

CONSIDERATIONS FOR STUDENTS CHOOSE A COLLECTION BASED ON EDUCATION COST, LOCATION, AND UNIVERSITY REPUTATION

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ABSTRACT

Currently, universities are experiencing an increasingly complex process of expansion and transformation and are involved in competition in the higher education industry. Universities not only act as producers of qualified and empowered human beings but also have the obligation to form a positive impression in society so that they become the first choice. For this reason, it is very important to study what factors can influence the decision to choose a university. This study aims to determine the effect of price, location, and university reputation on the decision to choose a university. The population of this research is all first semester students. There are 100 respondents. Multiple linear regression is an analytical technique. The results of the study indicate that the cost of education has a role in shaping the decision to choose a university. The location of the campus also has a significant influence on the decision to choose a university. Furthermore, the reputation of the campus also contributes to determining the decision to choose a university. The three independent variables simultaneously have an influence on the decision to choose a university.

Keywords: price, education cost, location, university reputation, university choice decision

INTRODUCTION

The era of globalization has changed people's awareness to get education to a higher level, especially higher education. This awareness is expected to support the quality of life in the present and in the future. Therefore, the education system in higher education must also be able to provide guarantees in terms of equal opportunity and quality improvement in order to face competition and challenges (Akmal *et al.*, 2015; Lembong *et al.*, 2015). The competition and challenges faced today certainly require universities to apply superior, precise and directed marketing strategies (Andayani, 2004).

The strategies implemented are understanding important attributes in the institutional sector in order to obtain potential students (Temple & Shattock, 2007; Sutarjo, 2007). If this can be realized and fulfilled, it will have an impact on the extent to which students choose the college (Yanti *et al.*, 2013). Furthermore, the decision to choose a university makes a significant contribution to the success and sustainability of the university in the future (Arifin *et al.*, 2015). Vice versa, the student's decision to choose a university is believed to have been right if the success and success that they hoped for could be fulfilled (Al Hakim *et al.*, 2014). By looking at the existing conditions, it is increasingly important to study the factors that determine the decision to choose a university (Azizah *et al.*, 2015).

The choices made do not just happen but involve cognitive and affective aspects (knowledge, understanding, beliefs) that are obtained because of attention and memory in the past. Selection decisions are based on the theory of purchasing decisions (Sinambela, 2017; 2021; Mardikaningsih, 2019). The decision takes into account various things and this is determined by several determinants (Khayru & Issalillah, 2021). Significantly the process of choosing a university has changed due to demographic factors and the application of marketing practices (Kinzie *et al.*, 2004). Students who are confident in their choice, are increasingly aware that it affects their future conditions (Jilian *et al.*, 2004; Hutomo, 2012). User expectations are determined by how they make decisions and fulfill their needs (Jahroni *et al.*, 2021). In addition, according to Ozoğlu *et al.* (2015), the ability to meet the needs of daily life and the price or representation of the cost of education are factors that also influence the decision to choose a university.

The cost of education that must be paid by students from year to year always gets attention because the cost of education is an important element to support the smooth running of students during their education in Higher Education (Joseph & Joseph, 2000). For students, the cost of education is not only assessed as expensive or cheap, but more emphasis is placed on the harmony between what is sacrificed and what will be obtained (Djati & Darmawan, 2004). The education cost that is set must also be proportional to the quality of lecturers when teaching (Soutar & Turner, 2002; Sidin *et al.*, 2003; Keskinen *et al.*, 2008), educational facilities (Absher & Crawford, 1996). This indicates that students will be more motivated to choose the university if there is a match between the two.

The decision to choose a university is also influenced by location. The results of a study from Servier (1986) show that the determining factor for the decision to choose a university is location. The location should not only be close to the city center, district, province but also in an area where transportation centers have developed (Ernawati, 2017; Lee, 2020). Ming *et al.* (2009) explained that a strategic location is a consideration in the decision to choose a university.

The reputation of the campus is also a factor that supports the decision to choose a university. Reputation is a unity of opinions, perceptions, behavior based on facts that can influence the opinions and beliefs of others (Helm, 2007; Kurniawan, 2021). University reputation has a strong influence on students when determining universities (Kelling *et al.*, 2007). Reputation contains public trust (Mardikaningsih & Sinambela, 2016; Masitoh *et al.*, 2017; Retnowati & Mardikaningsih, 2021). Therefore, the better the reputation you have, the more sustainable benefits you will have and vice versa, a bad reputation will have an impact on low public trust (Heath & Vasquez, 2001; Iskandar, 2003).

Thus, if all the factors have been met, the decision to choose a university will provide greater opportunities and provide benefits to the university in the long term. This study aims to determine the effect of education costs, location, and university reputation on the decision to choose a university.

LITERATURE REVIEW

In the world of education, the price or cost of education is a factor that is always considered by students before making a decision on the college they will choose. Likewise with the opinion of Kotler and Fox (1985) that price is a factor that cannot be ignored when deciding to choose a university. These considerations are usually caused by economic conditions (Retnowati *et al.*, 2021). Anderson and Bhati (2012) suggest that the more reasonable the price to be paid, the easier it is for students to meet that price.

The results of research from Drewes and Michael (2006) indicate that universities that are close to home will be preferred because there are no transportation costs incurred. Therefore, how far the location is from home to college is also a determining factor in choosing a university and Oplatka, 2015). In addition, Hossler *et al.* (1999) concluded that the closer the distance to be traveled, the greater the opportunity to choose the desired university.

University reputation is an assessment of the image of an educational institution in the minds of the public (Fombrun & Sanley, 1990). Therefore, if the community gives a positive impression, it can be ascertained that the reputation of the campus is indeed good. Reputation is usually formed from word of mouth communication that occurs in the community (Darmawan, 2008). Community assessment of university reputation does not just happen but goes through a process because of perceived perceptions such as quality and success (Haryanto, 2009). In addition, the learning system applied and the opportunity to get a job easily are also factors in the decision to choose a university (Hereen *et al.*, 2011).

The decision to choose a university is defined as a complex multi-stage process, meaning that there is a realization of the stage of formal education first which is then followed by a decision to choose a university (Hossler *et al.*, 1989). According to Sidin *et al.* (2003) there are three stages to form a decision to choose a university, including: (1) there is a motivation that arises within oneself to continue to higher education; (2) searching for information for consideration; (3) evaluate all available alternatives.

RESEARCH METHODOLOGY

The target population is first semester students in 2020 at all universities in the city of Surabaya. Samples were taken as many as 100 respondents by non-probability with purposive sampling method. With certain considerations the sample was appointed as the respondent.

The independent variables determined in this study are: (X.1) price; (X.2) location; and university reputation (X.3); and the decision to choose (Y) as the dependent variable in this study.

1. The price variable, hereinafter referred to as the education cost variable, is based on four-dimensional measurements. The four dimensions are (1) affordable price; (2) prices that match the quality provided; (3) competitive prices; (4) the price is in accordance with the benefits (Stanton, 1998).
2. Indicators of the location or location of the campus are located in five dimensions, namely: (1) economy; (2) availability of transportation; (3) competition; (4) commercial areas; (5) environment (Tzeng *et al.*, 2002).
3. The university reputation is measured by ten dimensions, namely: (1) emotional appeal; (2) behavior; (3) study program; (4) citizenship and social responsibility; (5) leadership; (6) performance; (7) workplace; (8) competition; (9) career; (10) innovation (Sontaite, 2011).
4. The choice of decision variable is measured by two dimensions, namely: (1) confidence to choose; (2) positioned as a priority option (Kotler, 2009).

Data were collected through questionnaires originating from 100 respondents and processed with SPSS 26. In terms of quality, the data were tested through validity and reliability tests. Multiple linear regression is the analytical technique used in this study.

RESULTS AND DISCUSSION

Respondent Profile

This study obtained 100 respondents as data sources. There are 39 respondents who are female and the rest are male respondents. There are 87 high school graduates and 13 vocational high school graduates. There are 82% who are under 20 years old, the rest are older than that. There are 69 respondents who live in the same city as a university and the rest use a boarding house as a place to live when they are students.

Validity and Reliability Test

Test the validity using the corrected item basis with a minimum of 0.3. Based on data processing to test the validity, it is known that the values obtained by the eight statements of the variable cost of education are declared valid. There are five statements related to the location variable that are declared valid. There are 10 statements regarding the reputation of the campus are declared valid, and all statements regarding the decision to vote are declared valid.

Table 1. Reliability Test

Variables	Cronbach's Alpha	Status
Cost of education (X.1)	0.776	Reliable
Location (X.2)	0.705	Reliable
University Reputation (X.3)	0.836	Reliable
Choice Decision (Y)	0.885	Reliable

Source: SPSS output

Reliability test results Table 1. Cronbachs alpha value of at least 0.7. The results obtained on the variable cost of education 0.776. The location variable is 0.705. The reputation variable is 0.836, and the decision to choose is 0.885. All variables are declared reliable.

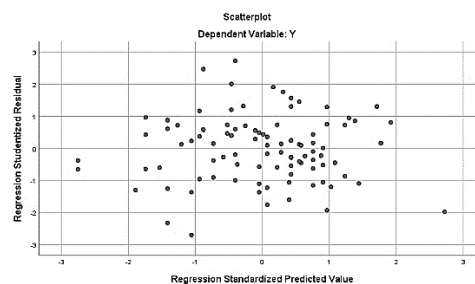


Figure 1. Heteroskedasticities Test

Source: SPSS output

The results of the SPSS heteroscedasticity test output are shown in Figure 1. The graph shows the data is evenly distributed on the Y axis. The research data is proven not to have heteroscedasticity.

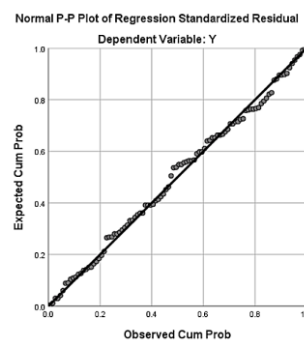


Figure 2. Normality Test

Source: SPSS output

Normality test in Figure 2. The graph shows the distribution of the data around the diagonal line. The research data is normally distributed.

Multicollinearity testing based on VIF and tolerance. SPSS output shows the VIF value for the variable cost of education is 1.022 and tolerance is 0.978. VIF on location variable is 1.187 and tolerance is 0.843. The reputation variable VIF is 1.163 and the tolerance is 0.860.

The autocorrelation test is guided by the Durbin Watson value. The DW value is in the range of 2 to -2. The results showed that the DW value was 1.453. The research data is proven not to have autocorrelation.

Hypothesis Test

Table 2. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	24.748	3.614		6.848	.000		
X.1	1.899	.376	.358	5.051	.000	.978	1.022
X.2	1.304	.456	.218	2.858	.005	.843	1.187
X.3	2.727	.422	.488	6.459	.000	.860	1.163

Source: SPSS output

The results of the t-test are in table 2. The significant values for all variables meet the criteria below 0.000. Each independent variable has a role in shaping the decision to choose a university. Table 2 also provides a regression model, namely $Y = 24.748 + 1.899X.1 + 1.304X.2 + 2.727X.3$. There is a dominant role of the university's reputation variable in shaping the selection decision compared to the variable cost of education and location.

Table 3. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1571.700	3	523.900	35.957	.000 ^b
Residual	1398.740	96	14.570		
Total	2970.440	99			

Source: SPSS output

In the F test, the significant value is not more than 0.05 and the calculated F value is 35.957. The test results show that the cost of education, location, and university reputation determine the contribution to college selection simultaneously.

Table 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.727 ^a	.529	.514	3.817	1.453

Source: SPSS output

R value is 0.727 which means there is a strong relationship between the research variables. Adjusted R Square of 0.514. There is a contribution of 51.4% of the cost of education, location, and university reputation and the remaining 48.2% is determined by other variables.

Discussion

The results show that the cost of education has a significant influence on the decision to choose a university (Ming, 2010; Baharun *et al.*, 2011; Dao & Thorpe, 2015). Costs for consumers in the form of prices are one of the important factors that can influence consumer behavior in purchasing because an item or service must have value (Darmawan & Gatheru, 2021). Meanwhile, the value itself is based on price, which is a benchmark for the goods and services concerned (Mardikaningsih & Putra, 2017; Khayru, 2021). Product offerings accompanied by quality guarantees may be marked based on high prices as well (Sinambela *et al.*, 2019; 2020). Consumers often use price as an extrinsic guide or indicator of the quality or benefits of a product (Keller, 1993; Khasanah *et al.*, 2010). This finding can be used as a reference for determining marketing strategies such as providing several convenience options in terms of payment methods and scholarship programs. Scholarship programs are more desirable because they can reduce costs that should be sacrificed (Drewes & Michael, 2006). This is also supported by Ismail (2009) that students tend to be more satisfied when they get information and opportunities that can help with their education costs. For this reason, the management must be able to allocate educational costs according to the quality and development needs of students to support promising careers in the future. For example, such as: (1) course programs that can facilitate students to increase their talents and participation (Shah *et al.*, 2013); (2) educational facilities that support the effectiveness of the academic process (Akomolafe & Adesua, 2014); (3) the existence of a program that provides opportunities to participate in work internships with the aim that students are ready and have experience to face all possibilities that will occur in the future (Paulsen, 1990).

Location is also proven to have a significant influence on the decision to choose a university (Joseph *et al.*, 2012). These findings indicate that location has a significant role in shaping the decision to choose a university. The more fulfilled the elements of security, comfort, ease of transportation, the higher the decision to choose the university (Champan, 1981). The management must be able to guarantee all aspects related to its current location so that trust can be realized and provide positive memories in the minds of students.

University reputation also shows that it has a significant effect on the decision to choose a university (Kelling *et al.*, 2007; Kusumawati *et al.*, 2010). Reputation is a competitive advantage (Darmawan & Grenier, 2021) and is a unique strength. A good reputation means having a positive image (Darmawan, 2019). This must continue to be developed because reputation is a consideration in choosing a brand. Without a reputation, it will be difficult for consumers to accept (Mardikaningsih & Arifin, 2021). They will adjust their

self-image to the reputation of the product they choose and sometimes this choice is a source of pride for themselves (Sinambela & Widyawati, 2021; Issalillah & Khayru, 2021). This will bring up sustainable loyalty (Djati, 2005). For student groups, the campus is a symbol of their identity which can be a medium for showing self-identity (Mardikaningsih, 2013; 2015; Irfan & Hariani, 2021). This finding shows that university reputation is very important to build trust, then if trust has been fulfilled, it can shape the decision to choose a university. Therefore, students are more interested in joining Universities that have a positive reputation. This will also determine their satisfaction in the future (Djaelani & Darmawan, 2021). A positive university reputation is very important because it relates to a good name that can have an influence on student perceptions (Darmawan *et al.*, 2020). For this reason, the management can: (1) provide study programs with clear accreditation, establish a conducive learning environment, measurable learning facilities and methods and pay attention to the impressive campus aesthetics; (2) make the university reputation as an external supporter to achieve student success, meaning that it is able to guarantee the success of students to complete the selected program; (3) the positive reputation that has been owned must be developed and of course this does not just happen but is formed from time to time. Therefore, consistency is needed for the development process.

CONCLUSION

The research that has been done gives the result that the cost of education has a significant effect on the decision to choose a university. Location also gives the same result that gives a significant influence on the decision to choose a university. The reputation of the campus also has a significant influence on the decision to choose a university. In addition, the decision to choose a university was also shown to be simultaneously influenced by three independent variables.

These results recommend to universities to improve quality graduates because this can lead to positive perceptions and attitudes on an ongoing basis. In addition, they can carry out curriculum development that makes a meaningful contribution in terms of knowledge and the needs of today's world of work. This can be realized if the theory and its application are properly combined. Furthermore, providing tangible evidence through superior and competitive achievements and using a clear, informative, complete marketing strategy. For future research, it can involve other variables that have not been included in this study and expand the scope of research.

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