

Attract New Students With School Image, Costs and Promotions

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Abstract

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Promotion is a type of communication that provides explanations and convinces potential consumers about goods and services to gain attention, educate, remind, and convince potential consumers. This research uses quantitative with a causality approach. The sample in this study consisted of 87 respondents with a sampling technique using probability sampling technique, namely random or random sampling. Data collection was carried out by distributing questionnaires to respondents and then carrying out a multiple linear regression test with the help of SPSS. The results of this research show that school image has a significant effect on student interest. This conclusion refers to the results of hypothesis testing with the t-test, where $t\text{-count} > t\text{-table}$ ($2,442 > 1,989$) and the significance level is less than 0.05 ($00.0 < 0.05$). costs do not have a significant influence on student interest, this conclusion refers to the results of the t-test hypothesis where the calculated t is smaller than the t table ($0.319 < 1.989$) and the significance level is more than 0.05 ($0.196 > 0.05$). The promotion has a significant influence on student interest. This conclusion refers to the results of hypothesis testing with the t-test where $t\text{ count} > t\text{ table}$ ($5.216 > 1.989$) and a significance level of less than 0.05 ($00.0 < 0.05$). school image, costs, and promotion simultaneously have a positive influence on student interest. This conclusion refers to the results of the f test where calculated $f > f\text{ table}$ ($22,220 > 2.32$) and the significance level is less than 0.05 ($0.00 < 0.05$).

Kata kunci:

Citra Lembaga,
Biaya,
Promosi,
Minat Siswa Baru

Abstrak

Promosi merupakan sejenis komunikasi yang memberi penjelasan dan meyakinkan calon konsumen mengenai barang dan jasa dengan tujuan untuk memperoleh perhatian, mendidik, mengingatkan dan meyakinkan calon konsumen. Penelitian ini menggunakan kuantitatif dengan pendekatan kausalitas. Sampel pada penelitian ini terdiri dari 87 responden dengan teknik pengambilan sampel menggunakan teknik Probability sampling merupakan yakni pengambilan sampel secara sembarang atau acak. Pengambilan data dilakukan dengan menyebarkan kuesioner kepada responden lalu dilakukan uji regresi linier berganda dengan bantuan SPSS. Hasil penelitian ini menunjukkan bahwa citra sekolah berpengaruh signifikan terhadap minat siswa, kesimpulan tersebut mengacu pada hasil pengujian hipotesis dengan uji t yang mana $t\text{-hitung} > t\text{ tabel}$ ($2.442 > 1.989$) serta taraf signifikansi yang kurang dari 0,05 ($00.0 < 0.05$). biaya tidak memiliki pengaruh yang signifikan terhadap minat siswa, kesimpulan tersebut mengacu pada hasil pengujian hipotesis uji t yang mana $t\text{ hitung}$ lebih kecil dari $t\text{ tabel}$ ($0,319 < 1.989$) serta taraf signifikansi yang lebih dari 0.05 ($0.196 > 0.05$). promosi memiliki pengaruh secara signifikan terhadap minat siswa, kesimpulan tersebut mengacu pada hasil pengujian hipotesis dengan uji t yang mana $t\text{ hitung} > t\text{ tabel}$ ($5,216 > 1.989$) serta taraf signifikansi yang kurang dari 0,05 ($00.0 < 0.05$). citra sekolah, biaya dan promosi secara simultan memiliki pengaruh yang positif terhadap minat siswa, kesimpulan tersebut mengacu pada hasil pengujian uji f yang mana $f\text{ hitung} > f\text{ tabel}$ ($22.220 > 2,32$) serta taraf signifikansi kurang dari 0.05 ($0.00 < 0.05$).

INTRODUCTION

So that the marketing process runs in line with the goals of the educational institution. Currently, the paradigm in viewing education is starting to shift, initially, education was seen as a social aspect, and now people consider education to be corporate (Lemke J L, 2001). There is so much competition in the world of education today that it requires educational institutions to have a positive image that can foster trust among educational consumers, thereby generating sustainable interest and attitudes so that educational institutions such as schools can survive in global competition and demonstrate their existence (Ashari et al., 2023; Damayanti et al., 2023). Image is The image of a person and society regarding an organization or its products is called school image or school image. Promotion is an important step in attracting new students (Norjani, 2023). Meanwhile, in West Papua, the school's image is prioritized through socialization (Fautngilyanan, 2022). Special strategies are needed to gain the enthusiasm or interest of prospective new students due to the increasing cost of education (Fasya et al., 2023; Firdaus et al., 2023; Kencana, 2023; Rachman, 2023; F. Susanti et al., 2023). The 2023 school year leaves many important notes for schools that do not get new students in Batang Regency, Central Java (Aidilla, 2023; Kuart, 2023). Apart from Batang Regency, there are also similar problems in Ponorogo, East Java (Adha, 2023). This description shows that there are still problems in finding or attracting new students, so it is still necessary to formulate ways to attract new students in the existing educational environment in this country.

Image is an impression of feelings or conceptions that exist in the public regarding understanding, an object, or person or knowing the name of the institution (Annur & Audina, 2020; Atstsauray et al., 2024; B et al., 2023; Gazali & Paminto, 2016). factors or things that can form an image, namely identity, organizational management, prevailing communication patterns, and products (Ishaq, 2017). Meanwhile, the indicators for school image are personality, reputation, values and corporate identity (Habibah & Bayu, 2017; Komariah & Nihayah, 2023; Okwuduba et al., 2021; S. Susanti & Rokhman, 2022). Cost (price) in marketing is the amount of money that must be paid by consumers to get a product, and there are various types of educational costs, including direct costs and indirect costs, social costs and private costs. (Imam Machali, 2016). The types of education financing stated in this standard include investment costs, operational costs and personal costs (Kemenkumham, 2008). Indicators of education costs are the financing of academic services, provision of equipment and supplies as well as maintenance and social participation (Maisara, 2022). Promotion is an activity to communicate product sales on the market and deal directly with the public (Azkiyah et al., 2020; Huda & Rokhman, 2021; Nilda et al., 2020). The purpose of promotion is to persuade, remind, provide and modify behavior (Triyono1) , Dasmadi2), 2021). Five promotion indicators according to (Kotler, 2010) in a journal (Ernestivita & Subagyo, 2020) are: advertising, sales promotion publication, personal selling, and direct marketing.

This research aims to find research gaps by asking two comprehensive questions to people who know about this discussion. The first question is whether the school image, education costs and promotion have a partial effect on student interest, the second question is whether the school image, education costs and promotion have a simultaneous effect on student interest. Based on research conducted by (SAPUTRA, 2016) with the title 'The Influence of School Image and Service Quality on Students' Enthusiasm for Entering SMAN 1 Malang. The results of the research show that: (1) school image and service quality have a significant simultaneous effect on students'

interest in entering SMAN 1 Batu, Malang, East Java with a significant value (2) school image and service quality have a partially significant effect on students' interest in enrolling at SMAN 1 Batu, Malang, East Java and (Kango et al., 2021) school image and education costs on students' decisions to continue their education to vocational school, the results of the research show that the education cost variable has a significant effect on students' decisions (Ahidin, 2021) (Mahbub & Husnia Zen, 2020) with the research title 'The Effect of Education Promotion on the Interest of New Students at MAN 3 Banyuwangi, the results of this research show that the education promotion strategy (X) has an influence on the interest of new students (Y). Based on previous research, a conceptual framework can be drawn as shown in Figure 1 below.

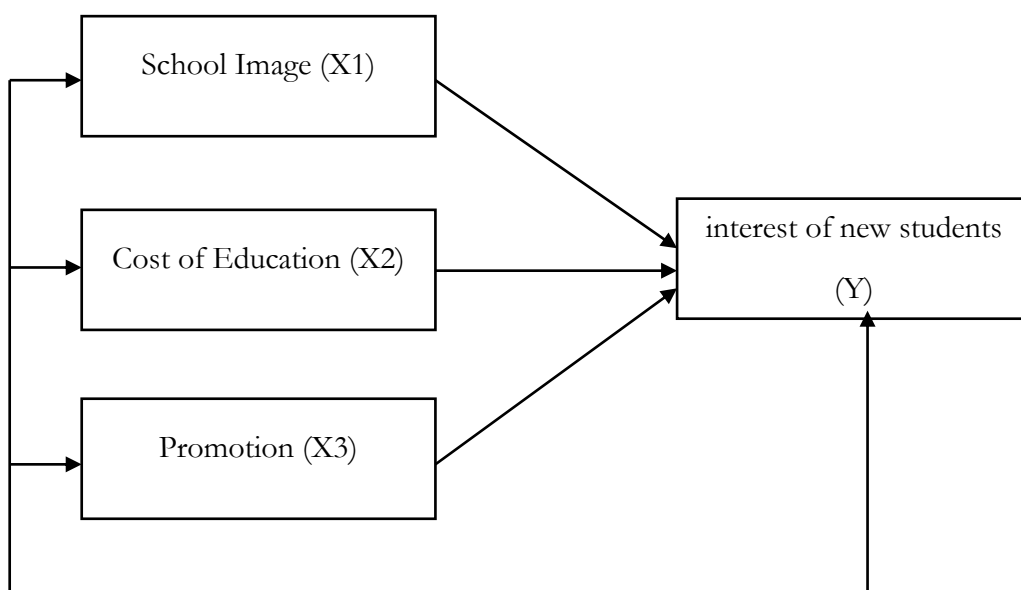


Figure 1 Conceptual Framework

Based on the conceptual framework above, a temporary answer or hypothesis for this research can be drawn. The first is that there is a partial influence of school image and education costs on student interest and the second hypothesis is that there is a simultaneous influence of school image and education costs on student interest..

METHOD

This research took as its object the Al-Furqon Vocational School, which is located in Wedoro Anom village, Driyorejo District, Gresik Regency. This institution was chosen because it is unique compared to other schools, because this school is located close to the city of Surabaya, but still has a large number of students. This research was carried out in the period from May to August 2023. This research design uses quantitative research using survey methods, in order to produce more accurate research (Anwar, 2011).

The variables of this research consist of independent variables, namely variables that will explain the variables measured and dependent variables, namely the variables measured in this research (Aspers & Corte, 2019). The independent variables consist of school image (X1) which consists of indicators of Personality, Reputation, Value and Value, educational costs (X2) consisting of indicators of financing academic services, provision of equipment and supplies,

maintenance and social participation and promotion variables (X3). For the dependent variable of this research is students' interest in smell (Y).

The population in this study was 684 class The sample is part of the population in this study. The sampling technique used the Slovin formula, totaling 87 people. To measure the research instrument using a 1-5 Likert scale(Joshi et al., 2015). Meanwhile, to test validity and reliability using correlation coefficient and cronbachalpha. Data analysis techniques use the classical assumption test, normality test, linearity test, heteroscedasticity test and multicollinearity test (Arikunto, 2010). Meanwhile, to test the hypothesis, use the multiple linear regression test, f test and t test (Sugiyono, 2017).

RESULTS AND DISCUSSION

Results

Based on the reliability test results, all question items or statements can be seen in table 1 below:

Table 1 Reliability test results

| N | Variabl | Cronbach | Information |
|----------|------------------------|-----------------|--------------------|
| o | e | 's | |
| 1 | School Image (X1) | 0,87 | Reliability |
| 2 | Cost of education (X2) | 0,81 | Reliability |
| 3 | Promotion (X3) | 0,90 | Reliability |
| 4 | Interest (Y1) | 0,86 | Reliability |

Based on the table above, the high value of Cronbach alpha for each variable shows that all question items or statements can be used in this research because they tend to have a high level of confidence. while the results of the classical assumption test of normality test are presented in table 2 below :

Table 2 Normality Test Results

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 87 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 3.97070382 |
| Most Extreme Differences | Absolute | .087 |
| | Positive | .087 |
| | Negative | -.072 |
| Test Statistic | | .087 |
| Asymp. Sig. (2-tailed) | | .098 ^c |

Based on the results of the normality test using the Kolmogorov Smirnov method, it is known that the significance value of the normality test is 0.98, which is greater than 0.05 ($0.98 > 0.05$), so it can be concluded that the normality test in this study is stated to have a normal distribution. The second assumption test is to carry out a linearity test, the results of the linearity test can be seen in table 3 below:

Table 3 Linearity Test Results

| Variable | Deviation From Linierity | Keterangan |
|----------|--------------------------|------------|
| (X1).(Y) | 0,296 | Linier |
| (X2).(Y) | 0,125 | Linier |
| (X3).(Y) | 0,464 | Linier |

Table 3 above can be explained that the sig value has a value greater than 0.05, this indicates that we cannot reject the null hypothesis which explains that the relationship between the variables Image (X1), Costs (X2), and Promotion (X3) to Interest (Y) is linear. In other words, the results of statistical tests do not provide sufficient evidence to support the idea that the relationship is non-linear. The next stage in the classical assumption is to carry out heteroscedasticity testing,

Based on the results of the heteroscedasticity test using the Glajser test above, it is known that the significance results of the variable the significance value is $0.05 = (0.362 > 0.05)$ and the significance results of the variable So it can be concluded that there is no heteroscedasticity problem. To test the classic assumption, the final test is to carry out a multicollinearity test, the results of which can be seen in table 4.

Table 4 Multicollinearity Test Results

| Variable | Tolerance | VI | Information |
|----------------|-----------|-------|-----------------------|
| X ₁ | 0,724 | 1,381 | Non Multicollinearity |
| X ₂ | 0,794 | 1,259 | Non Multicollinearity |
| X ₃ | 0,708 | 1,413 | Non Multicollinearity |

Based on the results of the multicollinearity test, variable X1 (Image) shows that the VIF value 1,381 where the value is smaller than 10 ($1,381 < 10,00$), and shows that the Tolerance value is 0.724, which is greater than 0.1000 ($0,724 > 0,1000$), variable X2 (Cost) shows that the VIF value is 1.259, where this value is smaller than 10 ($1,259 < 10,00$), and shows that the Tolerance value is 0.794, which is greater than 0.1000 ($0,794 > 0,1000$), and the variable X3 (Promotion) shows that the VIF value is 1.413 where this value is smaller than 10 ($1,413 < 10,00$), and shows that the Tolerance value is 0.708, which is greater than 0.1000 ($0,708 > 0,1000$), So it can be concluded that it is free from multicollinearity.

DISCUSSION

The influence of school image on student interest

Based on hypothesis testing, the results of this research show that school image has a positive and significant effect on student interest at Al-Furqon Vocational School, this is proven by looking at the significance value in the multiple regression test which is smaller than the 0.05 significance level, namely 0.010 and the t-count value is greater from tcount, namely $2.442 >$ ttable of 1.989. This means that in the context of this research, the School Image variable has a positive influence on student interest. In other words, if the school image improves, student interest also tends to increase. This is proven by the significance score in the multiple regression

test which is smaller than the 0.05 significance level, namely 0.010. In regression analysis, the significance value is used to assess whether the correlation between the independent variable (School Image) and the dependent variable (Student interest) is statistically significant. A significance value that is smaller than the significance level (0.05 in this case) indicates that the relationship is statistically significant. In this case, the significance value of 0.010 is clearly smaller than 0.05, which indicates that the relationship between School Image and student interest is considered statistically significant.

With a low significance value and a supporting comparison between t_{count} and t_{table} , it can be concluded that this research provides strong statistical evidence that School Image has a positive and significant effect on student interest at Al-Furqon Vocational School. In this context, the school may have a good image that influences students' interest in participating more actively in various aspects of school life, such as studying, participating in extracurricular activities, or developing commitment to school. These results have important implications in school management and decision making. By knowing that school image has a positive and significant effect on student interest, schools can strive to improve or maintain a positive school image as a strategy to increase student interest and their involvement in school activities.

The results of this research were confirmed by Trianis Chusanawati (2015) with the title "The Influence of Promotion on Interest in Studying Case Studies at the Jakarta State Polytechnic" with the result that there is a positive and significant influence between costs and student interest¹³⁵, Abu Bakar (2022) with the title "The Influence of Promotion and Accreditation on New Student Interest"

The influence of costs on student interest

Based on hypothesis testing, the results of this research show that costs do not have a significant effect on student interest. This conclusion refers to the results of the t test calculation using SPSS with the final result being a t value of 0.319 and this value is less than the t table value of 1.989 ($0.319 < 1.989$). Education costs are the total financial sacrifices made by education consumers for their needs during their education from the beginning to the end of their education. In the world of education, we really pay attention to how costs are used for the benefit of schools so that those related to education can run effectively, therefore if the education costs are in accordance with the desires and needs of consumers then it is certain that consumers will be interested in the school, but if the education costs are not according to the desires and needs of consumers, it can be ascertained that few consumers will be interested in continuing to attend that school. In this study, researchers used three indicators, namely financing of academic services, provision of equipment and supplies and maintenance and social participation, of which the three indicators, maintenance and social participation, are the indicators with the highest average value, namely 3.34%, which is Schools really pay attention to creating a positive value for education consumers.

The results of this research were confirmed by Wiwin Apriyani (2013) with the title "The influence of motivation and educational costs on accounting students' interest in pursuing professional accounting education" the results of the T test show that educational costs do not significantly influence accounting students' interest in pursuing accounting professional education. This is shown by the calculated t value (1.716). and the significance value is $0.090 > 0.05$. Triyono with the title "The Influence of Promotion, Fees, Facilities, Accreditation and Location of Boyolali University on the Interest of Prospective New Students" Based on the results of multiple regression analysis with the t test showing a sig. cost variable $0.618 > 0.05$

means costs do not have a significant effect on the interest of prospective new students. These results explain that prospective students do not consider costs as a benchmark for Boyolali University. This means that the cost variable in this research does not have a significant influence on student interest. Which means there are other variables that are stronger and have more influence on student interest besides the cost variable.

The effect of promotion on student interest

Based on hypothesis testing, the results of this research show that promotion has a positive and significant effect on student interest. This is proven by looking at the significance value in the multiple regression test which is smaller than the 0.05 significance level, namely 0.010 and the tcount value is greater than tcount, namely $5.216 > t_{table}$ is 1.989. As educational institutions develop, schools will try to attract the interest of educational consumers. If schools have good promotional methods, the public's view of the school will be positive so that it is likely that people will be interested in deciding to attend that school. Promotion is a variety of activities carried out between companies to communicate the benefits of their products and to convince target consumers to buy them.

The promotion carried out at this school can be said to be good, so that the promotional activities carried out by the school have an impact on student interest. In this regard, promotion has several indicators that researchers have tested, including Advertising, Sales Promotion, Public Relations, Personal Selling and Direct Marketing. The results of these five indicators were found to be the indicator with the highest average value, namely Personal Selling with an average value of 3.33%, where this indicator is defined as promotion carried out directly with educational consumers, as for the method carried out by the school. namely by utilizing human resources around the school in order to attract the interest of educational consumers.

The results of this research are strengthened by (Chusanawati & Purwinarti, 2015) with the title "The Influence of Promotion on Interest in Studying Case Studies at the Jakarta State Polytechnic" with the results that there is a positive and significant influence between costs and student interest. (Bakar et al., 2022) with the title "The Effect of Promotion and Accreditation on New Student Interest" with the results of the T test which can be seen. Based on the T test results table it is known that the test results show a t value of 3.683 with a significance value of t of 0.001 and a regression coefficient (b1) of 0.669. Because the significance value of t is < 0.05 , it can be concluded that promotion has an influence on the interest of prospective new students at the KH Islamic Boarding School. Abdul Chalim.

The influence of school image, costs and promotions on student interest

The results of this research show that there is a positive and significant relationship between school image, costs and promotion together (simultaneously) on student interest. This conclusion refers to the results of the f test where $f_{count} > f_{table}$ ($22,220 > 2.32$) and a significance level of less than 0.05 ($0.00 < 0.05$). Educational institutions are currently seen as corporate, so schools are required to be as good as possible in order to foster interest among education consumers. Therefore, currently many schools are trying to build a positive image among education consumers. Image has meaning as the impression that someone feels about a service/product/organization as a whole which will then be stored in their memory. These 137 things will become an assessment of education consumers towards the school, so that it will attract interest among education consumers.

Apart from the image of the school, what education consumers really pay attention to are costs, education costs are the resources obtained by the government, society, and students' parents from the school, both in the form of goods and money collected and determined to achieve educational goals. Therefore costs is one of the most sensitive factors in a school, this requires schools to have good education cost transparency so that education consumers are interested in education costs, this requires that schools must have good management to regulate and manage the costs in the school, so that the fees are attractive and in line with the expectations of education consumers, it is certain that education consumers will be interested in choosing that school.

Image and costs are elements that are always paid attention to by education consumers, however, promotion is an element which is an activity to improve or introduce the school to market consumers in order to attract the attention and interest of education consumers, so promotional activities are very important in order to introduce about the school so that consumers understand and comprehend everything about the school. Promotion is a type of communication that provides explanations and convinces potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential consumers, therefore promotions are Both will have a good impact on consumer interest in education.

The results of this research are strengthened by (Triyono¹), (Dasmadi²), (2021) with the title "The Influence of Promotion, Fees, Facilities, Accreditation and Location of Boyolali University on the Interest of Prospective New Students" found the results that Promotion, costs, facilities, Accreditation and location simultaneously influence the interest of prospective new students towards Boyolali University with significant values. Based on this, researchers have observed that the variables of school image, costs and promotion have a simultaneous influence on student interest at SMKKN 1 Punngging. The magnitude of the influence of these variables is 44.5% and 55.5% is influenced by other variables outside the variables studied.

CONCLUSION

Partially, the school's image affects the interest of the school's students, which means that the more positive the image the school has, the more interest it will have in educational consumers. There is no significant influence of the cost variable on student interest in this school, which means that in this research the cost variable is not partially the main factor or there are other variables that have a stronger influence on student interest. There is a partial influence of the promotion variable on student interest, which means that the promotion carried out at the school contributes to a good impact on educational consumers. The variables of school image, costs and promotion together (simultaneously) have a positive effect on student interest, this shows that together the school image, costs and promotions at the school contribute positively to student interest. The magnitude of the influence is 44.5% and 55.5% influenced by other variables outside of the variables studied.

Developing the image of the school to be in the spotlight is important so that many consumers of education are interested in continuing to attend the school. Apart from that, it is recommended for school principals to differentiate education costs as best as possible so that consumers of education feel comfortable with the financing available at the school. For future researchers, it is hoped that this research can be used as reference material in conducting research in the future, especially regarding school image, costs and promotion of student interests. This

research still has many shortcomings and is far from perfect, so it is hoped that future researchers will be able to develop and refine this research to be better.

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