


The Effect Of Tuition Fees, Personal Selling Presenters And Reference Groups On College Decisions At The Indonesian Institute Of Business And Technology

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Article Info	ABSTRACT
Keywords: Tuition Fee, Personal Selling Presenter, Reference Group, Study Group	Education is an important pillar of Indonesia's development 2045 to improve the quality of human resources, so further education in higher education is a necessity in order to be able to compete and improve living standards. This study analyzes the effect of tuition fees, personal selling presenters, and reference groups on college decisions at the Indonesian Institute of Business and Technology Denpasar. By involving 176 students of class 2023 through proportional random sampling technique, the data were analyzed using multiple regression tests. The results show that partially and simultaneously, tuition fees, personal selling presenters, and reference groups have a positive and significant effect on college decisions. The results of this study indicate that: 1) Tuition partially has a positive and significant effect on college decisions. 2) Personal selling presenters partially have a positive and significant effect on college decisions. 3) The reference group partially has a positive and significant effect on college decisions. 4) Tuition fees, personal selling presenters, and reference groups have a joint (simultaneous) effect on college decisions.
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INTRODUCTION

Education is the main tool to improve and develop the quality of human resources. Awareness of the importance of education encourages every individual to pursue education. In the past, schooling up to the high school or vocational school level was considered sufficient, but the changing times require the younger generation to continue learning and adapting. For this reason, further education is needed to be able to compete and be able to improve a better standard of living through higher education which is the level of education after secondary education which includes diploma, bachelor, master, specialist and doctoral education programs organized by universities (Law No. 20 of 2003 concerning the National Education System). Higher education in Indonesia is not only managed by the government, but also by the private sector. By 2022, there will be 4,004 universities in Indonesia, consisting of 184 state universities and 3,820 private universities. In Bali Province, there are 4 state universities and 59 private universities (Badan Pusat Statistik, 2023). With this many universities, competition to attract students is a major concern, especially for private universities which are often the last choice of prospective students, including one of the private universities in

Bali, namely the Indonesian Institute of Business and Technology (INSTIKI), which is the best private IT university in Bali according to the *AD Scientific Index 2023*, making INSTIKI the choice of many prospective students to continue their higher education. This can be seen from the growth in the number of INSTIKI students in the last three years.

The decision to choose a university is an activity that requires consideration because it is one of the investment decisions that benefit students after graduating from the university. Considerations related to the need for large costs and spending a long time to complete education make this a big decision for the community. In addition, basically the decision to choose a college is always related to the marketing process by those who offer services. This is in line with the opinion of Mulyawan in Masduki, et al. (2023) which states that service marketing based on many research results plays an important role in meeting consumer needs, including the need for input into choosing a college, so that it can be concluded that someone will choose a college based on two factors, namely internal factors and external factors.

Kotler & Keller (2016), states that consumer decisions to buy a product are determined by internal factors, such as resources (related to tuition fees), motivation (related to alumni success and ease of getting a job), knowledge, attitudes, personality, and lifestyle. While external factors themselves consist of culture, social class, and group and family influences. In a brief interview conducted by researchers in a pre-research survey to active INSTIKI students, it was found that some of the reasons for deciding to study at INSTIKI were due to the affordable price / tuition fee factor and also because they were interested in what was conveyed by INSTIKI presenters who came to their schools during high school / vocational school. In addition, references from older siblings, INSTIKI alumni, teachers, friends are also one of the reasons they chose INSTIKI campus as a choice of place to study. *Friendly campus* and *popular campus* are other reasons for choosing INSTIKI campus as a place to study.

Education costs are one of the instrumental components that are very important in the implementation of education. Without the support of adequate education costs, the education process will not run well. Murti (2019) in his research states that there is a significant influence between tuition fees on student decisions to choose study programs Related to the price, researchers find a research gap from Bao and Mea (2020) which states that tuition fees do not have a significant effect on student decisions to choose Management Study Programs.

In addition to tuition fees, the speed of student decisions in choosing a college is highly dependent on the information received, which can come from various sources such as *personal selling*, students, brochures, and other promotions. For INSTIKI, presenters have an important role in conveying information related to tuition fees, facilities, and campus activities. This presenter is an offline marketing staff who gives presentations to schools in Bali, Nusa Tenggara, and parts of East Java. In Hamdani's research (2019) states that personal selling presenters partially have a positive and significant effect on student decisions to attend college. In line with this research, Gustina and Viviani (2019) state that personal selling variables have a significant effect on students' decisions to choose college. Researchers also found a research gap from Yuswanto and Wulandari (2019) which states that personal selling has no influence on students' decisions to choose a place to study. Apart from tuition fees

and personal selling presenters, reference groups are also a determining factor when someone makes a decision to study at a particular campus.

Based on the explanation that has been conveyed by researchers related to tuition fees, personal selling presenters, and reference groups, researchers are interested in discussing "The Effect of Tuition Fees, Personal Selling Presenters, and Reference Groups on College Decisions at the Indonesian Institute of Business and Technology Denpasar". The research hypothesis is H1: It is suspected that tuition fees have a positive and significant effect partially on college decisions at INSTIKI Denpasar. H2: It is suspected that the presenter's personal selling has a positive and significant effect partially on the decision to study at INSTIKI Denpasar. H3: It is suspected that the reference group has a positive and partially significant effect on the decision to study at INSTIKI Denpasar. H4: It is suspected that tuition fees, personal selling presenters, and reference groups simultaneously influence college decisions at INSTIKI Denpasar.

METHODS

This research was conducted using a quantitative approach with a research approach that uses a certain population or sample as the object of research, using research instruments in data collection, and quantitative data analysis with the aim of testing predetermined hypotheses. This research was conducted at the Indonesian Institute of Business and Technology Denpasar in accordance with the object of research located at Jalan Tukad Pakerisan 97 Denpasar, Bali and conducted since August 2023, where researchers conducted pre-survey interviews to see student responses regarding college decisions at the Indonesian Institute of Business and Technology Denpasar. After the pre-survey was conducted, researchers began to conduct further research processes. The population that became the subject of research was all students of the Indonesian Institute of Business and Technology Denpasar Class of 2023, totaling 1,298 people. While sampling in this study with probability sampling technique using proportional random sampling. The number of samples used in this study refers to the Slovin formula. With the data of the Class of 2023 students totaling 1,289 people, the number of samples referring to the slovin formula is 176 samples. Of these 176 samples, the samples were proportionally divided into 4 study programs with the number of Informatics Engineering 93 samples, Computer Systems 16 samples, Visual Communication Design 31 samples, and Digital Business 36 samples.

The data source used in this study is data from the first source obtained from original sources, by distributing questionnaires to respondents, namely students of the Indonesian Institute of Business and Technology Denpasar class of 2023 with the aim of knowing their perceptions in reaching the conclusion of this study.

RESULTS AND DISCUSSION

Respondent Characteristics

In this study, the respondents were INSTIKI Class 2023 students with male gender as much as 59% and female 41%. It can be assumed that the INSTIKI campus, which is an IT campus, is more attractive to male students than female students. Based on age, it is known that the

largest percentage is respondents aged 18 years with 51% followed by respondents aged 19 years with 27%. This is in accordance with the average age of high school graduates in Indonesia, which is 18-19 years. Meanwhile, the smallest percentage is respondents aged 24 years with 2%. Based on school origin, it is known that the largest percentage of respondents are from Balinese schools with 68%. This is in line with the large number of school visits in the Bali area itself.

Instrument Test Results

Validity Test

Table 1. Validity Test Results of Tuition Fees (X1)

Item	r count	r table	<i>Sig. (2-tailed)</i>	α	Conclusion
X1.1.1	0,835	0,148	0,000	0,05	Valid
X1.1.2	0,718	0,148	0,000	0,05	Valid
X1.2.1	0,840	0,148	0,000	0,05	Valid
X1.3.1	0,809	0,148	0,000	0,05	Valid
X1.4.1	0,789	0,148	0,000	0,05	Valid

Source of Data Processed by Researchers, 2023

Table 2. Personal Selling Presenter Validity Test Results (X2)

Item	r count	r table	<i>Sig. (2-tailed)</i>	α	Conclusion
X2.1.1	0,722	0,148	0,000	0,05	Valid
X2.1.2	0,785	0,148	0,000	0,05	Valid
X2.1.3	0,835	0,148	0,000	0,05	Valid
X2.1.4	0,757	0,148	0,000	0,05	Valid
X2.2.1	0,732	0,148	0,000	0,05	Valid
X2.2.2	0,734	0,148	0,000	0,05	Valid
X2.3.1	0,708	0,148	0,000	0,05	Valid
X2.3.2	0,710	0,148	0,000	0,05	Valid
X2.4.1	0,733	0,148	0,000	0,05	Valid

Source of Data Processed by Researchers, 2023

Table 3. Reference Group Validity Test Results (X3)

Item	r count	r table	<i>Sig. (2-tailed)</i>	α	Conclusion
X3.1.1	0,675	0,148	0,000	0,05	Valid
X3.2.1	0,734	0,148	0,000	0,05	Valid
X3.2.2	0,707	0,148	0,000	0,05	Valid
X3.3.1	0,800	0,148	0,000	0,05	Valid
X3.3.2	0,575	0,148	0,000	0,05	Valid
X3.4.1	0,763	0,148	0,000	0,05	Valid
X3.4.2	0,792	0,148	0,000	0,05	Valid
X3.5.1	0,761	0,148	0,000	0,05	Valid
X3.5.2	0,750	0,148	0,000	0,05	Valid

Source of Data Processed by Researchers, 2023

Table 4. Validity Test Results of College Decision (Y)

Item	r count	r table	Sig. (2-tailed)	α	Conclusion
Y.1.1	0,708	0,148	0,000	0,05	Valid
Y.1.2	0,845	0,148	0,000	0,05	Valid
Y.2.1	0,792	0,148	0,000	0,05	Valid
Y.2.2	0,821	0,148	0,000	0,05	Valid
Y.3.1	0,463	0,148	0,000	0,05	Valid
Y.3.2	0,707	0,148	0,000	0,05	Valid
Y.4.1	0,550	0,148	0,000	0,05	Valid
Y.4.2	0,758	0,148	0,000	0,05	Valid

Source of Data Processed by Researchers, 2023

The results of the Validity Test on each variable of tuition fees (X1), personal selling presenters (X2), reference groups (X3), and college decisions (Y), it is known that all the r-count values of each indicator measuring the research variables are greater than the r-table, as well as the Sig. (2-tailed) value of each indicator on each item variable is $0.000 < 0.05$ (real level or α). This shows that the research instrument, in this case a questionnaire, used to measure college decisions is valid or legitimate.

Reliability Test

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Terms	Conclusion
Tuition Fee (X1)	0,857	> 0,6	Realible
Personal Selling Presenter (X2)	0,900	> 0,6	Realible
Reference Group (X3)	0,891	> 0,6	Realible
College Decision (Y)	0,835	> 0,6	Realible

Source of Data Processed by Researchers, 2023

The results of the reliability test on each variable of tuition fees (X1), personal selling presenters (X2), reference groups (X3), and college decisions (Y), have a Cronbach's alpha value exceeding 0.6, which means that each statement is reliable in measuring each variable. This shows that if the statement is submitted repeatedly the results will be consistent.

Classical Assumption Test Results

Multicollinearity Test

Table 6. Multicollinearity Test Results (Tolerance & VIF Values)

Variables	Tolerance	VIF	Description
Tuition Fee (X1)	0,548	1,826	No Multicollinearity
Personal Selling Presenter (X2)	0,641	1,561	No Multicollinearity
Reference Group (X3)	0,768	1,302	No Multicollinearity

Source of Data Processed by Researchers, 2023

The Multicollinearity Test Results (Tolerance & VIF Values) show that the variables of tuition fees, personal selling presenters, and reference groups have a VIF value of less than 10 and a tolerance value of more than 0.10. This means that the independent variables do not affect each other or it can be concluded unequivocally that there is no multicollinearity problem.

Heteroscedasticity Test

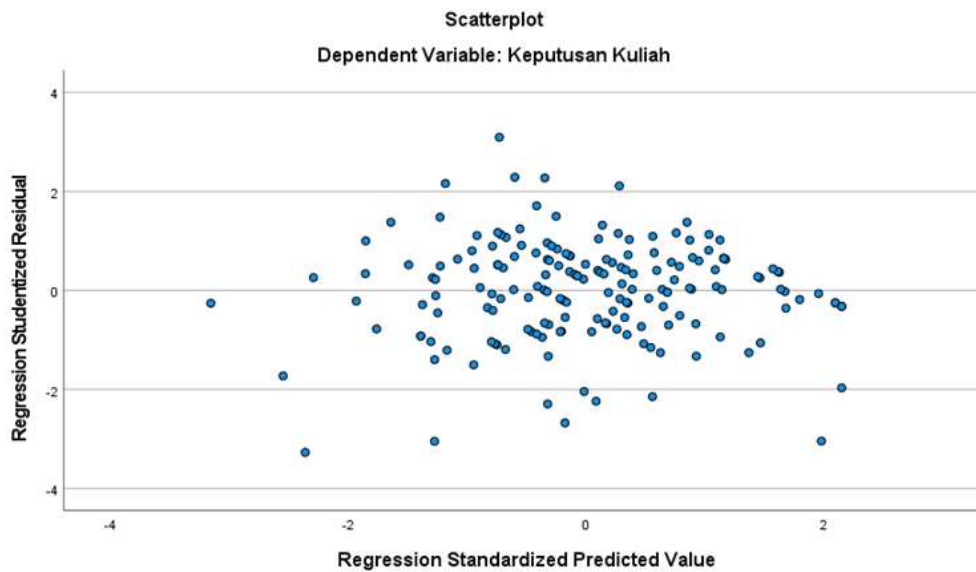


Figure 1. *Scatterplot*
Source of Data Processed by Researchers, 2023

By looking at the scatterplot above, it can be concluded that there are no symptoms of heteroscedasticity. This is in accordance with the characteristics of the absence of heteroscedasticity symptoms, namely that the points or data are above and below or around the number 0, the points do not collect only above or below, and the distribution of data points is not patterned.

Normality Test

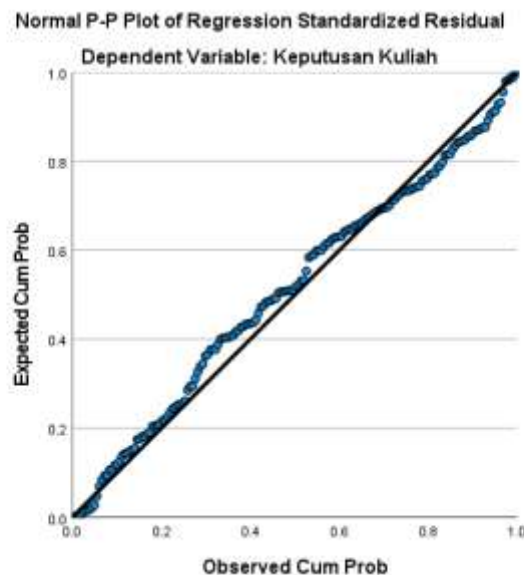


Figure 2. *P-P Plot* Normality Test
Source of Data Processed by Researchers, 2023

By looking at the P-P Plot normality test above, it can be concluded that the residual values are normally distributed. Based on the output chart above, we can see that the plotting points contained in the Normal P-P Plot of Regression Standardized Residual image always follow and approach the diagonal line. Ghozali (2016) states that if the points or data are near or follow the diagonal line, it can be said that the residual value is normally distributed. Thus, the normality assumption for the residual value in this study can be fulfilled.

Multiple Linear Regression Test Results

Table 7. Regression Model

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	5.591	1.612		3.469	.001
Tuition Fees	.219	.085	.161	2.558	.011
Personal Selling Presenter	.494	.053	.545	9.375	.000
Reference Group	.171	.034	.263	4.962	.000

a. Dependent Variable: Course Satisfaction

Source of Data Processed by Researchers, 2023

The results of the SPSS analysis and the *Coefficients* output, the regression model is as follows:

$$Y = 5.591 + 0.219X_1 + 0.494X_2 + 0.171X_3 + e$$

The coefficient values of the regression model can be explained as follows:

Constant Value a = 5.591. This value means that the college decision will be 5.591 if tuition fees, personal selling presenters, and Reference Groups = 0. tuition fees (b1): known b1 = 0.219. Regression coefficient X1 (b1) of 0.219 is an estimator of the size of the tuition fee variable. Therefore, if the tuition fee increases by 1%, the college decision will increase by 0.219% if there are no other influencing aspects. personal selling presenter (b2): known b2 = 0.494. Regression coefficient X2 (b2) of 0.494 is an estimator of the size of the personal selling presenter variable. This value indicates that if the presenter's personal selling increases by 1%, the college decision will increase by 0.494% if there are no other influencing aspects. reference group (b3): known b3 = 0.171. Regression coefficient X3 (b3) of 0.171 is the size estimator of the reference group variable. This value indicates that if the reference group increases by 1%, the college decision will increase by 0.171% if there are no other influencing aspects.

Hypothesis Test Results

Partial Significance Test (t test)

Based on the regression model table above, the results of the partial significance test (t test) can be explained that the t count data on the tuition fee variable is 2.558 and with a significance value of 0.011. Thus t count > t table (2.558 > 1.974) and p-value < 0.05 (0.011 < 0.05). This means that the tuition fee variable has a positive and significant effect partially on college decisions. The t count data on the personal selling presenter variable is 9.375 and with a significance value of 0.000. Thus t count > t table (9.375 > 1.974) and p-value < 0.05 (0.000 < 0.05). This means that the presenter's personal selling variable has a positive and

significant effect partially on college decisions. Furthermore, the t count data on the reference group variable is 4.962 and with a significance value of 0.000. Thus $t_{count} > t_{table}$ ($4.962 > 1.974$) and $p\text{-value} < 0.05$ ($0.000 < 0.05$). This means that the reference group variable has a positive and significant effect partially on college decisions.

Simultaneous Significance Test (F Test)

Table 8. Summary of Analysis of Variances (ANOVA) Regression Model

ANOVA ^a						
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	2794.221	3	931.407	96.828	.000 ^b
	Residuals	1654.506	172	9.619		
	Total	4448.727	175			

a. *Dependent Variable:* College Decision
 b. *Predictors:* (*Constant*), Reference Group, *Personal Selling* Presenter, Tuition Fee

Source of Data Processed by Researchers, 2023

It is known that the F-count value is 96.828 with Sig. of 0.000. While the F-table value for $\alpha = 0.05$; $df_1 = 3$ and $df_2 = 172$ is 2.65714. Because the $F_{count} > F_{table}$ value ($96.828 > 2.65714$) and $Sig. < \alpha$ ($0.000 < 0.05$), the independent variables (X) simultaneously affect the dependent variable (Y). In other words, the variable tuition fees, personal selling presenters, and reference groups have a joint (simultaneous) effect on college decisions.

Test Coefficient of Determination (R²)

Table 9. Results of the Coefficient of Determination

<i>Model Summary^b</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.793 ^a	.628	.622	3.101

a. *Predictors:* (*Constant*), Reference Group, *Personal Selling* Presenter, Tuition Fee
 b. *Dependent Variable:* College Decision

Source of Data Processed by Researchers, 2023

Based on the results of this study, it is known that the r value is 0.628. From this value it can be seen that college decisions are influenced by tuition fees, personal selling presenters, and reference groups with a value of 0.628 or 62.8%, while the remaining 37.2% is influenced by other factors not examined. The influence of the independent variables, namely tuition fees, personal selling presenters, and strong reference groups on the college decision variable is stated at an r value that is almost close to 1.

CONCLUSION

Based on the results and discussion, it can be concluded that tuition fees have a positive and significant effect partially on students' decisions in choosing universities. In addition, *presenter personal selling* also has a partially positive and significant effect on the decision, indicating the importance of the presenter's role in providing information to prospective students. Furthermore, reference groups were shown to have a positive and partially significant effect on college decisions, confirming that recommendations from the social environment are an important factor in decision making. Simultaneously, tuition fees, *personal*

selling presenters, and reference groups together have a significant influence on college decisions, indicating that these three factors have a complementary role in influencing student choices. From the results of this study, it is hoped that further research can use other variables, theories and methods to get a different point of view, so that the research will provide additional suggestions for the campus. further research can also increase the number of samples used so that the results will be close to actual conditions. Apart from this, INSTIKI is expected to maintain the title as a low-cost campus with good quality according to student expectations when they first decided to study at the INSTIKI campus. Campus presenters as the frontline in delivering information about the campus are expected to improve their quality even better, both in terms of appearance, how to communicate, and understanding of the study programs offered. When handling objections, presenters should not forget to ask about the objections felt by prospective students and be friendly when responding to these objections. The campus is expected to establish more intense communication with all parties who are able to provide recommendations to prospective students to study at INSTIKI.

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