Student Decision Choosing Management Program At Tuah Negeri College Of Economics

Keputusan Mahasiswa Memilih Program Manajemen di Sekolah Tinggi Ilmu Ekonomi Tuah Negeri

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ABSTRACT

Sekolah Tinggi Ilmu Ekonomi Tuah Negeri has to constantly put first professionalism when pursuing its mission to advance higher education. Obviously, every effort is made to ensure that this educational institution is accepted by the community. Observing the increasing interest of prospective students is a top priority. Examining this is crucial because it relates to the expansion of postsecondary education as the nation's primary mode of instruction. This study will examine the influence of product, price, location, and advertising on students' selection of Sekolah Tinggi Ilmu Ekonomi Tuah Negeri. Students from the Management Programme contribute to the population of the study. Using the Leedy formula, one hundred respondents comprise the sample. Utilizing the confidence sampling technique, the sample is determined. Utilizing the Classical Assumption Test to analyze data. All of the evaluated factors had a significant impact on the selection of Sekolah Tinggi Ilmu Ekonomi Tuah Negeri by students.

Keywords: Marketing Mix, Student Decision, Study Program

ABSTRAK

Sekolah Tinggi Ilmu Ekonomi Tuah Negeri harus senantiasa mengedepankan profesionalisme dalam menjalankan misinya untuk memajukan pendidikan tinggi. Tentunya segala upaya dilakukan agar lembaga pendidikan ini dapat diterima oleh masyarakat. Mencermati meningkatnya minat calon mahasiswa menjadi prioritas utama. Meneliti hal ini sangat penting karena berkaitan dengan perluasan pendidikan pasca-sekolah menengah sebagai model pengajaran utama bangsa. Penelitian ini akan mengkaji pengaruh produk, harga, lokasi, dan iklan terhadap pemilihan siswa Sekolah Tinggi Ilmu Ekonomi Tuah Negeri. Mahasiswa dari Program Manajemen berkontribusi pada populasi penelitian. Menggunakan rumus Leedy, seratus responden terdiri dari sampel. Dengan menggunakan teknik sampling kepercayaan, sampel ditentukan. Memanfaatkan Uji Asumsi Klasik untuk menganalisis data. Semua faktor yang dievaluasi memiliki pengaruh yang signifikan terhadap pemilihan Sekolah Tinggi Ilmu Ekonomi Tuah Negeri oleh siswa.

Kata Kunci: Bauran Pemasaran, Keputusan Mahasiswa, Program Studi

1. Introduction

Education is an important stage for developing human civilisation and changing one's culture (Nurfatimah et al., 2022). Education is changing as a result of the current period of globalization. The significance of science in solving numerous difficulties, as well as the requirement for future skills in dealing with complicated problems in order to establish a good future (Riowati & Yoenanto, 2022). This is consistent with the opinion that education is the most important factor in transforming individual personalities in the future. As a result, education is critical in producing decent individuals (Kurniawati, 2022).

The government, as the organization in charge of implementing an education system, is cognizant of the significance of education and responds to this fact with diligence and concentration. This is intended to enhance the quality of our country's human resources in the future (Safitri et al., 2022). Susanti et al. (2023) The institution of higher education serves an important role in enhancing the quality of human resources. Universities must adapt to the changes and developments of the periods in order to fulfill their responsibilities (Puspita et al., 2023). Public Universities and Private Universities comprise Indonesia's tertiary institutions (Eliza, 2021). Technically, Public Universities and Private Universities are identical in their activities, but Public Universities is managed by the government whereas Private Universities is managed by the private sector or foundations (Akhir, 2023).

In practice, many issues persist in tertiary institutions, particularly those managed by the private sector or under the auspices of foundations. The closing of various study programs as a result of prospective students' lack of interest in the study program is, of course, a worrisome possibility for private postsecondary institutions. The student shortfall is, of course, inextricably linked to the plan for attracting new students to postsecondary institutions. One of the causes for prospective students' lack of interest in choosing a study program is linked to universities' efforts to preserve quality.

As a consequence of the student shortage, it is common for tertiary institutions to merge in an effort to improve their quality and standards. In addition, the problems with private campuses are the result of policies that continue to be implemented to make it easier for prospective new students to enter the state university of their choice through multiple selection channels, thereby diminishing the presence of private campuses. It cannot be denied that private tertiary institutions rely on student tuition for their operations.

Therefore, Private Universities must continue to improve its standards in order to compete with Public Universities and other Private Universities based in every region. The benefits of each tertiary institution continue to be enhanced so that private tertiary institutions in the future will no longer encounter these issues (Irnawati, 2023). Each private tertiary institution's developed and implemented strategy is unquestionably intended to win regional competition among private universities (Zulkifli & Dahlia, 2021).

Private universities in the regions must be able to compete by fostering innovation, which will eventually result in high-quality tertiary institutions that can attract the public (Darmawan & Maisaroh, 2023). Existing tertiary institutions are expected to exert maximum effort to encourage prospective students to select the finest campus in their region. A decision is not made abruptly; rather, it is the result of multiple phases of careful consideration and deliberation (Dwiyanti & Adisanjaya, 2022). Consumer behavior includes purchasing decisions in which consumers use a product to meet their requirements (Kotler, Philip dan Amstrong, 2014). Consumer decision is an approach to resolving a problem in an individual's purchasing activities and determining the products or services that will satisfy their needs (Viana & Hartati, 2022). Purchasing decisions are the process by which consumers decide to purchase and select a product. In addition, the neighboring environment influences the decisions that are made and implemented (Bagubau & Dwijayati Patrikha, 2022). Relevant research on consumer decisions has been conducted previously (Abdul Kohar Septyadi et al., 2022).

Seven private institutions of higher education in Dumai are committed to maintaining their quality. This is evidenced by the emergence of numerous study programs that are anticipated to provide the Dumai City with the graduates they require. Sekolah Tinggi Ilmu Ekonomi Tuah Negeri offered study program is a management program. As one of the study

programs committed to increasing the number of prospective students on a consistent basis. Sekolah Tinggi Ilmu Ekonomi Tuah Negeri has encountered a yearly increase in the number of students as a result of its marketing and introduction of study programs, which adhere to the marketing mix methodology. Four elements comprise the marketing mix: the offered product, price, location, and promotion (Kotler, Philip dan Amstrong, 2014). Concerning products, the development of a product is a company's attempt to maximize the product's utility for consumers (Hermawan, 2023).

Products are something offered to consumers by product proprietors (Oberlian et al., 2023). In addition, the product can be interpreted as a feature that can be touched or not in order to satisfy consumer requirements (Viana & Hartati, 2022). Various products are also referred to as a collection of available products (Saputra et al., 2023). Products that are easily comprehended by consumers willSeven private institutions of higher education in Dumai are committed to maintaining their quality. This is evidenced by the emergence of numerous study programs that are anticipated to provide the regions with the graduates they require. Sekolah Tinggi Ilmu Ekonomi Tuah Negeri offered study program is a management program. As one of the study programs committed to increasing the number of prospective students on a consistent basis. Sekolah Tinggi Ilmu Ekonomi Tuah Negeri has encountered a yearly increase in the number of students as a result of its marketing and introduction of study programs, which adhere to the marketing mix methodology. Four elements comprise the marketing mix: the offered product, price, location, and promotion (Kotler, Philip dan Amstrong, 2014). Concerning products, the development of a product is a company's attempt to maximize the product's utility for consumers (Hermawan, 2023). Products are something offered to consumers by product proprietors (Oberlian et al., 2023). In addition, the product can be interpreted as a feature that can be touched or not in order to satisfy consumer requirements (Viana & Hartati, 2022). Various products are also referred to as a collection of available products (Saputra et al., 2023). Products that are easily comprehended by consumers will invariably generate purchase intent (Hermawan, 2023).

Graphically, the number of students enrolled in the Management Program during the 2021-2022 academic year has increased. 145 individuals will be prospective enrollees in 2020. Comparatively, the number of prospective pupils will increase by 202 individuals in 2021, and by 250 individuals in 2022. The price presented by the Sekolah Tinggi Ilmu Ekonomi Tuah Negeri is unquestionably inextricable from this increase in size. Numerous meanings exist for the concept of price. This is contingent upon the characteristics of the consumer, the nature of the product, and the circumstances at hand. (Dwi Firmansyah *et al.*, 2023). Individuals are significantly influenced by prices (Gunawan et al., 2023). Price is perceived as a subjective evaluation of the costs of products and services. The service provider's price must be commensurate with the grade of service provided (Hermawan, 2023). According to numerous studies, the price has been examined extensively. Price has a negative and insignificant effect on purchasing decisions, according to the study (Dwi Firmansyah *et al*., 2023; Oberlian et al., 2023; Gunawan et al., 2023).

The marketing staff from Sekolah Tinggi Ilmu Ekonomi Tuah Negeri that manages the marketing mix also benefits from the campus's strategic location. Location is the most influential aspect of consumer decisions. Consumers will favor convenient, nearby, and strategic locations (Dwi Firmansyah et al., 2023)It is believed that the selection of strategic locations will maximize a company's profits. In order for a business to achieve success, it is essential to give close attention to the location factor (Viana & Hartati, 2022). According to a number of studies concerning location, location influences decisions (Dwi Firmansyah et al., 2023).

In addition, promotions that have been implemented from one year to the next are a factor in the improvement of student decisions. Promotion is an integral component of the marketing formula. Promotion is conducted for the purpose of marketing products and services when there are efforts to influence purchasing and use (Septyadi et al., 2022). According to Kotler, Philip dan Amstrong (2014) promotion is an informational drive designed to pique the interest of individuals or organizations. The more intriguing the promotion, the greater the likelihood that consumers will share the same opinion about the product being promoted. According to prior research, promotions have an effect on consumer decisions (Dwi Firmansyah et al., 2023). On the basis of this description, this article's research objectives were established namely to assess the significance of the influence of product, price, location, and promotion on students' decisions to select Sekolah Tinggi Ilmu Ekonomi Tuah Negeri.

2. Methods

The research applied a quantitative methodology. In determining the sample using the technique of confidence sampling (Sugiyono, 2012). As for the procedure of data collection, surveys are utilized. Primary data is used as the primary data to be processed when obtaining previously distributed research answers (Afrizal et al., 2023). Using the Leedy formula, 100 respondents were selected from the study population, which consisted of all Management Program students. The validity of the research instrument was evaluated using Pearson correlation. The Classical Assumption Test was utilized for data analysis (Yuhardi et al., 2022). Beginning with the multicollinearity test, the autocorrelation test, heteroscedasticity test, and normality test were then administered. The evaluation instrument utilizes the SPSS 21 application. The questionnaire was developed based on several questions adopted from previously published studies with comparable objectives (Afrizal, 2020). The summary is as follows:

Table 1. Description of Research Instruments

Number	Variable	Indicator
1	Product	Quality
		Prospects of getting a job
		Program accreditation
		Selected program as needed
2	Price	Affordable Tuition UKT
		Affordable development contributions
		Scholarship
		Flexible UKT payments
3	Location	Access, the location is accessible by public
		Strategic location on the main road
		Spacious and secure parking area
		Regulatory support from the government
4	Promotion	Advertising activities (brochures, newspapers, social media)
		Public relations activities
		Meet prospective students in person
		Community service activities
5	Student	Qualified academics

Decision	Cost of education
	College Location
	Promotions carried out

Two variables were involved in the research: the independent variable and the dependent variable. Independent variables influence the dependent variable (Afrizal et al., 2023). This research identifies the independent variables, including product, price, location, and promotion. While the student's decision is the dependent variable. This study establishes the following conceptual framework:
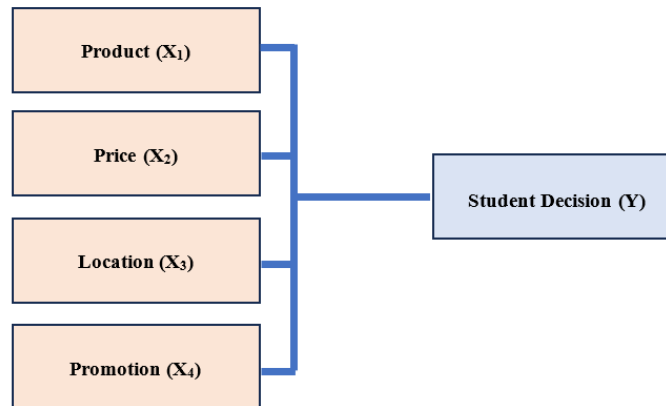

Figure 1. Schematic of the Framework

The research hypotheses are structured and organized based on the framework image in order to achieve the expected results. The hypothesis is that product, price, location, and promotion have a substantial impact on the decision to enroll in a particular study program.

3. Results and Discussion

Respondent Characteristics

In a study, respondent characteristics are crucial. This will help the reader comprehend the context of the various aspects of the respondents' responses. For further information, please see the following:

Table 2. Characteristics of Respondents

Characteristics	Description	Number (Person)	Percentage (%)
Gender	Female	50	50 %
	Male	50	50 %
	Total	**100**	**100 %**
Age	Age < 20	48	48 %
	Age 20 - 25	43	43 %
	Age > 25	9	9 %
	Total	**100**	**100 %**

Source: Processed Research, 2023

This study included 50 male participants and 50 female participants. While the age range of respondents was dominated by those aged 20 years (48%) and those aged 20-25 years (43%) respectively, there were a total of 48 respondents aged 20 years and 43 respondents aged 20-25

years. The category with the smallest number of respondents is those older than 25 years old, with a total of 9 persons (9%).

Instrument Quality Test
The results of the instrument validity test are shown in the output image as follows:

Table 3. Research Instrument Test

Variable	Validity test		Explanation	Uji Reliabilitas	
	p-value			*Cronbach's Alpha*	**Explanation**
Product	1.	0,000		0,692	
	2.	0,000			
	3.	0,000			
	4.	0,000			
Price	1.	0,000		0,685	
	2.	0,000			
	3.	0,000			
	4.	0,000			
Location	1.	0,000	Valid	0,620	Reliabel
	2.	0,000			
	3.	0,000			
	4.	0,000			
Promotion	1.	0,000		0,639	
	2.	0,000			
	3.	0,000			
	4.	0,000			
Student Decision	1.	0,000		0,627	
	2.	0,000			
	3.	0,000			
	4.	0,000			

From the picture above, the product variable (X1) is declared valid with a total p-value <0.05. While the price variable (X2) is declared valid with a total p-value <0.05. The location variable (X3) is declared valid with a total p-value <0.05. Meanwhile the promotion variable (X4) was declared valid with a total p-value <0.05 and student decisions (Y) were declared valid with a total p-value <0.05. So it can be seen that all of the questionnaire questions in each of the variables used are all said to be valid.

For the reliability test, when it is calculated, it can be seen that (X1) has a Cronbach's Alpha of 0.692. As for (X2) the value is 0.685. Meanwhile (X3) the value is 0.620, while (X4) the value is 0.639 and (Y) is 0.627. Because all the results were obtained, it can be seen that the four variable Cronbach's alpha results were > 0.60, which means that all the questions used were reliable.

Classic Assumption Test
The classic assumption test is used with the aim of knowing the relationship between the variables used. The goal is to obtain information whether the multiple linear regression model can prove that there is a significant relationship. For the classic assumption test on the model, it can be seen that for the Multicollinearity Tolerance Test Steps are: 0.820, 0.829, 0.364, 0.403 where the tolerance value is greater than 0 and the VIF values are 1.220, 1.206, 2.746, 2.483 less than 10. This is illustrated graphically it is clear that there is no multicollinearity in the models used. Whereas for the autocorrelation test it is explained that the P value obtained is 0.549 > 0.05,

which means that p is greater than 0.05 which means that there is also no autocorrelation in the model used.

For the heteroscedasticity test performed, the P values were 0.944, 0.137, 0.2142, 0.0513 > 0.05 where the total value was greater than 0.05 which means there was no heteroscedasticity in the model used. While for the next test, namely the normality test, the P value obtained is 0.200 where the value is more than 0.05 which has a residual conclusion from the normally distributed model. Thus, the test that was run turned out to be a model that complied with all the tests that were run.

Multiple Linear Regression Analysis

After conducting multiple linear regression analysis in this study, it turned out to produce important information. The information is explained in the following figure:

Variabel	B	t	Sig.
(Constant) Product, Price	1,547	1,064	0,290
Promotion, Location	0,157	3,510	0,001
	-0,121	-2,643	0,010
	0,616	7,770	0,000
	0,252	3,533	0,001
Adjusted R Square = 0,811 F-count = 107,361			
Sig. F = 0,000			

Figure 3. Results of Multiple Linear Regression Analysis

From the results of multiple linear regression, the regression line equation is determined using the following equation:

$$Y = 1,547 + 0,157X_1 - 0,121X_2 + 0,616X_3 + 0,252X_4$$

The interpretation of the regression equation is explained as follows:

a : 1.547 means that if (X1, (X2), X3 and X4) is equal to zero, it means that (Y) is positive.

b_1 : 0.157 means if (X1) to (Y) is positive, which means that if the quality of the product is good then it can improve the selection decision, assuming X2, X3 and X4 are considered constant.

b_2 : -0.121 means that the influence of (X2) on (Y) is negative, which means that if the price increases, it can reduce the election decision, assuming (X1), (X-3) and (X4) are considered constant.

b_3 : 0.616 means that the influence of (X3) on (Y) is positive, which means that if the location of the strategy can improve the selection decision, assuming (X1), (X2) and (X4) are considered fixed.

b_4 : 0.252 means that the influence of (X3) on (Y) is positive, which means that if the promotion increases, it can increase the election decision, assuming (X1), (X2) and (X3) are considered constant.

From the description above, it can be seen that the dominant variable that influences the decision of the Management Program voters is the location variable (X1). X4) a number of 0.252).

Uji T

According to the results of the significance test conducted for (X1-Y), the calculated t value is 3.510 with a p-value of 0.001 <0.05 indicating that Ho is rejected, indicating that (X1) has

a significant influence on (Y). This demonstrates that the first hypothesis, that there is an influence (X1) on (Y), is correct. According to these results, it appears to be consistent. Ho is rejected because the calculated t value for (X2-Y) is -2,643 and the p-value is 0.010 <0.05, indicating that (X2) has a significant influence on (Y). This demonstrates that the second hypothesis, namely that (Y) is influenced by (X2), is true.

The results of the significance test (X3-Y) indicate that the calculated t value is 7.770 with a p-value of 0.000 <0.05, rejecting the null hypothesis that there is no significant relationship between (X3) and (Y). This demonstrates that the third hypothesis, namely that (Y) is influenced by (X3), is true. In addition, the results of the significance test (X4-Y) indicate that the calculated t value is 3.533 with a p-value of 0.001 <0.05, indicating that Ho is rejected, indicating that (X4) has a significant influence on (Y). This demonstrates that the fourth hypothesis, namely that (Y) is influenced by (X4), is true.

Product (X1) on the decision to choose the Management Program (Y)

The research findings that (X1) has an effect on (Y) are consistent with the findings of previous research. Tanti et al. (2019), for instance, stated that products influence students' college selection decisions. Moreover, according to (Triyoga, 2015), the product is the prominent variable in student decisions. The next addition is the product, which influences students' college decisions and selections.

It is evident from these results that the product influences the student's choice of institution or study program. The offered study programs will generate graduates who are competent and prepared to compete in the workforce. This is one of the most essential factors for prospective students because it corresponds to their desires, thereby influencing their decision to enroll in an academic institution.

Price (X2) on the decision to choose the Management Program (Y)

Consistent with the findings of previous research, the results of this study indicate that (X2) has an effect on (Y). According to research from Triyoga (2015) price has a significant impact on student decisions. These findings are consistent with research (Dwi et al., 2019) that found a significant relationship between college tuition and student college selection decisions. However, (Tanti et al., 2019) his statement is inversely proportional to the preceding statement, as his findings indicate that price has no impact on student decisions.

According to the analyzed results, price has a significant impact on the decision to enroll in the Management Program. This demonstrates that one of the factors influencing students' decisions to enroll in management programs is, of course, the cost. Tuah Negeri College of Economics's prices and offerings are still affordable. In addition, there are a number of reasons, such as the existence of simple payment procedures and the provision of an installment program by universities for the payment of tuition fees.

Location (X3) of the decision to choose the Management Program (Y)

According to the findings of previous research, there is a relationship between (X3) and (Y). According to the findings of Viana & Hartati (2022) research, location influences consumer purchasing decisions. Moreover, (Tanti et al., 2019) stated that students' judgments to enroll in private tertiary institutions are also affected by location.

According to the results, location has a significant impact on the decision to enroll in the Management Program. The university's strategic location in the heart of the city undoubtedly

influences the student's decisions. Availability of parking spaces, campus location that is readily accessible by public transportation, and the presence of a safe and comfortable environment are also factors.

Promotion (X4) to the decision to choose the Management Program (Y)

The research findings regarding the effect of (X4) on (Y) were consistent with those of previous studies. According to the findings of Dwi et al. (2019), there is a significant influence of promotion on student decisions, particularly in selecting a tertiary institution. While inversely proportional to the preceding statement, Tanti et al. (2019) found that promotions had no impact on student decisions.

According to the analyzed results, promotion has a substantial impact on the decision to enroll in the Management Program. In practice, the Sekolah Tinggi Ilmu Ekonomi Tuah Negeri has effectively promoted its programs. Promotion is one of the university's strategies to increase the number of new pupils. The Sekolah Tinggi Ilmu Ekonomi Tuah Negeri promotes itself by disseminating brochures and pamphlets both manually and digitally. In addition, school evaluations were conducted in the city of Dumai and several neighboring districts.

F Test & Coefficient of Determination

The number of F counts was calculated to be 107,361 and the p-value was found to be 0.000 0.05 based on the results of the analysis testing the model's accuracy. Then, Ho is rejected, indicating that the model based on product (X1), price (X2), location (X3), and promotion (X4) for the dependent variable, namely the decision to enroll in the Management Program, is accurate.

The Adjusted R Square value for the Coefficient of Determination is 0.811, which indicates that (X1), (X2), (X3), and (X4) influence (Y) by 81.1%, while 18.9% is influenced by factors other than the variable used.

4. Conclusions

Several findings are presented as follows, based on the outcomes of the conducted tests:
1. Product: Sekolah Tinggi Ilmu Ekonomi Tuah Negeri introduced programs play a significant role in student selection decisions.
2. Price: Reasonable prices, the availability of scholarships, a simple procedure for paying tution fee, and the ability to receive a refund all influence the decision to enroll in a Management program.
3. Location: The campus strategic location in the heart of the city, close to public transportation, and conducive to a pleasant environment influences the decision to enroll in a particular study program.
4. Promotion: A high level of promotion can influence a student's decision to enroll in a program of study. Sekolah Tinggi Ilmu Ekonomi Tuah Negeri has been successful in promoting itself through personal meetings with prospective students and positive public relations activities.

On the basis of these findings, it is suggested that tertiary institutions develop study programs that meet the needs of the labor market, offer affordable prices with easy payment options, pay attention to the strategic location of the campus, and continue to conduct effective promotions in order to increase prospective students' selection of study programs.

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