

SEEING UNIVERSITY IN TANGIBLES DIMENSION: A LANDMARK AS A MARKETING STRATEGY FOR UNILAK, IS IT NEEDED?

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ABSTRACT

Do our university need a landmark? Is a recent question that somehow rises a discussion in many universities in Indonesia. This mixed method study tries to determine Universitas Lancang Kuning's customer satisfaction based on tangibles dimension or present physical appearance. The present challenge of massive competition among higher education institution in Indonesia force many universities to see having a landmark as one of the solutions. The objective of this present study is expected to give a brief perspective about a landmark strategic issue for higher education around the globe by using Unilak as it exemplary context.

This present study found some interesting findings of tangibles dimension both from the perception of the inner circle (students and lecturers) Unilak or the outer circle (public) who frequently interacted with Unilak. 1982 students, 174 lecturers and 212 citizens in Riau province participated as informants in this present study. They participated by giving feedback in a different set of questionnaire.

This study used 3 different sets of questionnaire as the main instrument to collect data. Every questionnaire delivered to a different group of informants exclusively. Benchmarking and documentations also used to triangulate data to ensure the quality and quantities of data. This present study analysis realized a massive competition among institutions in Indonesia, especially in the province of Riau. The data reveals that the tangibles dimensions in Unilak were left behind from its major competitor in the regions. It is supposed to forces Unilak to find the most appropriate strategy to win the competition. The results of the analysis in this study recommend the need for Universitas Lancang Kuning (Unilak) to have a landmark that functions as a "lighthouse" in attracting the market and to raise the university pride in the regions.

Keywords: Tangibles, Service Excellent, Customer Satisfaction, Landmark, Unilak.

INTRODUCTION

The present challenge of massive competition among higher education institution in Indonesia forces many universities including Universitas Lancang Kuning, Pekanbaru to see having a landmark as one of the solutions. "Do every university need a landmark?" Is one of the strategical issues rise and switch the debate among policy maker and academia in Indonesian university including Universitas Lancang Kuning Pekanbaru, Indonesia (henceforth: Unilak).

Unilak is one of the famous and prestige private university in the province of Riau, Indonesia. Initiated by the Riau Provincial Government and Riau community leaders, on June 9,