

The Influence of Brand Image, Promotion, Price, and Quality of Service on Study Decisions at Politeknik Sahid

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ABSTRACT

Politeknik Sahid is a tourism university that has still maintained its existence since its establishment in 1983. It has undergone several changes from the Sahid Tourism and Hospitality Academy (APPS Sahid) to the Politeknik Sahid in 2019 with the aim of increasing the need for tourism and hospitality vocational education which is in accordance with current industry qualifications by always innovating to promote various educational programs by improving brand image and improving service quality so that it is expected to be able to encourage the interest of prospective students to study at the Politeknik Sahid who are ready and able to compete for a career in the industry. The purpose of this study was to examine the effect of brand image, promotion, price, and service quality on college decisions at the Politeknik Sahid. The analytical technique used in this research is multiple linear regression analysis using the SPSS for Windows release version 26 program. This research method uses quantitative methods to analyze statistical data which aims to test the established hypotheses. Types of quantitative methods used in this research are descriptive and associative methods. The results of the output coefficients of the t-test on the brand image variable with a significance value of 0.236 are greater than the probability value of 0.05 ($\text{sig } 0.236 > 0.05$) and the t-count value of $1.130 < t \text{ table of } 1.987$ and the results of the t-test of the price variable with a significance value of $0.411 > \text{probability value } 0.05$ and t arithmetic value $0.826 < t \text{ table } 1.987$ which shows that brand image and price variables have no influence on college decisions at Politeknik Sahid. The t-test on the promotion variable resulted in a significance value of $0.000 < \text{probability value of } 0.05$ and the t-count value of $4.405 > \text{the t-table value of } 1.987$ and the t-test output on the service quality variable yielded a significance value of $0.000 < \text{the probability value of } 0.05$ and the calculated t-value. $5.282 > t \text{ table value } 1.987$. From these results, it can be concluded that promotion and service quality have a positive and significant influence on college decisions at Politeknik Sahid.

Keywords: Brand Image; Promotion; Price; Service quality; Lecture Decision

INTRODUCTION

Indonesia is an archipelagic country that has extraordinary natural wealth, this is combined with the diversity of traditions and cultures so that it attracts the attention of tourists to visit Indonesia. The number of tourists who come to visit tourism destinations in Indonesia has made the tourism sector one of the main economic sectors which each year adds to the country's foreign exchange.

The increase in the country's foreign exchange, especially in the tourism sector, can be proven in "The Travel & Tourism Competitiveness Report" released by the WEF (World Economic Forum) in 2019 showing that Indonesia is ranked 40 out of 140 countries, Indonesia's ranking has increased from before in position 42 in 2017. The increase in the number of tourists has an impact on the management of tourism

destinations in Indonesia, it is necessary to have directed management by stakeholders involved in the sustainability of tourism in Indonesia.

Tourism in Indonesia must be supported by good and comfortable amenities so as to make tourists have a memorable experience. The number of visits by domestic and foreign tourists has triggered the growth of hotels and companies or travel agents in Indonesia. However, its growth is not supported by a comparable number of professionals.

The need for professional staff or superior human resources in the tourism sector continues to increase. This can be seen from the universities and tourism education institutions that are starting to emerge. The rapid growth of tourism colleges and universities that have just opened tourism and hospitality study programs has led to intense competition. Each institution competes to improve the quality of academics and services to attract students who will continue their education to a higher level in the tourism sector.

Politeknik Sahid is a tourism university that has still maintained its existence since its establishment in 1983. It has undergone several changes from the Sahid Tourism and Hospitality Academy (APPS Sahid) to the Politeknik Sahid in 2019 with the aim of increasing the need for tourism and hospitality vocational education which is in accordance with current industry qualifications by always innovating to promote various educational programs by improving brand image and improving service quality so that it is expected to be able to encourage the interest of prospective students to study at the Politeknik Sahid who are ready and able to compete for a career in the industry.

Information regarding the change in form from the Tourism College (STP) to a Polytechnic is felt to be uneven among the general public. This is based on people's perceptions that there are differences regarding the study program at STP Sahid and Politeknik Sahid, on the other hand, many general public still find it difficult to distinguish Politeknik Sahid from Sahid University, so that it has an impact on the number of interest of prospective students who register at Politeknik Sahid. Because of this, the marketing team continues to make various efforts to provide information to the general public regarding the changing shape of the Politeknik Sahid. During the last five years, the number of students who re-registered showed fluctuations as illustrated in the following Figure 1:

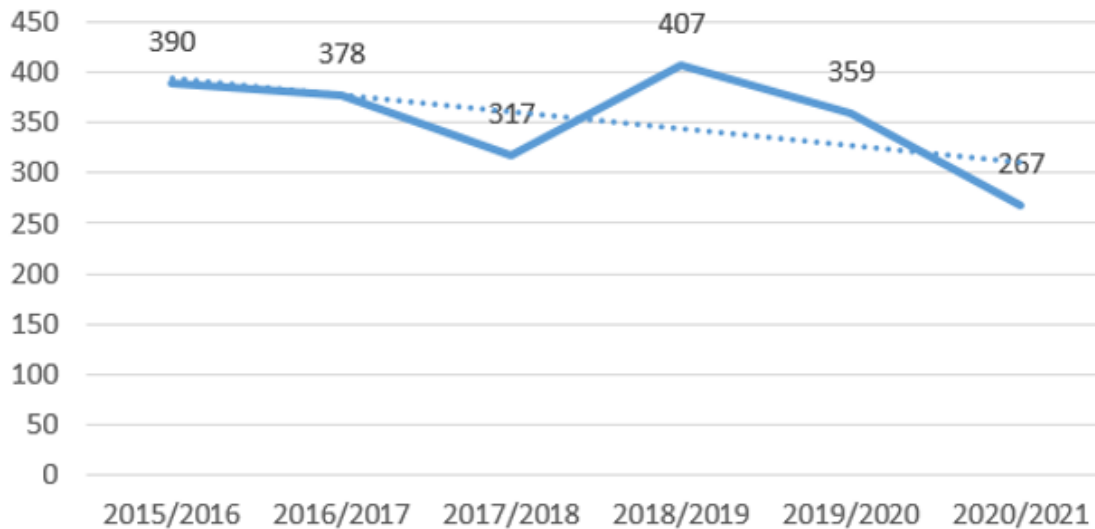


Figure 1
Number of New Students 2015-2020

Based on the graph, the student's decision to study at the Politeknik Sahid in 2018 has increased, then in 2019 and 2020 it has decreased. The decrease in the number of new students can be caused by several factors, such as lack of information about changes in form, promotional strategies that are not managed properly and consistently, high tuition fees and the quality of service provided by staff. In current conditions, the decline in students was caused by the Covid-19 pandemic in early 2020.

Several promotional activities have been carried out by the marketing department, including visits to schools (sales blitz), presentations, education fairs (edufair), exhibitions (expo) websites, social media (Instagram, Facebook, Youtube), as well as with student and alumni networks.

To further improve the decisions of new students to register and study at the Politeknik Sahid, it is necessary to approach and provide intense communication to prospective students. The decision of new students to continue their education at the desired university through several considerations that are adapted to the existing circumstances. There are five stages according to Kotler (2018) to make purchasing decisions, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. If the situation does not match what is expected, there will be doubts and will result in the decision not to choose the college.

According to Jasmani & Sunarsi (2020), purchasing decisions are decisions to buy products or services that previously consumers already know what they need or want,

then consumers look for information about the product or service, then evaluate and consider before making a decision. (Jasmani et al., 2020; Jasmani & Sunarsi, 2020; Purwanti et al., 2020) define purchasing decisions as a process that combines information or consumer knowledge to be able to decide on a product or service by considering two or more alternatives. There are several factors that influence purchasing decisions, including brand image, promotion, price, and service quality.

Brand image according to (M. Aras et al., 2020; Muh Aras et al., 2017) is a description of consumer associations and beliefs about a brand. The strength of a brand based on the experience of the brand is able to meet consumer needs or not and its promotion and ability can make it easier for consumers to make decisions. The image of the Polytechnic as a higher education institution is considered by some people to only have a specialization major in engineering and technology. In fact, like universities, polytechnics not only have engineering and technology majors but also have other majors such as business, management, accounting, health, hospitality and tourism are also available. The lecture system at the Polytechnic prioritizes tailored practices such as those used by industry and the package system, that every student is required to follow all the courses listed in the curriculum (Purposes, Systems and Levels of Polytechnic Education. Accessed December 7, 2020, from <http://polytechnic.or.id/detail/profile>). In the case of the Politeknik Sahid, the lack of information about the Polytechnic with tourism majors and available study programs as well as the change in the form of the institution from the previous Sahid Tourism College to Politeknik Sahid made the image of this institution different. People assume that the Politeknik Sahid has a major in engineering and is different from the previous STP Sahid. The results of research by (Fernández-Pérez de la Lastra et al., 2017) have a positive and significant influence on purchasing decisions.

Promotion is a tool for marketers to convey information about the product or service they want to market. (Bicen, 2007; Chen & Kannan-Narasimhan, 2015; Durisin & Todorova, 2012; Markides & Chu, 2008; Nayak & Bhatnagar, 2016) defines promotion, activities aimed at influencing consumers so that they can get to know the products offered by the company which then consumers are interested in and buy the product. The marketing team of the Politeknik Sahid has carried out several promotions to increase the number of new students every year. The efforts that have been made are presentations and exhibitions to schools, sponsoring various events, advertising on the internet and promotions through social media including Instagram. Research that has been done by (Cao et al., 2011; Chen & Kannan-Narasimhan, 2015; Cunningham et al., 2019; Mirow et al., 2008; Tahar et al., 2011; Weng, 2016) results that promotion has a positive and significant influence on purchasing decisions.

Price is one of the reasons consumers decide to buy the goods or services or not. Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and place (Leybourne & Sainter, 2012; Mora Pabón, 2017; Nayak & Bhatnagar, 2016).

Based on the comparison of tuition fees above, Politeknik Sahid has the highest price for Diploma I and Diploma III study programs, while for Diploma IV study programs, Politeknik Sahid is in the middle price range compared to 4 other Private Universities (PTS).

According to (Agostini et al., 2014; Cao et al., 2011; Chen & Kannan-Narasimhan, 2015; Dover & Dierk, 2010; Durisin & Todorova, 2012; Pabón et al., 2017) price has a positive and significant effect on purchasing decisions. However, unlike the results of (Mirow et al., 2008; Simon & Tellier, 2008) research, price has a negative and significant effect on purchasing decisions.

After prospective students are interested in the information presented and the appropriate price, prospective students will directly contact or visit the marketing team. This is an opportunity to convince prospective students to decide to continue their education at the Politeknik Sahid. However, before deciding on a purchase, potential customers will review the quality of service. Good service quality and satisfying consumers will be a consideration that is taken into account in deciding purchasing decisions. Service quality is a measure of the level of service provided in accordance with customer expectations. The quality of service is determined by the ability of the company or institution to satisfy and fulfill the needs as expected by consumers. The phenomenon that occurs at the Politeknik Sahid is that it is less responsive in responding to obstacles or problems experienced by prospective students and students, in addition, the flow of services is also less efficient so that the handling becomes hampered.

The college decision cannot be separated from the role of brand image, promotion, price, and service quality. So the researcher is interested in doing further research by putting it under the title "The Influence of Brand Image, Promotion, Price, and Quality of Service on Study Decisions at Politeknik Sahid".

METHOD

This research method uses quantitative methods to analyze statistical data which aims to test the established hypotheses. Types of quantitative methods used in this research are descriptive and associative methods. Descriptive research is research that is used to answer the formulation of the problem relating to the question of the existence of independent variables, either only on one or more variables (stand-alone variables) by not making comparisons of variables in other samples, and looking for relationships between these variables and other variables (Creswell & Clark, 2017). Descriptive research approach is used to analyze understanding of brand image, promotion, price, service quality, and college decisions. In addition to descriptive methods, this study uses associative methods. According to (Creswell, 1999, 2010; Creswell & Creswell, 2017; John W Creswell, 2013; Sofyan et al., 2020), associative methods is a research problem formulation that is asking the relationship between two or more variables by connecting

a causal relationship (cause and effect) between the independent and dependent variables. Associative research approach is used to analyze the influence of brand image, promotion, price, and quality of service on college decisions.

This study uses secondary data obtained from the Higher Education Management Information System (SIMPT) Politeksik Sahid. The data includes reports on the number of new students for the 2018/2019, 2019/2020, and 2020/2021 academic years as well as engagement from followers of the Politeksik Sahid account on Instagram. The data used in this study are time series data with intervals of 2018-2020. With the population in this study, all new students of the Politeknik Sahid for the Academic Years of 2018/2019, 2019/2020, and 2020/2021 as many as 1033 students.

The sampling of this study used simple random sampling, namely this sampling was carried out randomly without regard to strata and homogeneous population members (Sugiyono, 2017: 82). To determine the number of elements or sample members in this study using the Slovin theory with an error rate of 10% or 0.1 (Riduwan, 2012:49).

RESULT AND DISCUSSION

Reliability Test

Reliability was measured by Cronbach's Alpha using the IBM SPSS Statistic 26 program. The statement items in the questionnaire were declared reliable if they had Cronbach's Alpha value 0.6, the following is a discussion of the reliability test results of each variable used in the study.

Table 1
Value of Cronbach's Alpha Variable X1, X2, X3, X4 and Y.

Variabel	Cronbach's Alpha
Brand Image	0,847
Promotion	0,867
Price	0,862
Service quality	0,819
Lecture Decision	0,821

From table 1 it can be concluded that the variables used in the research, namely Brand Image, Promotion, Price, Service Quality and Lecture Decisions are reliable. Because the value of Cronbach's Alpha 0.6 is 0.847; 0.867; 0.862; 0.819; 0.821.

1. Multicollinearity Assumption Test

The multicollinearity assumption test was conducted to see the perfect or near perfect linkage or correlation between the independent variables. In a good regression model there should be no correlation between the independent variables (multicollinearity does not occur). If the independent variables are correlated with each other, then these variables are not orthogonal, i.e. independent variables whose correlation value between independent variables is equal to zero (0).

Table 2
Multicollinearity Assumption Test.

		Coefficients ^a				Collinearity Statistics	
Model		Standardized Coefficients		t	Sig.		
		Beta				Tolerance	VIF
1	(Constant)	4,25	3,54	1,20	0,23		
2	Brand Image	0,14	0,12	0,09	1,13	0,26	0,489
3	Promotion	0,43	0,09	0,32	4,40	0,00	0,682
4	Price	0,08	0,10	0,06	0,82	0,41	0,543
5	Service quality	0,51	0,09	0,48	5,28	0,00	0,453

a. Dependent Variable: Lecture Decision (Y)

Based on the table above, it is known that the tolerance values for Brand Image (X1), Promotion (X2), Price (X3), Service Quality (X4) and Lecture Decisions (Y) variables are 0.489; 0.682; 0.543; 0.5; 0.453. Meanwhile, the value of VIF (Variance Inflation Factor) for Brand Image (X1), Promotion (X2), Price (X3), Service Quality (X4) and Lecture Decision (Y) variables are 2.044; 1.466; 1.842; 2.207. So it can be concluded that there is no multicollinearity.

2. Autocorrelation Test

The autocorrelation test aims to examine the correlation between the confounding error in period t and the confounding error in the $t-1$ period (previous) in the linear regression model. A good regression model is that there is no autocorrelation problem. The test method uses the Durbin-Watson test (DW test).

Du and DL values can be obtained from the Durbin Watson statistical table. With $n = 91$, and $k = 4$, the value of $dL = 1.5685$ is obtained; $dU = 1.7516$; $4-du = 2.2484$; $4-dL = 2.4315$.

Table 3
Multicollinearity Assumption Test.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.823 ^a	0,677	0,662	3,588	2,135

a. Predictors: (Constant), Service Quality, Promotion, Price, Brand Image

b. Dependent Variable: Lecture Decision

From the output above, it is known that the Durbin-Watson value is 2.135. Because the DW value lies between dU and 4-dU ($1.7516 < 2.135 < 2.2484$), there is no or no autocorrelation.

3. Correlation Test

Correlation test is used to determine the level of closeness of the relationship between variables expressed by the correlation coefficient (R). Correlation results can be seen in the following table 4:

Table 4
Test the Assumption of Correlation of Brand Image Variables (X1), Promotion (X2), Price (X3), Service Quality (X4) with Lecture Decisions (Y)

Model Summary						Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.823 ^a	0,677	0,662	3,588	0,677	45,147	4	86	0,000

a. Predictors: (Constant), Service Quality, Promotion, Price, Brand Image

Based on the results in table 4.13, it is obtained that the R number is 0.823 according to Sugiyono (2018: 274) that the level of relationship with the coefficient interval of 0.80 - 1,000 is declared Very Strong. This shows that there is a very strong relationship between Brand Image, Promotion, Price and Quality of Service on Lecture Decisions at Politeknik Sahid.

Thus, the correlation coefficient of Brand Image (X1), Promotion (X2), Price (X3), Service Quality (X4) on Lecture Decisions (Y) is simultaneously greater than the partial correlation between each variable (X) on variable (Y). So to get a greater correlation value, Brand Image (X1), Promotion (X2), Price (X3), Service Quality (X4) must synergize with each other.

Based on table 4 above, the R^2 (R square) number is 0.662 (66.2%). This shows that the percentage of the contribution of the influence of the independent variables, namely brand image, promotion, price and service quality to the dependent variable, namely the decision to study at the Politeknik Sahid is 66.2%. College decision variables can be explained or influenced by brand image, promotion, price and service quality variables by 66.2%, while 33.8% is explained or influenced by other variables not examined.

Based on the results in the table above, the multiple linear regression equation is as follows: $Y = 4.255 + 0.140 X_1 + 0.438 X_2 + 0.083 X_3 + 0.511 X_4$. The interpretation of the multiple linear regression equation is:

- 1) Constant (α) = 4.255 means that if the Brand Image, Promotion, Price and Quality of Service are not well developed or equal to 0, then the Lecture Decision at Politeknik Sahid is 4.255.
- 2) $X_1 = 0.140$ means that if the Brand Image increases by 1 point, the Lecture Decision will increase by 0.140. Assuming there is no added value to the variables of Promotion, Price and Service Quality.
- 3) $X_2 = 0.438$ means that if the Promotion increases by 1 point, the Lecture Decision will increase by 0.438. Assuming there is no added value to the Brand Image, Price and Service Quality variables.
- 4) $X_3 = 0.083$ means that if the price increases by 1 point, the Lecture Decision will increase by 0.083. Assuming there is no added value to the Brand Image, Promotion and Service Quality variables.
- 5) $X_4 = 0.511$ means that if the Quality of Service increases by 1 point, the Lecture Decision will increase by 0.083. Assuming there is no added value to the Brand Image, Promotion and Price variables.

Table 5
Partial Regression Coefficient Test (Test t)

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4,255	3,540		1,202	0,233
	Brand Image	0,140	0,124	0,099	1,130	0,261
	Promotion	0,438	0,099	0,327	4,405	0,000
	Price	0,083	0,100	0,069	0,826	0,411
	Service quality	0,511	0,097	0,481	5,282	0,000

a. Dependent Variable: Lecture Decision

In table 5, the t-count value is 1.130 with a significance value of 0.261. This shows that: The t-count value is $1.130 < t\text{-table } 1.987$ or the $-t\text{-count value } -1.130 - t\text{-table } -1.987$, and the significance value is $0.261 > 0.05$. Thus $H0_1$ is accepted and $H1_1$ is rejected, meaning that the brand image variable partially does not affect the decision to study at the Politeknik Sahid.

The output of table 5 obtained the t-count value of 4.405 with a significance value of 0.000. This shows that: The t-count value is $4.405 > t\text{-table } 1.987$ or the $-t\text{-count value } -4.405 < -t\text{-table } -1.987$, and the significance value is $0.000 < 0.05$. Thus $H0_2$ is rejected and $H1_2$ is accepted, meaning that the promotion variable partially influences the decision to study at the Politeknik Sahid.

From table 5 it can be seen that the t-count value is 0.826 with a significance value of 0.411. This shows that: The t-count value is $0.826 < t\text{ table } 1.987$ or the $-t\text{-count value } -0.826 - t\text{ table } -1.987$, and the significance value is $0.411 > 0.05$. Thus $H0_3$ is accepted and $H1_3$ is rejected, meaning that the price variable partially does not affect the decision to study at the Politeknik Sahid.

The results in table 5 show the t-count value of 5.282 with a significance value of 0.000. This shows that: The t-count value is $5.282 > t\text{-table } 1.987$ or the $-t\text{-count value } -5.282 < -t\text{-table } -1.987$, and the significance value is $0.000 < 0.05$. Thus $H0_4$ is rejected and $H1_4$ is accepted, meaning that the service quality variable partially influences the decision to study at the Politeknik Sahid.

Table 6
Simultaneous Regression Coefficient Test (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2325,469	4	581,367	45,147	.000 ^b
	Residual	1107,432	86	12,877		
	Total	3432,901	90			

a. Dependent Variable: Lecture Decision

b. Predictors: (Constant), Service Quality, Promotion, Price, Brand Image

The results from table 6 show that the calculated F value is 45.147 with a significance value of 0.000. This shows that the calculated F value is $45.147 > F\text{ table } 3.10$ and the significance value is $0.000 < 0.05$, thus $H0_5$ is rejected and $H1_5$ is accepted. From the results of the analysis, it can be concluded that Brand Image (X1), Promotion (X2), Price (X3) and Service Quality (X4) have a simultaneous effect on Lecture Decisions (Y).

Discussion

Brand image according to Kotler (2018), brand imagery describes the extrinsic properties of the product or service, including the way in which the brand attempt to meet customers. Based on the results of the study, it shows that brand image has a regression coefficient of 1.130 with a significance value of 0.261, which means that brand image has no influence on college decisions at Politeknik Sahid. This is different from the results of this study Wood (2000), namely that brand image has a positive and significant influence on purchasing decisions..

The definition of promotion according to Kotler (2018) is an activity that communicates product advantages and persuades target customers to buy. The research output shows that promotion has a regression coefficient of 4.405 with a significance value of 0.000, namely promotion has an influence on college decisions at Politeknik Sahid. This is in line (Bosma et al., 2020; Dong, 2015; Frederickson et al., 2012; Istanti et al., 2020; Katsos & Fort, 2016) that promotion has a positive and significant influence on purchasing decisions.

Byrne (2016) price can be interpreted as the amount of money (monetary unit) or other (non-monetary) aspects that contain certain uses (utilities) needed to get a product. The results show that the price has a regression coefficient of 0.826 with a significance value of 0.411, it can be concluded from these results that the price has no influence on the decision to study at the Politeknik Sahid. The results of the study are in line with the results of Solihin and Wibawanto's research, the price has no effect and is significant on purchasing decisions.

Based on the data used as the basis of research, it can be seen that the relationship between brand image, promotion, price and service quality simultaneously has an influence on college decisions at Politeknik Sahid. The results showed that the calculated F value was 45.147 and with a significance level of 0.000, indicating that the calculated F value > F table and the Sig value <0.05 means that together the independent variables, namely brand image, promotion, price and service quality have an influence on decisions. studied at the Politeknik Sahid.

The results of the output coefficients of the t-test on the brand image variable with a significance value of 0.236 are greater than the probability value of 0.05 (sig 0.236 > 0.05) and the t-count value of 1.130 < t table of 1.987 and the results of the t-test of the price variable with a significance value of 0.411 > probability value 0.05 and t arithmetic value 0.826 < t table 1.987 which shows that brand image and price variables have no influence on college decisions at Politeknik Sahid. The t-test on the promotion variable resulted in a significance value of 0.000 < probability value of 0.05 and the t-count value of 4.405 > the t-table value of 1.987 and the t-test output on the service quality variable yielded a significance value of 0.000 < the probability value of 0.05 and the calculated t-

value. $5,282 > t$ table value 1,987. From these results, it can be concluded that promotion and service quality have a positive and significant influence on the decision to study at the Politeknik Sahid.

Based on the results of the F test, brand image, promotion, price and service quality have a positive or simultaneous influence on the decision to study at the Politeknik Sahid. The calculated F value is $45.147 > F$ table 3.10 and the significance value is $0.000 < 0.05$, thus H_0 is rejected and H_1 is accepted.

The regression model equation obtained is college decision = (0.140) brand image, (0.438) promotion, (0.083) price, and (0.511) service quality. It is known that the coefficient value of Brand Image (X1), Promotion (X2), Price (X3) and Service Quality (X4) is 0.140; 0.438; 0.083; 0.511, these results can be concluded that each increase in each independent variable is one unit. Then the purchasing decision variable (Y) will increase by 0.140; 0.438; 0.083; 0.511 assuming the other independent variables of the regression model are fixed.

CONCLUSION

Brand image has no significant effect on the decision to study at the Politeknik Sahid. With these results, it can be concluded that simply increasing the brand image cannot improve the decision to study at the Politeknik Sahid. Promotion has an influence on the decision to study at the Politeknik Sahid. From these results, it is known that the better and increase the promotion in line with the increasing decision to study at the Politeknik Sahid. The price has no influence on the decision to study at the Politeknik Sahid. These results indicate that only competitive prices cannot improve the decision to study at the Politeknik Sahid. The quality of service has an influence on the decision to study at the Politeknik Sahid. With these results it is known that the better the quality of service, the higher the decision to study at the Politeknik Sahid. Brand image, promotion, price and service quality simultaneously have a positive and significant effect on the decision to study at the Politeknik Sahid. Based on these results, the better the brand image, promotion, price and quality of service together can further improve the decision to study at the Politeknik Sahid. Without a brand image, promotion, price and quality of service alone are not able to influence the decision to study at Politeknik Sahid. The ability of brand image, promotion, price and service quality in improving college decisions by 45.1% while 54.9% is influenced by other variables outside of brand image, promotion, price and service quality.

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