

## INFLUENCE TUITION FEES AND FACILITIES ON STUDENT DECISIONS FOR CHOOSE STUDY AT THE FACULTY OF AGRO TECHNOLOGY, UNIVERSITAS PRIMA INDONESIA

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### ARTICLE INFO

**Keywords:**  
Education Fees ;  
Facilities ;  
Lecture Decision

### ABSTRACT

This study aims to determine the effect of tuition fees and facilities on student decisions to choose to study at the Faculty of Agro Technology, Prima Indonesia University partially or simultaneously. The research was conducted on students of the Faculty of Agro Technology UNPRI. The population in the study were students of the Faculty of Agro Technology UNPRI. The data collection method in this study is a questionnaire or questionnaire. The sampling technique used is the Random Sampling technique. Determining the number of samples in this study used the Slovin formula with an error rate of 5% so that a total sample of 121 students was obtained from a total population of 173 students from the Faculty of Agro Technology UNPRI. Test prerequisite analysis using validity, and reliability tests. Data analysis techniques used descriptive analysis, multiple correlation analysis, multiple regression analysis, and the coefficient of determination using SPSS version 20.0. The results of research originating from data processing show a positive relationship between the variables of education costs and facilities on the decision to choose students of the Faculty of Agro Technology UNPRI. Partially, the effect of education costs and facilities on the performance of UNPRI permanent lecturers is 0.129 each; and 0.144. Simultaneously, the variable costs of education and facilities have a significant influence on the decision to choose students from the Faculty of Agro Technology, UNPRI, which is 0.273. From the results of the analysis, it was found that part of the influence of competence, training, and motivation on the performance of UNPRI permanent lecturers was 12.9% and 14.4%, respectively. Simultaneously the effect of competence, training, and motivation on the performance of UNPRI permanent lecturers is 27.30% and the rest is influenced by other variables not proposed in this study.

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## 1. INTRODUCTION

Competition in colleges in tall private sector in Indonesia is increasing strict making Lots of institutions realize the necessity to review re- strategize them To become more competitive [1]. Results of studies conducted [2] find that factors in electing student college tall depend on some criteria, including quality academics, facilities, environment campus, and characteristics personal [3]. Height competition makes focus attention on management marketing and management registration become object enough research interesting [4]. Determination target market with more clear, repair communication and promotion, as well as respond to needs and wants students with more Good believed become road effective exit For still exist in competition recruit student new [5]

Taking a decision is an action somebody For sets policy in a framework to reach an objective organization, marked with creativity and courage to take the risk [6]. Taking a decision is the process of choosing something alternative method Act with an efficient method in accordance situation [7]. process it To find and solve problem organization [8]. Taking decisions as a consumer is a splitting process target-directed problem [9]. Before candidate students decide on a college tall as a place to study, usually they own several factors used base in take a decision [10] [11].

Cost is a sacrifice source measured economy in unit money, that has to happen or possibly will happen For an objective certain [12]. Cost is the whole expenditure both monetary and , not money, as an expression of responsibility answers all parties to effort achievement goals that have been determined [13].

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More complete cost education is whole expenditure both in the form of money and not money as an expression of responsibility answer all parties ( community, parents, and government ) against development desired education achieved in a manner efficient and effective, that should be Keep going excavated from various source, maintained, consolidated, and styled in a manner administrative so that can be used in a manner efficient and effective [14]. Cost education is one very important instrumental component in maintenance education. Cost in understanding This own broad coverage, ie all types of related expenses with maintenance education, fine in the form of money or goods and power [15].

The facility provision equipment physique For giving convenience to consumers For carrying out activities that need consumers can fulfill [16]. The facility is all something that is equipment physically provided by the party seller service To support comfort consumers [17]. The facility's appearance, ability means infrastructure, and conditions environment surrounding it shows the existence of external covering the facility's physical ( building ) equipment and tools. That includes facility can form tools, objects, equipment, money, space place of Work [18].

Prima Indonesia University (UNPRI) is one the college's tall privates under the coordination of the Ministry of Education and Culture Republic of Indonesia ( Kemendikbud RI) with 8 Faculties and 40 Study Programs, one of them Faculty Agro Technology. Faculty Agro Technology Located at Lake Street Singkarak, Gg. Sei Agul Village Madrasah , West Medan. Amount students active in Faculty Agro Technology based on the year enter starts from the period 2020-2022 years can be seen in Table 1.

Table 1. Data amount students active in Faculty Agro Technology based on year enter start from period years 2020-2022.

Year Reception	Amount Student Active		Total Students
	Agrotechnology	Agribusiness	
2020	19	18	37
2021	30	32	62
2022	39	35	74
	<b>Amount</b>		<b>173</b>

Source: System Information Academic Student Year 2022

If seen based on the experience of graduates who have obtained a job, it turns out that graduate of faculty agro UNPRI technology has spread over several company plantation coconut palm including PT. Perkebunan Nusantara IV, PPKS ( Research Center Coconut Palm ), PT. Sour Jawa, PT. Mopoli Raya, PT. pp. London Sumatra, PT. Socfindo, PT. grace Langkat Makmur, PT. Langkat Nusantara Kepong, PT. GAMA Plantations, PT. Triputra Agro Persada , Indo Gunta Group and PT. First Resources. However, see the number of incoming students to faculty agro UNPRI technology still belongs little besides Faculty Agro Technology is the only one faculties that have study programs with level S1 special education in the field plantation coconut palm. this naturally becomes attention For can increase amount students at the faculty agro UNPRI technology.

## 2. METHODS

Study This was conducted at the Faculty Agro Prima the Indonesia University of Technology which is located on Campus III UNPRI Jl. Lake Singkarak Gg. Madrasah Sei Agul Village , West Medan. Whereas time his research done on month March until August 2022. The population in the study This is students from the Faculty AgroTechnology University of Prima Indonesia who entered teaching from 2020 to 2022 totaling 173 people. Whereas sampling in the study totaled 121 people. Data collection techniques using questionnaires and techniques of data analysis using analysis multiple linear regression.

## 3. RESULTS AND DISCUSSION

### Assumption Test Classic

#### Test Normality

Normality test For see is in the regression model, variables dependent and independent own normal distribution or no. If the data is spread around the diagonal line and follow the direction of the diagonal line then the regression model fulfills the assumption of normality. Based on the results of data processing using SPSS data version 20, 0, so obtained normality test results use the P-Plot method as shown in Figure 3.

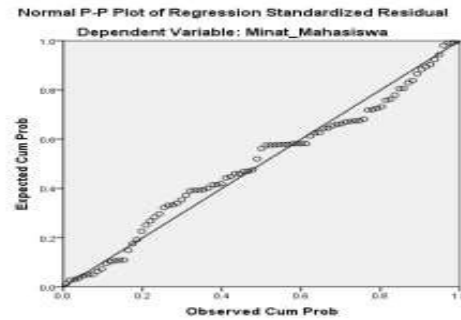


Figure 1 Normalization Test Results with the Use P-Plot method

Figure 1 shows that dot, dot, dot has formed and followed the direction of the diagonal line on the image, thereby can state that the data has been distributed in a manner normal. Besides that's it, basic deciding the normality test can be done through non-parametric statistical tests Kolmogorov -Smirnov (KS) ie with see value in the column *Asymp. Sig (2- tailed) > level of significance (α = 5%)*. Non- parametric statistical test results in Kolmogorov -Smirnov (KS) got seen in table 17.

**Test Multicollinearity**

Multicollinearity Test aims To test what the regression model found exists as a strong correlation between variable independent with see VIF value (*inflation variance factor*) no more than 4 or 5. (Hines and Montgomery in Azuar Juliandi 2013).

Table 2. Coefficients Multicollinearity Test Results in <sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.	Collinearity Statistics	
	B	std. Error				tolerance	VIF
(Constant)	4,632	1,296		3,573	001		
1 Cost Education	-.017	.050	-.030	-.331	.741	.315	3,223
Facility	.248	.084	.256	2,953	.004	.353	2.136

a. Dependent Variables: Interest Student

Based on table 2 multicollinearity test results can be seen that the VIF value of cost education (X1) is 3.223, the VIF value of facility (X2) is 2.136, has free from multicollinearity where each VIF value < 4 or 5.

**Test Heteroscedasticity**

Heteroscedasticity test aim For test is in the regression model happen inconvenience *variance* of the residual observations One to another observation. If the *residual variance* of something other observations remains so said homoscedasticity, and if *variances are* different said heteroscedasticity. good models are No ter So heteroscedasticity

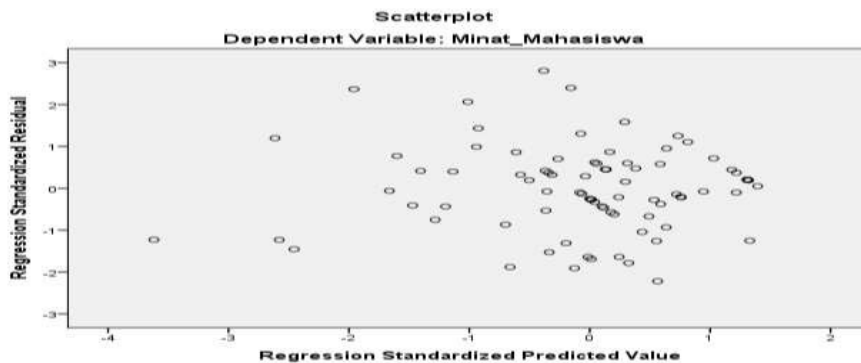


Figure 2. Heteroscedasticity Test Results

Based on heteroscedasticity test results can see that dot dots scattered with No cough with clear and regular patterns, as well as spread Good on nor under the number 0 ( zero ) on the Y axis with thereby No happen heteroscedasticity in the regression model.

Table 3. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	4,992	1,809		2.6899	.006
	Education Fees	.056	.050	.107	1,140	.334
	Facility	.058	.052	.110	1210	.289

Based on test results from heteroscedasticity using the Glejser test results in significance from variables X1 and X2 of 0.334 and 0.289 standard values significance of 0.05, then can be concluded that No happen heteroscedasticity.

### Linear Regression Double

Analysis regression is arranged To see the built relationship between variable research, whether the built relationship is positive or connection negative. Based on the results of data processing that has been done, then can be known that the relationship model from the analysis of multiple linear regression can be seen in table 4.

Table 4. Linear Regression Results Double

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	4,992	1,809		2.6899	.006
	Education Fees	.056	.050	.107	1,140	.334
	Facility	.058	.052	.110	1210	.289

Based on table 4. then can compile the research model with equality regression as follows:  $Y = 9.223 + 0.269X_1 + 0.315X_2$  equation models regression double the means :

1. Constant Value of 9.223 which means that If variable independent that is Tuition Fees (X1) and Facilities (X2) are the same with zero, then the Decision to Choose (Y) is as big as 9,223.
2. Coefficient value regression  $X_1 = 0.269$  shows if Expenses of Education experienced an increase by 100%, then will improve voting decisions by 26.9%. The magnitude influence of Education Costs on Voting Decisions by 12.9% ( yield multiplication Beta and Zero-order values ), which means that the contribution of Education Costs on Voting Decisions students by 12.9% as consequence indicators variable Tuition Fees (X1) and beyond That possibility influenced by variables that are not including in study this. this can be seen from mark standardized coefficients in table 4.
3. Coefficient value regression  $X_2 = 0.315$  shows if the Facility experiences an increase by 100%, then will improve voting decisions by 31.5%. The magnitude influence Facility on the Voting Decision by 14.4% ( yield multiplication Beta and Zero-order values ), which means that the contribution Facility on the Voting Decision by 14.4% as consequence indicators variable Facility (X2) and beyond That possibility influenced by variables that are not including in study this. this can see from mark standardized coefficients in table 4.

### Partial Test (Test t)

#### Influence Educational Costs Against Decisions Choose

Based on table 4.1, got is known that variable Tuition Fees (X1) have a mark significance of 0.001 small of 0.05, that is that the cost of education has an effect significant against the Decision Choose Student. Table 4. about the influence of Education Costs (X1) on Voting Decisions (Y) is obtained t - a count value of 3.359 > ttable 1.971 with a probability of Sig 0.001 smaller from  $\alpha = 0,05$ . Can be concluded that Education Fees in a manner Partial have influence significant on the Voting Decisions of students. Research results

This supports the results study previously stated that Education costs effect significantly decision studying [19] [20] [21].

### Influence Facility Against Decisions Choose

based on table 4 can is known that the variable Facility (X2) has a mark significance of 0.015 small of 0.05, that is that Facility has influential significance on the Voting Decision Student. Table 4 about the influence of Facility (X2) on Voting Decision (Y) obtained t - a count value of 3.685 > ttable 1.971 with a probability of Sig 0.015 smaller than  $\alpha = 0.05$ . Can be concluded that Facility a manner Partial have influence significant on the Voting Decisions of Students. Research results This is in line with the results study previously stated facility influential significant to decision lecture [22] [23] [24].

### Partial Test (Test t)

F statistical test ( simultaneous ) was performed To know if the variable free ( independent ) basis together is influential in a manner significant or No to variable bound ( dependent ). The significance value of 0.000 is smaller than  $\alpha = 0.05$ . this shows that Tuition Fees and Facilities in a manner together influential and significant Student Decisions Choose Faculty Agro UNPRI Technology. If comparing the F-count value with F - table ie 48.420 > 2.65, then can conclude that Tuition Fees and Facilities in a manner together are influential and significant on Student Decisions Choose Faculty Agro UNPRI Technology.

### Analysis Coefficient Determination (R<sup>2</sup>)

Coefficient test determination is done To see how much big the variable Tuition Fees and Facilities in explain the variation variable dependent namely the Choice Decision. Based on the results is known that the value of R square is 0.273 or The same as 27.30%. It means that Tuition Fees and Facilities capable Of explaining Student Decisions Choose Faculty Agro Technology of 27.30% and the remaining 72.70% is explained by variables free others that are not included in research models.

## 4. CONCLUSION

Tuition Fees affect significantly the voting decision of students For study at the Faculty Agro Prima the Indonesia University of Technology. Magnitude influence Education Costs on Voting Decisions as big 12.9%. Facility influence is significant to the voting decision student For study at the Faculty Agro Prima the Indonesia University of Technology. Magnitude influence Facility on the Voting Decision 14.4%. Tuition fees and facilities in a manner simultaneously influential and significant to the voting decision student For study at the Faculty Agro Prima Indonesia the University of Technology. Magnitude influence Tuition Fees and Facilities on the Voting Decision 27.3%

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