

The Effect of Service Quality, Cost, and Promotion on Parents' Decisions in Choosing Schools (Case Study at SMK AL Amanah Tangsel in Information & Communication Technology Expertise)

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Abstract

This research aimed to understand the influence of Service Quality, Cost and Promotion on Parents Decisions in Choosing of School at Al Amanah Tangsel Vocational School in the field of Information and Communication Technology. The method in this research is the associative type with descriptive and quantitative approaches. Data that was used were Primary data and Secondary data. Primary data were collected through face-to-face interview, questionnaire and library research. Secondary data were collected through histories and documentations. The population and sample in this study amounted to 179 populations and used random sampling techniques with 124 respondents. The analysis tool uses multiple linear regression analysis with the help of SPSS 21 Software. The results showed that, Service Quality (X1), Cost (X2) and Promotion (X3) had a positive and significant effect partially and simultaneously. Service Quality (X1) contributed to Parents Decisions in Choosing (Y) of 68,4% and the remaining 31,6% was influenced by other factors. Hypothesis testing shows the value of tcount 16,236 > ttabel 1,979, and the value of sig < 0.05 at a = 5% then Ho1 is rejected and Ha1 is accepted. Cost (X2) contributed to Parents Decisions in Choosing (Y) of 53,7% and the remaining 46,3% was influenced by other factors. Hypothesis testing shows the value of tcount of 11,892 > ttabel 1,979, and the value of sig < 0.05 at a = 5% then Ho2 is rejected and Ha2 is accepted. The Promotion (X3) contributed to Parents Decisions in Choosing (Y) of 80,5% and the remaining 19,5% was influenced by other factors. The Hypothesis Test shows the value of t count 22,453 > ttabel 1,979, and the value of sig < 0.05 at a = 5% then Ho3 is rejected and Ha3 is accepted. Based on Coefficients test, the Unstandardized Coefficients B for $Y = Y = 2.781 + 0.268X1 + 0.009X2 + 0.660X3$. Based on R2 (determination coefficient) score, it is concluded that Service Quality (X1), Cost (X2) and Promotion (X3) contributed to Parents Decisions in Choosing (Y) by 84,2% and the remaining 15,8% was influenced by other factors. Simultaneous hypothesis test shows the value of Fcount 213,525 > Ftabel 2,68, and the value of sig < 0.05 at a = 5% then Ho4 is rejected and Ha4 is accepted. It shows that there are positive and significant impacts that simultaneously influence Service Quality, Cost and Promotion on Parents decisions in choosing of School at Al Amanah Tangsel Vocational School in the field of Information and Communication Technology

Keywords: Service Quality, Cost, Promotion, Choice Decision

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INTRODUCTION

The rapid development of the current flow of globalization is increasingly unstoppable, this can be seen clearly by the high use of electronic devices by the world community to facilitate and accelerate various kinds of work activities both in the office, in the company, at school, at home, or wherever they are especially those who have a high level of mobilization in this digital era of information technology. In fact, not a few conventional businesses that were previously engaged in the real sector have begun to move to the online world, online business (in the network) and others based on the internet.

We as part of the world community cannot close ourselves off and do not care about the current movement of globalization. Globalization cannot be denied or avoided, it comes along with the development of human civilization, advances in science and technology whose power can penetrate space and shorten the distance between regions in various parts of the world. Therefore, what we can do is face it carefully, participate in playing a role in every challenge and opportunity that is available.

Accompanied by the revolution in information technology, communication, and industrial technology, where the influence can be positive and negative on all business actors including the world of education.

Competition in the economy, the business world and the world of education is getting tougher, especially for educational actors or institutions/schools that run the education business itself. Schools that will succeed in winning this competition are schools that are quick to see this development and are also right in implementing their education system in accordance with the demands of today's era.

The education system in Indonesia is large and diverse with more than 44 million students and around 3.5 million active teaching staff spread across more than 219,000 schools in Indonesia. Based on these data, it can be seen that the number of schools, teaching staff and students is quite large, this has made Indonesia the country with the 4th largest education system in the world (after China, India and America). Referring to data from the Global Education Monitoring (GEM) Report 2016, UNESCO, the quality of education in Indonesia still needs to be improved to be better than other countries. Based on the PISA (Program for International Student Assessment) report, Indonesia's education ranking in the world is ranked 62 in the world in the field of science, 63 in the world in mathematics, and 64 in the world in reading, still below Singapore, Vietnam, and Thailand. PISA itself is a survey that tests the ability of 15-year-old students in three areas, namely reading, math, and science. This survey was initiated by the Organization for Economic Cooperation and Development (OECD). Source on <https://news.detik.com/dw/d-4533564/potret-pendidikan-Indonesia-di-tengah-perkembangan-teknologi>.

Reporting from The Guardian, in 2016 Indonesia ranked 57th out of a total of 65 countries in terms of the quality of education, this survey was published by the Organization for Economic Co-operation and Development. On the other hand, the competence of educators in the country with the fourth largest population in the world is very low. Data from the Ministry of Education and Culture shows that among the 1.6 million participants in the teacher competency test, more than 1.3 million of them have scores below 60, from a score range of 0 to 100. From this

test, only 192 teachers scored above 90. While almost 130,000 of them are only able to get scores below 30, source <https://www.its.ac.id/news/2019/05/02/menyoal-sistem-Pendidikan-di-Indonesia/>. In fact, teachers play an important role in shaping the character of a generation, especially a nation. For this reason, support from all parties, including the private sector, is needed in providing support to the government to advance education in Indonesia, either directly or indirectly. As a nation, we have a big goal, not just intellectual achievement or securing jobs, but also growing human potential as a whole in various aspects of development.

Currently, Indonesian education needs an accelerated improvement, this is not only the responsibility of the government or students and teachers in schools but we all need to take a role. The hope is that more innovation and collaboration will occur between governments, corporations, organizations and the public who care so that education remains relevant to face the challenges of the times. The teaching-learning process must always place students as subjects, teachers need to humanize relationships in carrying out their roles. As parents, those around children need to continue to be role models in facilitating children based on their needs, providing support and successful experiences, applying empathetic communication.

In welcoming the Industrial Revolution 4.0, the government has begun to shift its focus from infrastructure development to human resource development, increasingly sophisticated technological developments can affect the way students think, behave, and character. "Students must have character and national identity in the midst of fast-moving global changes. The education system in Indonesia has a large enough burden, so it must be balanced with the distribution of students' interests so that they remain happy in teaching and learning activities. In 2019 itself, the government has launched an education budget of 492.5 trillion Rupiah, with details of 163.1 T for the center, 308.4 T for the regions, and 21 T for financing. This figure grew by 11.4 percent compared to the 2018 budget. Therefore, the government is expected to be wise in using the budget, other than for administrative purposes and for the quality of learning materials.

We also hope that the government's efforts to equalize the quality of education in Indonesia, both in terms of infrastructure and human resources, can be realized in order to respond to global challenges in the future, so that the goal of this country as written in the preamble of the 1945 Constitution, namely the intellectual life of the nation, can be achieved.

Talking about equal distribution of education quality in Indonesia, regardless of the number of schools in each city or district, is the number of schools evenly distributed per sub-district or is there still an imbalance?

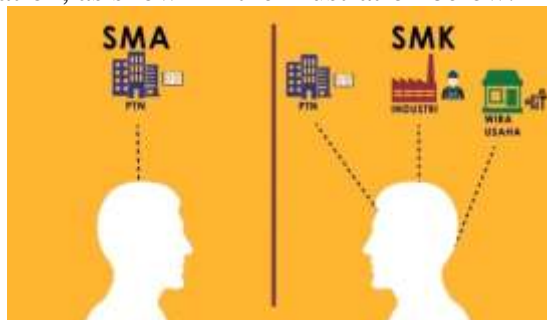
Data on the number of schools in South Tangerang City shows that the sub-districts are still not evenly distributed, especially in North Serpong and Setu sub-districts, the number is much less than other sub-districts. This should be a concern for the Government, how can equalize the quality of education for the nation's children can be realized if the number of schools themselves are not evenly distributed per sub-district.

One level of education that is the mainstay of school education in Indonesia is Vocational Senior Secondary School (VSSS). Vocational High School is a

secondary school after junior high school, which is one of the choices for junior high school students who want to continue their higher education. In accordance with Government Regulation No. 66 of 2010 concerning the Management and Implementation of Education, Article 1 paragraph 15: "Vocational High School, hereinafter abbreviated as SMK, is a form of formal education unit that organizes vocational education at the secondary education level as a continuation of SMP, MTs, or other equivalent or advanced forms of learning outcomes that are recognized as equal or equivalent to SMP or MTs".

Currently there are 3 types of senior high school which are managed by the government's curriculum, with details of 2 schools under the Ministry of Education and Culture, namely SMA (High School) & Vocational High School (Vocational High School), and 2 schools under the Ministry of Religion, namely MA (Madrasah Aliyah) and MAK (Madrasah Aliyah). Madrasah Aliyah Vocational). When viewed from the differences in schools above, SMA in general prioritizes general science theory and little practice, while SMK uses practice more than theory, while MA prioritizes Islamic religious knowledge more than general science and practice.

If we may illustrate the mindset of high school graduates, they will continue to study more at universities that are in accordance with their fields, compared to readiness to enter the Industrial World or Entrepreneurship, because their knowledge is still general and not focused on one field and very few practices. It is different from SMK where the knowledge has been directed in one field and combined with practice, so that later graduates will have more opportunities in the Industrial and Entrepreneurial Worlds and if later they want to continue to Higher Education, as shown in the illustration below.



Source: www.educenter.id

Figure 1.1. Illustration of the mindset of high school graduates vs vocational high school graduates

In line with the theme of long-term education development 2005-2024, the development of vocational schools is directed at increasing international competitiveness as a foundation in building independence and competitiveness of the nation in facing future global competition. In accordance with Permendikbud Number 34 of 2018 concerning National Standards for Vocational Education / MAK Article 1, which reads "National Standards for Vocational High School Education/Vocational Madrasah Aliyah, hereinafter abbreviated as SNP SMK/MAK are the minimum criteria regarding the education system at the Vocational High School level/ Vocational Madrasah Aliyah in all jurisdictions of the Unitary State of the Republic of Indonesia in order to achieve graduate competence according to the needs of graduate users".

In the face of global competition and the current swift currents of globalization, it is demanded that education schools based on informatics technology can produce humans who have science and technology as well as have Islamic religious education knowledge that gives birth to people who are faithful and devoted and have good character.

This is in accordance with the 1945 Constitution Article 31 paragraph 3 "The government seeks and organizes a national education system, which increases faith and devotion and noble character in the context of educating the nation's life which is regulated by law" and Paragraph 5 "The government advances science and technology. by upholding religious values and national unity for the advancement of civilization and the welfare of mankind".

One of the schools that has the above commitment is Al Amanah Vocational School, South Tangerang, where its vision is "to become a vocational school that is in demand in vocational education services that have advantages in the fields of Science & Technology (IPTEK) and Faith & Taqwa (IMTAQ)".

In this case, Al Amanah Vocational School is determined to prepare prospective workers who are ready to use high school graduates in the face of globalization who will be able to compete in the free market through one of the vocational education in the field of business management expertise and information technology, but the school continues to equip and fortify students with education in the field of Islam where the main goal will be to produce humans who have science and technology who are faithful and devoted and have good character.

If you look at the vision of the Al Amanah Vocational High School above, it is very noble and very visionary in facing the current era of globalization and free competition, this SMK should be a mainstay and favorite vocational school by students and parents who will make their children's primary school choice.a.

In general, there has been an increase in the number of students from 2015 to 2018, but when viewed in terms of percentage growth, there has been a decline, where from 2015 to 2016 the growth in the number of students reached 41%, continued in 2016 to 2017 growth in the number of students decreased to 21%, and in 2017 to 2018 the growth in the number of students decreased again by only 9% from the previous year, even in 2019, there has been a significant decline from the previous year in terms of number and percentage , where the decline in the number of students this year decreased by 57 students, with details of 10 male students and 47 female students with a percentage decrease of 9% from the previous year.

Currently, Al Amanah Vocational High School has 2 Fields of Study Expertise (Business Management and Information & Communication Technology) with 5 skill competency programs namely:

1. Software Engineering from the Field of Information Engineering Expertise.
2. Institutional Accounting & Finance from the Field of Business Management Expertise.
3. Islamic Banking from the Field of Business Management Expertise Studies.
4. Office Automation and Governance from the Field of Business Management Expertise.
5. Online Business and Marketing from Business Management Skills Study.

The field of study of expertise with the Software Engineering skill competency program is the second favorite choice after Office Automation & Governance. However, in 2019, the number of all skill competency programs decreased compared to the previous year, where the most experienced decline was in Islamic Banking, namely 17 people, followed by Accounting & Institutional Finance as many as 16 people, Office Automation & Governance 15 people, Software Engineering 7 people and Online Business & Marketing 2 people. This is certainly a question mark, what is the cause of the decline in the number of students this year?

However, it is undeniable, in welcoming the growing industrial world, Vocational High Schools must prepare their students with optimal practices internally, so that they require complete facilities & infrastructure according to the demands of the times, so that the impact on education costs is greater than SMA or MA.

The continuity of schools in the world of education is strongly influenced by the quality of services, costs and promotions that are attractive & sustainable to the needs of jobs & the business world or industry. As long as it can meet the needs and in accordance with the purchasing power of the community, the existence of schools in the education business can be maintained.

In addition, if you want to survive and compete and want to develop your business, a school must be able to apply the right and steady strategy to attract more students, which can be seen by the increasing number of students every year.

Based on the description of the background above, the researcher is interested in conducting further research on the problem of service quality, costs and promotions at SMK AL AMANAH TANGSEL, especially in the field of Information & Communication Technology expertise which is closely related to the current digital era. For this reason, in this study the researchers took the title "The Influence of Service Quality, Costs and Promotions on Parents' Decisions in Choosing Schools" Case Study at SMK AL Amanah Tangsel in Information & Communication Technology Expertise".

METODE PENELITIAN

The method in this study is associative with a descriptive and quantitative approach. The data used in this study are 1. primary data collected through interviews, questionnaires, and literature study, 2. secondary data through historical data and documentation. The population and sample in this study amounted to 179 population and used a random sampling technique with 124 respondents. The analysis tool uses multiple linear regression analysis with the help of SPSS 21 Software. The results show that, Service Quality (X1), Cost (X2) and Cost (X3) have a positive and significant effect partially or simultaneously.

HASIL DAN PEMBAHASAN

During carrying out this research, the author always coordinates with the Principal and his team periodically according to the stages of the research, as shown in Figure 4.23. following:



Figure 2. The Head of Al Amanah Vocational School and his team and the author.

Based on the results of statistical testing, it can be seen that the independent variables partially and simultaneously affect the dependent variable. The influence of these two variables is significant, in other words the quality of service, cost and promotion will increase the decision to choose a school. This is in accordance with the proposed hypothesis and the results of previous studies. The influence of these variables will be explained as follows:

The Influence of Service Quality (X1) on the Decision to Choose (Y)

According to Tjiptono and Gregorius (2013:198), service quality is a way to measure an organization's service activities through the performance of its officers towards consumers as service users. In line with that according to Kotler (2014: 99) service quality is: "a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations". All goods and services are produced in various levels of quality. This is evidenced by looking at the answers of respondents who agree by 67% and strongly agree by 19%.

Based on the results of the Coefficients test, it is known that the value of the simple linear regression equation $Y = a + b(x)$ is $Y = 13.073 + 0.722(x_1)$, this equation can be concluded that there is a positive direction of influence between Service Quality (X1) on Choice Decisions (Y). The constant $a = 13.071$ means that the current value of the Decision to Choose (Y) is 13.071 units with the assumption that Service Quality (X1) is fixed or unchanged. The constant $b = 0.722$ means that, if there is a one-unit increase in the Service Quality variable (X1), the value of the Choice Decision (Y) will increase by 0.722 units.

Based on the R-Square value (coefficient of determination) of 0.684, it can be concluded that the magnitude of the influence of the service quality variable (X1) on the Choice Decision variable (Y) is 68.4% while the remaining 31.6% is influenced by other factors.

Based on the t-test, the value of $t\text{-count} > t\text{-table}$ or $(16.236 > 1.979)$, it is also evidenced by a significance of $0.000 < 0.05$. Thus, H_0 is rejected and H_1 is accepted,

this indicates that there is a positive and significant effect on partial relationship between Service Quality and Decision to Choose in the ICT Sector at SMK Al Amanah Tangsel.

The results of this study are consistent with Bayu Yulianto and Khuzaini, 2013, *Journal of Management Science and Research*, Vol.1, no.1, p.25-46, Indonesian College of Economics (STIESIA) Surabaya. Research title Effect of Price, Products, Promotions and Services on Consumer Decisions to Buy Kawasaki Motorcycles. The conclusions from the results of this study are as follows: 1) The effect of price, product, promotion and service simultaneously affects consumer decisions, 2) The four variables of price, product, promotion and service partially also significantly influence consumer decisions.

Therefore, it can be concluded that the quality of service has a significant effect on the decision to choose in the ICT field at SMK Al Amanah Tangsel.

The Effect of Cost (X2) on the Decision to Choose (Y)

According to Dedi Supriadi (2010: 3) Cost in this sense has a broad scope, namely all types of expenditures related to the provision of education, both in the form of money and goods and labor (which can be priced in money).

Based on the results of the Coefficients test, it is known that the value of the simple linear regression equation $Y = a + b(x)$ is $Y = 13,594 + 0,733(X2)$, this equation can be concluded that there is a positive direction of influence between Cost (X2) on the Decision to Choose (Y). The constant $a = 13,594$ means that the current value of the Choice Decision (Y) is 13,594 units with the assumption that Cost (X2) is fixed or unchanged. The constant $b = 0.733$ means that, if there is a one-unit increase in the Cost variable (X2), the value of the Choice Decision (Y) will increase by 0.733 units.

Based on the R-Square value (coefficient of determination) of 0.537, it can be concluded that the magnitude of the influence of the Cost variable (X2) on the Choice Decision variable (Y) is 53.7% while the remaining 46.3% is influenced by other factors.

Based on the t-test, the value of $t\text{-count} > t\text{-table}$ or $(11,892 > 1.979)$, it is also evidenced by a significance of $0.000 < 0.05$. Thus, H_0 is rejected and H_1 is accepted, this indicates that there is a positive and significant effect on Partial between Cost and Decision to Choose in the ICT Sector at SMK Al Amanah Tangsel.

The results of this study are consistent with the research of Idris, Hendra Noky Andrianto, 2013. *Journal of Management*, Vol. 2, no. 3, p. 1 – 10, Undip, Semarang, where the research results show that the price variable has a positive and significant effect on consumer purchasing decisions, and the promotion variable has a positive and significant effect on consumer purchasing decisions.

Therefore, it can be concluded that the cost has a significant effect on the decision to choose in the ICT field at SMK Al Amanah Tangsel.

The Effect of Promotion (X3) on the Decision to Choose (Y)

In line with Kotler and Armstrong (2014: 408), promotion is the company's communication to consumers about the products or services produced in an effort to build profitable relationships.

Based on the results of the Coefficients test, it is known that the value of the simple linear regression equation $Y = a + b(x)$ is $Y = 3.948 + 0.913(x_3)$. The constant $a = 3.948$ means that the current value of the Choice Decision (Y) is 3.948 units with the assumption that the Promotion (X_3) has a fixed value or does not change. The constant $b = 0.913$ means that, if there is a one-unit increase in the Promotion variable (X_3), the value of the Choice Decision (Y) will increase by 0.913 units.

Based on the R-Square value (coefficient of determination) of 0.805, it can be concluded that the magnitude of the influence of the Promotion variable (X_3) on the Choice Decision variable (Y) is 80.5% while the remaining 19.5% is influenced by other factors.

Based on the t-test, the value of $t\text{-count} > t\text{-table}$ or $(22.453 > 1.979)$, it is also evidenced by a significance of $0.000 < 0.05$. Thus, H_0 is rejected and H_1 is accepted, this indicates that there is a positive and significant effect on partial relationship between Promotion (X_3) and the Decision to Choose in the ICT Sector at SMK Al Amanah Tangsel.

The results of this study are consistent with Doni Hariadi and Soebari Martoatmojo, *Journal of Management Science & Research*, Vol. 1. No. 1, p. 87, Indonesian College of Economics (STIESIA) Surabaya. With the research title Effect of Price, Product, Promotion and Distribution on Consumer Purchase Decisions of PT Smart Vision Surabaya. The conclusion of the research is that the results of the partially significant test using the t test show that the independent variables consisting of product, price, promotion and distribution have a significant effect on consumer purchasing decisions on projector microvision products at PT Smart Vision Surabaya.

Therefore, it can be concluded that promotion has a significant effect on choosing decisions in the ICT field at SMK Al Amanah Tangsel.

The Influence of Service Quality (X_1), Cost (X_2), and Promotion (X_3) on the Decision to Choose (Y)

There is a Significant Effect of Simultaneous Service Quality, Cost and Promotion on Parents' Decisions in Choosing Schools, this is evidenced by the results of the Coefficients test where it is known that the Unstandardized Coefficients B value for $Y = 2.781 + 0.268X_1 + 0.009X_2 + 0.660X_3$, multiple linear regression equation it can be concluded that there is a positive direction of influence between Service Quality (X_1), Cost (X_2), and Promotion (X_3) on the Decision to Choose (Y).

Based on the R-Square value (coefficient of determination) of 0.842, it can be concluded that the magnitude of the influence of the Service Quality (X_1), Cost (X_2), and Promotion (X_3) variables on the Choice Decision (Y) variable is 84.2% while the remaining 15, 8% influenced by other factors.

Based on the F-test, the $F\text{-count} > F\text{-table}$ or $(213,525 > 2.68)$, it is also strengthened with a significance of $0.000 < 0.05$. Thus, H_0 is rejected and H_1 is accepted, this shows that there is a simultaneous positive and significant influence between Service Quality, Cost and Promotion on the Decision to Choose in the ICT Sector at SMK Al Amanah Tangsel.

The results of this study are in line with previous research conducted by Melvin Pristyo, 2013, *Journal of Entrepreneurship*, Vol.1, no. 1, LPPM, Widya Kartika University (UWIKU). The title of the research is the Effect of Product and Price on Sales Volume at UD. Eka Jaya in Surabaya. The conclusion of the research on testing the first hypothesis is that product and price have a joint and significant influence on sales volume, which is accepted as true. This is evidenced by the significance or F test the simultaneous effect of independent variables on the dependent variable is significant because the calculated F value of 9.190 is greater than F table of 3.47.

Therefore, it can be concluded that there is a simultaneous positive and significant influence between Service Quality, Cost and Promotion on the Decision to Choose in the ICT Sector at SMK Al Amanah Tangsel.

KESIMPULAN

Based on the results of research and discussion on the Effect of Service Quality, Cost and Promotion on Parents' Decisions in Choosing Schools at SMK AL Amanah Tangsel in Information & Communication Technology Expertise, the authors can conclude as follows:

1. There is a positive and significant influence by Service Quality on Choice Decisions, this can be proven based on the value of $t_{count} > t_{table}$ or $(16.236 > 1.979)$, it is also evidenced by a significance of $0.000 < 0.05$. The R-Square value (coefficient of determination) is 0.684, so it can be concluded that the magnitude of the influence of the service quality variable (X1) on the Choice Decision variable (Y) is 68.4% while the remaining 31.6% is influenced by other factors.
2. There is a positive and significant effect of Cost on the Decision to Choose with a value of $t_{count} > t_{table}$ or $(11.892 > 1.979)$, it is also evidenced by a significance of $0.000 < 0.05$. The R-Square value (coefficient of determination) is 0.537, so it can be concluded that the magnitude of the influence of the Cost variable (X2) on the Choice Decision variable (Y) is 53.7% while the remaining 46.3% is influenced by other factors.
3. There is a positive and significant effect by Promotion on the Decision to Choose with a value of $t_{count} > t_{table}$ or $(22.453 > 1.979)$, it is also evidenced by a significance of $0.000 < 0.05$. The R-Square value (coefficient of determination) is 0.805, so it can be concluded that the magnitude of the influence of the Promotion variable (X3) on the Choice Decision variable (Y) is 80.5% while the remaining 19.5% is influenced by other factors.
4. There is a positive and significant effect of Service Quality, Cost and Promotion simultaneously on the Decision to Choose with a value of $F_{count} > F_{table}$ or $(213,525 > 2.68)$, it is also strengthened by a significance of $0.000 < 0.05$. The R-Square value (coefficient of determination) is 0.842, it can be concluded that the magnitude of the influence of the Service Quality (X1), Cost (X2), and Promotion (X3) variables on the Choice Decision variable (Y) is 84.2% while the remaining 15.8 % influenced by other factors

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