THE INFLUENCE OF PROMOTIONS, PRODUCTS AND COSTS ON THE DECISION MAKING

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Abstract

Decision-making will be influenced by information about interesting information, quality products, and affordable education costs to create someone's direction and enthusiasm in pursuing higher education so that with this it can help a school institution in increasing the number of students and the services provided to their customers. The research was conducted with the aim to find out how the influence of promotions, products, and education costs on the decision-making of choosing a school. It used a quantitative method with the help of the IBM SPSS version 25 application, tested the validity and reliability of the research instrument, sampling technique used the saturated sample method which took all the population to be sampled, and data collection using a questionnaire. The results of this study indicate that the promotion variable (X1) has an influence on decision-making (Y1), and the product variable (X2) has an influence on decision-making (Y1). It can be seen based on the results of testing the t-test hypothesis where $t_{coun}t>t_{table}$ (2.854 > 1.980) and a significant level that is less than 0.05 (0.024 <0.05), the variable cost of education (X3) has an influence on decision making (Y1).

Keywords: Promotion, Product, Tuitions Fee, Decision Making

INTRODUCTION

Promotions, products, and education costs are important parts when consumers want to make decisions in choosing a product (Bakar et al. 2022; Garaika and Feriyan 2019). Promotion, which is the introduction of products to consumers, has a role in the introduction of new products as well as recalling products that have already been owned in order to influence consumers in making decisions to choose the products offered. A product is anything that can be offered to the market so that consumers can buy, use or consume and fulfill their needs (Amir 2005). The product promotion offered has an influence on decision making as revealed in research (Tangkilisan, Oroh, and Soegoto 2014). Education in Indonesia is currently relatively expensive due to the lack of government subsidy support, lack of teacher welfare, lack of transparency in school management and lack of strong oversight of school fees, and the absence of standardization of school operations (Vina Serevina, 2022). In addition to promotional factors and products, the cost of education plays a significant role in making school choices (Dwi et al. 2019; Rakhmanita 2015).

The existence of private schools has a greater number when compared to public schools, this is quoted from data from the Ministry of Education and Culture in 2020 where there is 131,879 or 88.25 percent of public elementary schools and 17,556 or 11.75 percent of elementary schools in Indonesia. Furthermore, there is 23,594 or 58.17 percent of public junior high schools and 16,965 or 41.83 percent of private junior high schools and 6,883 or 49.36 percent of public SMA and 7,061 or 50.64 percent of private SMA. the difficulty of finding new students is influenced by prices, minimal school facilities, and the distance of schools far from the homes of new students (Dwi, 2022). During the Covid-19 period, private schools were clearly having difficulties in finding new students, as revealed by (Totoh, 2021), including the Sekolah Menengah Kejuruan Kesehatan Bhakti Indonesia Medika PPMU (SMK BIM PPMU) which was one of the affected schools. It will be difficult to find new students.

Based on this, the researchers conducted a study that aims to describe and analyze the effect of promotion, product and education costs on decision-making to choose a school. In addition to analyzing these variables, the researchers also analyze which variables have a more dominant influence on decision making to choose schools. Based on

this description, it can be concluded that the first temporary answer is whether promotion, product and education costs affect the decision-making to choose a school and the second is that the promotion variable is the dominant factor in the decision-making to choose a school. Furthermore, this temporary answer will be proven through hypothesis testing.

REVIEW OF LITERATURE

Promotion

Promotion is an activity by a manufacturing or service company that has the aim of informing the existence of a product they make and providing confidence about the benefits of the product offered to potential buyers (Puspitarini and Nuraeni 2019). Promotion is one way that can be used to maintain and increase sales volume. (Wijaya 2016) revealed that there are three objectives of promotion, namely to inform, persuade and improve. Informing, namely providing information to customers about new products, introducing how to use them, changing prices and so on. Persuading in question is to form brand choices, transfer brand choices to certain brands and increase, namely reminding buyers that the product that consumers need is available.

(Sanjaya, 2015) revealed that there are five main indicators in promotion. The first is advertising, advertising is the most widely used promotion by companies. The second, publicity is the presentation of ideas and the dissemination of ideas for goods or services in a non-personal manner, which the people or organizations who benefit do not pay for it. The third is sales promotion, which is a form of direct persuasion that uses various incentives as stimuli to buy products immediately. The fourth is public relations, namely communication efforts carried out comprehensively to influence the views, opinions, beliefs and attitudes of various groups towards the product, and the fifth is direct marketing, namely condensing the advertising, publicity, promotion and public relations activities in the direct sale without intermediary.

Product

The product is the whole concept that becomes the concept of objects or processes that provide useful values to buyers or consumers (Abdillah and Herawati 2019; Harfani 2021). In the services of educational institutions, the products or services offered to educational customers are a good reputation or quality of education, bright prospects for

students after graduating from the educational institution, and varied concentration options so that prospective students can choose a concentration field that suits their needs, talents, and interests (Hurriyati 2008). Educational products are divided into five levels, namely, core benefits, basic products, expected products, augmented products, and potential products.

There are three product indicators expressed by (Hamdani 2009), among others, as follows, first the core offering, namely marketers must understand what programs are desired and useful based on the customer's point of view. The two real offerings are based on the components of facilities or features, quality, packaging and brand, the third or the last is an additional offer aimed at increasing the interest of more consumers (Gao & Astillero, 2022).

Cost of Education

(Suryanto 2008; Usmany, Daryanto, and Mudjisusatyo 2019) defines education costs as all costs incurred as a result of direct activities in organizing educational activities. The cost of education needs to be considered because the community will compare the cost of education with the facilities or services that can be obtained. The cost of education is not only in the form of money but also in the form of educators, therefore the cost is one of the factors that can influence the decision to choose a school. The cost of education is not only in the form of money. The types of education costs in marketing services include fixed costs, variable costs and total costs, while education costs are divided into direct costs and indirect costs (Idris, 2010; Shaylide, 2014).

The education cost indicator is divided into three, namely the affordability of the cost in question is whether the consumer can reach the cost value that has been set by the school, then the details of the cost is a cost planning design that must be incurred by the consumer which has been determined by the school during education and the last is the ease of payment, namely the school provides an alternative for payment of fees, whether they have to make payments in full or can they be paid in instalments (Fajri et al. 2020).

Decision-making

Kotler and Keller explain that the decision-making process is a basic psychological process that plays an important role in understanding how consumers actually make purchasing decisions (Kotler, 2010). Factors that influence decision making are position or

position, problems, situations, conditions and goals. The decision-making process includes problem recognition, alternative evaluation information variation, buying decisions, and behavior after buying (Han and goleman, daniel; boyatzis, Richard; Mckee 2019).

Decision making has indicators of cultural factors, which are related to social class, social factors include reference groups, family, roles and social status, personal factors include age, and life stage in the buyer's life cycle, work and economic circumstances, then psychological factors which include motivation, perception beliefs and convictions (Pradana, Fitriyani, and Marisa 2020).

RESEARCH METHOD

The study took the object of the Sekolah Menengah Kejuruan Kesehatan Bhakti Indonesia Medika PPMU (SMK BIM PPMU) yang berlokasi di Jl. A. Yani, Candi Rejo, Awang-Awang Kecamatan Mojosari Kabupaten Mojokerto, Indonesia. The research uses quantitative. The data source used is primary data obtained through respondents. To choose someone to be a respondent uses a probability sampling approach, which means that every part of the population has the opportunity to become a respondent, using the random sampling method (Anwar, 2011; Sugiyono, 2017). Therefore, respondents must understand about SMK BIM PPMU.

This research was conducted in several stages, the first stage is to formulate the main study related to promotions, products, education costs and decision-making to choose schools. The second data collection was done through the distribution of questionnaires. This method was chosen due to obtain a number of data relevant to the research topic and describe the relationship between variables (Karim et al. 2021).

This study uses quantitative analysis, which consists of validity, reliability, classical assumption test, and hypothesis testing. To test the hypothesis uses multiple linear regression test. The equation of the multiple linear regression test is as follows:

$$Y = a+\beta1X1+\beta2X2+ \beta3X3+e$$

Where: Y= Decision Making

A= Constant

β1 β2 β3 = Coefficient Multiple Linear Regression

X1= Promotion

X2= Product

X3= Costs Off Education.

e= Error.

RESULTS AND DISCUSSION

Based on the results of the validity test using SPSS 25, the results of the validity test are presented in table 1 below.

Table 1
Validity Test

Statement	R_{count}	R_{tabel}	Information
X1.1	0,611	0,361	Valid
X1.2	0,617	0,361	Valid
X1.3	0,515	0,361	Valid
X1.4	0,665	0,361	Valid
X1.5	0,703	0,361	Valid
X1.6	0,474	0,361	Valid
X1.7	0,627	0,361	Valid
X1.8	0,584	0,361	Valid
X1.9	0,612	0,361	Valid
X1.1	0,632	0,361	Valid
X1.1	0,531	0,361	Valid
X1.1	0,624	0,361	Valid
X1.1	0,478	0,361	Valid
X1.1	0,452	0,361	Valid
X1.1	0,425	0,361	Valid

Source: Results of Questionnaire Processing using SPSS 25

Based on table 1, the validity test of the X1 (Promotion) variable which consists of 15 statements is declared valid because the value of r_{count} is greater than r_{table}, thus it is said to be able to measure the X1 (Promotion) variable.

The results of the validity test of the X2 (product) can be presented in table 2 below.

Table 2
Validity Test Results X_2 (Product)

Statement	R_{count}	R_{tabel}	Information
X2.1	0,592	0,361	Valid
X2.2	0,426	0,361	Valid
X2.3	0,417	0,361	Valid
X2.4	0,447	0,361	Valid
X2.5	0,559	0,361	Valid

X2.6	0,593	0,361	Valid
X2.7	0,548	0,361	Valid
X2.8	0,515	0,361	Valid
X2.9	0,412	0,361	Valid
X2.10	0,402	0,361	Valid
X2.11	0,470	0,361	Valid

Source: Results of Questionnaire Processing using SPSS 25

Based on table 2 the validity test of the X2 (Product) variable, there are 11 statements and it is declared valid because the value of r_{count} is greater than r_{table}, so it is said to be valid and able to measure the X2 (Product) variable.

The results of the X3 validity test (education costs) are presented in table 3 below.

Table 3
Validity Test Results X3 (Education Costs)

Statement	R_{count}	R_{table}	Informatio
X3.1	0,69	0,361	Valid
X3.2	0,72	0,361	Valid
X3.3	0,71	0,361	Valid
X3.4	0,62	0,361	Valid
X3.5	0,70	0,361	Valid
X3.6	0,81	0,361	Valid
X3.7	0,78	0,361	Valid
X3.8	0,81	0,361	Valid
X3.9	0,76	0,361	Valid

Source: Results of Questionnaire Processing using SPSS 25

Based on table 3 test the validity of the variable X3 (Cost of Education) there are 9 statements and declared valid because $r_{count} > r_{table}$. Therefore, it is said to be able to measure the variable X3 (Cost of Education).

The results of the Y1 validity test (decision making) are presented in table 4 below:

Table 4
Y1 Validity Test Results (Decision-Making)

Statement	R_{count}	R_{table}	Information
Y1.1	0,410	0,361	Valid
Y1.2	0,616	0,361	Valid
Y1.3	0,668	0,361	Valid
Y1.4	0,410	0,361	Valid
Y1.5	0,582	0,361	Valid
Y1.6	0,563	0,361	Valid
Y1.7	0,611	0,361	Valid
Y1.8	0,651	0,361	Valid

Y1.9	0,505	0,361	Valid
Y1.10	0,614	0,361	Valid
Y1.11	0,524	0,361	Valid
Y1.12	0,647	0,361	Valid
Y1.13	0,582	0,361	Valid
Y1.14	0,507	0,361	Valid
Y1.15	0,562	0,361	Valid

Source: Results of Questionnaire Processing using SPSS 25

Based on table 4 test the validity of the Y1 variable (Decision Making) there are 15 statements and it is declared valid because $r_{count} > r_{table}$, thus it is said to be able to measure the Y1 variable (Decision-Making).

After conducting a validity test, a reliability test is carried out which tests whether the statement instrument produces reliable and consistent answers, presented in table 5 below:

Table 5
Reliability Test Results

No.	Variable	Cronbach's Alpha	Information
1.	Promotion (X1)	0,846	Reliable
2.	Product (X2)	0,670	Reliable
3.	Tuition Fee (X3)	0,893	Reliable
4.	Decision Making (Y1)	0,849	Reliable

Source: Results of Questionnaire Processing using SPSS 25

Based on table 5, the results of the reliable test on each variable have a Cronbach's Alpha coefficient > 0.60. It can be concluded that the measurements on each variable are declared reliable and can be used in this study.

The normality test is used to test whether there is independent variable data with the dependent variable having a normal relationship or not using the Kolmogorov Smirnov method with IBM SPSS 25, presented in table 6 below.

Table 6
Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		119
Normal Parameters a,b	Mean	.0000000

	Std. Deviation	5.24636517
Most Extreme Differences	Absolute	.122
	Positive	.122
	Negative	-.069
Test Statistic		.122
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Results of Questionnaire Processing using SPSS 25

From the results of normality using the Kolmogorov Smirnov method, the significance result of the normality test of 0.200 is that the result is greater than the significance level of 0.05 (0.200 > 0.05). The researcher can conclude that the normality test in the test in this study is declared to have a normal distribution.

Table 7
Linearity Test

Variable	Deviation from Linearity	Information
(X1).(Y1)	0,738	Linear
(X2).(Y1)	0,991	Linear
(X3).(Y1)	0,312	Linear

Source: Results of Questionnaire Processing using SPSS 25

Based on table 7, the results of the linearity test above, it is known that the value of sig. Deviation from Linearity of the three variables is greater than 0.05. Therefore, it is said that there is a linear relationship between the promotion variable (X1) on decision making (Y1), the product variable (X2) on decision making (Y1) and the education cost variable (X3) on decision making (Y1).

This Multicollinearity test uses the help of the IBM SPSS Statistics application version 25. The results of the Multicollinearity Test are as follows:

Table 8
Multicollinearity Test

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	61.210	8.147		7.513	.000		
	Promotion	.360	.088	.438	4.405	.000	.990	1.010
	Product	.137	.125	.085	2.854	.024	.865	1.156
	Education costs	.227	.144	.588	5.880	.000	.867	1.154
a. Dependent Variable: Decision Making								

Source: Results of Questionnaire Processing using SPSS 25

Based on the results of the calculations in the multicollinearity test table, the VIF value of all independent variables is less than 10.00 and the tolerance value of all independent variables is greater than 0.10, thus the researchers can conclude that all independent variables are free from multicollinearity.

This heteroscedasticity test uses the Glesjer test with the help of the IBM SPSS version 25 application. The results of the heteroscedasticity test are as follows:

Table 9
Heteroscedasticity Test

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.727	4.705		1.005	.317
	Promotion	.004	.051	.007	.074	.941
	Product	-.020	.072	-.028	-.284	.777
	Education Costs	.008	.083	.010	.101	.920
a. Dependent Variable: Decision Making						

Source: Results of Questionnaire Processing using SPSS 25

From the results of the heteroscedasticity test using the Glejser test, the significance of the Promotion variable (X1) in table 4.16 shows that it is 0.941 above the standard value of 0.05 = (0.941 > 0.05), the significance result of the Product variable (X2) is 0.777 above.

from a significant standard value of 0.05 = (0.777 > 0.05) and the significance result of the tuition fee variable (X3) shows that it is 0.920 above the significant standard value of 0.05 = (0.920 > 0.05). It can be concluded that there is no heteroscedasticity problem.

To test the hypothesis using the results of multiple linear regression analysis which serves to determine and analyze the effect of the independent variables of promotion, product and education costs on the dependent variable (decision making).

Table 10
Results of Multiple Linear Regression Analysis

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.	Beta		
	(Constant)	61.2	8.147		7.513	.000
	Promotion	.360	.088	.438	4.405	.000
	Product	.137	.125	.085	2.854	.024
	Education Costs	.227	.144	.588	5.880	.000
a. Dependent Variable: Decision Making						

Source: Results of Questionnaire Processing using SPSS 25

Based on the test results in the table above, it can be seen that the regression equation for the effect of promotion (X1) is 0.360, the product (X2) is 0.137 and the cost of education (X3) is 0.227 with a constant value of 61.210 so that the equation of the regression can be seen as follows:

$Y = a + \beta 1X1 + \beta 2X2 + \beta 2X2 + e$

Decision Making = 61,210 + 0,360 + 0,137 + 0,227 + e

The Influence of Promotion, Product and Education Costs on Decision Making in Choosing Schools at SMK BIM PPMU

Based on the results of the hypothesis test, it can be explained that the higher the influence of promotions, products and education costs, the higher the decision making to choose schools at SMK BIM PPMU. Promotion of educational services that are carried out effectively and efficiently will influence someone in making decisions so that schools will find it easier to get students with a lot of students according to school quota standards, educational service products are needed to make decisions in choosing schools. The decision will be needed because it has a direct impact on himself, parents and even the

convenience of learning and the cost of education offered to the maximum will influence students in making decisions to choose a school since affordable education costs with quality products offered will attract consumers to buy.

The purchase decision is a consumer's decision to buy a product after previously thinking about whether or not it is appropriate to buy the product by considering the information that he knows about the reality of the product after he has witnessed it. Usually, consumers will choose the preferred product but there are also influencing factors such as the attitude of others and factors of unexpected circumstances. Consumer purchasing decisions often have more than two parties from the exchange or purchase process. The people who have a good perception of an item will have an influence on purchasing decisions for the item (Faizin, 2017; Hurriyati, 2008; Kango, Kartiko, & Maarif, 2021; Kango, Kartiko, Zamawi, Gorontalo, & Ummah, 2019)

The results of the hypothesis test of this study indicate that the value of F_{count} is greater than F_{table} and the value of T_{count} is greater than T_{table}, meaning that promotions, products and education costs have a positive and significant influence on decision-making to choose schools at SMK BIM PPMU and the promotion variable has an effect of 36 %, the product variable is 10.7% and the cost of education is 12.7% on the decision to choose a school and the rest is influenced by other factors not included in this study.

Based on the results of the hypothesis test, it can be explained that the higher the influence of promotions, products and education costs, the higher the decision making to choose schools at SMK BIM PPMU. Promotion can be said as marketing communication in the form of communication activities carried out by buyers and sellers as well as activities that assist in decision-making in the field of marketing to direct exchanges to better satisfy consumers in making purchasing decisions on a product. Product quality is closely related to consumer purchasing decisions, where consumers will make a purchase or not on the product. Good product quality and quality in accordance with what is expected by consumers is a consumer assessment, consistency of product quality where the product is not easily damaged and the level of product quality is as expected by consumers. The cost of education is one of the attributes for consumers in determining which products to buy. In buying a product, consumers do not only consider the quality, but also consider the feasibility of the price offered by the company.

Product attributes are an inseparable part of product strategy that can be controlled directly by the company, as a stimulus that is considered and evaluated by consumers in the decision-making process, it is not uncommon for consumers to decide to buy because they are affected by price, image, quality, facilities and valuable attributes. other. In the decision-making process, consumers will go through certain stages which include the introduction of problems or needs, information search, evaluation, alternatives, buying decisions and post-purchase behavior (Afrinal, Ghalib, and Maryono 2015; Fitrianingrum and Wahyono, 2013).

Based on the test results and supported by relevant previous research, the researchers conclude that the variable that is more influential on the decision making to choose a school at SMK BIM PPMU is the education service promotion variable, which is then followed by the education cost variable and the educational service product variable.

CONCLUSION

Promotion is the biggest factor as a decision-making factor in choosing schools in this study. Therefore, it is necessary to maintain the performance of the promotion team, then the cost of education and products is the lowest component of other variables. The education managers need to improve product quality in this case product quality, and package it so that it is much more affordable. interesting like having graduates who get good recognition from the community.

The contribution of this study adds to the scientific treasures where previous research did not use the three independent variables (promotion, product and education costs) simultaneously on the dependent variable (decision making in choosing schools). The study has limitations in the sample and relatively few variables considering the vast field of education marketing and because it only examines one school so further research is needed that accommodates a larger sample and more variables.

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