Analysis Of Impact Factors On College Decisions On Private College Lecture In Medan City

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ABSTRACT: *The decision of college perceived by new students is a crucial factor to be known especially for private college leaders. The main objective of this study is to know the factors that influence the college's decision on private college lectures in Medan city. This research approach is the research of causal. Furthermore, the population and samples are the students/I class XII especially high school students, SMK and Madrasah Aliyah. While sampling technique by accidental sampling where sample amounted to 200 students from 30 SMA school, SMK, Madrasah Aliyah in Medan and surrounding areas.The results showed that the 3 factors were formed that influenced the decision to choose a college that is factor 1 consisting of accreditation, campus image, reference group and social media. Factor 2 consisting of facilities and personal selling and factor 3 consisting of relationship marketing.*
KEY WORD: *Accreditation, Campus Image, Group Reference, Facilities, Personal Selling, Relationship Marketing, Social Media*

I. INTRODUCTION

In the era of information disclosure at present. A country is required to continue to improve the quality of education available at the university or the Polytechnic, the high school or the academy Program. The high level of competition between nations makes the country present provides assurance for the easing of lectures in a college. The college is a container or place that makes up the character of a man who is done consciously and in a planned to create learners who are actively developing their potential. The character is obliged to create aspects of spiritual strength, personality, intelligence, emotional control, the habbit and skills needed by him and the people around his residence (http://id.wikipedia.org).

An effort to obtain a quality education, competence is an investment in the future. One of the efforts that must be done is education that is supported by a healthy educational institution. Healthy whether colleges can certainly be seen from the ratio of permanent lecturers, the absence of conflicts of foundations, have good facilities and infrastructures, and so on (Fakhri, Gilang, & Ratnayu, 2017a)

Based on data of the Ministry of Research, Technology and higher education that in 2017 the number of registered college units reaches 4,504 units. This figure is dominated by private universities (PTS) that reach 3,136 units. Meanwhile, public universities (PTN) are the least units, which are 122 units. The remainder is a college of religion and College under the Ministry or State institutions with a system of forestry. Nevertheless, this number is still not comparable to the rough participation numbers (APK) of universities in the homeland. Indonesian APKS are in the range of 31.5 percent. This condition makes many PTS that have students less than 500 and make the state of the PTS is unhealthy. On the other hand, the high interest of prospective students in the PTN which presents the lecture at a more affordable cost is still not able to accommodate entirely because of the lack of public universities.

Higher education in Indonesia offers a wide range of national standard courses, there is also a college that offers work assurance lectures, college lectures offer a ready-to-work guarantee that has the competence to become a young entrepreneur. All this will not be realized if the number of students in the college is slightly and has an impact on operational costs that are not covered. Every college in the city of Medan or in other cities, in getting or fighting for students is a problem that is important enough for now, there are many rivals of PTS both for diploma education, as well as undergraduate education. In addition, competition between PTS and state universities (PTN) is also quite strict, because PTN has opened the parallel classes, extension classes, and the like. If not anticipated, the PTS will not be able to recruit students. SLTA to become a student in their college (Risnawati & Irwandi, 2012).

Medan city is one of the metropolitan cities in Indonesia. Based on the Medan Education Office data in the year 2016 the number of graduates 21,621 high school participants and SMK 16,504 participants. The number of SLTA students in Medan city is large enough to have a chance to have college potential in college. Students ' behavior in choosing a college is just as well when a consumer chooses the product or service he wants. This is not in spite of the consumer behavior theory in the perspective of marketing management which comprehensively examines how a consumer decide the decision to choose College in college.

Polytechnic Unggul LP3M is one of the private universities that exist in the district of Kopertis region I North Sumatera. Polytechnic Superior LP3M is required to continue increasing the number of students from year to year. This aims to ensure that the number of students will be expected to assist management in financing the operational costs that must be incurred for the higher education activities. Here is the list of new student admissions for the last 7 years as follows:
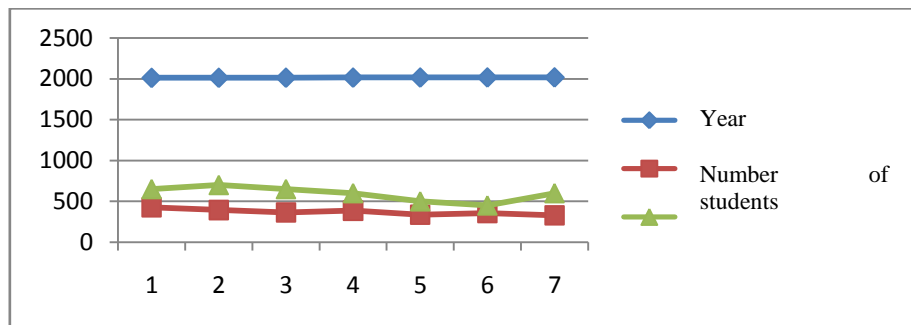
Source: Politeknik Unggul LP3M Medan (2018)
Graphic 1. Admission List of New Students Politeknik Unggul LP3M

Based on the table above, it can be seen that during the year 2011 to 2017 total student admission target was not achieved. It is known that the number of the highest target disachievement occurred in 2017 only 55%. This suggests that there has been a discrepancy between what is desirable in reality. If this continues to be budget then the long-term affects the viability of Politeknik LP3M excellence in financing Sega operational activities.

Accreditation is one important factor for a student to decide on a lecture. It aims to allow the students to work on certain institutions or intances that demand a minimum of received B (Meilyaningsih & Sisilia, 2015). So it is not uncommon that all colleges will race to improve the accreditation of Prodi and institution to improve college decisions. However, not all students will choose accreditation as a factor to choose a college. Because it may be that a student does not want to work on certain institutions or unctance. Basically received in Indonesia starting from A, B, C or even not accredited. The better an accreditation, then it can be concluded that the quality of education in such colleges can also be said well.

Private universities will continue to work through building a clean campus image. Where the image of a campus is often considered to be a consideration for prospective students in choosing College. Often the image of a negative campus such as a campus that sells buy diplomas, campuses are in internal problems and so on. Of course, this will be a very special consideration especially for new students. The image of a clean or positive campus based on the perception of a prospective student will add confidence in the determination of the chosen campus (Nasib dan Ratih Amelia, 2018)(Suryani, 2018)(Fakhri, Gilang, & Ratnayu, 2017)explains that the better the image of the campus or campus reputation is in the prospective students push the decision to vote.

The following challenges that cause private universities to maximize their active students ' ability to invite their relatives or friends in particular who are in their hometown. The problem seems to be often also a sign of the big question especially for parents who directly ask for the pregfrensi of the active student. This is certainly not a high level of management in providing satisfaction to the students. So expected reference groups can improve the decision to choose lectures on private colleges. According to (Jayawijaya, 2013)(Ayu, Artini, Kirya, Suwendra, & Manajemen, 2014)(Yulianto, 2015)(Sylvia Kartika WB, 2018)stated that the reference group has a positive and significant influence on the decision to choose a lecture. This shows that the better the reference group in socializing and suggesting that new students will have an impact on the decision-making of the college.

Private universities continue to strive for the provision of facilities such as tools and infrastructures in supporting the activities of lectures. Facilities such as library gidital, magnificent building buildings, interior colors of attractive space, large parking area will also be a consideration of a prospective new students determine which campus to choose. According to (Sukandi, 2010)(Nastiti, 2015)(Desy, 2016)(Harga et al., 2015)(Heriyanto, 2017)stated that the campus facilities have a positive influence in raising the decision

prospective students choose College. This suggests that the supporting campus facilities will make the prospective students increasingly encouraged to choose the campus in their hopes.

The decision to choose a college can also be sought through training activities to the personal selling that exists in private universities. Where personal selling is the expectation of management in providing confidence to new prospective students for their excellence and the excess of their campuses compared to the other. Personal selling that has the mastery of good product knowledge will encourage prospective students to be motivated and have high expectations for the campus. According to (Budianto & Pd, 2016)(Cendriyansyah & Mustikasari, 2017)(Namora, Siregar, & Natalia, 2018)(Nasib, 2019) said that personal selling that has a good ability will increase the confidence of prospective students in order to choose the product he wants. So when a private college has staff or employees who have the ability to communicate, understand what prospective students want, the response to what is complained will increase the confidence of the prospective student.

Private universities also build a good relationship especially for suppliers in this case, the target schools. The target school Program is one of the efforts that is often done to increase the number of new students through the decision to choose a college. Often, private colleges focus on the college with community service activities by conducting training or workshops to students in class XII. The activity of devotion to the community, especially the school is a private college strategy in getting to know the course and excellence. According to (Ustina Pratiwi Putri, Suharyono, 2014) (Ilham Tugiso, Andi Tri Haryono, 2016) (Istiqomawati, 2017) (International-Medan, Erica, & Manik, 2018) stated that relationship marketing has a positive contribution in improving the decision Choose a private college. Upayan building a good relationship to the school is necessary to improve the decision to choose a private college, especially in grade XII students. This is expected to make solutions complained of by the school and from private universities.

Nowadays, the development of technology with social media utilization makes the private universities also strive to introduce to the outside community the existence and efficacy offered. Often private colleges have a dedicated team to manage social media owned. Where the update of the social activity of the Akademika is expected to make social media activists. According to (Putri & Ciputra, 2016) (Lubiana Meleva, 2018) (Raheni, 2018) (Sakina Adinda, 2019) mentions that social media use has an impact on the increase in the number of purchase decisions. This shows that if existing social media is well managed then creating a new student candidate in this case also the social media activist will be interested to come or ask about the excellence that the college has to offer.

Based on the Latarlakang description of problems and foundations of existing theories, the conceptual framework in this study is as follows:
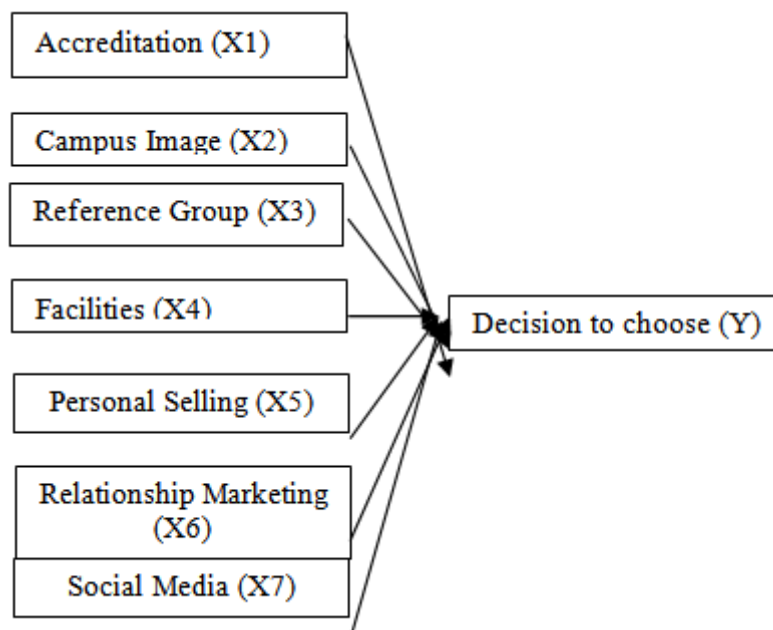

Figure 2: Conceptual Framework

II.   RESEARCH METHODS

The research approach in this research is causal research or cause of consequences. The population in this study is the students/I class XII especially high school students, SMK and Madrasah Aliyah. Sedangan sampling technique by accidental sampling where sample amounted to 200 students from 30 SMA school,

SMK, Madrasah Aliyah in Medan and surrounding areas. Where the data collection techniques use questionnaires with a measurement scale of Likert scale. Where this Likert scale model consists of (1 = very disagree, 2 = disagree, 3 = hesitant, 4 = agree, 5 = very agreed). Then the data analysis technique uses factor analysis.

III. RESULTS

Stage 1

Tabel 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.775
Bartlett's Test of Sphericity	Approx. Chi-Square	657.967
	df	21
	Sig.	.000

The method used in the analysis of this factor is the main component method. From the output above, a value of Kaiser Mayer Olkin (KMO) was 0775. This value indicates the data is already valid to be analyzed further with factor analysis. Bartlett test score of 657.967 with significance value of 0.000 very far below 5%, the correlation matrix formed is an identity matrix, or in other words the factor model used very well.

Tabel 2: Test Results Measures of Sampling Adequacy(MSA)

Varible Name	ScoreMeasures of Sampling Adequacy(MSA)
Accreditation (X1)	0,885
Campus Image (X2)	0,745
Reference Group (X3)	0,812
Facilities (X4)	0,529
Personal Selling (X5)	0,567
Relationship Marketing (X6)	0,575
Social Media (X7)	0,814

Stage 2

From the table above, it is known that the MSA value > 0.05 to the seven variables. This suggests that the second requirement for analysis factor is fulfilled.

Tabel 3: Communalities

	Initial	Extraction
X1	1.000	.637
X2	1.000	.902
X3	1.000	.868
X4	1.000	.584
X5	1.000	.605
X6	1.000	.911
X7	1.000	.872

Extraction Method: Principal Component Analysis.

According to the table above, it is known that the Extraction value for the seven variables > 0.05. This indicates that all variables can be used to describe the factor.

Stage 3

Tabel 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.089	44.122	44.122	3.089	44.122	44.122	3.076	43.949	43.949
2	1.249	17.840	61.961	1.249	17.840	61.961	1.190	16.999	60.949
3	1.042	14.884	76.845	1.042	14.884	76.845	1.113	15.897	76.845
4	.820	11.710	88.555						
5	.511	7.300	95.855						
6	.165	2.360	98.215						
7	.125	1.785	100.000						

Extraction Method: Principal Component Analysis.

Based on the results of the total variance explained, it is known that there are only 3 components of variables that become factors influencing the decision to choose private colleges. Eigenvalues shows the relative

importance of each factor in calculating variances to the 7 variables analyzed. From the table above it appears that there are only three factors formed. Thus this criterion is obtained the number of factors used is 3 factors. Further determination is based on the percentage value of total variances that can be explained by the number of factors to be formed. From the table above can be done interpretation related to the total cumulative sample variances. If those variables are summarized into several factors, then the total value of the variances that can be explained is as follows.

1. If the 7 variables are extracted into 1 factor, obtained the total variances that can be described are 3,089/7 x 100% = 44.12%.
2. If the 7 variables are extracted into 2 factors, obtained the total variances that can be described are 1,249/7 x 100% = 17.84%.
3. If the 7 variables are extracted into 3 factors, obtained the total variances that can be described are 1,042/7 x 100% = 14.884%.
4. So that the cumulative total for 3 factors is 44.12% + 17.84% + 14.88%. = 76.84%.
5. By extracting the initial variables into 3 factors has resulted in a substantial cumulative total variances of 76.84%, meaning that of 3 factors formed can already represent 7 variables decision of the college choose which explains About 7.84% of the college's decision to choose. Thus the extraction of 3 factors acquired has been discontinued and has fulfilled the second criterion.

Stage 4

Tabel 5: Component Matrix[a]

	Component		
	1	2	3
X1	.700	-.136	-.359
X2	.927	.050	.198
X3	.929	.007	.069
X4	-.072	-.694	.311
X5	-.017	.632	-.454
X6	-.041	.588	.751
X7	.932	.030	.053

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Once it is known that the three factors are the optimal amount, it can be seen in the Component Matrix table indicating the distribution of the seven variables on the three factors formed. While the figures in the table are factors loadings, which shows a large correlation between a variable with factor 1, factor 2, and factor 3. The process of determining which variable will go into which factor, is done by doing a large comparison of correlation on each line.

Then determination based on the scree plot. The scree plot is a plot of eigen value against the number of factors extracted. Point at the place where scree begins to show the number of factors right. This point occurs when the scree starts to look flat. In the image below it is known that the scree plot starts to flat on the extraction of the initial variables into 3 factors:
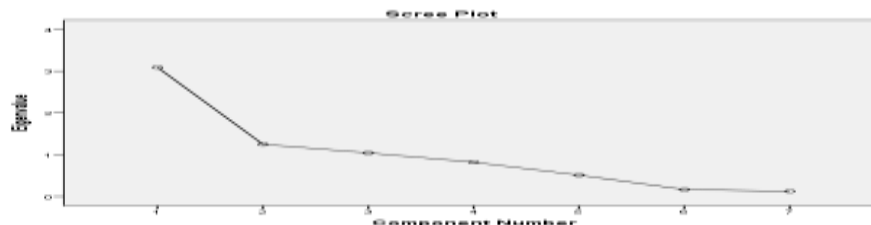

Figure3: Scree PlottestComponent Number

If the Total Variance table explains the basic number of factors gained by numerical calculations, then the Scree Plot reveals what the graph is. It appears that from one to two factors (the line of the Component Number axis = 1 to 2), the chart direction decreases fairly sharply. Then from number 2 to 3, the line still decreases. This suggests that three factors are best for summarizing those seven variables.

The process of research on the results of the study aims to obtain factors with a sufficient clear loading factor for interpretation. The rotated component matrix component is a correlation matrix that shows a clearer and more pronounced variable distribution than a component matrix. More details can be found in the following table:

Tabel 6: Rotated Component Matrix[a]

	Component		
	1	2	3
X1	.668	.098	-.425
X2	.940	-.039	.126
X3	.932	-.006	-.005
X4	-.059	-.754	-.108
X5	-.041	.776	-.038
X6	.025	.089	.950
X7	.934	.022	-.007

1. Accreditation (X1), the most large loading factor is at a factor of 1 0.668. This means that accreditation is at factor 1.
2. Campus Image (X2), the greatest loading factor on the 1st factor of 0.940. This means that the campus image is at Factor 1.
3. Reference Group (X3), the most large loading factor at a factor of 1 0.932. This means that the reference group is at Factor 1.
4. Facility (X4), the greatest loading factor on the 2nd factor of 0.754. This means that the facility is on a factor of 2.
5. Personal Selling (X5), the greatest loading factor on the 2nd factor of 0.776. This means that personal selling is at a factor of 2.
6. Relationship Marketing (X6), the greatest loading factor on the 3rd factor of 0.950. This means that the relationship marketing is on a factor of 3.
7. Social Media (X7), the greatest loading factor on the 1st factor of 0.934. This means that social media is at factor 1.

Thus the seven variables in the study were reduced to 3 factors consisting of:
1. Factor 1 consisting of accreditation, campus image, reference group and social media.
2. Factor 2 consisting of facilities and personal selling.
3. Factor 3 consisting of relationship marketing.

IV.   CONCLUSION

Formed 3 factors that influence the decision to choose a college that is factor 1 consisting of accreditation, Campus image, group reference and social media. Factor 2 consisting of facilities and personal selling and factor 3 consisting of relationship marketing.

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