must be *meaningful* to show the benefits of the advertisement for consumers. The second message advertising must be trustworthy or *believable*, consumers must believe that advertising services will provide the promised benefits. And the third, ads must also be *distinctive* ,different or better than other ads.

Furthermore according to (Lamb and Hair, 2001) what is important for the attractiveness of advertising is that advertising messages must be trustworthy.From the statements of the experts, it can be concluded that the advertisement must have an attraction, the attraction must have 3 characteristics namely meaningful, believable, distinctive. Characteristics can make consumers or people intended to be interested in the message conveyed in advertisements.

Consumer Behaviour

Consumer behaviour is the selected behaviour or action related to the decision making process in buying, using, and disposing of the consumed product.

Schiffman and Kanuk (in Verina, 2014) explained that customer behavior is the behavior that is shown by customers in seeking purchase, use, evaluation and replacement of products and services that are expected to meet customer needs.

Schiffman and Kanuk (in Sukma, 2012) also explained that the purchase decision is the choice of two or more alternative purchasing decisions. In other words, consumers who will make a purchase must make a choice from various alternatives. If there are no alternative choices, then the action that must be taken without choice cannot be said to make a decision.

According to Sunyoto (2012: 251) Consumer behaviour can be defined individual activities that are directly involved in obtaining and using goods or services including the decision making process in preparation in determining these activities. Consumer behaviour has special importance for people who for various reasons desire to influence or change behaviour. This, including people whose main interests are marketing, can be interpreted that consumer behaviour can be influenced by advertisements that market the products or services provided

METHODOLOGY
Approaches Research

This research uses a quantitative research approach. The quantitative method is called the positivistic method because it is based on the philosophy of positivism. This method is a scientific method because it meets scientific principles that are concrete or empirical, objective, measurable, rational and systematic (Sugiyono, 2018: 7).

Types of Research

Sujarweni (2015: 49) explains that the descriptive method is a method that aims to find out the value of each variable, whether one or more independent variables without making a relationship or comparing with other variables.

Population

The population in this study is the Indonesian society that already know or seen a public service ad by the Ministry of Education and Culture about Rumah Belajar program. The population in this study is not known with certainty, so the sampling technique used is the Bernoulli formula.
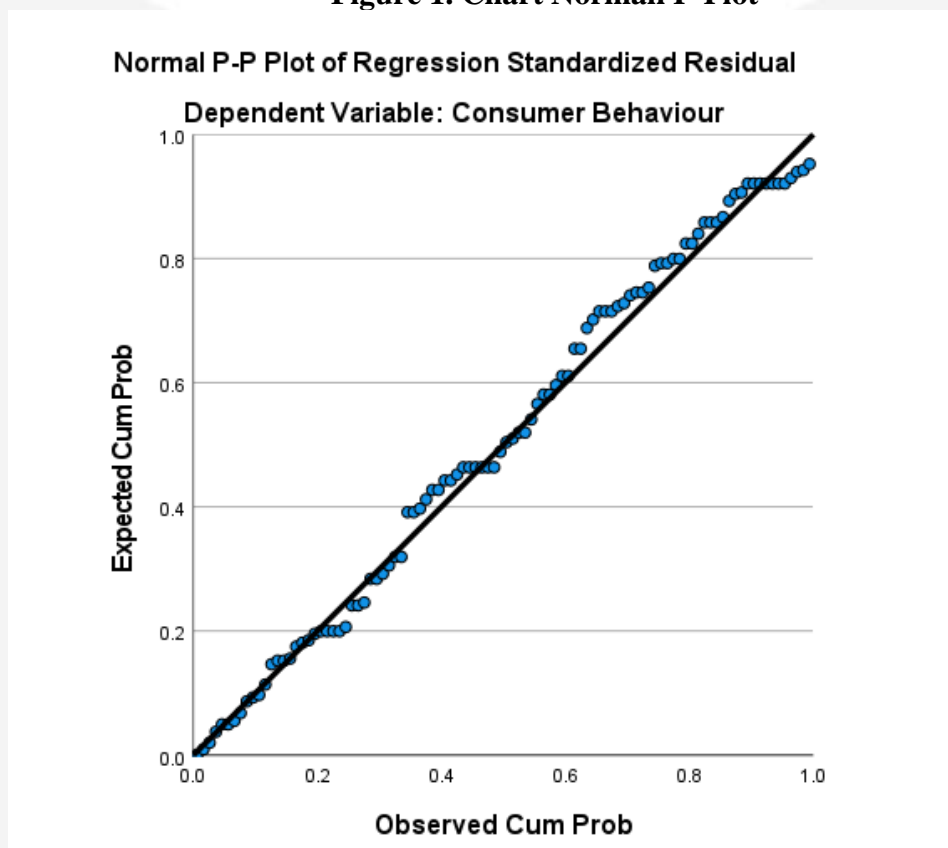
RESEARCH RESULT

Classic Assumption Test

Normality Test

Normality Test aims to test whether in the regression model the dependent variable and the independent variable both have normal distributions or not.

Figure 1. Chart Normail P-Plot

Source: Data processed by Author 2020

As can be seen from the Figure above, the Normal P-P plot provides the interpretation that the data spreads around the diagonal line. Therefore, based on the picture shows that the data has a normal distribution.

Table 2. One-Sample Kolmogorov-Smirvnov Test

| One- Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters	Mean		0
	Std. Deviation		1,3240
Most Extreme Differences	Absolute		0,066
	Positive		0,047
	Negative		-0,066
Test Statistic			0,066
Asymp. Sig. (2-tailed)			0,2
Monte Carlo Sig (2- tailed)	Sig		0,341
	99% Confidence Interval	Lower Bound	0,328
		Upper Bound	0,353
Test Distribution is Normal			
Calculated from data			

Source: Data processed by Author 2020

Based on the results of the normality test in the table above it is known that the significant value is 0.2, which means exceeding the limit (0.05) it can be concluded that the residual value is normally distributed.

Heteroscedasticity Test

Heterokedastasis test aims to find out whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghozali, 2011) .

Figure 2. Heteroscedasticity Test
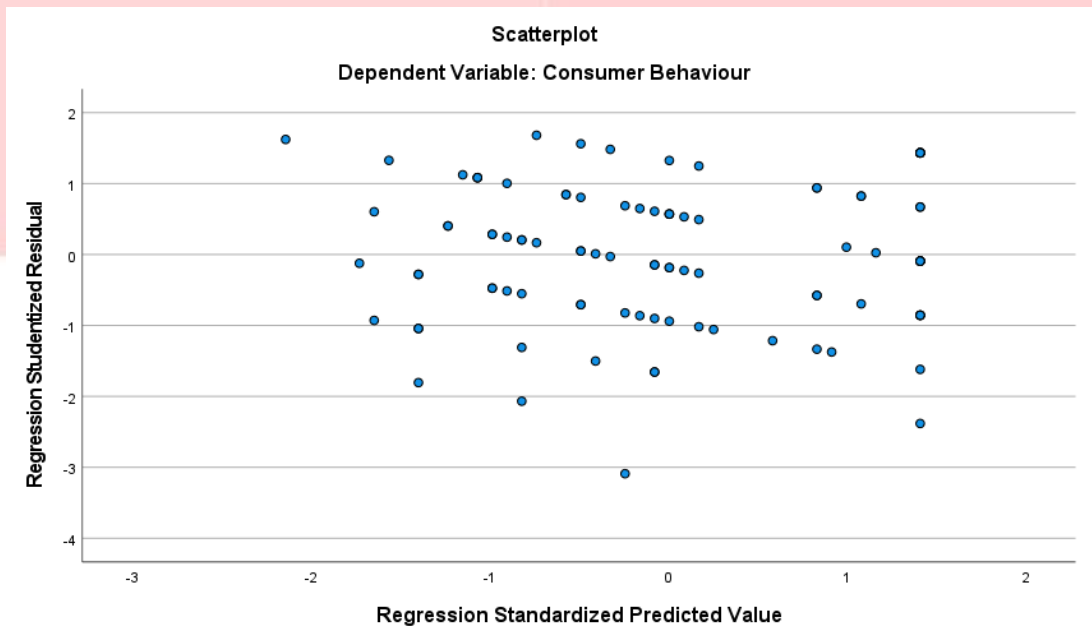
Source: Data Processed by Author,2020

Based on the results of data processed by the author through SPSS, it can be seen in the Figure above that the points on the heteroscedasticity test chart do not form a specific pattern, do not collect at one point, and the points are scattered above and below zero on the Y-axis. it can be concluded that the regression did not experience heteroscedasticity disorders in this study.

Table 3. Heteroscedasticity Test

Variable	Sig.	Conclusion
X	0,682	Did not experience heteroscedasticity disorders

Source: Data Processed by Author,2020

The basic test for heteroscedasticity is Sig. > 0.05 then there is no heteroscedasticity, but if Sig. <0.05 then heteroscedasticity occurs. Then it can be strengthened that this study did not occur heteroscedasticity because the value of Sig. 0.532> 0.05.

Regression Linearity

The applicable criterion is if the significance value at linearity ≤ 0.05, it can be interpreted that between the independent variable and the dependent variable there is a linear relationship.

Table 4 Linear Regression Test

			Sum of Squares	Df	Mean Square	F	Sig.
Consumer Behaviour * Public Service Ad	Between Groups	(Combined)	97,059	29	3,347	2,034	0,008
		Linearity	38,689	1	38,689	23,513	0
		Deviation From Linearity	58,37	28	3,085	1,267	0,211
	Within Groups		115,181	70	1,267		
	Total		212,24	99			

Source: Data Processed by Author,2020

From the picture above can be seen the results of the Deviation from Linearity for this study was 0.21. This shows that there is a linear relationship between the independent variable and the dependent variable because the result of Deviation from Linearity> 0.05.

Linear Regression Analysis

According to Nawari (2010), Regression analysis is a simple way of investigating functional relations between different variables. The relation between these variables is written in a mathematical model.

Table 5 Simple Linear Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,689	1	38,689	21,847	0
	Residual	173,551	98	1,771		
	Total	212,24	99			

Source: Data Process by Author,2020

From the outputs listed in the table above, it is known that the calculated F value is 21,847 with a significance level of 0 <0.05, then the regression model can be used to predict the participation variable or in other words there is the influence of the Public Service Adverts (X) variable on Consumer Behavior (Y).

Table 6 Simple Linear Regression Analysis

Model Summary				
Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,427	0,182	0,174	1,331

Source: Data Processed by Author,2020

From the output obtained a coefficient of determination (R Square) of 0.182 which implies that the influence of the independent variable (Public Service Advertisements) on the dependent variable (Consumer Behavior) is 18.2%.

Table 7 Simple Linear Regression Analysis

	Coefficients			T	Sig.
Model	unstandardized coefficients		Std. Coefficients Beta	4,902	0
	B	Std. Error		4,674	0
1 Constant	3,734	0,762			
Public Service Ad	0,052	0,011	0,427		

Source: Data Processed by Author,2020

This table implies that for every 1% addition of Public Service Advertisements (X), Consumer Behavior (Y) will increase by 0.025. Because the regression coefficient value is positive (+) then it can be said that Public Service Advertisements (X) have a positive effect on Consumer Behavior (Y). So the regression equation is 3.374 + 0.052 X.

Hypothesis Test

To ascertain whether the regression coefficient is significant or not can be seen with a probability of 0.05 or in another way that is comparing the value of t Calculate with t Table.

Table 8 Hypothesis Test

Coefficients					
	Unstandardized Coefficients		Standadized Coefficients Beta	t	Sig.
Model (Constant)	3,734	0,762		4,902	0
Public Service Ads	0,052	0,011	0,427	4,674	0

Source: Data Processed by Author

Based on the results of the above output, it is known that the significance value of 0 is smaller (<) from 0.05, so it can be concluded that H0 is rejected and Ha is accepted, which means that "Public Service Advertisements (X) affect Consumer Behavior(Y)".

DISCUSSION

Descriptive Analysis of Public Service Ads

a. Descriptive Analysis of Meaningful Dimension

Overall dimensions of Meningful are included in Good categories. This is proven based on the overall value obtained from the Meaningful dimension of 2415 or 80.5%. Of the statements that got the highest score, the Public Learning Service of the Rumah Belajar program explained that the Rumah Belajar can help develop children's knowledge with a total score of 423 or 84.6%. Meanwhile, the statement that has the lowest value is the message from the Public Service Advertisements Rumah Belajar program can easily be received with a value of 381 or 84.6%. It can be explained that the respondent received a message that the Rumah Belajar program helped in the development of children's knowledge.

b. Descriptive Analysis of Believable Dimension

The overall dimensions of Believable include in Good categories. This is evident based on the overall value obtained from the Meaningful dimension in 1959 or 78.6%. Of the two statements that received the highest score, Kemendibud's Public Service Adverts show that RumahBelajar is more effective than other online platforms and PSA Kemendibud shows that RumahBelajar will be more trusted because it is made directly by the Ministry of Education and Culture with a total score of 403 or 80, 6%. Meanwhile, the statement that has the lowest value

is Public Service Adverts that have made people believe in the RumahBelajar program and The Kemendibus's Public Service Advertisements shows that RumahBelajar is a reliable learning tool with a value of 378 or 75.6%.

c. Descriptive Analysis of Believable Dimension

The overall dimensions of Distinctive include in Good category. This is proven based on the overall value obtained from the Distinctive dimension, which is 2830 or 79.3%. Of the statements that received the highest score, the Ministry of Education and Culture's Public Service Advertisements showed that RumahBelajar has complete learning material with a total score of 417 or 83.4%. Meanwhile, the statement that has the lowest value is the Ministry of Education and Culture's Public Service Advertisements has more interesting advertisements with a value of 366 or 73.2%.

4.5.2 Descriptive Analysis of Consumer Behaviour

Variable Customer Decisions as a whole are included in the Good category. This is evident based on the overall value obtained from the Customer Decision variable with a value of 724 or 72.4%. From the statement that got the highest score, After seeing the public service ads displayed, I became so wanted to tell my friends and family about Rumah Belajar with a total score of 377 or 75%. Meanwhile, the statement that has the lowest value is After seeing the Rumah Belajar, I feel that the Rumah Belajar program will be more effective than a paid online learning platform with a value of 374 or 69.4%. It can be explained that respondents felt they had to participate in spreading the Rumah Belajar program to their friends and family.

4.5.3 Hypothesis Test Analysis

The Effect of Public Service Ads on Consumer Behavior in Rumah Belajar program.

a. The results of this study indicate that there is an effect of Public Service Ads on Consumer Behaviour. This is evidenced by the results of linear regression analysis with a F value is 21,847 with a significance level of 0 (0<0,05) and a the regression coefficient value is positive (+) then it can be said that Public Service Advertisements (X) have a positive effect on Consumer Behavior (Y). So the regression equation is 3.374 + 0.052 X.

b. The results of this study indicate that there is an effect of Public Service Ads on Consumer Behaviour. . This is evidenced by the results of hypothesis test ,based on the results of the output, it is known that the significance value of 0 is smaller (<) from 0.05, so it can be concluded that H0 is rejected and Ha is accepted, which means that "Public Service Advertisements (X) affect Consumer Behavior(Y)".

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