Is Social Media Impactful for University's Brand Image?

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Abstract

This research aims to verify many opinions and previous studies that stated how powerful of social media in building the image of a brand, also applies for university's brand image enhancement. Using explanatory survey research, data were collected by giving out questionnaires to samples that were taken randomly from Facebook's friend list of a private university that located in South Jakarta. The results showed that the most powerful influence occurs on the role of 'community' towards the brand identity and the role of 'connectivity' towards the brand benefits. Another interesting finding of this research is, it turns out 'openness' and 'conversation' has no significant effect on all components that make up the brand image. Thus, it can be said that the positive image on the mind of consumer audience regarding the brand identity, personality, association, attitude or behavior and the benefit offered by a university's brand not necessarily be formed by the openness and willingness to dialogue or make conversations.

Keywords: Social Media, Facebook, UB, Brand Image, University's Brand Image

Abstrak

Penelitian ini bertujuan untuk memverifikasi beberapa pendapat dan penelitian sebelumnya yang menyatakan betapa kuatnya peran media sosial dalam membangun citra merek, juga berlaku untuk peningkatan citra merek universitas. Menggunakan metode survei explanatif, data dikumpulkan dengan memberikan kuesioner kepada sampel yang diambil secara acak dari daftar teman Facebook

sebuah universitas swasta yang terletak di Jakarta Selatan. Hasil penelitian menunjukkan bahwa pengaruh paling kuat terjadi pada peran komunitas (community) terhadap identitas merek (brand identity) dan peran konektivitas (connectivity) terhadap manfaat merek (brand benefit). Temuan lain yang menarik dari penelitian ini adalah, ternyata keterbukaan (openness) dan percakapan (conversation) tidak berpengaruh secara signifikan terhadap semua komponen yang membentuk citra merek. Dengan demikian, dapat dikatakan bahwa citra positif di benak khalayak konsumen terkait identitas, kepribadian, asosiasi, sikap atau perilaku merek dan keuntungan yang ditawarkan oleh merek sebuah universitas belum tentu terbentuk karena keterbukaan dan kesediaan untuk berdialog atau membangun percakapan.

Kata kunci: Media Sosial, Facebook, UB, Citra Merek, Citra Merek Universitas

1. Introduction

Social media or social network media has become the main media used by audience nowadays. Social network is an online community of people with similar hobbies or activities. Kaplan & Haenlein (2010) define social media as "*a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content*". Meanwhile, Weber (2009) uses the term "social web" instead of social media or social network media, and defines social web as "*the online place where people with a common interest can gather to share thoughts, comments and opinions*". Of many opinions and perceptions, it can be said that social media or social network media provides various ways for its users to communicate –blogs, email, instant messaging, and newsfeeds which contain informations about or something useful for its members.

Social media is very powerful in its ability to facilitate communication. Everyone has their own needs when using social media, aside from sharing educative informations it can also be used to offer items and services. This is the feature that is widely used by numerous companies to offer items and services beside informations which can add some knowledge for its users, hence intended for branding. Weber (2009) approaches the questions of branding on the social web by defining it as "*the dialogue brand has with its customers, and claims the stronger the dialogue is, the stronger the brand is, and vice versa*". With these expressions, Weber seemed to question the traditional concept of marketing and branding, which still relies on a strategy of broadcasting messages to the public or to specific target groups through mass media communications that are likely one-way and linear. Whereas in the current era of social media, marketing and branding strategy should be more interactive in such way that it involves more audience participations in an open social network, which then creates a dialogue with consumers and among fellow consumers so that consumers can be part of the spirit of the brand that is being developed.

It is undeniable that currently many companies are using social media for branding purposes that subsequently effect on improving their business performance. Pickton and Broderick (2001) described branding as "*a strategy to distinguish product and company, brand establish economic value for consumer and the brand owner itself*", while Wijaya (2011a) defined branding as "*the process of creation or legacy of certain trail signs in the minds and hearts of consumers through a variety of communication ways and strategy so that created specific meaning and feeling which affect the lives of consumers*".

Social media has a huge potential as a weapon to create brand image about a certain brand and attracts consumers. Social media can also become a very useful option for companies that cannot afford their marketing and advertisement budget. Even Starbucks, which already has a famous brand, still improve their approach to consumers to figure out what they require. The approach is done by social media where they develop a website to get feedback from their consumers through "*My Starbucks Idea*". This site allows visitors to submit suggestions to be voted by other Starbucks consumers. The most favored suggestion will be highlighted and considered. Starbucks take a further step and add a blog "*Ideas in Action*" that provide updates to its user concerning the status of their suggestions (Balwani, 2009).

Marketing through social network will improve awareness by increasing the frequency of brand and product presence. iProspect Search Marketer Social Networking Survey reveals that 48% of marketer promote their product proactively at popular social network sites to direct the traffic and create brand awareness (iProspect, 2007). Another example is Ford that uses social network to market their new Fiesta. Ford leveraged a unique approach when launching *Fiesta Movement* program, with limited use of conventional marketing and advertising budget slightly. Ford is relying more on social media to intensify the campaign. More than one year before the launch of the Fiesta, Ford engaged the consumers through digital media which then creates a word-of-mouth before the first vehicle rolled off the assembly line. The result, three months before the launch, Fiesta demand continues to increase, with 15,000 to 20,000 buyers every month. This certainly is the sweet fruit of the utilization of social media by Ford.

According to Ford as revealed by Compete (2010), *Fiesta Movement* has resulted in: 11 million social networking impressions, 5 million engagements on social networks, 11,000 video postings, 15,000 Tweets, and 13,000 photographs. Coupled with 50,000 interested potential customers (97 % of them are not existing users Ford), the campaign can be said to be very successful and became the standard for the automotive industry. In addition, Ford has also brilliantly shifted brand awareness of small cars towards the same level of previous models which have been in the market for 2 or 3 years. Another approach is by using social media sites with contents related to *Fiesta Movement*, and the result is 4.3 million people in Youtube; viewed by 540.000 people in Flickr; and 3 million messages in *Twitter*.

Creating an image about a brand through social media is an outstanding way to communicate with consumers. By providing space for consumer to convey their opinions, it can be an input for the company and consumers will feel comfortable knowing that the company cares about their opinions. Social media sites such as twitter and facebook allow people to give positive reviews, product recommendation, and tweet about the related company. The existence of social media makes company's name and brand can be viewed by a significant number of people. Therefore, a continuous utilization of social media can eventually create brand image and help increasing sales.

Does the same thing apply to institutions of higher education? It is an interesting question to be raised at a time when competition among universities to attract prospective students is increasingly stringent nowadays. For most universities, the brand image may not be a problem. They have built a reputation over the years, supported by the alumni achievements and fame. As example is the MIT (Massachusetts Institute of Technology), an institute that is claimed as number one in the world.

Several of its graduates are former UN Secretary General, Kofi Annan and the Apollo 11 crew, Buzz Aldrin. Another well-known university is Harvard, the university where Mark Zuckerberg, the founder of Facebook, spent his college time even though did not graduate from it. Those universities have a very high reputation because indeed they were established a long time ago and possess an excellent education method which is reflected in the quality of their alumni. Thus automatically, many people would want to continue their study there.

In Indonesia, colleges like Gadjah Mada University (UGM), Bandung Institute of Technology (ITB) and University of Indonesia (UI) has had good reputation and are qualified colleges that always coveted by many high school graduates. However, there are thousands of other universities which do not have a reputation, and some have not been widely recognized by the public. Most of them are private universities that are newly established. As reported by the Indonesia Ministry of Education and Culture, for private universities only, the establishment rate of new private universities could reach up to 200 institutions per year (Dikti, 2012). For example, during 2006-2007 there were 2,556 private universities which increase to 2,596 in the following year. In Jabodetabek (Jakarta, Bogor, Depok, Tangerang and Bekasi), there are now 325 private universities including Bakrie University (UB) which is enlisted under Kopertis III DIKTI.

These universities are of course always working hard to improve their reputation and build a good brand image to be ogled by prospective new students. One of the many ways, as stated previously, is by using social media. Like other universities, UB is also using various online media to broadcast its events and communicate with public or its stakeholders. Beside official web (www.bakrie.ac.id), UB also operates Facebook account, Twitter (@UBCampus), Youtube and many other social media that handled by campus communities and departments. By increase of the number of Facebook (FB) users in Indonesia and almost all universities use FB, it seems interesting to review the effectiveness of FB use by universities from user's viewpoint, especially for branding purposes. This what makes the researchers eager to find out:

RQ1. Does the use of social media (FB) have the positive impact on the (UB) university's brand image?
RQ2. Do social media (FB) activities also significantly affect all dimensions of the (UB) university's brand image?

2. Literature Review
2.1. Social Media Characteristics

Social media is defined as "*participatory online media where news, photos, videos, and podcasts are made public typically accompanied with a voting process to signal items considered "popular"*" (Evans, 2008). In another perspective, social media is also interpreted as "*online application, platform, and media for facilitating interaction, collaboration, and content sharing*" (McCann, 2003).

Mayfield (2006), who is very experienced in corporate and brand communication for more than 10 years stated that 5 (five) characteristics of social media are *Participation, Openness, Conversation, Community* and *Connectedness*.

According to Mayfield, "*social media allows everyone to contribute and give feedback to anything that they consider interesting, therefore obscuring the limit between media and its audience*". This active involvement of the audience is what Mayfield meant as "Participation", one of the distinctive characters of social media. In addition, "*majority of social media services are very open for feedback and participation. Social media can move its audience towards voting, commenting, and sharing about information. Limitations are rarely found when accessing contents or contributing contents (no certain password)*". That is why "Openness" becomes a hallmark of social media which is not provided by mainstream media like traditional mass media.

Another characteristic of social media is "Conversation". Mayfield noted that "*while traditional media usually emphasize on 'broadcast' which is distributing contents or messages to audience, social media is more of a two way communication*". Social media is more conversable. Social media creates a dialogue. Thus, the agenda setting in the back of media messages such as those in the conventional mass media is not only made by people or institutions behind the media, but also can be made freely by the audience. This is because social media is more fluid, and more horizontal.

Meanwhile, "Community" is the next hallmark of social media, because, according to Mayfield "*social media can quickly form a community which usually possess similar interests among community members and makes they can communicate effectively*". Indeed, the community activity gets more space in social media. Some phenomenal cases that only occur in the age of social media in Indonesia related to the power of social media in facilitating community, for example, is the case of Prita who spontaneously had the support in form of millions coin worth billions collected by members of the community formed in Facebook, when a few years ago that housewife got unfair treatment from the Indonesian legal system that was more favorable to the authorities and owners of the economic capital, Omni Hospital. However, the community formed quickly in the realm of social media would have been impossible without the support of connectivity. This is because "*social media generally grows because of interconnectivity in it, by creating link to several other sites, sources, and different audience*" (Mayfield, 2006). Not surprisingly, Mayfield includes "Connectivity" as an important role of social media.

2.2. Dimensions of Brand Image

Kottler stated that a good brand will help company image. "*Brand is the initial appearance which simplifies consumers to recognize a product. Essentially, brand is the seller or producer's guarantee which continuously deliver a whole entity of appearances, advantages, and services to the buyer*" (Kottler, 2000). Meanwhile, Wijaya (2011a) defined brand as "*a mark left on consumer's mind and heart, which create a specific sense of meaning and feeling*". Thus, brand is more than just a logo, name, symbol, trademark, or label attached to a product as defined traditionally by American Marketing Association (AMA) in the early days (Kottler, 2000). Brand is a "*warranty*" (Morel, 2003). Brand is a "*relationship*" (McNally & Speak, 2004) –that involves a certain trust. A brand is "*the sum of an entity, a mental connection that creates a loyal bond with a buyer/ prospect and the offering, and it often includes an added layer of perceived value*" (Post, 2005).

As one step in the hierarchy of branding effects (Wijaya, 2011a), brand image holds a vital role in developing a brand since brand image involves reputation and credibility of a brand which later on will become a guideline for consumers to try or use goods or services and generate a specific experience (brand experience) which will determine whether the consumers will become a loyalist or opportunist (easy to switch to other brand). Brand image is a representation of the whole perception of a brand and formed from informations and knowledge about that brand. Image of a brand is related to attitude such as trust and preference towards a brand.

Brand can be described by certain characteristics –like humans, "*the more positive the descriptions, the stronger the brand image and more opportunities for that brand to grow*" (Davis, 2000). Brand image is "*a group of brand association which is formed in consumer's mind*" (Mowen, 1995). Brand image refers to a memory scheme of a brand, consisting of consumer's interpretation of attributes, advantages, utilizations, users, and seller or producer's characteristics. Brand image is "*what consumer think and feel when they hear or see a name or brand*" (Hawkins, *et al.*, 1998). In other words, brand image is "*a specific shape or image of a meaning left in the consumer's mind*" (Wijaya, 2011a), which later guide consumer how to behave towards a brand, whether they will be loyal or just a one time user, or doesn't want to try at all because of a bad image and irrelevant with consumer's needs.

Brand image could also be viewed as a set of imagination inside consumer's mind towards a brand, usually organized to form a meaning. Relationship to a brand will be stronger if based on good experience about how a brand behaves towards consumers and provided with a lot of information. Hence, "*the attitude and behavior of a brand when interacting with consumers also potentially form the image about a brand*" (Wijaya, 2012). Image or association represents perception which reflects an either objective reality or not. Image-formed association is the reason behind consumer's decision to buy or even loyal to a brand. Consumers often buy a well-known brand product because they feel more comfortable with familiar things. Assuming that famous brands are more reliable, always available and easy to get, and have an undoubted quality, hence "*consumers prefer to choose famous brands rather than those of less fame*" (Aaker, 1991).

Brand image comprises of knowledge and trust to a brand's attribute (cognitive aspect), consequence of using that brand, and appropriate utilization situation, as well as evaluation, feeling and emotion associated with that brand (affective aspect). Brand image can also defined as consumer's perception and preference towards a brand, as reflected by various brand association inside consumer's mind. Eventhough brand association could occur in many forms but it can be differed into performance association and imagery association related to attributes and brand advantages (Peter & Olson, 2002).

Drezner (2002) stated that consumers don't react to reality, instead they react to what they consider as reality so that brand image is viewed as "*a set of association which is seen and understood by consumers, within a specific time, as a result of their experience about a brand directly or indirectly*". This association could be functional quality of a brand or an individual or event related to that brand. It's impossible for every consumer to have an exactly similar image of a brand, however their perception will generally has similar parts. Another perspective sees brand image as the overall impression of a brand position viewed from its competition with other brands that consumers know about–whether it is considered to be a strong brand.

Some of the reasons why consumers choose a brand is because they want to understand themselves and to communicate their aspects to others. Brand image can be measured by asking what attributes of a brand –chosen by consumers within one product category– that distinguish it from other brands, why those attributes are important and why those reasons important for the consumer. Martin (1998) and Syrgy (1990;1992) in Arnould, *et al.* (2005) discovered that a set of feelings, ideas, and attitude that a consumer has upon a brand is an important aspect in purchasing behaviour. Thus, brand image could be interpreted as "*a group of specific attributes related with products, brands, and consumers (knowledge, feelings, and attitude towards brand) which an individual kept in mind*" (Arnould, et al., 2005).

Many researches showed that as a symbol, brand can influence consumer's status and self esteem. It is also stated that a brand is more preferable if consumers recognize a similar symbolic interaction between brand image and self image of the consumer itself either ideally or actually. Product and brand have a symbolic value for every individual, that is evaluated based on consistency with image or personal image of self. Sometimes a specific brand image fits with consumers self image and others don't. It is generally believed because consumers will try to maintain or improve self image by choosing product and brand that they trust to be appropriate with their self image or personality and avoid the ones that don't, and this happens mainly on women. Based on the relationship between brand preference and consumer self image or personality, then it is natural if "*consumers use brand as their way to define themselves*" (Schiffman & Kanuk, 2000).

From numerous viewpoint and research result studied from available literatures (Aaker, 1991; Mowen, 1995; Davis, 2000; Wijaya, 2012), then brand image could be formed by many dimensions such as brand identity, brand personality, brand association, brand attitude or behavior, and brand benefit or competence. *Brand Identity* is physical identity related with brand or product so that consumers can easily differ it from other brands or products, such as logo, colour, packaging, location, company identity, slogan, etc, while *Brand Personality* is a typical character of a brand which shapes a specific personality as in humans, so that consumers can easily differ it with other brands within the same category, e.g. fun and cheerful, old-fashioned and rigid, high or low profile, prestigious, warm, caring, dynamic, creative, independent, etc. The third dimension, *Brand Association*, is the specific thing that is always related or fit with a brand, it could arise from unique offer of a product, repetitive and consistent activities such as in sponsorship or social responsibility program, strong issues related to a brand or person, symbols and certain meanings which clings to a brand, e.g. "remember rice remember Cosmos", art+techonology = Apple, soccer = Djarum, cowboy = Marlboro, white skin = Ponds, Surya Paloh = MetroTV, Conflict = PSSI, Gramedia = Books, Lifebuoy = Cleanliness, rebel youth = A Mild, etc.

Meanwhile, the fourth dimension, *Brand Attitude* or Brand Behaviour is the attitude or behavior that is showed by brand towards consumers when offering its benefits and values through communication or other interactions. Often a brand uses improper ways and violate the ethics in communicating, or showing bad service that it influences public opinion towards the brand, or vice versa, a sympathetic attitude, honest, consistent between promise and reality, good service and caring will shape a good perception towards that brand. So brand attitude and behaviour comprises of communication attitude and behaviour, also the activities and attributes of a brand when interacting with consumers, including the attitude of brand owner and employee's behaviours.

The last dimension, *Brand Benefit* or Brand Competence is values and typical superiority of a brand offered to consumers that makes consumers feel the benefits because their needs, desires, dreams, and obsessions is fulfilled by that offers. Values and benefits here can be functional, emotional, symbolic or social, e.g. a detergent brand with a benefit of cleansing clothes (functional benefit/ values), turns the cloth owner to be more self confident (emotional benefit/ values), become a clean lifestyle symbol of modern community (symbolic benefit/ values) and inspiring their surroundings to care more of self hygiene (social benefit/ values). Benefit, superiority and competence of a brand will influence the brand image of a product, individual, or institution.

2.3. Social Media and Brand Image

The challenge that marketers face now is not just competition from other marketers, but "it is from consumers themselves, turning to each other, and avoiding ads" (Evans, 2008). Thus, savvy marketers are turning to social media and the opportunity to market the product and build the image of a brand without using traditional medium ads. What the meaning of this phenomena is that social media has been increasingly taking role in branding and marketing communication practices. Several studies also indicate the power of social media in building a brand.

In 2013, Schivinski & Dabrowski investigated the impact of brand communication on brand equity dimensions and on brand purchase intention through Facebook. They evaluated 302 data sets that were generated through a standardized online-survey to investigate the impact of social media communication on brand equity metrics. They subsequently applied the structural equation modeling (SEM) techniques for data analysis. The results of their study showed that user-generated social media communication had a positive impact on two measures of consumer-based brand equity, which included brand loyalty and perceived brand quality.

Other research was conducted by Erdogmus & Cicek (2012) who studied the impact of social media marketing on brand loyalty. The scope of the study consists of customers who follow at least one brand on the social media in Turkey and the data were collected through the administration of a structured questionnaire with a sample of 338 people and tested via stepwise multiple regression analysis. The results showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media.

Meanwhile, Naylor, Lamberton and West (2012) who investigated the impact of mere virtual presence on brand evaluations and purchase intentions in social media settings, revealed that even when the presence of these supporters is only passively experienced and virtual (a situation called "mere virtual presence"), their demographic characteristics can influence a target consumer's brand evaluations and purchase intentions. A different study about social media effect on branding was conducted by Naveed (2012). The study was focused on finding out the role of social media in public relation, brand involvement and brand commitment. The study was descriptive in nature and data was collected from 300 respondents. It was found that social media has a strong impact on public relation, brand involvement, buying behavior and brand commitment.

In another perspective and with different method, Krieken (2012) tried to test what affects prior brand attitudes and brand image perception among consumers will have on the same perception towards brands when using Facebook timeline. Web design aspects such as visual aesthetics and the communicability of Facebook timeline pages have also been measured in relation to prior brand attitudes.

Krieken created two conditions that consist of participants who like a brand and participants who dislike a brand. Participants choose three different brands, from three different market segments, and assessed each brand's Facebook timeline page. Results showed that participants who like a brand are more positive towards brand in terms of brand attitude, brand image, visual aesthetics (cover photo), and communicability compared to people who dislike a brand. The study also revealed that people who dislike a brand enhance their brand attitude and brand image perception after visiting a brand's Facebook page.

Meanwhile, Kim and Ko (2012) set out to identify attributes of social media marketing (SMM) activities on luxury fashion brand and examined the relationships among those perceived activities, value equity, relationship equity, brand equity, customer equity, and purchase intention through a structural equation model. Result showed their effects on value equity, relationship equity, and brand equity are significantly positive, but for the relationship between customer equity drivers and customer equity, value equity and relationship equity showed no significant effect, while brand equity has significant negative effect on customer equity. As for purchase intention, value equity and relationship equity had significant positive effects, while relationship equity had no significant influence. In addition, the relationship between purchase intention and customer equity has positively significance.

In relation to brand image, Kwon and Lennon (2009) had investigated the consumers' perceived offline brand image and its relation with perceived online brand image, perceived risk, and online loyalty. They applied Festinger's cognitive dissonance theory, which states that when a person is exposed to new information which is inconsistent with prior knowledge, dissonance will occur. Result identified that consumers who have a strong positive offline brand image, could perceive more positively the online brand image that is perceived from the web site, compared to consumers who have a weak offline brand image.

All illustrations of studies above support the proposition of how powerful social media role in developing a brand. Although not yet found a specific research about social media effect on the university's brand image, those studies actually have proven that the use of social media has potential effects on branding, especially in shaping and building brand image. Therefore, the hypotheses of this study are constructed as follows:

H1. Perceived social media activities have positive effect on the university's brand image

H2. The university's brand identity, as one of brand image dimensions is significantly affected by perceived social media activities such as a) participation, b) openness, c) conversation, d) community, and e) connectedness.

H3. The university's brand personality, as one of brand image dimensions is significantly affected by perceived social media activities such as a) participation, b) openness, c) conversation, d) community, and e) connectedness.

H4. The university's brand association, as one of brand image dimensions is significantly affected by perceived social media activities such as a) participation, b) openness, c) conversation, d) community, and e) connectedness.

H5. The university's brand attitude, as one of brand image dimensions is significantly affected by perceived social media activities such as a) participation, b) openness, c) conversation, d) community, and e) connectedness.

H6. The university's brand benefit, as one of brand image dimensions is significantly affected by perceived social media activities such as a) participation, b) openness, c) conversation, d) community, and e) connectedness.
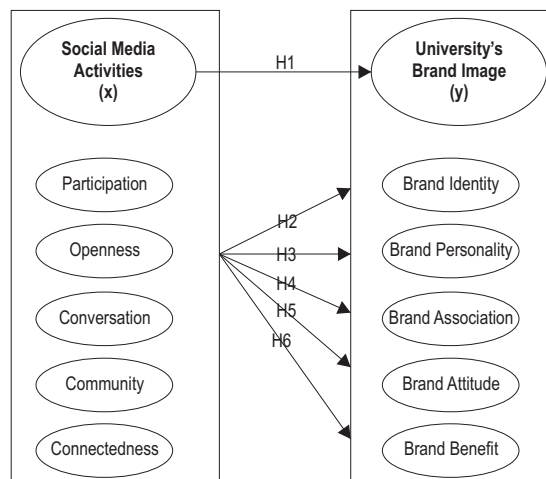

Figure 1. Conceptual Framework and The Model of Hypotheses Test

3.   Method

In this research, researcher gave out questionnaires to respondents which are listed in Bakrie University (UB)'s Facebook (FB) friend list during November – December 2011. The number of UB's FB friend list at that time was 2356 members. Using Yamane formula on sampling technique of simple random sampling, then the number of respondents needed is 95,93 but researcher use 150 respondents in this research. Meanwhile, questionnaires are prepared in a form of closed questions by using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Validity test on this research is using product moment correlation technique, while reliability test instrument is using Alpha Cronbach technique. Cronbach Alpha value standard that has been used to show that the measuring tool is reliable if it exceeds > 0.6.

Validity test shows that the coefficient value for each question is around 0,43-0,79, still above the standard 0,3, the required value for an instrument to be considered valid, while reliability test shows average of 0,683-0,886 for Cronbach Alpha value so that it can be declared reliable statistically and can be used for research. Meanwhile, statistic analysis is conducted by regression test using SPSS, to see the connection between social media (FB) variable with (UB) university's brand image variable and dimensions.

4. Results and Discussion
4.1. Who has the voices?

Demographically, most of respondents are female, teenagers and students which connect to FB during 2005 - 2010 with most of them are members since 2008 or have been at least 3 (three) years as FB users at the moment this research was conducted. It indicates that most of the respondents are already familiar and 'experienced' with FB, and it also tells us that most of UB's friends on FB are women, teens and students. They are potential market for higher education institutions and for branding target audience.

Table 1. Demographic Insights

	Sex (%)	Age (%)	Occupation (%)	FB since (%)
Male	38			
Female	62			
15-20		87		
21-25		9		
26-30		4		
31-35		1		
Employee			14	
Student			86	
2005				3
2006				9
2007				21
2008				37
2009				20
2010				10

Meanwhile, descriptively we can see that the top 3 highest score of answers are for Brand Identity with 4.24 of 5 scales, Brand Benefit 4.11 and Brand Association 4.07. It means, most of respondents can identify UB well, can recognize the benefits that offered by UB, and can notice some clues that related to UB. All scores of respondents' voices can be seen completely at the table below.

Table 2. Descriptive Analysis

	SDA[*] (%)	DA[*] (%)	N[*] (%)	A[*] (%)	SA[*] (%)	Mean[**]
Participation						
• I actively access the UB's FB page						
• I actively post on the UB's FB wall or inbox	12	34	25	25	4	2.76
• I actively participate in the events that promoted on the UB's FB page						
Openness						
• UB's FB account is not locked for public						
• UB is opened for any critics and comments via FB	9	17	31	33	11	3.20
• UB always updates status about anything related to the institution						

(continue) Table 2. Descriptive Analysis

Conversation • UB always responses any comments • UB always posts any info about upcoming events • UB facilitates Q&A directly via chatting feature	7	17	42	30	4	3.08
Community • I have many friends that connect to UB's FB and we're regularly chatting • I joined groups and causes that link to UB's FB	12	14	23	33	18	3.33
Connectedness • UB's FB link is easily to find on any search engine • **UB's** web, blog, **and other social sites** (e.g. twitter, etc) are connected to UB's FB • **My other social sites** are also connected to UB's FB and **its** other social **sites**	6	10	34	35	15	3.42
Brand Identity • I can identify UB's logo visually • I can identify UB's brand color (maroon and grey) • I can identify UB's tagline • I can identify the location of UB's campus • **I can notice** that UB is not part of Bakrie business unit **but is as** Bakrie **CSR**	0	3	14	39	44	4.24
Brand Personality • UB reminds me on a rich person with kindness • UB reminds me on an elegant, high class but friendly person • UB reminds me on a cosmopolite, smart, and global-minded person	2	4	24	49	22	3.85
Brand Association • UB is associated with Bakrie**'s** family • UB is associated with a business university • UB is **associated with Plaza** Festival, Kuningan	1	3	20	39	36	4.07
Brand Attitude • UB's advertisements always perform in a manner both visually and verbally • UB's advertisements are always honest with its promises • UB's marketing staffs are always nice, patient and satisfied in explaining products • CSO, receptionist and academic staffs are very helpful • Information are always broadcasted nicely by PR **dept** • UB is never deceiving public • UB **always cares and initiates** social responsibility	5	11	38	34	12	3.39
Brand Benefit • UB has 5-star facilities with easy access' **location** in the prestigious **business district** • UB has qualified lecturers and curriculum, and is linked to the industry entities • UB provides many scholarships • UB supports students to be entrepreneur • UB supports students to have the global standard competence • **UB makes everyone who connects to UB** proud	0	2	17	49	32	4.11

SDA (Strongly Disagree), DA (Disagree), N (Neutral), A (Agree), SA (Strongly Agree)
**Scale 1 (SDA) to 5 (SA)*

4.2. Is the use of Social Media influencing enough towards the university's Brand Image?

Regression analysis used in the test provides a significant result, showing that there is a significant influence from activities on Social Media (Facebook) towards university's brand image, then **H1 is accepted**. Test result gives a substantial F statistic value so that the significance value is very real, where F_{Test} value obtained is 76,917 larger than F_{Table} value of 3,98 and significance value (Sig.) of 0,000 smaller than 0,05 (alpha = 5%). Test result is shown in the table 3.

Table 3. ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7670.376	1	7670.376	76.917	.000
	Residual	14758.957	148	99.723		
	Total	22429.333	149			

a.   Predictors: (Constant), X
b.   Dependent Variable: Y

As for the influence given by the variable of activities on social media towards the university's brand image is shown in the table 4.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585	.342	.338	9.98612

a.   Predictors: (Constant), X

From the above table, we could see that R-squared value is 0,342 or equal to 34,2%. This shows that 34,2% of the university's brand image can be explained by social media activities, while the rest 65,8% is explained by other factors which is not inputed in this research. Whereas individual test shows a very significant result for the tested parameter. The obtained t_{test} value of 8,770 is larger than t_{tabel} value of 1,98 and significance value (Sig.) of 0,000 is far smaller than 0,05 (alpha = 5%); therefore it can be declared that variable of social media activities significantly influences the university's brand image as shown in the table 5.

Table 5. Coefficients of Effects

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(constant)	68.033	3.861		17.620	.000
	X	.751	.036	.585	8.770	.000

a.   Dependent variable Y

Referring to the table 5, the regression model is as follows:
Brand Image (y) = 68,033 + 0,585 Social Media (x)
The above model can be interpreted as follows: Every 1 point increase in social media activities, will result in an increase of 0,585 point to the university's brand image.

4.3.   Do Social Media Activities affect the university's Brand Identity?

When tested simultaneously, there is a significant effect on brand identity by all social media activities i.e *participation*, *openness*, *conversation*, *community*, and *connectedness*. Test result give a large F statistical value so that the significance value is very obvious. Whereas F_{Test} obtained is 11,061 which is larger than F_{Table} of 2,28 and significance value (Sig.) of 0,000 is lower than 0,05 (alpha = 5%). It means, **H2 is accepted**. However, partially, out of five tested factor, only *community* and *connectedness* have significant influence towards brand identity. This is shown by significance value (Sig.) of 0,000 for *community* and 0,030 for *connectedness*, which are far smaller than 0,05 (alpha = 5%), while *participation*, *openness*, and *conversation* shows a not significant result towards brand identity. Therefore, H2a, H2b and H2c are rejected, but H2d and H2e are accepted.

4.4. Do Social Media Activities affect the university's Brand Personality?

Similarly, there is a significant influence between all dimensions in social media activities i.e *participation*, *openness*, *conversation*, *community* and *connectedness* and brand personality. Test result give a large enough F statistical value so that the significance value is very obvious. Whereas F_{Test} obtained is 5,508 which is larger than F_{Table} of 2,28 and significance value (Sig.) of 0,000 is lower than 0,05 (alpha = 5%). It means, **H3 is accepted**. However, partially, out of five tested factor, only *participation* and *connectedness* have significant influence towards brand personality. This is shown by significance value (Sig.) of 0,004 for *participation* and 0,037 for *connectedness*, which are far smaller than 0,05 (alpha = 5%), while *community*, *openness*, and *conversation* shows a not significant result towards brand personality. It could be said that H3a and H3e are accepted, but H3b, H3c and H3d are rejected.

4.5. Do Social Media Activities affect the university's Brand Association?

Simultaneous test of all dimensions in social media acitivities i.e. *participation*, *openness*¸ *conversation, community,* and *connectedness* shows no significant effect towards brand association. Test result give a small F statistical value so that the significance value is not real. Whereas F_{Test} obtained is 1,946 which is smaller than F_{table} of 2,28 and significance value (Sig.) of 0,090 is larger than 0,05 (alpha = 5%). It means **H4 is rejected**. Even partially, out of five tested factors, none of them have significant influence towards brand association. It means, H4a - H4e are all rejected.

4.6. Do Social Media Activities affect the university's Brand Attitude?

When tested simultaneously, there is a significant influence towards brand attitude from all dimensions in social media activities i.e. *participation*, *openness*, *conversation*, *community*, and *connectedness*. Test result give a large F statistical value so that the significance value is very obvious. Whereas F_{Test} obtained is 14,255 which is larger than F_{Table} of 2,28 and significance value (Sig.) of 0,000 is lower than 0,05 (alpha = 5%). It means, **H5 is accepted**. However, partially, out of five tested factor, only *community* and *connectedness* have significant effect on brand attitude. This is shown by significance value (Sig.) of 0,003 for *community* and 0,011 for *connectedness*, which are far smaller than 0,05 (alpha = 5%), while *participation*, *openness*, and *conversation* shows a not significant result. It could be said that H5a, H5b and H5c are rejected, but H5d and H5e are accepted.

4.7. Do Social Media Activities affect the university's Brand Benefit?

Simultaneous test shows a significant effect on brand benefit by all dimensions of social media activities i.e. *participation*, *openness*, *conversation*, *community*, and *connectedness*. Test result give a large F statistical value so that the significance value is very obvious. Whereas F_{Test} obtained is 9,753 which is larger than F_{Table} of 2,28 and significance value (Sig.) of 0,000 is lower than 0,05 (alpha = 5%). It means, **H6 is accepted**. However, partially, out of five tested factor, only *community* and *connectedness* have significant influence towards brand benefit. This is shown by significance value (Sig.) of 0,05 for *community* and 0,00 for *connectedness*, which are far smaller than 0,05 (alpha = 5%), while *participation*, *openness*, and *conversation* shows a not significant result. Therefore H6a, H6b and H6c are rejected, but H6d and H6e are accepted.

Overall, hypotheses test result including the significance values simultaneously, influence values between Social Media and Brand Image variables, and influence values between Social Media and Brand Image dimensions can be seen at the figure below:
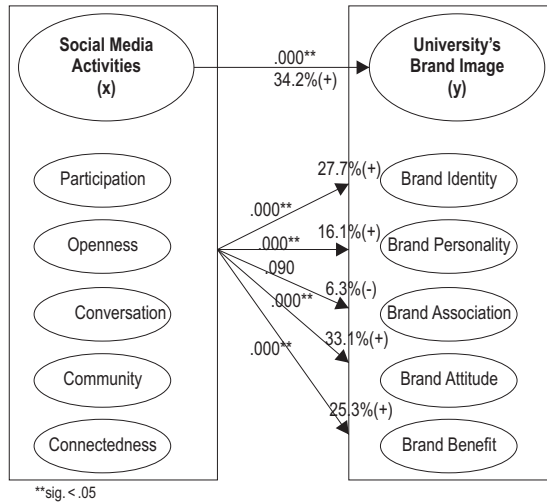

**sig. < .05

Figure 2. Estimated Model of Social Media Influence Towards University's Brand Image

In details, significance values between social media activities and brand image dimensions partially can be observed through the table 6.

Table 6. Significance values of effects for all dimensions

	Brand Identity	Brand Personality	Brand Association	Brand Attitude	Brand Benefit
Participation	.375	.004**	.089	.770	.692
Openness	.255	.914	.224	.214	.747
Conversation	.374	.696	.988	.847	.588
Community	.000**	.221	.195	.003**	.050**
Connectedness	.030**	.037**	.374	.011**	.000**

**sig. < .05

Referring to the results, it can be said that the utilization of social media like Facebook by a university plays a positive role in influencing the university's brand image. This is in line with and supports the studies of social media effect conducted by Krieken (2012) on brand attitude and brand image, Naylor, *et al* (2012) on brand evaluation, Erdogmus & Cicek (2012) on brand loyalty, Schivinski & Dabrowski (2013) on brand equity and brand purchase intention, and Kim and Ko (2012) on brand equity. However, partially, not all social media activities has potential power to give impacts on the elements that build university's brand image. The strongest influence occur on community's role towards brand identity's recognition and the role of connectivity on brand benefit.

The influence also occurs on the role of connectivity towards brand identity's recognition, and the role of community, participation and connectivity towards brand personality, brand attitude and brand benefit. Meanwhile, there aren't any roles available on the social media that could be relied to create the university's brand association. This means that if the role of community that connected to the university is stronger, then consumers' knowledge and recognition towards university's brand identity, brand attitude and benefit will become stronger also.

Meanwhile, if consumer's active participation is stronger in every university's social media activities, then the personality image of the university will be imprinted stronger in consumer's minds. As mentioned by Evans (2008), participation and transparency are central to success on the Social Web. Conversely, social media can not be relied on when developing university's brand association. Perhaps other medium is more suitable, such as electronic media, printed media, or through other PR strategy channel such as offline events, CSR, publicity, etc (Pickton & Broderick, 2001).

Another interesting discovery of this research is that 'openness' and 'conversation' don't have any significant influence towards all components that form the university's brand image. Thus, it can be stated that recognition, knowledge and positive image of consumers concerning identity, personality, association, attitude or behaviour, and benefit that the university has to offer can't be established and formed by openness or conversation availability. Does this related to the low trust level of consumers towards an institution's communication credibility? So that consumers trust more to brand messages when they are involved in or directly experienced it (with a strong *participation* and *connectivity*), or towards brand messages conveyed by fellow consumers (with a strong role of *community*).

Chauhan and Pillai (2013) who researched the role of content strategy in social media brand communities among higher education institutes in India, found that the interaction between content type and content context have significant impact on the customer engagement. This indicates that community members are diligently following the message that brand tries to communicate. Social media indeed unlike traditional media offers abundant scope for users to communicate back with the brand. Hence, it becomes crucial for brands to care of even in the minor aspects while they are communicating with community members. Also, according to Chauhan and Pillai, "*it is very essential for brands to sustain interest levels of community members in order to ensure their continuous participation in the community*".

As for the role of community's participation, it has been investigated by Lim, et al (2012) on consumer perception towards destination brands created by consumer-generated videos and destination-marketing organization videos. They found that consumer-generated videos have a little more positive impact compared to destination-marketing organization videos. Another research by Nielsen's Global Online Survey (2011) indicated that consumer-generated reviews and product ratings are the most preferred sources of product information among social media users, whereas 60 percent of consumers are researching products through multiple online sources and learned about a specific brand through social networking sites.

In addition, active social media users are more likely to read product reviews online, and 3 out of 5 among consumers create their own reviews of products and services. This survey indicates women are more likely than men to tell others about products that they like (81% of females vs. 72% of males), which is similar to the demographic insights of this research that shows most of respondents who participate and share their voices are female, teens and students. More insights from Nielsen are when looking for products, social media users are likely to trust the recommendations of their friends and family most, and 2 out of 3 respondents said they were either highly or somewhat influenced by ads with a social context.

This findings support phenomena nowadays in which consumers are getting more horizontal, social and smarter. They don't easily believe in brand messages, unless they feel or experience it directly, or based on what their friends recommendation. This research confirms the power of consumers in horizontal marketing theory and the power of consumer audience's experience in the experiential communication model (Wijaya, 2011b).

5. Conclusion

It is important for a university to strengthen communities that are linked to the university's brands, either virtual or factual communities, and then strengthen the connectivity of university's communication with various search sites, community sites, social media sites, along with other important and strategic sites in order to allow consumers to access and connected to the university more easily. Therefore it is important for a university to broaden their cooperation with various parties related with stakeholders. It is also essential to pay attention to the quality of connectivity so that communication noise and barrier can be reduced or even eliminated either it is psychological or technical noises.

In addition, the university also needs to create relevant, creative, and attractive programs on Facebook or on other social media sites connected to the university to stimulate and strengthen consumers' active participation. This is due to active participation has a positive influence on the establishment of university's brand personality in consumer's minds, which eventually will form a positive image of the university. Avoid one-way communication that only supplies information to the public, and empower horizontal communication by strengthening community member's role as a story teller. Even though the result of this research shows that 'openness' and 'conversation' don't have any significant influence on brand image, but researchers still recommend to maintain openness and conversation by reducing the institution's domination as a communicator. Open the channel but let the consumers talk more. All the university, as an institution, has to do is give clear explanations, honest, and suitable for its stakeholders when being asked. Therefore, empathic and not-noisy PR strategy should be considered as a solution in the near future.

However, this research still needs to be improved with future researches that cover not only on Facebook activities, but also on other social media forms, with a more divers respondents demographically to get more meaningful insights about the effectiveness of social media usage in the university branding.

Acknowledgement

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