

Reliability and Validity of Marketing Communication Competency Instruments

(Study on Student Attitude to Competency Certification of Marketing Communication)

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Abstract

Research of the elements of communications, especially the competence of marketing communications' communicator rarely implemented. Through this explorative research, the study of competence can be followed up with a more comprehensive study so that it can formulate policies that regulate certification for marketing communication practitioners in various sectors of life (commerce, politics, health, etc.). In the early stages, the research identified what it takes to become a marketing communications practitioner, how much skill is required; at any level. Therefore, this survey is explorative by distributing questionnaires to students who study in the field of marketing communications. Through statistical analysis, founded that COMPAS marketing communication competency instrument is reliable with Cronbach's Alpha Based on Standardized Items 0,799; 0.893; 0.839; 0.804; 0.831; and 0.597. While the validity aspect, the instrument is valid, but produces various subcomponents. Counseling two subcomponents, organizing two subcomponents, performance six subcomponents, analyzing two subcomponents, and supporting one component. This result suggests the need for further investigation.

Keywords: Validity, Reliability, Competency Certification, Marketing Communication

INTRODUCTION

The expansion of advertising in Indonesia was experienced fundamental changes at the beginning of the 21st century; according to the growth of information technology and the role of communication in business and marketing in particular, which was increasingly dominant. Conceptually, advertising shifts to the extension of business and marketing strategies, not just about tactics and advertising implementation. Its scope of activities extends to specialization in the integrated marketing communications industry. Practically, marketing communication activities occur not only in sectoral-tactical- implementative areas (advertising companies), but also in more global-strategic areas (product companies).

Therefore, at least, two praxis domains of marketing communication, which require different competencies between the two domains, but are incorporated into the marketing communication domain. This unifying domain was then used as a landscape for the compilation of competencies in the field of advertising which refers to the main activities in the marketing communications industry, especially advertising, namely in the creative department and media department, by utilizing various elements of marketing communication.

From an academic standpoint, the marketing communication domain teaches broader concepts and skills. But unfortunately, the skills taught have not been accommodated by the Decree of the Minister of Manpower and Transmigration of the Republic of Indonesia Number 351 of 2014. Whereas in the world of praxis, these skills are applied.

A number of websites have offered workshops on marketing communication competencies with a standard. Moreover, The ECOPSI has reported research results involving communication practitioners in Europe, such as chief communications officers, crisis communicators, internal communicators and social media managers in the ECOPSI Benchmark Report (Tench, Zeff, Verhoeven, Moreno, Okay and Verčič, 2013) that public relations and communication are mature disciplines. So much experience is spread, but not managed as evidence of the recognition of continuing professional development (CPD).

Moreover, The ECOPSI has mapped communication activities (including marketing communications) in Europe. Specifically, The ECOPSI presents elements of the competence of communication practitioners, namely: a combination of superior skills, knowledge, and personal attitudes:

1. Knowledge aspects: management, business, and communication (theories, principles about audiences, campaigns, evaluations, etc.).
2. Skills aspects: management, business and communication (eg message production)
3. Personal attitudes, for example: empathy, participatory, etc.

Furthermore, The ECOPSI compiled a competency matrix that includes knowledge, expertise (hard & soft) and personal attributes. ECOPSI uses the COMPAS acronym to summarize competency in the Communication Role matrix: Counselling, Organizing, Managing, Performing, Analyzing, and Supporting. According to our observations, such mapping of marketing communication competencies has not been widely studied in landscape Indonesia in particular. This raises a number of issues, especially if associated with the enactment of the Asian Economic Community.

First, if in the field of advertising, the government has provided certification tools for domestic advertising practitioners to compete with practitioners from neighboring countries, then what about the fate of marketing communication practitioners in local companies? Second, they certainly have competence, but do not have a certificate.

Therefore, how much is the threat

of foreign workers to these areas of expertise? How much chance do they compete with foreign workers in the field of expertise? Third, what competencies are required for marketing communication practitioners, and not yet included in the policy of the Minister of Manpower and Transmigration of the Republic of Indonesia? Can COMPAS's mapped ECOPSI competency be used as a reference by academics, practitioners, and the Indonesian government to formulate and develop a competency standards for marketing communication practitioners? Fourth, at what level is the expertise carried out (manager, supervisor, or technical)? Finally, how much marketing communication expertise is needed by the government, especially the National Professional Certification Agency (BNSP)? These questions are relevant for students studying communication, especially in the field of advertising and marketing communications. However, the issue that will be investigated here is focused on how valid and reliable COMPAS competency elements are in the Indonesian context? Referring to Mercu Buana University's Research Master Plan (RMP), especially in the field of marketing communication, this research is an extension of the RMP. In the field of marketing communications, the main concept is brand, which is communicated

with certain strategies. In this case, many students examine the branding strategy of a product - which ranges from goods, services to cities (city branding) and even countries (nation branding). The strategies studied are those focused on direct marketing, personal selling, sales promotion, public relations, interactive, and advertising. More specifically, the many studies conducted was focused on message compilation strategies that continued on the effect of the message on the media audience. For example, research on the influence of online promotion through the Blackberry Messenger application on the decision to purchase “MsFashion” online shop clothing (Iskandar, Mulyana; 2013). The marketing communication activities, especially in the political field (for example during the 2014 election campaign period) are widely discussed, including Political Marketing Communication: An Ethical Review (Iskandar, 2013: pp. 265-283).

In this context, the studies focus on the output of a marketing communication skill. Not yet seen research on these skills has been standard or not. It is assumed that they are experts until the fact is discovered that the effects of political marketing communication, for example, have no more impact than money politics; or the impact turns out to be

negative. If so, it certainly becomes relevant to discuss how much marketing communication practitioner expertise is needed to produce the desired positive impact. How much is the expertise required to be certified; considering the government (public) has not formulated a certification policy for marketing communication practitioners.

Through research on the valuation of Advertising & Marketing Communication students towards certification of the competence of implementing marketing communications, the validity and reliability of this marketing communication competency will be tested. From the testing, it is expected to provide suggestion in the preparation of curriculum and teaching materials. Practically, the results of research can be used as a reference for developing marketing communication skills training

Locus: marketing communication

As a reference, the we establishes the locus of marketing communication competencies, as a marketing activity that implements communication techniques in informing products (goods / services) to consumer, so the use of services / purchases of company goods increases (Kennedy & Soemanagara, 2009: pp. 5). So, communication is an important aspect in the overall marketing mission and

determines the success of marketing. For this reason, marketing communication combines all elements of communication (commonly called integrated communication marketing/ IMC, initiated by Don E. Shultz), ranging from comprehensive concept planning to evaluation of various communication tactics, such as general advertising, direct response, sales promotion, and public relations. so that the communication effect is clear, consistent, and maximal (Estaswara, 2008: pp. 49).

IMC is also used to build and strengthen brands. A positive brand relationship will also generate profits and increase the value of the company's shareholders. To create a good brand relationship, it is necessary to create a good brand message. Therefore, marketing communication must be in line with the marketing strategy and corporate strategy, the results of marketing analysis, planning and control of factors related to product prices, places, and promotions are the basis for the elaboration of marketing communication strategies undertaken. This concept is called a marketing mix which consists of product, price, place, and promotion or usual in short 4P.

The promotion aspect consists of advertising, direct marketing, personal selling, sales promotion, public relations, and

interactive. Thus, if speaking solely of advertising competence, then the competencies that have been certified through the ministerial decree certainly will not cover all activities carried out on the other five tools.

- a. Personal selling is a form of communication between individuals where salespeople inform, educate and make adjustments to prospective buyers to buy company products or services (Shimp, 2003: pp. 5)
- b. Sales promotion aims to introduce new products, and also build brands by strengthening advertising messages and corporate image. In addition sales promotion can also encourage consumers to immediately make purchases (Setiadi, 2003: pp. 127).
- c. Public Relations essentially deals with the activity of creating understanding through knowledge to create positive change (Jefkins, 2003)
- d. Direct marketing, referring to Belch & Belch, is implemented as a way to meet consumers directly after a market response to product information has been distributed to consumers (Kennedy & Soemanagar, 2009: pp. 26)
- e. Interactive media that has the biggest impact on marketing is the internet. Apart from the internet, other forms of

interactive media include CD-ROMs, kiosks, interactive television, and cellphones (Belch & Belch, 2012: pp. 22).

Regarding the competencies in the promotion field, what is the attitude of students? More specifically, how is the tendency to act, perceive, think, and feel in the face of objects, ideas, situations or values? (Rahkmat, 2008: pp. 39). Baron and Byrne revealed three components that shape attitudes, namely: cognitive, affective, and conative components (Walgito, 2003, pp. 127-122).

The attitude's object in this studies is competence. Lexically, competence has meaning as authority or power to determine or decide something (Purwadarminta:1982: pp 518/ <https://kbbi.kemdikbud.go.id>). According to Spencer and Spencer (1993: pp. 9-10), the concept of competency has fundamental characteristics which include motives, traits, individual perceptions, knowledge and skills. In accordance with performance criteria, Spencer and Spencer (1993: pp. 14) divide competencies into two categories: "threshold" and "differentiating". Threshold competencies are the main characteristics, usually the basic knowledge or expertise that a person must possess in order to carry out his work. The "threshold" competence for a sales person is knowledge about the product or its ability to fill in a

form. While differentiating competencies are factors that distinguish high and low performing individuals.

Measurement validity is related to construct validity. Construction validity refers to the question of what is actually measured by existing measuring instruments and is related to the meaning of usefulness, or the benefits and associations of measured or observed variables with an unmeasured variable or the main target and theoretically having a relationship (Setiaji, 2004). Meanwhile, according to Kriyantono (2010: pp. 150), "The validity of construction is to cover the relationship between research instruments with a theoretical framework to ensure that measurement is logically related to concepts in the theoretical framework."

The significance test is done by comparing the value of r-count with the r-table value for degree of freedom ($df = n - k$), where n number of examples and k is the number of constructs. If r-count is greater than r-table, then the statement item is said to be valid. Whereas for the results of the analysis can be seen in the reliability test output on the corrected item total correlation or Pearson product moment (correlation).

Reliability means having a trustworthy attitude. Based on competencies matrix above, "A measuring instrument₁₈₀ has

reliability if the we designed a questioner about competency of marketing communication. This instrument measurement results are relatively consistent if the measuring instrument can be used repeatedly by the same researcher or by other researchers.” (Kriyantono, 2010: pp. 145). “The reliability of a variable construct is said to be good if it has a Cronbach’s alpha value > 0.6.” (Nugroho, 2005: pp.72)

Method

This research is more exploratory with a quantitative approach, according to Sugiyono (2009, p. 6-7), based on the philosophy of positivism, when examining a particular sample with a survey method, instruments in the form of questionnaires and data analysis with statistics. The elements of marketing communication competencies- which have been identified, are operationalized as follows:

1. Knowledge needed to carry out marketing communications, among others is:

- a. Knowledge of Management:
 - Public events
 - Socio-political trends
 - Legal issues
 - Ethical issues
- b. Knowledge of business:
 - Market
 - Product
 - Competitor
- c. Knowledge of communication (theory and application):
 - Interpersonal communication theories
 - Group communication theories

- Organizational communication theories
- Mass communication theories (media effects)
- Intercultural communication theories
- Communication planning and development
- Marketing campaign: direct marketing, personal selling, sales promotion, public relations, interactive, advertising (below, above, through the line)
- Communication evaluation

2. The skills needed to carry out marketing communications include

- a. Ability To Build Relationship With Clients
 - has an open attitude towards diversity
 - has multi-language skills
 - has the ability to negotiate
 - has the ability to reach consensus
 - has the ability to lobby
 - has persuasive communication skills
- b. Ability To Organize/ Execute
 - have knowledge of company strategy
 - have financial system knowledge
 - has a planning system knowledge
 - have project management knowledge
 - the ability to write effectively
 - the ability to formulate a strategy
 - the ability to make plans
 - project management capability
 - time management capability
 - creative with a budget

c. Managerial Ability

- have economic knowledge
- has management knowledge (including risk management)
- have knowledge about brands
- have knowledge about the business model
- have knowledge of public/political issues
- has stakeholder knowledge
- mapping capability (organizational network system)

d. Performance And Creation

- have knowledge about new technology
- has knowledge about the communication process
- has knowledge of new media effects on organizational communication
- have knowledge of the system and media structure
- Print media (below & above the line)
- Radio
- Television / film d) internet
- has knowledge of intercultural communication
- has knowledge of the global media environment
- has effective writing skills
- has the ability to edit messages (audio/visual & verbal / nonverbal): (v) Print media (below & above the line), (vi) Radio, (vii) Television / film, (viii) internet
- has the ability to design messages
- has multimedia capabilities
- has story telling skills
- has presentation skills
- have creative problem solving skills

e. Analysis / Interpretation

- have knowledge about data research and analysis methods
- has knowledge about policies related to communication

- has knowledge about predictions
- have knowledge about tools to monitor
- has the ability to think critically
- has the ability to carry out research
- has the ability to analyze data
- has the ability to predict

f. Support

- has knowledge about standard vision, and ethics
- has knowledge of legal issues

3. Personal skills required in implementing marketing communications include: personal attitudes

a. Attitude In Counselling

- Empathy
- Trustworthy
- team work oriented
- sympathetic
- integrity
- patient
- critical
- quick response
- calm
- self aware
- tasteful humor
- easy to get along
- easy to participate
- like authenticity
- love competition

b. Attitude In Organising

- Enthusiastic
- have leadership spirit
- independent
- can do multi-tasking
- proactive
- results oriented
- confidence

c. Attitude In Managing

- has a sternal and global vision
- risk taking
- willing to learn from failure
- resistant to stress

- d. Attitude In Performing
 - communicative
 - entrepreneurial spirit
 - learning throughout life
 - initiative
 - open
 - pioneer
 - investigator
- e. Attitude in Analysing
 - often curious
 - always wondering
 - good judgment
 - have a strong instinct
 - etc.
- f. Attitude in Supporting
 - ethically and socially responsible
 - honest
 - objective
 - sensitive to humanitarian issues
 - reputable

Data were obtained from Advertising & Marcomm student respondents, which consisted of: 29.3% of men and 55.2% of women. More than half of respondents (62%) are from the age group of 17-20 years. Furthermore, the data is tested for validity and reliability. According to Sugiyono (p. 106), testing the validity of each item used item analysis, which correlates the score of each item with the total score which is the sum of each item score. In terms of analyzing this item, Masrun (1979) states, correlation techniques to determine the validity of this item until now are the most widely used techniques. Items that have a positive correlation with the criteria (total score) and the correlation is quite high, indicating that the item has high validity as well. Usually the minimum requirement to be considered eligible is if $r \geq 0.3$.

In addition to these provisions, the validity was tested using the Pearson product moment correlation formula, the calculation results were compared with the table r product moment. If the r count is greater than r table then the instrument item can be said to be valid and can be used in the instrument concerned. Whereas items that have a smaller r value than r table are no longer used in the final instrument.

In order to verify the questionnaire analyzed, then the reliability test was done with the Cronbach alpha method. Cronbach's Alfa coefficient formula. The criteria used to test the reliability of statement items that are considered eligible if the Cronbach Alpha coefficient is ≥ 0.6 .

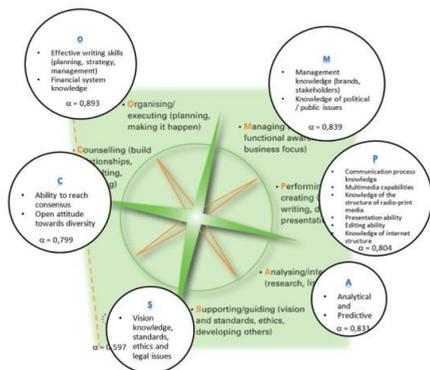
RESULTS AND DISCUSSION

1. Dimensions of perception regarding certification. Most respondents (88%) said they knew what certification was. Most respondents (41%) felt that “marketing communication practitioners in local companies, in competing with practitioners from neighboring countries”, were threatened by foreign workers. In contrast, half of the respondents (50%) viewed “marketing communication practitioners in local companies in the face of global competition with foreign workers” quite likely. Therefore, more than half of the respondents (66%) considered “To compete with practitioners from neighboring countries, the skills/expertise of marketing communication

practitioners in local companies” need certification. Most respondents (34%) rated “the skills/expertise of marketing communication practitioners in companies needed at the manager level.

2. Instrument validity. COMPAS marketing communication competency instrument is declared valid, but produces a variety of subcomponents. a) counseling two subcomponents, b) organizing 2 subcomponents, c) Managing 2 subcomponents d) performance of 6 subcomponents, e) analyzing 2 subcomponents, and f) supporting produces 1 component

3. Instrument reliability. COMPAS marketing communication competency instrument is declared reliable: a) counseling: a = 0,799; b) organizing: a = 0.893; c) managing: a = 0.839; d) performance: a = 0,804; e) analyzing: a = 0.831; and f) supporting: a = 0.597. Diagrammatically, the results appear as follows:



According to this research, business and communication knowledge is considered more necessary than management knowledge.

The skills to organize including executing projects are considered more necessary than analytical, managerial counseling, performance and supporting skills. Personal attitudes are more directed towards attitudes related to counseling.

Conclusion

COMPAS marketing communication competency instrument is declared reliable with Cronbach's Alpha Based values on Standardized Items 0.799; 0,893; 0.839; 0,804; 0.831; and 0.597. While the aspect of validity, COMPAS marketing communication competency instrument is declared valid, but produces a variety of subcomponents. The level of importance of marketing communication competency elements and the urgency of certification for marketing communication practitioners. Business and communication knowledge is considered more necessary than management knowledge. The skills to organize including executing projects are considered more necessary than analytical, managerial, counseling, performance and supporting skills. Personal attitudes are more aimed at attitudes related to counseling. Suggestion: Similar research can be done to confirm the use of measurement instruments for marketing communication management competencies.

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