

The Influence of Brand Image, Promotion, Price, and Quality of Service on Sahid Polytechnic Lecture Decisions

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ABSTRACT

The purpose of the study was to determine the partial and simultaneous influence of brand image, promotion, price, and service quality on college decisions at Sahid Polytechnic. This research is associative with a quantitative approach. The population in this study were students of the Sahid TA Polytechnic. 2018-2021 with a total sample of 92 respondents. Data collection techniques using questionnaires, data analysis techniques using instrument tests, classical assumption tests, regression tests, coefficients of determination, t tests, and F tests. Based on the results of research partially brand image (X1) and price (X3) variables have no significant effect on the college decision variable (Y) at the Sahid Polytechnic. The promotion variable (X2) and service quality (X4) have an influence on the college decision variable (Y) at Sahid Polytechnic. From these results, it is known that the better and increase the promotion in line with the increasing decision to study at the Sahid Polytechnic. Simultaneous research shows the results of the variable brand image (X1), promotion (X2), price (X3) and service quality (X4) simultaneously and significantly on the college decision variable (Y) at Sahid Polytechnic.

Keywords: Brand Image; Promotion; Price; Service quality; Lecture Decisions; Promotion.

INTRODUCTION

Indonesia's tourism sector is one of the drivers of the economy (Antara & Sumarniasih, 2017; Soeroso & Susilo, 2014; Tayibnapis & Sundari, 2020) which every year adds to the country's foreign exchange which can be proven in "The Travel & Tourism Competitiveness Report" released by the WEF (World Economic Forum) in 2019 which is ranked 40 out of 140 countries which were previously in 42nd position. in 2017. The increase in the number of tourists affects the management of tourism destinations in Indonesia (Deery et al., 2012; Husain et al., 2018; Maddinsyah et al., 2020; Papalapu et al., 2016; Postma & Schmuecker, 2017; Štetić, 2012; Yuangga et al., 2017), it is necessary to have a targeted management by stakeholders involved in the sustainability of tourism in Indonesia with good and comfortable amenities (Loulanski & Loulanski, 2011; Tang et al., 2014; Waligo et al., 2013). The growth of hotels and travel agency companies in Indonesia is not commensurate with the inadequate number of professionals (Jonathan & Tarigan, 2016; Priatmoko & David, 2021; Wicaksono & Maharani, 2020). The rapid growth of tourism colleges and universities that have just opened tourism and hospitality study

programs has led to intense competition (Dunmade, 2019; Foo, 2013; Isenmann et al., 2020).

Sahid Polytechnic is one of the tourism universities with the aim of meeting the needs of tourism and hospitality vocational education as well as creating quality human resources according to the qualifications of a developing industry (Daniel et al., 2017; Shen et al., 2015; Wang et al., 2010), supported by innovations in study programs and learning schemes as well as superior programs that are owned, which is expected to increase competitiveness. so that the image that is present in the community will encourage students to decide to study at the Sahid Polytechnic who is ready to compete for a career in the tourism industry. During the last five years, the number of students has shown a downward trend. The decline in the number of new students can be caused by many factors but in current conditions, the decline in students is caused by the Covid-19 pandemic at the beginning of 2020. In increasing the number of students every year, Sahid Polytechnic seeks to improve its image in various ways through collaboration with various tourism associations. and participate in various events. Based on the results of research (Castonguay et al., 2010; Frawley & Cush, 2011; Hixson, 2014) by brand image has a positive and significant influence on purchasing decisions.

In addition to image enhancement, Sahid Polytechnic has promoted through several routine activities, including visits to schools (sales blitz), presentations, education fairs (edufair), exhibitions (expo) , websites, social media (Instagram, Facebook, Youtube), sponsoring various events, advertising on the internet as well as with student and alumni networks. The results of research conducted by(Castonguay et al., 2010; Herawati et al., 2019; Waani & Tumbuan, 2015) state that promotion has a positive and significant influence on purchasing decisions. Another factor that is considered by prospective students in choosing a campus is the price or tuition fees. The definition of price according to (Istanti et al., 2020) 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. Efforts have been made related to prices, namely discounts that are packaged with attractive promos so that they are able to attract prospective students. According to (Nanda, 2019; Pradana & Wisnu, 2021; Waani & Tumbuan, 2015) price has a positive and significant effect on purchasing decisions. However, unlike the results of research, price has a negative and significant effect on purchasing decisions.

The information provided and the appropriate price, prospective students will review the quality of services provided until they are sure to decide on a course (Al-Omouh et al., 2020; Coulibaly et al., 1998; Raudeliūnienė et al., 2018). The quality of service provided by the company or institution to provide satisfaction and meet the needs as expected by consumers is a consideration that is taken into account in making purchasing decisions, which is the same as choosing a college. The phenomenon that occurs at the Sahid Polytechnic is the lack of responsiveness in responding to obstacles or problems experienced by prospective students and students. In addition, the flow of services is less efficient so that the handling becomes hampered. According to (Andreti et al., 2013; Chaerudin & Syafarudin, 2021) \state that service quality has a significant positive effect on purchasing decisions.

Prospective students in deciding higher education to continue their education through several considerations that are adapted to the existing circumstances. The behavior of consumers who are directly involved in obtaining, determining, and making decisions that precede these activities is a purchase decision, Tjiptono (2016: 22). There are five stages according to Kotler and Keller (2016: 195) to decide to make a purchase, namely problem recognition, information

search, evaluation of alternatives, purchase decisions, and post-purchase behavior. If the situation is not as expected, there will be doubts and will result in the decision not to choose the university.

METHOD

This research is quantitative which aims to analyze the influence of brand image, promotion, price, and service quality on college decisions. The type of quantitative method used in this study is the associative method. The object of this research is the Sahid Polytechnic Jl. Candlenut No. 22, Pondok Cabe, Pamulang, South Tangerang. The data used is primary data with the collection techniques used are observation and questionnaires. This research questionnaire was made in the form of statements that refer to the Likert scale. The secondary data used are references from several books and journals that are relevant to this research. The data analysis used in this study included validity and reliability tests, classical assumption tests and simple linear regression analysis, correlation tests, determinations and hypothesis testing (t test).

RESULTS AND DISCUSSION

Descriptive Research Results Characteristics of Respondents

The results of the questionnaire can be concluded that the majority of respondents in this study were female respondents as many as 58 people (63%). The majority of respondents in this study were 20 years old with a total of 48 people (52.2%) with an average 2018/2019 class year of 36 people. Based on the test results of the validity of the variables Brand Image (X1), Promotion (X2), Price (X3), Service Quality (X4), and Lecture Decisions (Y) are valid with r count $>$ r table 0.2028, and the results of the reliability test show the results the reliable one is 0.850; 0.869; 0.865; 0.823; 0.825 0.6 (Cronbach's Alpha).

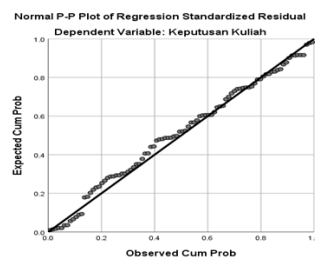


Figure 3. Normal P-Plot

Based on the results in Figure 2 P-Plot Graph, the points follow and approach the diagonal line so that it can be concluded that the regression model meets the assumption of normality. The results showed that there was no multicollinearity, no autocorrelation, and no symptoms of heteroscedasticity.

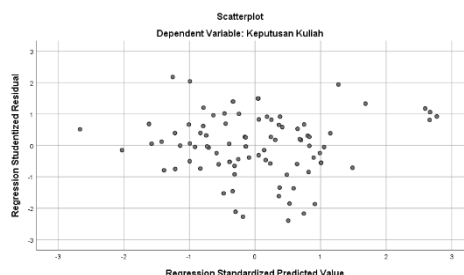


Figure 4. Heteroscedasticity Test Results

Source: Data Processing Results with SPSS 26

From figure 3, the dots do not form a clear pattern. The points spread above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity.

The correlation coefficient value between *Brand Image* (X1) and Lecture Decisions (Y) is 0.608 which is declared strong with a significance value (*Sig 2-tailed*) of $0.000 < 0.05$, it can be concluded that there is a relationship between *Brand Image* and Lecture Decisions. The higher the *brand image value*, the higher the college decision level. Promotion Variable (X2) with Lecture Decision (Y) is 0.661 which is declared **strong** with a significance value (*Sig 2-tailed*) of $0.000 < 0.05$, it can be concluded that there is a relationship between Promotion with Lecture Decisions. The higher the level of promotion effectiveness , the higher the level of college decisions. Price Variable (X3) with the Lecture Decision (Y) is 0.542 which is declared sufficient strong with a significance value (*Sig 2-tailed*) of $0.000 < 0.05$, it can be concluded that there is a relationship between promotion with Lecture Decisions. Service Quality Variable (X4) with a Lecture Decision (Y) is 0.765 which is declared strong with a significance value (*Sig 2-tailed*) of $0.000 < 0.05$, it can be concluded that there is a relationship between Service Quality with Lecture Decisions. The higher the level of service quality , the higher the level of college decisions. Based on the value of Sig. F Change 0.000 means that it is correlated, and for the number of correlation coefficient (r count) of 0.824 r table 0.2028, then it is related. This shows that there is a very strong relationship between *Brand Image*, Promotion, Price and Quality of Service on Lecture Decisions at Sahid Polytechnic. The higher the value of *brand image*, promotion, price, and quality of service , the higher the level of college decision.

brand image variable (X1) contributed to college decisions (Y) of 36.4%, the promotion variable (X2) contributes to college decisions (Y) by 43.1%, the variable price (X3) contributes to college decisions (Y) by 28.8%, service quality variable (X4) contributed to college decisions (Y) of 76.2%, while the results of the percentage of the influence of independent variables namely *brand image*, promotion, price and service quality simultaneously on the dependent variable, namely college decisions at Sahid Polytechnic of 67.9% and 32.1% is influenced by other variables not examined.

Based on the descriptive analysis of the questionnaire results, the indicators used in the *brand image variable* resulted in a mean value of 3.9 which concluded that the Sahid Polytechnic student's perception of the *brand image* was good. The promotion variable produces a mean value of 3.8. It was concluded that the promotion went well based on the results of the questionnaire responses from Sahid Polytechnic students on the promotion is good. The indicators used in the promotion variable produce a mean value of 3.8. It was concluded that the perception of Sahid Polytechnic students towards promotion is good. The service quality variable produces a mean value of 3.5. It was concluded that the service at the Sahid Polytechnic was good. The college decision variable produces a mean value of 3.6. It can be concluded that the Sahid Polytechnic has good and supportive instruments so that *customers* trust and choose the Sahid Polytechnic

campus.

The results of the simple linear regression equation for the X_1 variable are $Y = 9.809 + 0.851X_1$, meaning that the value (a) or constant is 9.809. This value indicates if the *brand image* (X_1) is zero or does not increase, the college decision (Y) will still be worth 9.809. The regression coefficient value (b) is 0.851 (positive), which shows a unidirectional effect, which means that if the *brand image* is improved, it will increase the unit of college decision by 0.851 units. Variable X_2 , $Y = 16.599 + 0.879X_2$ that is constant of 16.599 this value indicates if promotion (X_2) is zero or does not increase, then the college decision (Y) will still be worth 16,599. The regression coefficient value (b) is 0.879 (positive), which shows a unidirectional effect, which means that if the promotion is increased, it will increase the units of college decisions by 0.879 units. Variable X_3 is $Y = 26.561 + 0.648X_3$, constant of 26.561 this value indicates if the price of (X_3) is zero or does not increase, then the college decision (Y) will still be worth 26.561. The regression coefficient value (b) is 0.648 (positive), which shows a unidirectional effect, which means that if the price is affordable, it will increase the unit of college decision by 0.648 units. The variable X_4 is $Y = 14,283 + 0,810X_4$, constant of 14,283 this value indicates if the quality of service (X_4) is zero or does not increase, then the college decision (Y) will still be worth 14,283. The regression coefficient value (b) is 0.810 (positive), which shows a unidirectional effect, which means that if the quality of service is improved, it will increase the unit of college decision by 0.810 units. The results of the multiple linear regression equation are as follows: $Y = 4.610 + 0.139 X_1 + 0.432 X_2 + 0.082 X_3 + 0.507 X_4$.

Output coefficients t test on the *brand image* variable with a significance value of 0.261 is greater than the probability value of 0.05 (sig 0.236 > 0.05) and the t value of $1.132 < t$ table 1.987. The results of the t-test of the price variable with a significance value of 0.415 > a probability value of 0.05 and a t-count value of 0.820 < t-table 1.987 which shows that the *brand image* and price variables has no influence on the decision to study at the Sahid Polytechnic. thus H_0 is accepted and H_a is rejected. 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 $4.377 > \text{the t-table value of } 1.987$ 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. $5,270 > t$ 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 Sahid Polytechnic, thus H_0 is rejected and H_a is accepted.

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 Sahid Polytechnic. The calculated F value is $45.982 > F$ table 2.48 and the significance value is $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted. The regression model equation or the coefficient values obtained are college decisions = (0.139) *brand image*, (0.432) promotions, (0.082) prices, and (0.507) service quality, it can be concluded that each increase in each independent variable is one unit. Then the purchasing decision variable (Y) will increase by 0.139; 0.432; 0.082; 0,507 assuming the other independent variables of the regression model are fixed.

CONCLUSION

Based on the results of research conducted on the effect of brand image, promotion, price, and service quality on college decisions at Sahid Polytechnic, the conclusions are as follows: *Brand image* has no effect on college decisions, this is evidenced by $Y = 9.809 + 0.851X_1$, *brand image* (X_1) contributes to college decisions (Y) by 36.4%, while the remaining 63.6% is influenced

by other variables not examined in this study. The t-count value for promotion is $1.130 > t$ table 1.987 with a significant $0.261 < 0.05$, then H_0 is accepted and H_a is rejected, indicating that *brand image* has no effect on college decisions at Sahid Polytechnic .

Promotion has a positive and significant effect on college decisions, this can be proven from the simple regression value $Y = 16.599 + 0.879X_2$, promotion (X_2) contributes to college decisions (Y) by 43.1%, while the rest is 56.9% influenced by other variables not examined in this study. The value of t arithmetic promotion is $4.377 > t$ table 1.987 with a significant $0.00 < 0.05$ then H_0 is rejected and H_a is accepted indicating that promotion has a positive and significant effect on college decisions at Sahid Polytechnic . Price has no effect on college decisions, this can be proven from the simple regression value $Y = 26.561 + 0.648X_3$, price (X_3) contributes to college decisions (Y) by 28.8%, while the remaining 71.2% is influenced by other variables not examined in this study. The t-count value for promotion is $0.820 > t$ table 1.987 with a significant $0.415 < 0.05$, then H_0 is accepted and H_a is rejected, indicating that the price has no effect on the decision to study at the Sahid Polytechnic . Service quality has a positive and significant effect on college decisions, this can be proven from the simple regression value $Y = 14,283 + 0,810X_4$, service quality (X_4) contributes to college decisions (Y) by 76.2% , while the rest is 23 ,8% influenced by other variables not examined in this study. The value of t arithmetic promotion is $5.270 > t$ table 1.987 with a significant $0.00 < 0.05$, then H_0 is rejected and H_a is accepted indicating that promotion has a positive and significant effect on college decisions at Sahid Polytechnic.

Brand image, promotion, price and service quality simultaneously have a positive and significant effect on college decisions at Sahid Polytechnic, this can be proven by the results of multiple regression $Y = 4.610 + 0.139 X_1 + 0.432 X_2 + 0.082 X_3 + 0.507 X_4$. *Brand image* (X_1), promotion (X_2), price (X_3), and service quality (X_4) contributed to college decisions (Y) by 67.9%, while the remaining 32.1% was influenced by other variables not examined in this study. The calculated F value is $45.982 > F$ table 2.48 and the significance value is $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted. From the results of the analysis, it can be concluded that *Brand Image* (X_1), Promotion (X_2), Price (X_3) and Service Quality (X_4) have a simultaneous effect on Lecture Decisions (Y).

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