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## Improving Study Decisions at Private Universities: The Role of Family, Price, and University Image

Indra Budaya<sup>1</sup>, Melifia Liantifa<sup>2</sup>, Elex Sarmigi<sup>3\*</sup>, Anggia Ayu Lestari<sup>4</sup>

<sup>1,2,4</sup>Department of Management, School of Economics (STIE) Sakti Alam Kerinci

<sup>3</sup>Faculty of Economics and Islamic Business, State Islamic Institute (IAIN) Kerinci

<sup>1</sup>[indra.budaya77@gmail.com](mailto:indra.budaya77@gmail.com), <sup>2</sup>[mel.liantifa@gmail.com](mailto:mel.liantifa@gmail.com), <sup>3</sup>[ellexsarmigi@gmail.com](mailto:ellexsarmigi@gmail.com), <sup>4</sup>[anggialestari66@gmail.com](mailto:anggialestari66@gmail.com)

\*corresponding author

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### Abstract

This study examines and analyses the role of family factors on prices and brands on student decisions to choose private universities to continue their studies. This study involved 500 students from various private universities in Jambi Province to serve as samples. The results showed that in the first model, price and brand influenced the decision to choose private universities (PTS) in Jambi province, and the magnitude of the effect was 63.9%. Price, Brand and Family in the second model significantly affect the Selection Decision of Private Universities (PTS) in Jambi Province, with the magnitude of the influence being 75.5%. In the third model, the family plays a role or can moderate the impact of price and brand on choosing private universities (PTS) in Jambi Province.

**Keywords:** Lecture Decisions; Family; Price; Brand; Private College

## Meningkatkan Keputusan Belajar di Perguruan Tinggi Swasta: Peran Keluarga, Harga, dan Citra Universitas

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### Abstrak

Penelitian ini bertujuan untuk memperoleh gambaran mengenai faktor-faktor yang mempengaruhi Keputusan Belajar di Perguruan Tinggi Swasta. Penelitian ini bertujuan untuk menguji dan menganalisis Peran Faktor Keluarga pada Harga dan Merek terhadap Keputusan Mahasiswa memilih perguruan tinggi swasta untuk melanjutkan studinya. Penelitian ini melibatkan 500 orang mahasiswa dari berbagai perguruan tinggi swasta yang ada di Provinsi Jambi untuk dijadikan sebagai sampel. Hasil penelitian menunjukkan bahwa pada model pertama adalah Harga dan Merek memiliki pengaruh terhadap Keputusan Pemilihan Perguruan Tinggi Swasta (PTS) di Provinsi Jambi dan besarnya pengaruh adalah 63,9%. Harga, Merek dan Keluarga pada model kedua berpengaruh signifikan terhadap Keputusan Pemilihan Perguruan Tinggi Swasta (PTS) di Provinsi Jambi dengan besarnya pengaruh adalah 75,5%. Pada model ketiga, Keluarga berperan atau mampu memoderasi pengaruh Harga dan Merek terhadap Keputusan Pemilihan Perguruan Tinggi Swasta (PTS) di Provinsi Jambi.

**Kata kunci:** Keputusan Kuliah; Keluarga; Harga; Merek; Perguruan Tinggi Swasta

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## INTRODUCTION

Education is a system where the teaching process takes place in it. Education is also essential to educate the nation's children so that they can advance their country. Therefore, organising education requires a unit that regulates it. The goal is to obtain a structured educational process. However, the fact is that the current education system, especially in Indonesia, is still not able to respond to global needs and challenges for the future entirely. The program of equity and improvement of the quality of education, which has been the

focus of development, is still a significant problem in the world of education in Indonesia, which is an internal problem of every primary and complex educational institution. In addition, the Indonesian nation is still facing some chain issues, from primary education to higher education.

Implementing Tri Dharma Higher Education requires interaction as clients and partners with the public. Facing the autonomy plan for higher education management, tertiary institutions need to carry out internal improvements, among others, through increasing communication between the academic community to increase the efficiency and effectiveness of higher education management. Meanwhile, in facing the era of globalisation, the role of higher education is increasingly important and strategic in responding to problems and demands that arise in society.

The world of education has evolved continuously. One of the triggering factors is the increasingly tighter competition between universities. Therefore, marketing is a strategic element in maintaining the existence of Higher Education. The term marketing (marketing) is often defined as sales. Regarding objectives, marketing aims to serve customer needs, while sales strive to fulfil company desires. Marketing begins with the consumer's willingness and then continues to satisfy it. At the same time, sales start from producing a product/service and then continue to convince consumers to buy it. In marketing, all personnel serve the desires or expectations of consumers, while in sales, only a limited number of personnel are involved in customer service. Thus, it is clear that the orientation between the marketing and sales concepts is very different.

In connection with marketing activities, of course, the goal is the occurrence of purchasing decision activities. Consumer purchasing decisions are influenced by various variables, either directly or indirectly. Consumer purchasing decisions are influenced by marketing stimuli (products, prices, marketing channels, promotions, physical processes and services) and other stimuli consisting of economic, technological, political and cultural factors. Marketing and environmental stimuli enter the consumer's consciousness. According to Kotler & Armstrong, the buyer's characteristics and decision-making process will lead to certain purchasing decisions. Detail and comprehensively stated by (Hawkins, Roger, & Coney, 2001) that there are only two main factors, namely external factors, which consist of culture, sub-culture, demographics, social status, reference group and marketing activities, and internal factors consist of perception, learning, memory, motivation, personality, emotions and attitudes as the main determinants in determining purchase decisions. In its development, it is also explained more broadly that four main determinants influence consumer purchasing decisions, namely 1) cultural factors consisting of culture, sub-culture and social class, 2) social factors consisting of a reference group, family, role and status, 3) personal factors consisting of age and stage of the life cycle, occupation, economics and personal lifestyle and self-concept, and 4) Psychological factors consisting of motivation, perception, learning, beliefs and attitudes (Kotler, 2005). Based on some of the above opinions, it can be concluded that, generally, two main factors influence a person in purchasing goods and services: external factors that cannot be controlled and internal factors that come from within the consumer himself. It is evidenced by the results of research

conducted by Hossler et al. (1985), Chapman (1981), Freeman (1999), Cambera and La Nasa (2000) using several models found that demographic factors, socioeconomic background, type of gender, family career background and individual characteristics of students influence purchasing decisions.

Jambi Province currently has three forms of higher education, namely State Universities (PTN), State Islamic Religious Universities (PTAIN) and Private Universities (PTS). These three tertiary institutions have their characteristics and attractiveness. In addition, the existence of this State University is faced with limitations in the capacity of enthusiasts or students who wish to continue their education at State Universities. With these limitations, PTS is a choice for people who want to continue their education to a higher level. The number of private campuses has provided options for prospective students who do not pass the selection for new student admissions at State Universities. Still, on the other hand, groups of people do not take the test for new student admissions at state universities. Still, they immediately follow the selection at private universities to continue their education at tertiary institutions. These private campuses are hoped to make Jambi Province a province ready to produce quality candidates for the nation's next generation.

In Jambi province, there are two private universities, namely Batanghari University, located in Jambi City, offering various majors or study programs with 1.080 new students with a total of 4.625 students. Meanwhile, another private university, Muaro Bungo University, located in Muaro Bungo City, also offers many departments or study programs with 614 new students and 1.982 students. So, the total number of students who decide to study at a private university in Jambi Province is 6.607.

Salain University, in Jambi Province, has high schools in all Kota Regencies within the Jambi Province. From the table above, there are 19 colleges with a total student population of 17.206 students. In addition, there are 17 Academies with various disciplines offered to the public with 2.840 students and one polytechnic with 60 students.

So, the total number of people who choose private universities is shown in Table 1 below.

Table 1. Number of Private Higher Education Students Based on Academic Level

No	Academic Level	Number Of New Students	Total Students
1	University	1.694	6.607
2	High School	4.027	17.206
3	Academy	1.309	2,840
4	Polytechnic	24	60
Total		7.054	26.713

Based on Table 1 above, there are 7.054 new students, 26.713 who study at private universities in Jambi Province. The description of the data above can be explained that the total number of SMA / MA graduates is as many as 40.692 people. In comparison, the total



number of new students who made their choice in private universities in Jambi Province in the same year was 7.054 people. So, as many as 33.638 students did not choose private universities in Jambi Province. This problem must be taken seriously by PTS institutions in the province of Jambi and government agencies in general.

Private universities in Jambi Province must conduct a thorough evaluation related to the operational performance of the academic community from all aspects, both related to the price set and the image of the private university. Although faced with many weaknesses when compared to other regions within the scope of Region X Higher Education Service Institutions (LLDIKTI), namely West Sumatra, Riau, Jambi, and Riau Islands, Private Universities in Jambi province, are still expected to be able to provide maximum contribution to development in various sectors. Not only in Jambi province but at least in Western Indonesia. In addition, it is also hoped that in the future, PTS in Jambi will be able to take part and show their quality at the national and international levels.

Maringe (2006) said that to attract prospective students to choose a tertiary institution, the institution must know the factors that influence student decisions to register at a tertiary institution. Shah (2010) stated that the factors that influence the choice of students to enroll in higher education institutions are for several reasons: First, giving students an understanding of the reasons why students choose the tertiary institution; second, information from universities or colleges should be used to assist them in designing the college's marketing plan; third, to meet student expectations so that it can be implemented to improve student experience.

Pero et al. (2015) conducted research and distributed questionnaires to students regarding the dominant factors affecting students in choosing higher education institutions. After conducting research and analysing the data, it resulted that choosing a university from Turkish students had a negative impact with cost elements and a positive effect on service quality, and this means that for the majority of students in Turkey, costs do not have a significant impact on student decisions in choosing higher education institutions. However, service quality significantly influences student decisions in choosing higher education institutions.

Briggs & Wilson (2007) conducted a study at six universities in Scotland. He divided the two factors influencing students in choosing a college, including information from universities or colleges and tuition fees, after identifying the type of college, gender and discipline. Briggs (2006) concluded that ten factors influence student selection in choosing higher education. These factors are academic reputation, distance from home, individual perceptions, graduate employment, social life, admission requirements, teaching reputation, quality of academic staff, information provided by the university, and reputation of scientific research.

Some of the findings in this study are in line with the quantitative results by Shah and Brown (2009) in private universities, stating that the quality of lecturers, the quality of higher education institutions, and the reputation of private universities are seen as critical factors influencing student choices in making decisions about choosing private universities—research conducted by Samsinar Md. Sidin, Siti Rahayu Hussinand, and Tan Ho Soon

(2003) said that product variables become benchmarks for students in choosing private universities. The product indicators in private universities are college programs, program suitability with the job market, technology, completeness of services, and program quality. Researchers can categorise this as a field of expertise or skills possessed by prospective students that are correlated with their interests and talents. The College Image Factor is also one of the considerations in choosing a private university, and this is proven by research conducted by Norazah Mohd Suki (2013) on 'Green Awareness Effects On Consumers' Purchasing Decision: Some Insight From Malaysia', which is the standard measurement of the image of a private university is institutional accreditation, the general atmosphere of the campus, the atmosphere of campus life, the cooperation built by the institution, the atmosphere of learning in class, the campus facilities, the quality of the lecturers, and the quality of the chancellor. In this case, the researcher relates to the quality and quantity of higher education institutions that will be targeted.

Academic reputation is the ability of a private institution to position itself positively among students. However, reputation is one of the most influential variables in the decision to choose a university, where empirical findings that show reputation are consistently classified as the most critical factor for students in selecting a college/university (Beneke & Manusia, (2010); Nagaraj et al. al. (2008); Baharun (2004); LeBlanc & Nguyen, (1997).

In private higher education institutions, students are more careful in choosing higher education institutions / Alonderiene & Klimavičienė (2013) analyse the factors that influence students in choosing universities or colleges in management and economics study programs for new students at public and private universities in Lithuania. A quantitative research method is used by distributing questionnaires online. The sample used was 7907 new students in management and economics at State Universities and Private Universities in Lithuania. This study aims to analyse the factors that influence the study program or department choice. This study stated that the characteristics of students turned out to have a greater influence in choosing a study program, and the opportunity to be accepted into tertiary institutions is also considered an essential factor. In choosing a university or tertiary institution, the image of the college and city or the existence of a university has the most significant influence, while the infrastructure and social life of the campus environment are the lowest. Meanwhile, the influence of the reference group and parents also had the highest effect.

In connection with the image of higher education, institutional accreditation and program accreditation are indicators. The following figure shows the state of accreditation at private universities (PTS) in Jambi Province.

From Figure 1 above, it can be explained that the weakness faced by most private universities in Jambi Province is the lack of quality institutions and programs offered by each PTS. This is seen in the accreditation ranking assessed by the National Accreditation Board for Higher Education, the Ministry of Technology Research and Education. The C accreditation rank dominates the PTS accreditation ranking in Jambi Province, and not one private university in Jambi Province has achieved an A accreditation score.

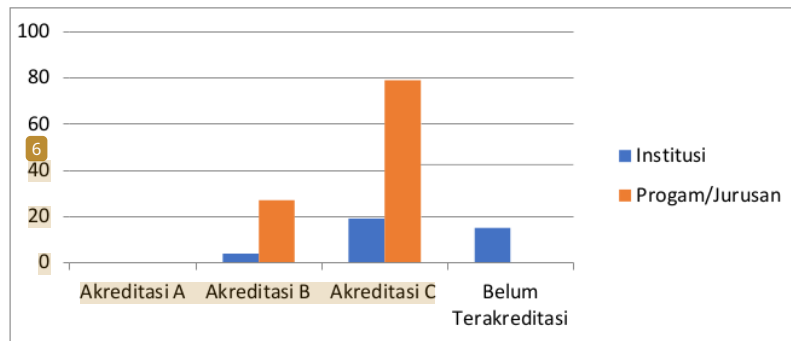


Figure 1. Faculties and Study Programs of Private Higher Education in Jambi Province on the Accreditation Ranking (Source: LLDIKTI Region X)

This situation will impact the family's role, especially the parents of prospective students who are more dominant in choosing their child's college. It follows the definition of the family itself: the family is the smallest unit of society consisting of the head of the family and several people who gather and live under one roof in interdependence (Indonesian Ministry of Health: 1988). The family is the first pillar that can build education carried out by the family, school and the wider environment, which plays an essential role in shaping a person's character (Asep Jihad, 2010: 90).

Based on the above definition, the family is a small environment in a sub-community with a relationship and dependence on one another. To determine the choice of education for their children parents will, of course, be more likely to choose the best place of education, of course by paying attention to the three factors that the researchers have mentioned before, namely the product factor, price and the image of the college that the child will go to. About family the three factors above will be a consideration for families, especially parents, in determining the choice of college for their children.

John Donnellan (2002) analysed the decision-making process of choosing a university or college at Massachusetts Amherst University. The aim is to determine whether the internal factors of the university have a more significant influence than external factors. The sample used was 553 new students who filled out the questionnaire. The results showed that non-marketing factors influenced students' decision-making processes more than marketing factors. The most influencing marketing factors are student visits to campus and information about specific majors. The most influential non-marketing factors are parents and friends.

Research was also conducted by Nattavud Pimpa (2002). The indicators used in this study are finance, information, expectations, persuasion, and competition. The results showed that peers and agents can influence students to continue their international education. The analysis results show that various people psychologically affect and support the decision-making process of Thai students. Further quantitative analysis shows that financial support and information from the family are significant factors. The research showed that the older Thai students were, the less impact their family had on their choice

of international education. This study confirms that global education choices are not a one-step decision-making process.

Based on the empirical data above, we can conclude that the family, as the researcher explains, has a different paradigm for choosing a college for their child based on the college's product, price and image. It depends on the economic level of each child's family. The role of the family in choosing a university for their child is a dominant factor, especially in Jambi Province. It is because the family is the party that will bear all the consequences imposed or required by the tertiary institution, especially all problems related to the price of education set by the college. In addition, the family is more dominant in marketing the output of knowledge and knowledge obtained by their children (the labour market).

Based on these arguments, the writer will make the family variable as a moderator to the student's decision to choose a private university in Jambi Province. The purpose of this research was to examine and analyse the effect of Higher Education Prices and Image on the decision to choose private universities in Jambi Province and to explore and analyse how the role of the family as a moderating variable on the effect of price and university image on the decision to choose private universities in Jambi Province.

## METHOD

### Data collection

The data collection technique used in this research is by giving the respondents a set of questions or written questions to be answered. The list of questions or questionnaires is an efficient data collection technique if the researcher knows the variables to be measured and what is expected of the respondents. In this study, a questionnaire in the form of a statement was given directly to students of private universities in Jambi Province who were willing to be respondents, as many as 500 people.

### Concept Theory

#### Buying decision

Purchasing decisions are the process of determining student choices in choosing private universities in Jambi Province. The measurement of purchasing decision variables in this study is based on research from Schiffman and Kanuk (2008), which includes:

1. Introduction of the problem
2. Information search
3. Evaluation of alternatives
4. Purchasing/selection decisions
5. Post-purchase/election behaviour.

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### Price

Price is the economic value spent to obtain educational services at private universities in Jambi Province. Research conducted by Joseph Kee Ming Sia *University Choice: Implications for Marketing and Positioning* School of Business, Curtin University, Miri, 98009, Sarawak,



Malaysia. According to Joseph Kee Ming Sia's research, the indicator price variable used is.

1. Appropriateness of the amount of tuition fees
2. Reduction in tuition fees
3. Ease of payment/relief
4. Term of payment.

## Image

Image is how other parties view a company, a person, a committee or an activity. The task of a company in shaping its image is to identify what kind of image it wants to form in the eyes of the public or society, Siswanto Sutojo quoted in the book Handbook of Public Relations (2011).

Research conducted by Norazah Mohd. Suki (2013) regarding Green Awareness Effects On Consumers Purchasing Decision: Some Insight From Malaysia, where the indicators used from the Higher Education Image are:

1. Institutional accreditation
2. The general atmosphere of the campus
3. Campus life atmosphere
4. Cooperation built by institutions
5. Class learning atmosphere
6. Campus Facilities
7. Quality of lecturers
8. Leadership Quality.

## Family

A family is a person who has blood ties with students and can influence the student's decision to choose a private university in Jambi Province. Based on the research of Nattavud Pimpa (2002), The role of family, peers, and Thai agents on student choices for international education. Family indicators used in this study are:

1. Finance
2. Information
3. Hope
4. Persuasion
5. Competition.

## Multilevel Regression Analysis

The method for analysing the moderating variable is moderation regression. Moderated regression analysis is a regression analysis that involves the moderating variable in building a relationship model. The moderating variable has a role as a variable that can strengthen or weaken the relationship between the predictor variable and the dependent variable. Suppose the moderating variable is not present in the formed relationship model. In that case, it is called a regression analysis only so that without the moderating variable, the

relationship between the predictor variable and the dependent variable can still be analysed. In moderated regression analysis, all regression analysis assumptions are valid, meaning that the premises in the moderated regression analysis are the same as the assumptions in the regression analysis. The regression calculation technique is carried out using a model developed by Baron and Kenny (1986), namely the hierarchical regression analysis technique. At level one and level two, using multiple linear regression because there is more than one independent variable (X1 and X2 and M), the equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon \dots\dots\dots (\text{Model 1})$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 M + \varepsilon \dots\dots\dots (\text{Model 2})$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 M + \beta_4 X_1 M + \beta_5 X_2 M + \varepsilon \dots\dots\dots (\text{Model 3})$$

Note :

$\beta_0$	= Constant
$\beta_{12345678}$	= Regression coefficient
$X_1$	= Price
$X_2$	= Image
$M$	= Family
$X_1 M$	= Price interaction with family
$X_2 M$	= Image interaction with family
$Y$	= Purchase Decision At PTS In Jambi Province
$\varepsilon$	= Confounding variable

The criteria used in testing the effect of moderating variables (Baron and Kenny, 1986) are:

- If the significance value of the interaction variable ( $X_1 M$ ,  $X_2 M$ ) is less than ( $\alpha$ ) 0,01, the family variable acts as a moderating variable.
- If the significance value of the interaction variable ( $X_1 M$ ,  $X_2 M$ ) is more significant than ( $\alpha$ ) 0,01, then the family variable does not act as a moderating variable.

#### Statistic test

##### F test

Used to test the significance level of the research model by measuring the influence of the variable price, image and family on the decision to choose private universities in Jambi Province

Testing Criteria;

- If  $\text{Sig} < \alpha = 0,10$ , then the decision is  $H_0$  is rejected, and  $H_a$  is accepted, it can be concluded that price, image and family together significantly affect the decision to choose PTS in Jambi Province.
- If  $\text{Sig} > \alpha = 0,10$ , then the decision is  $H_0$  is accepted, and  $H_a$  is rejected, meaning that it can be concluded that price, image and family together do not significantly affect the decision to choose PTS in Jambi Province.

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### T test

The t-test is part of the statistical test, a partial correlation coefficient test used to prove the effect of the independent variable on the dependent variable, where one of the independent variables is fixed/controlled.

This calculation will be carried out with the help of the SPSS (Statistical Package for Social Science) program version 22.00. According to Singgih (2000), the basis for decision-making for hypothesis testing is:

- a. If  $\text{Sig} < \alpha = 0,10$ , then the decision is  $H_0$  is rejected, and  $H_a$  is accepted, it can be

concluded that the price, image, and family partially significantly affect the decision to choose PTS in Jambi Province.

- b. If  $\text{Sig} > \alpha = 0,10$ , then the decision is  $H_0$  is accepted, and  $H_a$  is received, it can be

concluded that the price, image, and family partially do not significantly affect the decision of choosing PTS in Jambi Province.

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### Coefficient of Determination ( $R^2$ )

The coefficient of determination helps know how much the contribution of all independent variables to the dependent variable in the regression model is expressed as a percentage (Sugiyono, 2002). In this study, the coefficient of determination is used to determine:

- a. The amount of contribution variable price ( $X_1$ ) and Company Image ( $X_2$ ) to purchasing decisions ( $Y$ ).
- b. The amount of family variable contribution ( $M$ ) to purchasing decisions ( $Y$ ).
- c. The amount of contribution of the family variable ( $M$ ) as a moderating variable on the relationship between price ( $X_1$ ), and Company Image ( $X_2$ ) on purchasing decisions ( $Y$ ).

## FINDING AND DISCUSSION

### Result

#### Frequency Based on Respondent Profile

This study uses the perceptions of PTS students in all districts and cities in the province of Jambi. Respondents' answers were divided into 12 (twelve) categories, namely Gender, Residence, Scholarship Recipients, Type of Scholarship, Age, Reasons for Choosing a PTS in Jambi Province, Father's Education, Mother's Education, Father's Job, Mother's Job, Father's Income and Mother's Income. The results of the respondent profile analysis can be seen in the table 2.

Based on the frequency of respondents based on gender, it can be seen that the majority of respondents in this study were female students, as many as 385 people or 77.1%, which means that those who dominate the student population in private universities in Jambi Province are female. Empirical analysis based on secondary data illustrates that the main factor causing the dominance of the sex of women who continue to the PTS level in Jambi Province is the existence of PTS institutions in Jambi Province offer more study programs or services that provide opportunities for women to be more flexible in their

*Improving Study Decisions at Private Universities: The Role of Family, Price, and University Image (Budaya et al.,)*  
activities. Enter the job market, such as Health Science Programs / Skills. This institution  
dominates the private universities in Jambi Province in its operations. An example is in



Jambi Province, there are 11 Nursing and Midwifery Academies from 17 Academies in Jambi Province, and there are 4 Health Sciences Colleges from 19 Colleges in Jambi Province. Meanwhile, there were 115 men or 22.9%.

Table 2. *Frequency Based on Respondent Profile*

Description	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Respondent Frequency Based on Gender</b>				
Man	115	22,9	22,9	22,9
Women	385	77,1	77,1	100,0
<b>Respondent Frequency Based on Residence</b>				
Kos	264	52,8	52,8	52,8
Not Kos	236	47,2	47,2	100,0
<b>Respondents Frequency Based on Scholarship Recipients</b>				
Scholarship grantee	37	7,4	7,4	7,4
Not a Scholarship Recipient	463	92,6	92,6	100,0
<b>Respondents Frequency Based on Scholarship Type</b>				
BBM / PPA				
Bidik Misi				
Others				
No Scholarship				
<b>Respondents' Frequency Based on Age</b>				
17-19 Years	457	91,4	91,4	91,4
20-22 Years	42	8,4	8,4	99,8
23-25 Years	1	,2	,2	100,0
<b>Respondents Frequency Based on Reasons for Choosing PTS</b>				
Own desire	454	90,8	90,8	90,8
Family Wishes	46	9,2	9,2	100,0
<b>Respondents Frequency Based on Father's Education Level</b>				
Never attended schools	127	25,4	25,4	25,4
Elementary school level	62	12,4	12,4	37,8
Junior high school level	77	15,4	15,4	53,2
Senior high school level	120	24,0	24,0	77,2
College	114	22,8	22,8	100,0
<b>Respondents Frequency Based on Mother's Education Level</b>				
No school	1	,2	,2	,2
Elementary school level	84	16,8	16,8	17,0
Junior high school level	71	14,2	14,2	31,2
Senior high school level	193	38,6	38,6	69,8
College	151	30,2	30,2	100,0

Description	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Respondent Frequency Based on Father's Job Level</b>				
entrepreneur	30	6,0	6,0	6,0
PNS / TNI / POLRI	73	14,6	14,6	20,6
BUMN employee	59	11,8	11,8	32,4
private employees	143	28,6	28,6	61,0
Farmer	136	27,2	27,2	88,2
Labour	59	11,8	11,8	100,0
<b>Respondent Frequency Based on Mother's Occupation Level</b>				
entrepreneur	44	8,8	8,8	8,8
PNS / TNI / POLRI	75	15,0	15,0	23,8
BUMN employee	42	8,4	8,4	32,2
Private employees	102	20,4	20,4	52,6
Farmer	116	23,2	23,2	75,8
Labour	21	4,2	4,2	80,0
Others	100	20,0	20,0	100,0
<b>Respondents Frequency Based on Father's Income Level (In Rupiah)</b>				
1.000.000 - 2.000.000	58	11,6	11,6	11,6
2.000.000 - 3.000.000	50	10,0	10,0	21,6
3.000.000 - 4.000.000	160	32,0	32,0	53,6
> Rp. 4.000.000	232	46,4	46,4	100,0
<b>Respondents Frequency Based on Mother's Income Level (In Rupiah)</b>				
<1.000.000	22	4,4	4,4	4,4
1.000.000 - 2.000.000	56	11,2	11,2	15,6
2.000.000 - 3.000.000	187	37,4	37,4	53,0
3.000.000 - 4.000.000	185	37,0	37,0	90,0
> Rp. 4.000.000	50	10,0	10,0	100,0

The frequency of respondents based on residence can be seen as the majority of respondents in this study were students who resided in boarding houses or rented houses, namely 264 people or 52,8%. In comparison, students who were not boarding were 236 people or 47,2%. The main factor that causes the frequency of respondents or students to choose a place or rented house as a place to live during their education at PTS in Jambi Province is that the distribution of private universities in Jambi Province is not evenly distributed in every City District in Jambi Province. Based on previous secondary data, there are 23 private universities in Jambi City, while the rest are scattered in the Batang Hari, Merangin, Muaro Bungo, Tebo, Kerinci and Sungai Penuh districts.

Frequency of Respondents Based on Scholarship Recipients, it can be seen that the majority of respondents in this study were students who did not get scholarships, namely

463 people or 92,6%. In comparison, students who received scholarships were 37 people or 7,4%.

The frequency of respondents based on the type of scholarship can be explained by the fact that the majority of respondents in this study were students who received scholarships with the Bidikmisi type of scholarship, namely 21 people or 4,2%. In comparison, scholarships for study assistance and academic achievement improvement were as many as 13 people or 2,6% and others as many as three people or 0,6%. The remaining students did not get scholarships, as much as 463 or 92,6%. Regarding acceptance, sources of scholarships obtained by PTS students in Jambi province are relatively few or more negligible, namely 7,4% or 37 people from a total of 500 students. This is due to several factors, including the quota of scholarships from the government for private universities that still seem disproportionate compared to State Universities (PTN).

The government is still half-hearted in helping poor students who study at PTS. Out of 40,000 scholarship recipients, the government only provided two thousand (2000) Bidik Misi scholarships for private universities in 2017, and this is considered very discrediting and dichotomising PTS. As for the criteria for recipients, the Bidik Misi Scholarship will only be given to impoverished students. For example, those who have parents with a maximum income of IDR 3 million per month. In addition to the above factors, PTS students in Jambi province also seemed less proactive in finding other scholarship sources, so there was a lack of scholarship recipients at private universities (PTS) in Jambi Province. The government only provided two thousand (2000) Bidik Misi scholarships for private universities in 2017, which is considered very discrediting and dichotomising PTS. As for the criteria for recipients, the Bidik Misi Scholarship will only be given to impoverished students. For example, those who have parents with a maximum income of IDR 3 million per month. In addition to the above factors, PTS students in Jambi province also seemed less proactive in finding other scholarship sources, so there was a lack of scholarship recipients at private universities (PTS) in Jambi Province.

The frequency of respondents based on age can be seen that the majority of respondents in this study were students aged 17-19 years, namely as many as 457 people or 91,4%, then students aged 20-22 years were 42 people or 8.4% while students who were aged 23-25 years as much as one person or 0,2%.

From the data of respondents based on age in the table above, it has been shown that most students at PTS in Jambi Province are young people with a very productive age, namely 17 to 19 years, which is a typical age for someone who is a student. Even so, there are also students aged 20-22 who are likely to be the last generation of the academic year at the institution concerned.

The frequency of respondents based on the reasons for choosing PTS can be seen that the majority of respondents in this study were students who reasoned choosing PTS in Jambi province because of their desires, namely as many as 454 people or 90,8%, students who figured choosing PTS in Jambi Province because of family desires were as many as 46 people or 9,2%. As explained in the previous chapter, the development of Science and Technology (IPTEK) and the advancement of information technology resulted in changes

human behaviour. At this time, most people have realised the importance of promoting the development of Science and Technology, and society must be consistent in opening themselves up and following the development of science and technology.

The frequency of respondents based on the level of education of the father can be seen that the fathers of the respondents of this study were 127 people, or 25,4%, who were not in school, 62 people with SD / Sedarajad education or 12,4%, who had 77 Junior High / Sederajad education people or as much as 15,4%, with high school education / equivalent as many as 120 people or 24% and those who have graduated There are 114 universities or 22,8%. From the data above, it is found that out of 500 respondents, 127 people or 25,4% of the parents of PTS students in Jambi province, do not go to school or have never received education. This is an interesting phenomenon to be analysed. Undeniably, many parents have fostered hope since their children were small, what they will become after graduating from high school. Some are very obsessed with getting their children to become doctors, and some want to become architects, managers, law graduates, etc. Everything must be with its reasons and background. It could be because the parent or father did not have the chance or failed to be the person they hoped for. It could also be because they believe that with certain professions, there is a high expectation that their child will be economically successful and for various other reasons without seeing their own educational background. Another factor for PTS students in Jambi province to continue to higher education is due to external environmental factors or colleagues. It is evident that in the aspect of student frequency, choosing PTS is more dominated by the role of the student concerned when compared to the part of the family. This illustrates that parents' education, especially fathers, does not significantly affect respondents in choosing PTS in Jambi Province.

The frequency of respondents based on the level of education of the mother can be seen that the level of education of the mothers of the respondents in this study was one person or 0,2% who did not go to school, 84 people had an SD / Sedarajad education or 16,8%, and as much as 193 people or as much as 38,6%, with high school education / equivalent as many as 192 people or 38,6% and those with graduated Higher Education Institutions are as many as 151 people or 30,2%. The frequency of Respondents Based on Mother's Education Level in determining student choices to continue higher education at PTS in Jambi Province is dominated by maternal education at the high school and junior high school levels, namely 193 respondents or 38,6% of 500 respondents. The factors influencing the interest in continuing higher education include family factors, including the mother. With the motivation obtained from a mother, students will be more interested in continuing to the tertiary level. This indicates that the mother's education plays a significant role in determining the higher education institution for her child. However, according to the authors' assumptions, the main reason for a mother to be involved in the choice of PTS in Jambi Province for her child is based on the factors that make her child a successful and valuable person for his family. Everything must be with its reasons and background. It could be because the mother did not have time or failed to be the person they hoped for. This is based on the average education of mothers, which is dominated by junior and senior high



school graduates, namely 193 people and 193 people or 38,6% of the total respondents of 500 people.

The frequency of respondents based on the father's job can be seen that the level of father's occupation of the respondents in this study is those who work as self-employed as many as 30 people or 6,0%, who work as PNS / TNI / POLRI as many as 73 people or 14,6%, 59 people working as BUMN employees or 11,8%, 143 people working as private employees or 28,6% working as farmers are as many as 136 people or 27,2% and who worked as Labor is as many as 59 people or 11,8%. Frequency of Respondents Based on Father's Job for students who study at PTS in Jambi Province is dominated by their father who works as an entrepreneur and farmer. Understandably, the average father's education is not in school, so most parents of students, especially fathers, are farmers and are also self-employed.

The frequency of respondents based on the mother's occupation can be seen as the level of maternal employment of the respondents in this study: those who worked as self-employed, as many as 44 people or 8,8%, who worked as entrepreneurs. PNS / TNI / POLRI as many as 75 people or 15%, 42 people working as BUMN employees or 8,4%, 102 people working as private employees or 20,4% working as farmers are as many as 116 people or 23,2%, who worked as Labor is as much as 21 people or 4,2%. And those who work in various other jobs are as much as 100 people or 20%.

The frequency of respondents based on the father's income can be seen as those who earn or have income Rp. 1.000.000- Rp.2.000.000, as many as 58 people, or 11,6%, earn or earn as much Rp. 2.000.000-Rp. 3.000.000 50 people, or 10%, who earn or earn as much Rp. 3.000.000 - Rp 4.000.000 is 160 people or as much as 46%, who earn or have a large income from Rp.4.000.000 is 232 people or 4,4%. Generally, the parents' or fathers' most dominant opinion level is the income earner Rp.4.000.000, as many as 232 people or 46,4%. The economic condition of the family is closely related to student learning activities. Students who are studying, besides having to fulfil their basic needs, for example, eating, drinking, clothing, and health protection, also need learning facilities such as study rooms, tables, chairs, lighting, writing instruments, books and others. Learning facilities can only be fulfilled if parents have enough money. If the child lives in a low-income family, the child's basic needs are not fulfilled, so the child's learning is disrupted.

The frequency of respondents based on maternal income can be seen as those who earn or have an income less than Rp. 1.000.000 is 22 people, or 4,4%, who earn or earn as much Rp. 1.000.000 - Rp. 2.000.000, as many as 56 people, or 11,2%, who earn or earn as much Rp. 2.000.000 - Rp. 3.000.000 is 187 people, or 37,4%, who earn or earn as much Rp. 3.000.000 - Rp 4.000.000 is 185 people or as much as 37%, who earn or have a large income from Rp. 4.000.000 is 50 people or 10%. Generally, parents' or mothers' most dominant opinion level is the income earner Rp. 2.000.000 - Rp. 3.000.000, namely as many as 187 people or 37,4%.

### Multilevel Linear Regression

To analyse the effect of products, prices and images that influence purchasing decisions with family as a moderating variable at private universities in Jambi province it can be seen in the following conceptual framework output image:

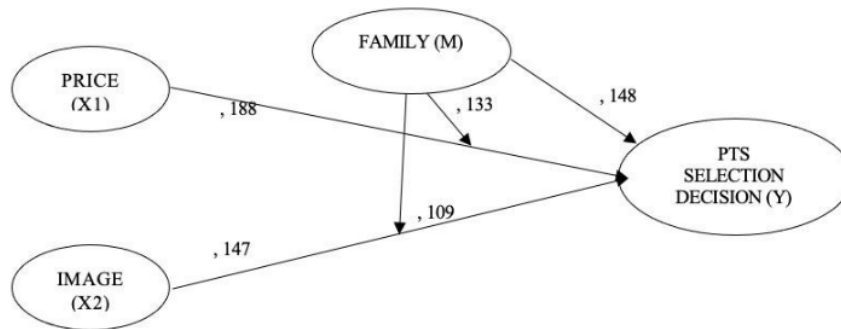


Figure 2. Conceptual Framework Output

Furthermore, to find out the results of processing data on the Moderating Regration Analysis (MRA), which consists of three models as described in the previous chapter and can also be explained in the following table 5.27:

Table 3. Multilevel Regression Results Effect of Product, Price and Image on Purchasing Decisions

Constants, Independent Variables and Moderations	Model 1		Model 2		Model 3	
	Regression Coefficient	Sig.	Regression Coefficient	Sig.	Regression Coefficient	Sig.
Constant (a)	27,819	,000	17,740	,000	15,348	,000
Price (X1)	,188	,000	,186	,000	,120	,001
Image (X2)	,147	,018	,147	,017	,122	,005
Family (M)	-	-	,148	,003	,180	,004
X1M	-	-	-	-	,105	,002
X2M	-	-	-	-	,109	,003
F count	14,288	,000	12,039	,000	5,763	,000
R2	0.639		0.755		0.778	

From the table above, the regression equation can be described as follows:

$$Y = 27,819 + 0,188X_1 + 0,147X_2 + \varepsilon \dots\dots\dots (1)$$

(0,000) (0,000) (0,018)

$$Y = 17,740 + 0,186X_1 + 0,147X_2 + 0,148M + \varepsilon \dots\dots\dots (2)$$

(0,000) (0,000) (0,017) (0,003)

$$Y = 15,348 + 0,120X_1 + 0,122X_2 + 0,180M + 0,105X_2M_1 + 0,109X_3M_1 + \varepsilon \dots\dots\dots (3)$$

(0,000) (0,001) (0,005) (0,001) (0,000) (0,003)

## Statistic test

### Simultaneous Test (Test F)

To determine the effect of Products, Prices and Brands that affect Selection Decisions at PTS in Jambi Province with Families as a moderating variable helps find hypothesis testing by comparing the value of the calculated F significance with the significance value.

For model 1, from the ANOVA test or the significance test it can be seen in Table 5 above, which reflects that the significance value is  $0,000 < 0,10$ .  $H_a$  is accepted, and  $H_o$  is rejected, meaning that product, price, and brand significantly influence college decisions at PTS in Jambi Province. As for model 2, the ANOVA test or the significance test can be seen in Table 5 above, which also shows a significance value of  $0,000 < 0,10$   $H_a$  is accepted, and  $H_o$  is rejected, which means that price, brand and family have a significant influence on college decisions at private universities in the province. Jambi.

Meanwhile, for Model 3, namely the Effect of Price and Brand on Study Decisions at PTS with family as the Moderating variable, it was found that the significance value was  $0,000 < 0,10$ , then  $H_a$  was accepted.  $H_o$  was rejected, meaning that Product, Price and Brand significantly affected Lecture Decisions with Family and Motivation as Moderating Variables at PTS in Jambi Province.

### Partial test (t-test)

The t-test was conducted to see the effect of price and brand on the decision to study with family as a moderating variable in private universities in Jambi province.

Model 1. To see the effect of price on the decision to choose private universities in Jambi Province it can be reflected in a significant value of  $0,000 < 0,05$ . Thus, based on the considerable test criteria,  $H_a$  is accepted and  $H_o$  is rejected, meaning that the price significantly and positively affects the decision to select PTS in Jambi Province. The influence of the brand on the decision to choose private universities in Jambi province can be seen from the significant value of  $0,018 < 0,05$ . Thus, based on the significant test criteria,  $H_a$  is accepted, and  $H_o$  is rejected, meaning that the brand significantly and positively affects the decision to select PTS in Jambi Province.

Model 2. It can be seen that the significant value is  $0,000 < 0,05$ . Thus, in this second model, after including family and motivation variables, it is stated that price still has a significant and positive effect on the decision to choose PTS in Jambi Province. It can be seen at a significant value of  $0,017 < 0,05$ . Thus, in this second model, after including family and motivation variables, it is stated that the brand still has a significant and positive effect on the decision to choose PTS in Jambi Province. The influence of family on the decision to choose private universities in Jambi Province can be seen at the significant value of  $0,003 < 0,05$ . Thus, based on the significant test criteria in this second model,  $H_a$  is accepted, and  $H_o$  is rejected, meaning that the family significantly and positively affects the decision to choose PTS in Jambi Province.

Model 3. To see the effect of price on the decision to choose private universities in Jambi Province with the interaction of family variables and motivation can be reflected in a significant value of  $0,001 < 0,05$ . Thus, in this third model, after including the family

variable as a moderating variable, it is stated that price still significantly affects the decision to choose PTS in Jambi Province. It can be reflected in a significant value of  $0.005 < 0.05$ . Thus, in this third model, after including the family variable as a moderating variable, it states that the brand significantly affects the decision to choose PTS in Jambi Province. It can be reflected in a significant value of  $0.004 < 0.05$ . Thus, based on the significant test criteria in this third model, it is stated that family significantly affects the decision to choose PTS in Jambi Province. The effect of price on the decision to choose private universities in Jambi Province with the interaction of family variables can be reflected in a significant value of  $0.002 < 0.05$ . Thus, it can be concluded that in this third model, after including the family as a moderating variable, it states that family interaction on the price variable significantly affects the decision to choose PTS in Jambi Province. The effect of image on the decision to choose private universities in Jambi Province with the interaction of the family variable can be reflected in a significant value of  $0.003 < 0.05$ . Thus, it can be concluded that in this third model, after including the family as a moderating variable, it states that family interaction on the image variable significantly affects the decision to choose PTS in Jambi Province.

#### **Coefficient of Termination (KD)**

The magnitude of the influence of price and image that affects the decision to choose PTS in Jambi Province with family as a moderating variable is to change the value of R square above in per cent to find out how much price and image contribute to purchasing decisions with families as a moderating variable at PTS in the Province Jambi.

1. The magnitude of the influence of price and image on the decision to select PTS in Jambi Province is 63,9% (Model 1)
2. The magnitude of the influence of price, image and family on the decision to choose PTS in Jambi Province is 75,5% (Model 2)
3. The magnitude of price and image influence that affects the decision to choose PTS in Jambi Province, with family as a moderating variable, is 77,8%. (Model 3)

#### **Economic Analysis**

The effect of price on college decisions at private universities is positive. This shows that every increase in the price variable will increase student decisions in choosing PTS in Jambi province. This means that the better the price, such as the appropriateness of the amount of education costs, the reduction in the cost of education, the ease of payment/reduction in tuition fees and the policy of the payment period, there is a tendency for the community to make higher decisions in choosing a place to study at private universities in Jambi Province. Then, the first hypothesis (H1) can be accepted.

The influence of brands on college decisions in private universities is positive. This shows that with every increase in the brand image of private universities, there will be an increase in student decisions in choosing PTS in Jambi province. It means the better the image of the university, such as good institutional accreditation, a comfortable general



campus atmosphere, a conducive campus life atmosphere, good cooperation built by the institution, a relaxed classroom learning atmosphere, complete campus facilities and the quality of lecturers and the quality of PTS leaders who capable, it will improve the community's decision in choosing a place to study at private universities in Jambi province, it can be concluded that the second hypothesis (H2) is acceptable.

The influence of the family on the decision to study at a private university is positive. This shows that every increase in the family variable will increase student decisions in choosing PTS in Jambi province. This means that better family support, such as financial availability and sources, sources of information, family expectations, persuasion and competition between private universities, will improve people's decisions in choosing a place to study in Jambi Province. Then, it can be concluded that the Third Hypothesis (H3) is Acceptable.

There is an effect of price with family as a moderating variable on the decision to choose PTS in Jambi Province. This shows that the price with family interaction will strengthen students' decisions in choosing PTS in Jambi Province. The point is that the family as a moderating variable between price and the decision to choose a private university can strengthen the relationship between the two variables (price on the decision to study at a private university). Thus, it can be concluded that the family plays a role as an interaction variable on the effect of price on the decision to select private universities in Jambi Province. Therefore, So, it can be concluded that the fourth hypothesis (H4) is acceptable.

There is an influence of brand image with family as a moderating variable on the decision to choose PTS in Jambi Province. This shows that the brand image with family interaction will strengthen the students' decision to select PTS in Jambi Province. The point is that the family is a moderating variable between brand image and the decision to choose private universities and can strengthen the relationship between the two variables (image on college decisions at private universities). Thus, it can be concluded that the family acts as an interaction variable on the influence of image on the decision to select private universities in Jambi Province. Therefore, So, it can be concluded that the fifth hypothesis (H5) is acceptable.

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## CONCLUSION

Based on the research results described previously, it can be put forward based on the research objectives. Namely, price positively affects PTS selection decisions in Jambi Province. This means that the better the price strategy, the higher the student's decision to choose PTS in Jambi Province. Brand image positively affects the decision to select PTS in Jambi Province. This means that the better the PTS image, the higher the student's decision to choose PTS in Jambi Province. The family positively affects the decision to select PTS in Jambi Province, meaning that the greater the family's participation in determining the selection of PTS, the higher the student's decision to select PTS in Jambi Province. Family acts as a moderating variable on the effect of price on the decision to select private universities in Jambi Province. These results can be concluded that the existence of a family

significantly impacts the effect of the price variable on the decision to choose a private university in Jambi Province. Thus, the family plays a role as an interacting on the effect of price on the decision to choose PTS in Jambi Province. Family acts as a moderating variable on the influence of Citra on the decision to choose PTS in Jambi Province. These results show that a family's existence significantly impacts the image variable's effect on choosing a private university in Jambi Province. Thus, the family plays a role in the interaction on the effect of image on the decision to choose PTS in Jambi Province.

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