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Factors Influencing Student Decisions: A Study on Price, Location, and Promotion at Pangeran Antasari Educational Foundation

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Abstract

This study seeks to ascertain the influence of price, location, and promotional elements on student decision-making. The study's demographic and sample comprised students from the Pangeran Antasari Foundation, totaling 100 respondents. The sample method employed was non-probability sampling utilizing a purposive approach. This study employs a quantitative methodology characterized by a descriptive and verification approach, utilizing multiple linear regression analysis for data analysis. Hypothesis testing concurrently use the F-test and partially utilizes the t-test. The findings of this study demonstrate that the promotion, price, and location variables collectively exert a positive and significant influence on purchasing decisions. Additionally, each variable promotion, price, and location individually has a positive and significant impact on purchasing decisions.

Keywords: Price, Location, Promotion, Purchasing Decisions

INTRODUCTION

Globalization has fostered competitive rivalry in secondary education services, compelling students to decide between pursuing senior high school (SMA) or vocational high school (SMK), based on their own interests. One level of senior high school education that facilitates the acquisition of formal education is selecting a school inside the Pangeran Antasari Helvetia Foundation. The Pangeran Antasari Helvetia Foundation, a private school, has attained "A" accreditation under the 2013 curriculum. The current

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advertising techniques encompass the distribution of brochures, the installation of billboards, and the organization of competitions between junior high schools and vocational schools to entice students and the community to enroll at the institution.

Yayasan Pangeran Antasari provides straightforward registration and precise information. The principal and teachers possess the requisite degree of education. Moreover, Yayasan Pangeran Antasari has received multiple distinctions, prompting the community to perceive it as a rather prestigious private institution.



Figure 1. Number of High School/Vocational High School Students Accepted by Pangeran Antasari Helvetia Education Foundation in the Last Year

Figure 1 illustrates that the Pangeran Antasari Helvetia Foundation encounters variations in the enrollment of new students annually. This is probably a result of an ineffective service marketing strategy. Furthermore, the elevated expense of education now affects customer decision-making. The elevated expense of education significantly influences the choices of prospective students and their parents about educational institutions.

The choice of students in selecting a school is a crucial determinant in establishing and sustaining a competitive edge for an educational institution (Nasib, 2024). This choice signifies the extent of public confidence in the quality of services rendered, encompassing the caliber of instruction and facilities available, as well as the school's reputation among the public (Amelia, 2024). In the progressively competitive education market, a school's capacity to attract students serves as a crucial metric of its competitiveness (Nasib, Harianto, et al., 2024). A greater number of student enrollments enhances the school's

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reputation and appeal relative to other institutions (Lubis et al., 2022). This not only affects student enrollment but also enhances the institution's standing in the educational sector, bolsters its legitimacy, and facilitates the enhancement of services (Munandar et al., 2022). Consequently, students' decisions about school selection are significant not just in terms of enrollment figures but also as a strategic factor in establishing competitive advantage in an increasingly dynamic competitive landscape (Nasib, Tambunan, et al., 2024).

Attracting students enhances the school's reputation and has considerable financial implications (Marpaung et al., 2021). Enhanced student enrollment produces increased money, enabling schools to further spend in facility construction, teacher training, and the enhancement of educational quality (Effendi et al., 2023). Enhancing these elements enables schools to cultivate an improved educational atmosphere, hence augmenting their attractiveness to potential students and parents (Husni, 2023).

The decisions made by students regarding school selection are crucial in establishing a durable cycle of competitive advantage (Hou et al., 2024). To sustain this edge, educational institutions must persist in innovating and adapting to the requirements of students and parents (Widy & HS, 2021). Offering educational programs that align with contemporary advancements, such as the incorporation of technology in education or vocational skills training, is a strategic initiative (Aditi et al., 2022). Furthermore, contemporary amenities, such ergonomic study spaces, fully equipped laboratories, and access to information technology, might serve as appealing advantages for students (Martin & Nasib, 2021).

Yayasan Pangeran Antasari, as an educational institution, must possess a comprehensive understanding of consumer behavior to enhance the interest of potential students in the school. A significant aspect affecting consumer decisions is cost, defined as the monetary amount exchanged to acquire advantages from a product or service (Nasib, Simanjuntak, et al., 2024). Cost assessment must consider the purchasing power of the community, particularly students from lower-middle income origins, while also acknowledging the competitive landscape with other educational institutions.

The expenses associated with high school, vocational school, and registration fees at the Pangeran Antasari Foundation are comparatively elevated. This circumstance may provide difficulties for students facing financial constraints. Consequently, we require more adaptable policies, such as the provision of scholarships or subsidy programs, to engage a greater number of prospective students. Consequently, the Pangeran Antasari

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Foundation is capable of sustaining its competitiveness while also enhancing educational access for the community.

The location significantly impacts students' choices when selecting an educational institution (Chaniago, 2018). A strategically advantageous site that is easily accessible and situated in a region with several prospective clients can enhance the appeal of a school (Gray et al., 2020). Despite its somewhat convenient location along the highway, access to SMK Pangeran Antasari remains suboptimal. This school is situated behind a series of shophouses and is accessible solely via a narrow alley, perhaps diminishing its visibility to prospective pupils and parents. This condition indicates that the school has not fully utilized its advantageous location to attract potential pupils. By offering explicit directions, enhancing accessibility, and improving visibility through prominent signs or billboards, we may optimize the location.

Promotion is a crucial endeavor for educational institutions to communicate their benefits and advantages, aiming to generate public interest in their services (Supardin, 2022). Within the framework of the Pangeran Antasari Foundation, the existing advertising approach remains suboptimal. The public's ignorance regarding the school's amenities and benefits, which ought to be its main attraction, illustrates this point. Moreover, the promise of technology, including social media and other digital platforms, has not been properly harnessed to engage prospective students from diverse backgrounds (Cohen-Almagor & Lehman-Wilzig, 2022). Indeed, technology serves as an effective and efficient instrument for the widespread dissemination of information at a comparatively low cost (Yudiastra, 2021). Furthermore, you may integrate conventional promotions such as brochures or billboards with digital marketing strategies to expand your audience reach (Daulay, 2022). Enhancing the intensity and quality of promotional efforts across diverse communication channels will enable the Pangeran Antasari Foundation to more effectively cultivate a favorable image of the school, capture the interest of potential students, and bolster its competitiveness in the educational sector.

RESEARCH METHODS

This research employs a quantitative methodology characterized by descriptive and verification approaches. The quantitative method measures the impact of independent variables specifically price, location, and promotion on the dependent variable, which is student decisions. The descriptive technique seeks to delineate the attributes of the data, whereas the verification approach is employed to evaluate the proposed hypothesis. The study population comprised all pupils enrolled at Yayasan

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Perguruan Pangeran Antasari. A sample of 100 respondents was collected from this population. The sampling procedure employed a non-probability method, specifically purposive sampling, which involved selecting respondents based on characteristics pertinent to this study.

Data was acquired by the distribution of questionnaires to participants. The questionnaire was meticulously crafted to systematically assess the variables of price, location, promotion, and student decision-making. The data analysis employed multiple linear regression methods to ascertain the simultaneous and partial impacts of independent factors on the dependent variable. Hypothesis testing was performed utilizing two methodologies: the F-test to evaluate the simultaneous impact of price, location, and promotion variables on student decisions, and the t-test to assess the individual influence of each variable.

RESULTS OF DATA ANALYSIS AND RESEARCH

Classical Assumption Test Results

The classical assumption test is performed to verify that the data complies with the criteria of the classical assumption. This step is crucial to prevent biased estimations. The conditions to be satisfied in the classical assumption test are as follows:

Normality Test

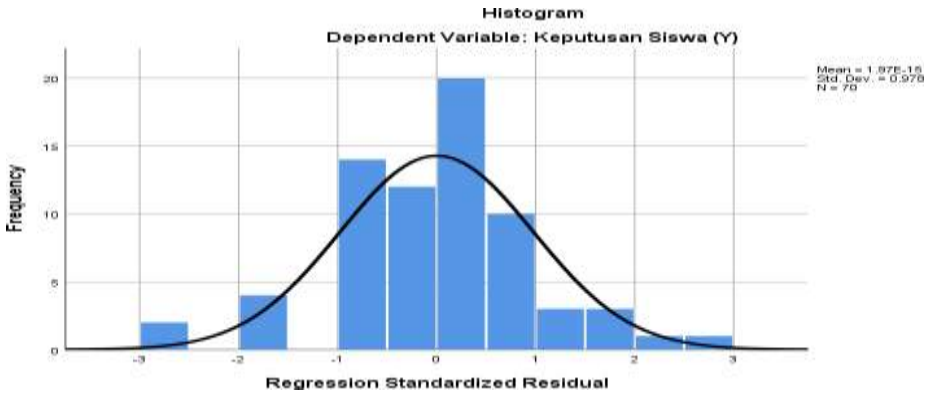


Figure 2. Histogram of normality test

Figure 2 illustrates that the curve of the processed data has a bell curve pattern. Furthermore, the bars in the data seem to conform to the contour of the theoretical normal curve, suggesting that the data distribution approximates normality.

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Multicollinearity Test

Table 3. Multicollinearity Test

Model	Tolerance	VIF
1 (Constant)		
Price (X1)	0.121	8.242
Location (X2)	0.116	8.613
Promotion (X3)	0.110	9.068

We employ a multicollinearity test to analyze the link among independent variables using tolerance values and VIF metrics. Generally, we permit a tolerance value above 0.10, and we mandate that the VIF value remains below 10. According to Table 3, the test findings indicate that the variables of product quality, social media, and store atmosphere do not exhibit multicollinearity issues. The tolerance values of all independent variables exceed 0.10, while the VIF values remain below 10.

Heteroscedasticity Test

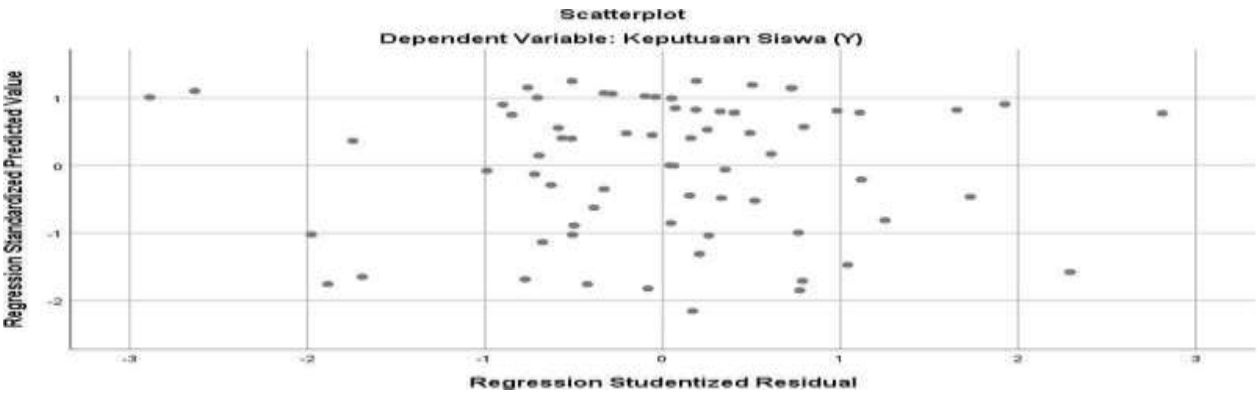


Figure 3. Scatterplot of Heteroscedasticity Test

Figure 3 illustrates a stochastic arrangement of points, lacking any discernible or systematic pattern. This criterion indicates that the variance of the residuals remains constant across observations. This indicates that the regression model is free from heteroscedasticity issues. The assumption of homoscedasticity has been satisfied, indicating that the regression model exhibits high and dependable predictive accuracy.

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Table 4 Multiple Linear Regression Test

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-1.900	0.60		-3.165	0.002		
Price (X1)	0.375	0.06	0.433	6.257	0.000	0.121	8.242
Location (X2)	0.309	0.073	0.300	4.238	0.000	0.116	8.613
Promotion (X3)	0.293	0.078	0.274	3.768	0.000	0.110	9.068

Source: Processed primary data, 2024

Should the independent variables (Price (X1), Location (X2), and Promotion (X3)) be zero, the constant value of -1.9 indicates that student decisions (Y) are expected to decrease by 1.9, supposing no other influencing factors are present. The coefficient of 0.375 for the Price variable (X1) signifies that Price positively influences student decisions. A favorable evaluation of Price by the student correlates with an increased likelihood of a positive decision concerning school selection. The location variable (X2) possesses a coefficient of 0.309, indicating a favorable influence on student decisions. The more strategically located the school is, such as being quickly accessible or near the center of action, the more attractive it becomes to students. Additionally, the Promotion variable (X3) with a value of 0.293 signifies that effective Promotion enhances student decision-making. Effective promotion, whether via social media, pamphlets, or promotional events, can enhance students' interest in selecting the institution.

Coefficient of Determination Tes

Table 5. Determination Coefficient Test

B Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981[a]	.962	.960	1.43642

The table presents the findings of the determination coefficient (R Square), indicating an Adjusted R Square value of 0.960. This score signifies that three independent variables price, location, and promotion explain 96% of the variance in the

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student decision variable. Conversely, the remaining 4% is affected by variables external to this regression model or those not analyzed in this research.

Uji F

Tabel 6. Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3410.464	3	1136.821	550.97	0
Residual	136.178	66	2.063		
Total	3546.643	69			

To evaluate the viability of the regression model, one can utilize two methods: examining the F table in the ANOVA analysis and assessing the significance value. The regression model is deemed practicable if the estimated F exceeds the F table value and the significance level is less than 0.05. The ANOVA table indicates that the computed F value of 550.970 exceeds the tabulated F value of 2.84, and the significance value of 0.00 is below 0.05. Consequently, the employed regression model is deemed viable. The table indicates that the computed F value (550.970) exceeds the F table value (2.84).

Test it

Table 7. t-Test Results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-1.900	0.6		-3.165	0.002		
Price (X1)	0.375	0.06	0.433	6.257	0.000	0.121	8.242
Location (X2)	0.309	0.073	0.300	4.238	0.000	0.116	8.613
Promotion (X3)	0.293	0.078	0.274	3.768	0.000	0.110	9.068

The research revealed that Price, Location, and Promotion, the three independent factors, exert a favorable and significant influence on the decisions of SMK Yayasan Pangeran Antasari students. The price variable significantly affects student decisions, evidenced by a significance value of 0.00, which is less than 0.05, and a t-count of 6.257, exceeding the t-table value of 1.996. This indicates that a more favorable opinion of Price by students significantly enhances their likelihood of selecting that school. The

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geographical variable exerts a positive and considerable impact on student decisions. The significance value of 0.00, which is less than 0.05, and the t-count value of 4.238, which exceeds the t-table value of 1.996, illustrate this point. Consequently, the more strategically positioned the school, the greater the likelihood of student enrollment decisions favoring that institution. The promotion variable exerts a positive and significant impact on student decision-making. The significance value of 0.00 is less than 0.05, and the t-count value of 3.768 exceeds the t-table value of 1.996. This indicates that effective promotion might enhance students' inclination to choose SMK Yayasan Pangeran Antasari.

DISCUSSION

The Influence of Price on Student Decisions

The data analysis results indicate that the price variable directly influences student decisions, evidenced by a coefficient of 0.375, a calculated t value of 6.257 exceeding the t table value of 1.996, and a significance level of 0.000, which is less than 0.05. Thus, Price has a positive and significant effect on student decisions at Yayasan Pangeran Antasari Vocational School. This implies that an improved evaluation of Price will lead to a substantial rise in student decisions, and conversely. Consequently, schools may adopt a more competitive and transparent pricing strategy to enhance their appeal to students and parents. This method may be enhanced by delivering explicit information regarding the advantages and amenities available to students, so fostering a more favorable perspective of price.

This study aligns with (Nasib, 2021), which asserts that price significantly impacts customer purchase decisions. Furthermore, study by (Lubis et al., 2022) indicated that competitive pricing might markedly enhance consumer interest in acquiring items or services. Comparable findings were reported by (Nasib, 2023), which indicated that consumer perceptions of price aligned with quality influence purchasing decisions. According to (Nasib et al., 2019), transparent pricing is a significant factor influencing consumer decisions.

The Influence of Location on Student Decisions

The data analysis results indicate that the location variable significantly influences student decisions, evidenced by a coefficient of 0.309, a calculated t value of 4.238 exceeding the t table value of 1.996, and a significance level of 0.000, which is less than 0.05. Consequently, location exerts a favorable and considerable influence on student

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decisions at Yayasan Pangeran Antasari Vocational School. The more strategically located a school is being easily accessible, situated in a conducive learning environment, or near public transportation the greater the likelihood that students will choose to attend it. A site that is challenging to access or distant from the core of student activities may diminish the appeal of the school to prospective students and their parents.

Prior studies indicate that location significantly impacts consumer decision-making, particularly with educational services (Arifin et al., 2020)(Purwadi, 2021)(Purwanto, 2023). Strategic sites, particularly those near public amenities and with accessible transit, substantially impact consumer choices about educational institutions, as noted in (Ahmed et al., 2023). Strategic placements enhance convenience and efficiency for students and parents, ultimately augmenting the school's attractiveness. Moreover, (Yapanto, 2020) contended that the attractiveness of schools might be augmented by their situational placement in high-mobility regions, such as proximity to the city center or densely populated residential zones. High accessibility of locations is a primary factor influencing consumer decision-making. Furthermore, (Nurunnisha et al., 2021) discovered that students' enrollment choices are markedly affected by school locations that are readily accessible and located in conducive surroundings for studying, such as tranquil and secure areas (Adam, 2021).

The Influence of Promotion on Student Decisions

The data analysis results indicate that the Promotion variable exerts a direct influence on student decisions, evidenced by a coefficient of 0.293, a calculated t value of 3.768 exceeding the t table value of 1.996, and a significance level of 0.000, which is less than 0.05. Consequently, promotion exerts a positive and substantial influence on student decision-making at Yayasan Pangeran Antasari Vocational School. The efficacy of the promotional plan, including social media campaigns, advertising, and community activities, directly correlates with an increase in student registration decisions, and conversely, a less effective strategy would result in a decrease. This study suggests that effective promotion is crucial for garnering student attention. Educational institutions can employ several communication channels, including digital media, pamphlets, and promotional events, to enhance public knowledge of the quality of education provided. Moreover, promotional techniques that emphasize the school's distinctive benefits, such as accreditation, facilities, or accomplishments, may be more effective in swaying the decisions of students and parents.

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Prior studies indicate that promotion significantly influences students' decisions to enroll in educational institutions (Pratama, 2022)(Mardius et al., 2023)(Nurunnisha et al., 2021). As stated in (Aliyu, 2021), social media promotion significantly impacts the increase in student registrations. Social media enables educational institutions to engage a larger pool of potential students at a comparatively low cost, while providing flexibility in disseminating material in an engaging and participatory manner. Moreover, (Sujana, 2022) shown that integrating traditional promotion methods, like brochures and billboards, with digital promotion strategies, such as online advertising and social media, enhances the efficacy of attracting prospective students. This method not only broadens the scope of Promotion but also enhances the perception of educational institutions as innovative and professional entities. Furthermore, (Le, 2020) asserted that event-driven promotions, such inter-school tournaments, educational seminars, or other community-engaging activities, might enhance student interest. This technique immediately affects students' decisions and fosters positive relationships with the surrounding community, thereby enhancing the school's reputation and appeal to prospective students and parents.

The Influence of Price, Location, and Promotion on Student Decisions

The study's results indicate that the computed F value of 550.970 exceeds the F table value of 2.84, with a significance level of 0.000, which is less than 0.05. This indicates that concurrently, the independent variables Price, Location, and Promotion significantly affect the dependent variable, Student Decisions. Consequently, a synthesis of techniques concerning competitive pricing, advantageous location, and efficient promotion can enhance students' enrollment decisions at SMK Yayasan Pangeran Antasari. The results demonstrate that the three variables synergistically affect student interest. The combination of an economical price, conveniently located premises, and enticing promotions generates significant appeal for potential students and their parents. This study corroborates the hypothesis that consumer choices are affected by a blend of internal and external forces, which, if effectively handled, can yield optimal outcomes.

Prior studies indicate that an amalgamation of holistic marketing methods significantly impacts customer decision-making, particularly within the education sector (Najib, 2020)(Ma`arif, 2021)(Onsardi et al., 2021) asserted that consumer choices are shaped by a confluence of price commensurate with quality, convenient location, and impactful promotion. This indicates that the efficacy of a marketing plan relies not solely on a single factor, but on the cohesive integration of multiple essential components (Sahoo et al., 2024). Moreover, (Valks et al., 2020) discovered that social media

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promotion, when paired with a strategic location, substantially impacts purchasing decisions about educational services. Social media enables educational institutions to efficiently connect with potential students from diverse backgrounds, while a strategic placement enhances the school's attractiveness to both students and parents (Shoron, 2020). Ultimately, it was discovered that a reasonable pricing, coupled with supportive facilities in a strategic location and constant promotion, can foster trust and enhance students' interest in selecting a school.

CONCLUSION

The research findings indicate that the variables Price, Location, and Promotion concurrently exert a favorable and significant impact on student decisions at the Pangeran Antasari Educational Foundation. Each variable also demonstrates a notable impact. Competitive pricing that aligns with the quality of educational offerings can enhance student decision-making. Strategic and readily accessible locations are significant draws for potential students and their parents. Simultaneously, efficient promotion via social media, pamphlets, or educational activities can enhance student interest in selecting a school.

According to the research findings, various solutions can be proposed for the Pangeran Antasari Educational Foundation to enhance student attraction and decision-making about school selection. Initially, in price management, educational institutions must establish competitive tuition rates that align with the level of services rendered. Clarity in delineating the expenses and amenities provided to students is crucial for fostering trust among potential students and their parents.
This study has limitations; specifically, the sample comprises solely pupils from the Pangeran Antasari Educational Foundation, rendering the results non-generalizable. The analysis encompasses only three variables: price, location, and advertising, excluding other factors such as educational quality or facilities. Furthermore, data was acquired via questionnaires, which are prone to subjective bias. Additional study is advised to enhance sample coverage, incorporate pertinent variables, and employ a broader range of data collection methodologies.

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