Jurnal Ekonomi
Volume 13, Number 04, 2024, DOI 10.54209/ekonomi.v13i04
ESSN 2721-9879 (Online)
https://ejournal.seaninstitute.or.id/index.php/Ekonomi

The Influence Of Service Costs And Facilities On Student Acceptance Of The Institut Teknologi Dan Bisnis Bina Sarana Global

Taufan Ardi Wicaksono[1], Mila Amri[2], Arnie Mariana[3]
[1,2,3]Digital business study program, Institut Teknologi dan Bisnis Bina Sarana Global, Tangerang, Indonesia

Article Info
Keywords:
Service,
Cost,
Facilities,
Student,
Acceptance.

ABSTRACT
This research aims to determine the influence of costs and service facilities on student admissions at the Bina Sarana Global Institute of Technology and Business. Student Admissions is one of the routine activities carried out by all universities in Indonesia. There are several factors behind a person's decision to study at a university, including costs and service facilities.,. The research method used in this research is a quantitative method. The data collection method used in this research used a questionnaire. The data collection technique was carried out randomly. Data processing uses SPSS 25. Based on the results of this research, there is a significant influence on the influence of costs and service facilities on student admissions at the Bina Sarana Global Institute of Technology and Business, shown by the multiple linear regression equation Y = 2.429 + 0.482 X1 + 0.419 X2. The relationship between cost variables and facility variables on student acceptance variables is strong (R = 0.831). Cost variables and facility variables simultaneously (together) influence the student acceptance variable by 69.1% and the remaining 30.9% is influenced by other factors.

Corresponding Author:
Taufan Ardi Wicaksono
Institut Teknologi dan Bisnis Bina Sarana Global
Jl. Aria Santika No.43, Kota Tangerang 15113
1322140054@global.ac.id

INTRODUCTION

Education has the aim of advancing human standards of living and is expected to produce quality human resources. One way is to continue your college education. Universities are currently seen as a potential new business world. In fact, now the image of a university is very important and is the main capital for business developers in the education sector. A good image reflects the quality of the university. But it is not an easy matter to develop higher education in Indonesia, considering the tight competition with other universities. Private universities are an alternative to face the phenomenon of increasing public demand for higher education needs. Currently, various choices of universities have emerged that offer their own advantages and this has created competition between universities (Fajri et al., 2020).

Expensive education costs have become a classic problem for almost all Indonesians who are studying and have become a barrier to entry for low-income groups. The high cost of education can influence a person's interest in continuing their education at university (Trivena & Rara, 2021). Service facility factors such as classrooms, auditoriums, laboratories, mosques and libraries to support and facilitate the education process. However, existing

Jurnal Ekonomi
Volume 13, Number 04, 2024, DOI 10.54209/ekonomi.v13i04
ESSN 2721-9879 (Online)
https://ejournal.seaninstitute.or.id/index.php/Ekonomi

facilities are still relatively limited (Larasati et al., 2022). But in reality it is not yet known whether there is an influence of costs and service facilities on student acceptance (Hajatina, 2021).

According to Karen in (Yuniarka, 2023), costs are a measure of resources that can be sacrificed, including both assets and expenses. If the cost has future benefits then it is classified on the balance sheet as an asset, but if not it will be reported in the income statement as an expense. According to Harahap and Tukino in (Syahreza et al., 2022) costs are sacrifices made by reducing assets or increasing liabilities in processing production as measured in financial units. According to Dadan Ramdani in (Gale et al., 2023) Costs are the costs of sacrificing economic resources that have occurred or are likely to occur for certain purposes.

According to Kotler in (Perdana, 2022) Facilities are physical resources that exist before services can be provided to consumers. Examples of facilities include facility conditions, completeness, interior and exterior design, and level of cleanliness, especially those that are closely related to what the community wants, experiences, or accepts directly. According to Tjiptono in (Khumaini et al., 2022) facilities are physical resources that must exist before a service is offered to consumers. Facilities are something important in a service business, therefore existing facilities, namely the condition of the facility, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly.

Research conducted by Handayani (2020) shows that services that can provide satisfaction are not easy, Problems are often found in implementation that make customers uncomfortable. Customer satisfaction or dissatisfaction is determined by the quality of the goods or services desired, so that service quality becomes a top priority for every institution education as a measure of the competitive advantage of the educational institution. Because customers not only judge the results of the service, but also the process delivery and realization of these services.

Kurniawan in (Toro & Lestari, 2023) Student admissions are one of the activities of all universities in Indonesia. This activity is the starting point for looking for quality students. The student admission process at higher education is useful for screening students who meet the criteria determined by the institution. Student Admissions are generally carried out through several stages, including registration, filling in identity, written tests, and collecting documents.

METHODS

Sugiyono (2019; 13) quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion. This research was carried out through data collection and quantitative analysis (questionnaire) which aims to determine the effect of costs and service facilities on student acceptance at the Bina Sarana Global Institute of Technology and Business between the dependent variable and the independent variable. A sample is a part of a population that has characteristics or

Jurnal Ekonomi
Volume 13, Number 04, 2024, DOI 10.54209/ekonomi.v13i04
ESSN 2721-9879 (Online)
https://ejournal.seaninstitute.or.id/index.php/Ekonomi

circumstances which will be researched by Riduwan (2019). Sampling technique used in this research used the Total Sampling technique. According to Sugiyono (2016), the method for determining saturated samples or total sampling is a sampling technique when all members of the population are used as sample. The sample taken in this research was 100 students.

RESULTS AND DISCUSSION

This research was conducted by distributing questionnaires directly to respondents who were students at the Bina Sarana Global Institute of Technology and Business. Questionnaires were distributed to 100 respondents and all respondents filled in the questionnaires given. Based on the questionnaire distributed by researchers, the characteristics of respondents in this study were divided into several categories, namely age and gender. The sample distribution based on characteristics is as follows:

Table 1. Based on age

Age				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	57	57.0	57.0	57.0
	>25	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Source : research results, 2024

Based on the table above, it can be seen that the number of respondents aged less than 25 years was 57 respondents or 57.0% of all respondents, while those aged over 25 years were 43 respondents or 43.0% of all respondents. From these data it can be concluded that the majority Respondents who provided answers in this study were less than 25 years old.

Table 2. Based on gender

Gender				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	56	56.0	56.0	56.0
	Female	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Source : research results, 2024

Based on the table above, it can be seen that the number of respondents who were male was 56 respondents or 56.0% of the total respondents, while the number of respondents who were female was 44 respondents or 44.0% of the total respondents. From these data it can be concluded that the majority of respondents who provided answers in this study were male.

Validity Test

Validity tests are carried out to measure whether the indicator or questionnaire for each variable is valid or not. Testing is carried out by comparing calculated r and table r. In this study with 100 respondents, df = n – 2 = 100 – 2 = 98, namely 0.196. Decision making criteria in the validation test in this research:

Jurnal Ekonomi
Volume 13, Number 04, 2024, DOI 10.54209/ekonomi.v13i04
ESSN 2721-9879 (Online)
https://ejournal.seaninstitute.or.id/index.php/Ekonomi

1. If r count < r table with a level of 5% or Sig value > 0.05 then the instrument item is declared invalid
2. If r count > r table with a level of 5% or Sig value < 0.05 then the instrument item is declared valid

Table 3. Cost Variable Validation Test Results

Statement	Calculated r value	Table r value	Results
Item 1	0,702	0,196	Valid
Item 2	0,703	0,196	Valid
Item 3	0,685	0,196	Valid
Item 4	0,732	0,196	Valid
Item 5	0.712	0,196	Valid
Item 6	0,630	0,196	Valid
Item 7	0,701	0,196	Valid
Item 8	0,746	0,196	Valid

Source : research results, 2024

Based on the results of the validity test, it can be seen that the overall calculated r value is > r table 0.196, thus it can be concluded that all statement items are in the indicator variables. Fees are valid. So that no statement items are deleted and all statement items can be used in the entire test model.

Table 4. Service Facilities Variable Validation Test Results

Statement	Calculated r value	Table r value	Results
Item 1	0,731	0,196	Valid
Item 2	0,655	0,196	Valid
Item 3	0,814	0,196	Valid
Item 4	0,691	0,196	Valid
Item 5	0,742	0,196	Valid
Item 6	0,734	0,196	Valid
Item 7	0,785	0,196	Valid
Item 8	0,676	0,196	Valid

Source : research results, 2024

Based on the results of the validity test, it can be seen that the overall calculated r value is > r table 0.196, thus it can be concluded that all statement items in the Service Facility variable indicator are valid. So that no statement items are deleted and all statement items can be used in the entire test model.

Table 5. Student Acceptance Variable Validation Test Results

Statement	Calculated r value	Table r value	Results
Item 1	0,755	0,196	Valid
Item 2	0,707	0,196	Valid
Item 3	0,704	0,196	Valid
Item 4	0,782	0,196	Valid

Jurnal Ekonomi
Volume 13, Number 04, 2024, DOI 10.54209/ekonomi.v13i04
ESSN 2721-9879 (Online)
https://ejournal.seaninstitute.or.id/index.php/Ekonomi

Statement	Calculated r value	Table r value	Results
Item 5	0,721	0,196	Valid
Item 6	0,680	0,196	Valid
Item 7	0,744	0,196	Valid
Item 8	0,692	0,196	Valid

Source : research results, 2024

Based on the results of the validity test, it can be seen that the overall calculated r value is > r table 0.196, thus it can be concluded that all statement items in the Student Acceptance variable indicator are valid. So that no statement items are deleted and all statement items can be used in the entire test model.

Reliability Test

Sugiyono (2020:185) states that a reliability test is the extent to which measurement results using the same object will produce the same data. This reliability test was carried out on 100 global student respondents using questions that had been declared valid in the validity test and their reliability would be determined (Sarofah et al., 2021).

Table 6. Reliability Test Results

Variable	*Cronbach's Alpha*	R table 5 %	Interpretation
Cost (X1)	0,852	0,196	Reliabel
Service Facilities (X2)	0,874	0,196	Reliabel
Student Acceptance (Y)	0,867	0,196	Reliabel

Source : research results, 2024

If r-alpha is negative and smaller than r-table then the statement is not reliable.

a. If the Cronbach's Alpha value is > 0.5 then it is reliable
b. If the Cronbach's Alpha value is <0.5 then it is not reliable

From the research results, Cronbach alpha was greater than the r table (0.196). Therefore all variables are reliable.

Normality Test

The purpose of carrying out a normality test is to find out whether the residual variables in this study are normally distributed. According to Ghozali (2019) the residual variable has a normal distribution which can be seen from the Monte Carlo significance value. The normality test will be fulfilled or considered passed if the Monte Carlo Sig. (2-tailed) above 0.05. Normality test results use the One Sample Kolmogorov Smirnov (K-S) test method (Hanim, 2021).

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.66699365
Most Extreme Differences	Absolute	.132

Jurnal Ekonomi
Volume 13, Number 04, 2024, DOI 10.54209/ekonomi.v13i04
ESSN 2721-9879 (Online)
https://ejournal.seaninstitute.or.id/index.php/Ekonomi

	Positive		.099
	Negative		-.132
Test Statistic			.132
Asymp. Sig. (2-tailed)			.000[c]
Monte Carlo Sig. (2-tailed)	Sig.		.053[d]
	99% Confidence Interval	Lower Bound	.047
		Upper Bound	.059

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Source : research results, 2024

After carrying out the normality test in the table above, it was found that the residual values in this study were normally distributed. The significant value of 0.053 is greater than 0.05, indicating that the residual value is normally distributed.

Autocorrelation Test

Ghozali and Ratmono (2019: 121) The autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and confounding errors in period t-1 (previously). If there is a correlation, then it is called an autocorrelation problem(Triani, 2020).

Table 8. Durbin-Watson Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.831[a]	.691	.685	1.684	2.056

a. Predictors: (Constant), Facilities Service, Cost
b. Dependent Variable: Student Acceptance

Source : research results, 2024

1. R = 0.831 or 83.1%, this means that the relationship between Service Facilities and Fees on Student Admissions has a very strong relationship.
2. R Square 0.691 or 69.1%. This means that service facilities and fees influence student acceptance by 69.1% and the remaining 30.9% is influenced by other factors.

Based on the test results in the table above, this regression model has no symptoms of autocorrelation, this is proven by the Durbin-Watson value of 2.056 which is in the interval 1.634 – 2.285.

F test

Sugiyono (2020:208) This test is used to test whether the two independent variables simultaneously or together have a significant influence on the dependent variable. This test is used to test whether the two independent variables simultaneously or together have a significant influence on the dependent variable. The statistical F test is used to test the significance of the influence of all independent variables (X) on the dependent variable (Y). To

Jurnal Ekonomi
Volume 13, Number 04, 2024, DOI 10.54209/ekonomi.v13i04
ESSN 2721-9879 (Online)
https://ejournal.seaninstitute.or.id/index.php/Ekonomi

determine the size of the F table, look for the condition df = (n-k-1), then you get (100-2-1) = 97, so the F table = 3,090 (Arif et al., 2023).

Table 9. F Test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	616.282	2	308.141	108.647.000[b]	
	Residual	275.108		972.836		
	Total	891.390		99		

a. Dependent Variable: Student Acceptance
b. Predictors: (Constant), Service Facilities, Cost

Source : research results, 2024

Based on the test results in the table above, the calculated F value > F table or (108.647 > 3.090) is obtained. This is also confirmed by the Sig value. < 0.05 or (0.000 < 0.05). This shows that there is a significant influence simultaneously (together) between Cost and Service Facilities on Student Acceptance.

T Test

Ghozali (2021:148), the t test is used to test the partial significance of the coefficient to show the influence of each independent variable individually on the dependent variable. If the significance level is (Sig ≤ 0.05), then the independent variable has an effect on the dependent variable. From the calculation results it is obtained:

1. For the Cost variable, significance = 0.000. This means that partially there is a relationship between fees and student admissions
2. For the Service Facilities variable, significance = 0.000. This means that partially there is a relationship between Service Facilities and Student Admissions.

Table 10. T Test Results

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.429	1.688		1.439	.153
	Cost	.482	.086	.468	5.635	.000
	Service Facilities	.419	.082	.425	5.109	.000

a. Dependent Variable: Student Acceptance

Source : research results, 2024

From the calculation results, it is obtained that the double linear regression equation

$$Y = 2.429 + 0.482\ X1 + 0.419\ X2$$

Y = Student Acceptance
X1 = Cost
X2 = Service Facilities

From the regression equation model above it can be interpreted as follows:

Jurnal Ekonomi
Volume 13, Number 04, 2024, DOI 10.54209/ekonomi.v13i04
ESSN 2721-9879 (Online)
https://ejournal.seaninstitute.or.id/index.php/Ekonomi

1. The constant value a = 2.429 can be interpreted as meaning that if XI and X2 are zero then Y has a positive value of 2.429.
2. The value of the Cost regression coefficient (X1) of b1 = 0.482 means that if the value of X1 increases by one, the value of Y will also increase by 0.486.
3. The service facility regression coefficient value (X2) is b2 = 0.419, which means that if the X2 value increases by one, the Y value will also increase by 0.419.

CONCLUSION

Based on the results of research carried out in stages by researchers regarding the influence of costs and service facilities on student admissions at the Bina Sarana Global Institute of Technology and Business, they are as follows: the value of the cost regression coefficient (X1) is 0.482 which means that if the constant remains constant, then every 1 point change in the incentive variable (X1) will result in a change in student enrollment (Y) of 0.482 points. For the partial hypothesis test results, the calculated t value > t table or (5.635 > 1.984). This is also reinforced by the Sig value. < 0.05 or (0.000 < 0.005). Thus, H0 is rejected and H1 is accepted. This shows that there is a significant influence between costs on student acceptance at the Institute of Technology and the global infrastructure development business. And the value of the service facility regression coefficient (X2) is 0.482 which means that if the constant remains constant, then every 1 point change in the incentive variable (X2) will result in a change in student enrollment (Y) of 0.419 points. For the partial hypothesis test results, the calculated t value > t table or (5.109 > 1.984). This is also reinforced by the Sig value. < 0.05 or (0.000 < 0.005). It is hoped that future research can add several other variables such as the competence of students, interests, student conditions, etc. can influence this student learning motivation both intrinsically and extrinsically. Besides that, improving campus facilities and the quality of parking management need to be considered in the future.

REFERENCE

Arif, Ade Alfarez, D., & Rizky Ramadhan, M. (2023). Anova dan Tukey HSD Perbandingan Produksi Padi Antara Tiga Kabupaten di Provinsi Jambi Anova and Tukey HSD Comparison of Rice Production Between Three Regencies in Jambi Province. *Multi Proximity: Jurnal Statistika Universitas Jambi*, *2*(1), 23–31. https://online-journal.unja.ac.id/multiproximity23https://doi.org/10.22437/multiproximity.v2i1.25908

Fajri, A., Rasipan, R., & Jayadi, J. (2020). Pengaruh Biaya Pendidikan dan Promosi terhadap Keputusan Memilih Sekolah Tinggi Ilmu Ekonomi IPWI Jakarta Pada Program Sarjana. *Prosiding Manajerial Dan Kewirausahaan V*, *v*, 99–108.

Gale, M. O., Herdi, H., & Aurelia, P. N. (2023). Pengaruh Biaya Distribusi Terhadap Peningkatan Volume Penjualan:(Studi Kasus Pada Perusahaan Industri Manufaktur Sektor Makanan Dan Minuman Yang Terdaftar Dibursa Efek Indonesia Tahun 2020-2022). *Jurnal Akuntan Publik*, *1*(3), 355–366.

Hajatina, H. (2021). Pengaruh Social Networking, Biaya Kuliah Dan Pelayanan Terhadap Pengambilan Keputusan Kuliah Di Fakultas Ekonomi Dan Bisnis Universitas Tjut Nyak Dhien Medan. *Value*, *2*(1), 1–12. https://doi.org/10.36490/value.v2i1.116

Hanim, N. L. (2021). *Pengaruh pembiayaan murabahah, mudharabah, musyarakah dan zakat terhadap profitabilitas Bank Umum Syariah dengan dana pihak ketiga sebagai variabel moderasi: Studi di Bank Umum Syariah yang terdaftar di Otoritas Jasa Keuangan (OJK) periode 2016-2019*. 119.

Khumaini, S., Fahrudin, F., & Samsuri, S. (2022). Pengaruh Fasilitas Layanan Internet Banking Dan Mobile Banking Terhadap Kepuasan Nasabah Bank Syariah Indonesia Kantor Cabang Tangerang. *Al Maal: Journal of Islamic Economics and Banking*, *3*(2), 143. https://doi.org/10.31000/almaal.v3i2.5403

Larasati, D., Pratignyo, L. S., & Sofiyat, A. I. (2022). Pengaruh Fasilitas Kampus dan Kualitas Pelayanan Terhadap Kepuasan Mahasiswa dengan Metode SEM. *Jurnal Baut Dan Manufaktur*, *04*(1), 2686–5351.

Mahana, S. (2022). Analisis Partisipasi Laki-Laki Di Pendidikan Tinggi: Kasus Di Kota Makassar. Development Policy and Management Review (DPMR), 2(2).

Perdana, febri putera. (2022). PENGARUH FASILITAS DAN PERSEPSI HARGA TERHADAP LOYALITAS PELANGGAN YANG DIMEDIASI OLEH KEPUASAN PELANGGAN(Studi konsumen Power Gym, Jakarta Utara. *Sekolah Tinggi Ilmu Ekonomi Indonesia, Jakarta*, *12*(2004), 6–25.

Sarofah, I., Satyarini, M. D., & Setyaningsih, S. (2021). Strategi Penerimaan Mahasiswa Baru Pada Masa Pandemi Covid-19 di Universitas Ivet Semarang. *Journal of Economic Education and Entrepreneurship*, *2*(2), 62. https://doi.org/10.31331/jeee.v2i2.1924

Syahreza, I., Alexander, S. W., Latjandu, L. D., Akuntansi, J., Ekonomi, F., Bisnis, D., Ratulangi, S., & Kampus Bahu, J. (2022). Penerapan Target Costing Dalam Perencanaan Biaya Produksi Sebagai Salah Satu Faktor Untuk Peningkatan Laba Pada Ud Intan Jaya. *Going Concern : Jurnal Riset Akuntansi*, *17*(3), 183–193.

Toro, R., & Lestari, S. (2023). Perbandingan Algoritma Data Mining Untuk Penentuan Lokasi Promosi Penerimaan Mahasiswa Baru Pada IIB Darmajaya Lampung. *Techno.Com*, *22*(1), 223–234. https://doi.org/10.33633/tc.v22i1.7118

Triani, I. (2020). PENGARUH UKURAN KAP, UKURAN PERUSAHAANDAN ANAK PERUSAHAAN TERHADAP AUDIT FEE Studi Empiris Pada Perusahaan Manufaktur Sektor Aneka Industri yangterdaftar di Bursa Efek Indonesia (BEI) Tahun 2016-2019). *Skripsi SEKOLAH TINGGI ILMU EKONOMI JAKARTA*, *1*, 27–35.

Trivena, & Rara, N. (2021). Biaya Pendidikan Tinggi bagi Mahasiswa dengan Keterbatasan Ekonomi , Seberapa Besar Dampaknya ? *Jurnal Keguruan Dan Ilmu Pendidikan*, *10*(3), 51–56. http://ukitoraja.ac.id/journals/index.php/jkip/article/view/1460

Yuniarka, G. R. (2023). *Evaluasi Penentuan Harga Pokok Produk Pada Naruna Ceramic Studio (NCS)*. 2–3. http://e-journal.uajy.ac.id/id/eprint/29499