

The Effect of Education Costs, Promotions, And Facilities on Students' Decisions to Choose to Learn at the Faculty of Medicine, Prima Indonesia University Through Attitude as a Moderating Variable

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ABSTRACT

This study aims to analyze the effect of education costs, promotions, and facilities on student decisions to choose to study at the Faculty of Medicine, University of Prima Indonesia through attitude as a moderating variable. The subjects of this study were students of the Faculty of Medicine, University of Prima Indonesia, totaling 189 students. The sample in this study was selected using the proportionate stratified random sampling method. The variables studied in this study include education costs, promotions, and facilities, student decisions, and attitudes. In analyzing the data, the researcher conducted instrument testing, multiple linear regression, hypothesis testing and moderation testing (MRA) using the IBM SPSS version 26 application. The statistical test results showed the cost of education (0.032), promotion (0.000), and facilities (0.000) simultaneously affect the decision to choose. Partially, the three variables also have a significant effect on the decision to choose when viewed from the significance value of 0.000 ($p < 0.005$). Based on the results of the coefficient of determination test, the R square value is 0.370 and it can be concluded that the cost of education, promotion, and facilities is able to explain the decision to choose by 37.0%. While 63.0% is explained by other independent variables that are not included

in this study. From the results of the moderation test, it can be seen that only the attitude variable (0.031) is able to moderate the influence of facilities on the decision to choose.

Keywords: Tuition fees, Promotions, Facilities, Choice decisions, Attitude

INTRODUCTION

The market structure and level of competition between universities have changed dramatically over the past two decades. Digitization in various sectors has also significantly increased the number of players (Astratova et al., 2021). The university has three basic missions: teaching, research and public service. These missions are always in conflict with each other. On the one hand, to survive, higher education institutions must behave like non-profit organizations, prioritizing revenue generation. On the other hand, they must also act as non-profit organizations, prioritize the public interest and act as knowledge providers and educational development pathways (Pucciarelli & Kaplan, 2016).

The high level of competition makes the focus of attention on marketing management and registration management

the object of research that is quite interesting. Clearer target market determination, improved communication and promotion, and better response to student needs and desires are believed to be an effective way out to exist in the competition to recruit new students (Abdullah & Tantri, 2016). Many researchers have studied the factors that influence students' decisions to enroll in higher education institutions (Sedahmed & Noureldien, 2019).

The results of the study conducted by Mehboob et al. (2012) found that college student selection factors depend on several criteria, including academic quality, facilities, campus environment, and personal characteristics. The important role played by the student's guardian, family and friend factors also contribute to directing students to decide to enroll in a particular campus. Khalid's study (2015) shows that university reputation, price and promotion/advertising are related to the decision of international students to choose UUM to continue their studies. Previous researchers have also proven that recognition in the form of higher education accreditation ratings, diversity of study programs, and flexible entry requirements have affected enrollment (Sedahmed & Noureldien, 2019). Marketing

mix, marketing efforts, channels, and advertising were also found to be important factors influencing college selection by students (Ruslan et al., 2014). The availability of financial aid or scholarships also induces more college enrollments than any other factor (Stewart et al., 2015).

The increasingly fierce competition in private universities in Indonesia has made many institutions realize the need to review their strategies to become more competitive. Currently, the medical department (medical education) can be said to be one of the students' favorite majors. Competition to enter this department is quite tight, not only in state universities (PTN) but also in private universities (PTS). In 2021, it was recorded that there were 2 PTNs that held doctoral education and 5 PTS that held doctor's education in Medan City.

Prima Indonesia University as one of the private universities in Medan City also experienced the same situation and conditions. The Faculty of Medicine at Prima Indonesia University is one of the favorite destinations for students who want to study medical education. However, there is a problem that the number of accepted students tends to fluctuate in the last five years.

Table 1. 1 Overview of Student Admissions from the Faculty of Medicine, Prima Indonesia University

Year of Acceptance	Number of Students Who Passed the Selection	Number of Students (Deciding to Choose)	Number of Students (Deciding Not to Vote)
2018/2019	113	76	37
2019/2020	141	94	47
2020/2021	118	64	54
2021/2022	190	124	66
Total	562	358	204

Source: BAAK Faculty of Medicine, University of Prima Indonesia, 2021

In table 1.1 it can be seen that every academic year the number of students who decide not to vote after being declared graduated increases, so this indicates that students are not fully convinced of their decision. This phenomenon must be a concern because the number of students who passed the selection but decided not to vote tends to increase, in the last 4 (four) years as many as 51 prospective students decided not to choose a college even though

they had already passed and were entitled to attend lectures.

The researcher also conducted a pre-survey of 30 students of the Faculty of Medicine, University of Prima Indonesia as initial data to determine the attitudes and perceptions of students in choosing the Faculty of Medicine, University of Prima Indonesia as a place to study. Consumer attitudes are important factors that will influence consumer decisions. In this case, attitudes

greatly affect consumer behavior so that students as consumers must have a positive attitude or like in choosing a college.

The results of the pre-survey showed that only 47% of students chose it because of promotion factors, while 53% were not affected and assessed that the promotional activities carried out were less effective. 90% of students are quite satisfied with the facilities provided by the Faculty of Medicine, Universitas Prima Indonesia. Based on this explanation and the consideration that there are still limited studies regarding the decision to choose a faculty that conducts medical education studies, the researcher intends to conduct a study that aims to analyze the effect of education costs, promotions, and facilities on students' decisions to choose to study at the Faculty of Medicine, Prima Indonesia University through attitude as a variable. moderation.

MATERIALS & METHODS

Multiple Linear Regression Analysis

Multiple regression analysis was used to test the effect of the two independent variables on the dependent variable without including moderating variables. The regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

- Y : Choice Decision
- X1 : Tuition Fee
- X2 : Promotion
- X3 : Facilities
- a : Constant
- b1 : Coefficient of Tuition Fee
- b2 : Promotion Coefficient
- b3 : Facility Coefficient
- e : Standard of error

RESULT

Multiple Linear Regression Analysis Results

Regression analysis finds out the effect of the independent variable partially and simultaneously has a significant effect on the dependent variable, without involving moderating variables.

Table 1.2 Results of Multiple Linear Regression Analysis

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3.851	2.387		1.613	.108			
	Cost of education	.112	.052	.133	2.165	.032	.237	.157	.126
	Promotion	.607	.102	.365	5.937	.000	.469	.400	.347
	Facility	.426	.081	.341	5.286	.000	.490	.362	.309

a. Dependent Variable: Choice Decision

Source: Results of research data processing, 2022

From the test results, it can be arranged a research model with the following regression equation:

$$Y = 3,851 + 0,112X_1 + 0,607X_2 + 0,426X_3$$

The multiple regression equation model means:

1. The constant value is 3.851 which means that if the variable cost of education (X1), promotion (X2), facilities (X3) is equal to zero, then the decision to choose (Y) is 3.851.
2. X1 regression coefficient value of 0.112 indicates if the cost of education has

increased by 100%, it will increase the decision to choose by 11.2%. The magnitude of the influence of the cost of education on the decision to choose is 3.15% (the result of multiplying the value of Beta and Zero-order), which means that the contribution of education costs to the decision to choose is 3.15% as a result of the variable indicators of the cost of education (X1) and in outside it may be influenced by variables that are not included in this study.

3. The value of the regression coefficient $X_2 = 0.607$ indicates if the promotion has increased by 100%, it will increase the decision to choose by 60.7%. The magnitude of the influence of the cost of education on the decision to choose is 17.1% (the result of multiplying the value of Beta and Zero-order), which means that the contribution of promotion to the decision to choose is 17.1% as a result of the indicators of the promotion variable (X_2) and beyond. possibly influenced by variables not included in this study.
4. The value of the regression coefficient $X_3 = 0.426$ indicates that if the cost of education increases by 100%, it will increase the decision to choose by 42.6%. The magnitude of the effect of education costs on the decision to choose is 16.7% (the result of multiplying the value of Beta and Zero-order), which means that the contribution of facilities to the decision to choose is 16.7% as a result of the facilities variable indicators (X_3) and beyond. possibly influenced by variables not included in this study.

Table 1.3 Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 ^a	.370	.359	1.643

a. Predictors: (Constant), Facilities, Tuition Fees, Promotions

It is known that the value of R square is 0.370 and it can be concluded that the cost of education, promotion, and facilities is able to explain the decision to choose by 37.0%. While 63.0% is explained by other independent variables that are not included in this study.

DISCUSSION

The Effect of Education Costs on Choosing Decisions

In this study, the variable cost of education affects the decision to choose to continue studying medical education at the Faculty of Medicine, University of Prima Indonesia. Consideration of the amount of tuition fees

is one of the determining factors for student decisions given the high cost of medical school and the long travel time (Verduin et al., 2014). Medical schools also require additional costs beyond the main education costs, namely the purchase of books and medical equipment that support practical activities. Although the university has provided a complete laboratory, every student must have the basic equipment used by doctors.

Just like in Japan, there are differences in the amount of tuition fees between public and private medical schools in Indonesia. The average annual tuition fee for 6 years of medical education in 2011 was 6 to 13 times higher in private medical schools than in public medical schools (Goto & Kakihara, 2016). Without subsidizing government fees for students in private medical schools, students tend to compare the difference in the amount of medical education costs between private campuses. The results of previous studies concluded that high tuition fees prevented students from applying to private medical schools. There are differences in willingness to pay and ability to pay for medical education at private medical schools between potential applicants and non-applicants. Thus, there are financial barriers to medical education in private schools (Jolly, 2005).

The Effect of Promotion on the Decision to Choose

The results of statistical tests also show that the promotion variable influences students in deciding to choose to study at the Faculty of Medicine, Universitas Prima Indonesia. Respondents felt that information about the existence of study programs was easy to obtain. Leaflets and information media are quite useful to promote this study program to students. Adequate information when promoting the existence of a study program will help students consider their choices compared to other competitors. The results of previous research showed that some people made their choice to one of the study programs they were interested in because

they were tempted by the promotion (Medika et al., 2020). Another study stated that personal contact (either face to face or by telephone) with administrative and academic staff and campus visits had a strong influence (Sia, 2013). A study in Malaysia concluded that the real challenge of higher education institutions is to set up promotional strategies to ensure that information is disseminated effectively (Ismail et al., 2013).

The Effect of Facilities on the Decision to Choose

The facility variable has an effect on the decision to choose to study at the Faculty of Medicine, Prima Indonesia University. Adequate lecture buildings, laboratories, libraries and other supporting facilities are the main attraction for respondents. In line with the results of the study in Kansas, consideration of campus facilities is one of the factors driving students to study in the medical education study program at the University of Kansas School of Medicine. However, management's attention also needs to be directed to the completeness of supporting facilities. The student satisfaction index in facilities tends to decrease after the campus moves to a new building because it does not provide adequate supporting facilities (Fowler et al., 2021). A systematic review also reported that one of the determinants of students choosing a particular university is because of the facilities owned by the campus (Hemsley-Brown & Oplatka, 2015).

The Influence of Tuition Fees, Promotions, and Facilities on Choice Decisions

The results of the F test show that the costs of education, promotion, and facilities together have a significant effect on the decision to choose. Thus, it can be concluded that this multiple regression model is feasible to use. While the results of the R test can be concluded that the decision to choose is influenced by the cost of education, promotion, and facilities

simultaneously by 37.0%. This happens because respondents' perceptions of the cost of education, promotion, and facilities are important factors in determining the choice to continue studying medical education at Prima Indonesia University. Several previous studies have also shown that the costs of education, promotion, and facilities determine student decisions (Bao & Mea, 2020; Kelvin, 2018; Ma'rifah et al., 2021).

The Effect of Education Costs on Decisions to Choose Through Attitudes as Moderating Variables

From the results of the Moderated Regression Analysis (MRA) test, it can be seen that the attitude variable is not able to moderate the effect of the education cost variable on the decision variable to choose. Attitude is only a moderating predictor variable, which means that attitude here only acts as an independent variable in the relationship model that is formed. Attitude itself is a tendency to respond to an object, whether liked or disliked consistently. In this study, the attitude of failing to moderate because of feelings of liking or disliking the Faculty of Medicine, Universitas Prima Indonesia, is not the basis in shaping students' perceptions of the affordability of education costs. Prima Indonesia University's status as a private university that is well known to students makes them not mind the high cost of education. However, the results of this analysis are contrary to previous research which reported that attitude was able to be a moderating variable on the effect of education costs with the decision to choose college (Darmawanto and Haryanto, 2019).

The Effect of Promotion on the Decision to Choose Through Attitude as a Moderating Variable

From the results of the Moderated Regression Analysis (MRA) test, it can be seen that the attitude variable is not able to moderate the effect of the promotion variable on the decision variable to choose. This means that attitude is only an

independent variable. This is because the respondents were satisfied with the promotions carried out by the campus. So the formation of positive attitudes in this study is not a factor that strengthens or weakens students' perceptions of the promotions they get.

In line with the results of research conducted by Sitanggang et al. (2021) which shows that attitudes are not significant in moderating promotions towards student decisions. The results of this study are different from the findings in the study of Samat et al. (2018) and Erdawati (2014). However, the institution still needs to take the right strategy in promoting its study program to the public, reviewing the direction of the relationship shown is positive, meaning that the higher the promotional activity, the higher the student's decision.

The Effect of Facilities on the Decision to Choose Through Attitude as a Moderating Variable

From the results of the Moderated Regression Analysis (MRA) test, it can be seen that the attitude variable is able to moderate the influence of the facility variable on the decision variable to choose. Due to equation (1) b_2Z , b_2 is also significant, the attitude variable is a quasi moderator (pseudo moderator). That is, if the respondent has a good positive attitude, it can strengthen the influence of campus facilities so that students are more confident in continuing their medical education studies. The completeness of the facilities owned by the campus, including supporting facilities (laboratory, library, etc.) coupled with the positive attitude of students will further strengthen students in choosing the Faculty of Medicine, Prima Indonesia University as a place to study medical education. The results of this study are in line with the research of Darmawanto & Haryanto (2019) which reported that attitude was able to be a moderating variable on the influence of facilities with the decision to choose college.

CONCLUSION

Based on the results of research and discussion through proving the hypothesis on the issues raised, namely: The cost of education has a significant effect on student decisions to choose to study at the Faculty of Medicine, University of Prima Indonesia. Promotion has a significant effect on students' decisions to choose to study at the Faculty of Medicine, Prima Indonesia University. Facilities have a significant effect on student decisions to choose to study at the Faculty of Medicine, Prima Indonesia University. The cost of education, promotion, and facilities simultaneously affect the student's decision to choose to study at the Faculty of Medicine, University of Prima Indonesia. Attitudes fail to moderate the effect of education costs on student decisions to choose to study at the Faculty of Medicine, University of Prima Indonesia. Failure to moderate the effect of promotion on students' decisions to choose to study at the Faculty of Medicine, University of Prima Indonesia. And the attitude of being able to moderate the influence of facilities on students' decisions to choose to study at the Faculty of Medicine, University of Prima Indonesia

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