The Effect of Learning Quality, Service Quality, and Promotion on Decision to Choose School at SDIT Mutiara Rahmah Balikpapan

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ABSTRACT

Purpose: This study aims to determine the effect of the independent variables, namely Quality of Learning ($X_1$), Quality of Service ($X_2$), and Promotion ($X_3$), on the dependent variable, namely Decision to Choose (Y) at SDIT Mutiara Rahmah Balikpapan.

Design/methodology/approach: This study uses a non-probability sampling technique using a sample of 200 respondents. Data collection techniques are questionnaires, observations, interviews.

Findings: Based on the results of multiple regression analysis, the correlation coefficient (R) was obtained. From the results of multiple linear regression analysis, the R value was 0.663 and the determinant R Square value ($R^2$) was 0.401. The F_count value obtained is 43.649. This value is far above the F_table value of 2.65 with a significance level of = 0.000 which is far from 0.05.

Research limitations/implications: Thus, it can be concluded that the variables of learning quality ($X_1$), service quality ($X_2$), and promotion ($X_3$), influence simultaneously on the decision to choose SDIT Mutiara Rahmah Balikpapan.

Originality/value: The results of the t-test of the hypothesis indicate that the three independent variables, namely the quality of learning ($X_1$), service quality ($X_2$), and promotion ($X_3$), each partially have a significant effect on the decision to choose SDIT Mutiara Rahmah Balikpapan.

Paper type: Research Paper

Keyword: Learning Quality, Service, Promotion, Decisions to Choose

Received : August 29th 2021
Revised : September 14th 2021
Published : September 30th 2021

I. INTRODUCTION

One of the private education is education based on Islam, because it is trusted that children who are educated and equipped with strong religious teachings from childhood will have personalities and other knowledge that would be good anyway. These reasons encourage a lot of interest in islamic educational institutions. So the number of Islamic schools is increasing. Actually, all education has the same goal, it is to provide knowledge and insight to student, but by using different teaching methods and materials. This has encouraged the emergence of various integrated Islamic Schools in various regions, in Balikpapan or other areas. The number of Islamic elementary schools in Balikpapan according to data obtained from the Ministry of Education and Culture in 2020, there were 51 schools and there were 17 Integrated Islamic Elementary
Schools (SDIT). Islamic schools can carry out marketing activities that can encourage people to choose Islamic school. Where it can be seen in terms of the quality of learning, service quality and promotion.

In order to satisfy consumers, the quality of learning must be prioritized. This can be a consideration for parents to send their children to Islamic schools. Because of the teaching methods and materials are slightly different from the state schools. Based on Law Number 20 of 2003 concerning National Education Standards, it is explained that school education services consist of content standards, standard process, competency standards for graduates, standards for educators and education personnel, standards for facilities and infrastructure, management standards, financing standards, and education standards. In addition, it needs to be supported by promotions so that they can attract the interest of prospective parents of new students in making decisions to choose a school.

Islamic school Mutiara Rahmah Balikpapan was established in 2006 and is under the auspices of the Mutiara Rahmah Islamic Education Foundation. This foundation is a provider of education from Kindergarten, Elementary School, and Junior High School. This study only focused on Elementary School level in Mutiara Rahmah Balikpapan, there has been an increase and decrease in the number of students. In 2015 the number of new students was 39 students, in 2016 it increased by 47 students, in 2017 it increased by 83 students, in 2018 it decreased by 56 students, in 2019 it increased to 64 students, and in 2020 it decreased by 61 students. (Source: SDIT Mutiara Rahmah, 2021)

This study aims to determine the effect of learning quality, service quality, and promotion on the decision to choose a school at SDIT Mutiara Rahmah Balikpapan.

A. Marketing Management

Kotler & Keller (2016:27) stated that “Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating delivering, and communicating superior customer value.”

Meanwhile, according to Alma (2014:130) marketing management is "a form of managing marketing activities carried out by individuals or companies."

B. Marketing of Educational Services

According to (W. M. Sari et al., 2015)”Educational marketing is a renewal step when an educational institution has to keep up with intense competition to get consumers.”

Machali & Hidayat (2016) stated that Marketing in the context of education is a social and managerial process to get what is needed and wanted through offering, exchanging appropriate products with other parties in the field of education. The ethics of marketing services in the world of education is to offer quality intellectual services and overall character formation. Because education is more complex, which is carried out with full responsibility, the results of education refer far ahead, fostering the lives of citizens, future generations.

C. Decision of Choosing

According to Gusdiandika & Sinduwatmo (2016)“the decision to choose is one part of consumer behavior, which means a process that involves a person or a group to choose, buy, use and utilize goods, services, ideas, or experiences to meet needs and interest.”

The indicators for purchasing decisions according to Siburian & Ginting (2013) are:
1. According to needs, products purchased by consumers because they are needed and easy to get
2. The product Has benefits, the products are useful for consumers
3. Accuracy in buying products, consumer desires can be obtained by buying products at the appropriate price
4. Repeat purchases, consumers who feel themselves satisfied and willing

Purchase decisions is not only discuss about the purchasing, but also services, such as educational services. This can be seen from the parents’ decision in choosing a school for their child to attend the school.

D. Quality of Learning

According to Haryati & Rochman (2012), the operational quality of learning can be interpreted as follows: As the intensity of systemic and synergistic linkages between teachers, students, learning climate, and learning media in producing optimal learning processes and outcomes in accordance with curricular demands. The quality of learning is a level of achievement of the initial learning objectives including art learning, in achieving these goals in the form of increasing knowledge, skills and developing student attitudes through the learning process in the classroom.

E. Service Quality
Kotler & Keller (2016:156) state that “quality is the totality of features and characteristic of a product or service that bear on its ability to satisfy stated or implied needs.

The dimensions of quality referred to theoretically, by Tjiptono & Chandra (2011) can be explained as follows:
1. Tangible
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

F. Promotion

According to A. F. Sari et al. (2015), "promotion is all activities of producer companies to improve product quality and persuade consumers to buy products."

Meanwhile, according to Tjiptono & Anastasia (2015) "promotion is one of the determining factors for the success of marketing programs."

II. METHODOLOGY

This research uses quantitative methods with a descriptive approach to verify the variables to be studied and the purpose is to explain the research in a structured, factual way about the facts and the relationship between the variables studied.

The population in this study were 350 parents of students in grades 1-6 for the 2020/2021 academic year at SDIT Mutiara Rahmah Balikpapan. Sampling in this study using nonprobability sampling method as many as 200 respondents (the parents of students).

Data collection in this study was by distributing questionnaires to 200 respondents, school observations, and interviews with school principals. In the influence of the dependent variable on the independent variable, multiple linear regression analysis was carried out, hypothesis testing, and looking at the classical assumptions.

III. RESULTS AND DISCUSSION

A. Multiple Linier Regression

Table 1. The result of Multiple Linear Regression Analysis with SPSS 25.0

<table>
<thead>
<tr>
<th>Variable</th>
<th>Regression coefficient</th>
<th>t count</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>1,082</td>
<td>3,786</td>
<td>0,000</td>
</tr>
<tr>
<td>Learning Quality</td>
<td>0,246</td>
<td>3,312</td>
<td>0,001</td>
</tr>
<tr>
<td>Service Quality</td>
<td>0,295</td>
<td>3,140</td>
<td>0,002</td>
</tr>
<tr>
<td>Promotion</td>
<td>0,225</td>
<td>2,739</td>
<td>0,007</td>
</tr>
</tbody>
</table>

$R = 0,633$  \quad F_{\text{count}} = 43,649$

$R^2 = 0,401$  \quad F_{\text{table}} = 2,65 \quad t_{\text{table}} = 1,97214$

Source: data processed 2021
The results of multiple linear regression analysis are as follows:

\[ Y = 1.082 + 0.246X_1 + 0.295X_2 + 0.225X_3 + e_i. \]

Table 1 shows the constant coefficient value of 1.082 so if there is no decision variable that affects SDIT Mutiara Rahmah then the decision to choose (Y) SDIT Mutiara Rahmah that can be achieved is 1.082.

The regression coefficient of the relationship between the learning quality (X_1) on the decision to choose (Y) SDIT Mutiara Rahmah is shown by the coefficient b_1 of 0.246 shows a positive sign that each increase in the learning quality (X_1) for one unit, then on average it will increase the decision to choose (Y) SDIT Mutiara Rahmah by 0.246 unit with the assumption that the service quality (X_2) is 0.295 and the promotion (X_3) is 0.225 at a constant 1.082.

The regression coefficient of the relationship between the service quality (X_2) on the decision to choose (Y) SDIT Mutiara Rahmah is shown by the b_2 coefficient value of 0.295 shows a positive sign that each time the quality of service increases (X_2) by one unit, then on average it will increase the decision to choose (Y) SDIT Mutiara Rahmah by 0.295 unit with the assumption that the learning quality (X_1) is 0.246 and the promotion variable (X_3) is 0.225 at a constant 1.082.

The regression coefficient of the relationship between the promotion (X_3) on the decision to choose (Y) SDIT Mutiara Rahmah is shown by the b_3 coefficient value of 0.225 shows a positive sign that each increase in the learning quality (X_1) by one unit, then on average it will increase the decision to choose (Y) SDIT Mutiara Rahmah by 0.225 unit with the assumption that the learning quality (X_1) is 0.295 and the service quality (X_2) is 0.246 at a constant 1.082.

B. Coefficient of Determination (R Squared)

Table 1 shows the value of the coefficient of determination (R^2) = 0.401 which indicates that the contribution of learning quality, service quality, and promotion simultaneously affect the decision to choose is 40.1% while the rest is 59.9% is influenced or explained by other variables that are not included in this research model.

C. Hypothesis Testing

1. F Test

<table>
<thead>
<tr>
<th>Predictor Variable</th>
<th>F</th>
<th>Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>X_1X_2X_3</td>
<td>43.469</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: data processed 2021

Based on table 2, the results of the analysis show that the variables of learning quality (X_1), service quality (X_2), and promotion (X_3) have an F count of 43,469 with a Sig level. F of 0.000 < 0.05 so it can be concluded that the estimated linear regression model is feasible to use to explain the effect of learning quality, service quality, and promotion of the decision to choose SDIT Mutiara Rahmah. The value of F_count is 43,469 > F_table 0.05 (3:196) = 2.65, which means that the quality of learning, service quality and promotion simultaneously have a significant effect on the decision to choose (Y) and the first hypothesis can be accepted.

2. T test

<table>
<thead>
<tr>
<th>Predictor</th>
<th>t_count</th>
<th>Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Quality (X_1)</td>
<td>3.312</td>
<td>0.001</td>
</tr>
</tbody>
</table>
The result of the t-test analysis for the quality of learning (X₁) on the decision to choose SDIT Mutiara Rahmah shows the t_count value of 3.312 which is greater than the t_table of 1.97214 with a sig. value of 0.001 is smaller than α = 0.05. This result indicates that the learning quality (X₁) has a significant influence on the decision to choose SDIT Mutiara Rahmah Balikpapan. Therefore, SDIT Mutiara Rahmah Balikpapan provides the best quality of learning for students in order to produce the best graduates. This result is also supported by previous research by Puryanto (2015) with the title “The Effect of Quality of Facilities, Quality of Learning and Location on Decisions to Choose Educational Services at SMPIT Global Insani Islamic School-Bekasi”, with the results of the study that the quality of learning has a significant effect on the decision to choose a school.

The result of the t-test analysis for the service quality (X₂) on the decision to choose SDIT Mutiara Rahmah shows the t_count value of 3.140 is greater than t_table of 1.97214 with a sig. value of 0.002 is smaller than α = 0.05. This result indicates that the service quality (X₂) has a significant influence on the decision to choose SDIT Mutiara Rahmah. This can be seen from SDIT Mutiara Rahmah providing good and responsive services to students and parents so they feel comfortable about the services. This result is also supported by previous research by Lestiyadi AP, Kartika Sari Dewi (2020) with the title “The Effect of Service Quality and Promotion on Students’ Decisions to Choose Bina Harapan Ciseeng Vocational School, Bogor”. This study shows that there is a positive influence of the service quality on the decision to choose a school.

The result of the t-test analysis on the promotion (X₃) on the decision to choose SDIT Mutiara Rahmah shows the t_count value of 2.739 which is greater than the t_table of 1.97214 with a sig. value of 0.007 is smaller than α = 0.05. This result indicates that the variable quality of promotion (X₃) has a significant influence on the decision to choose SDIT Mutiara Rahmah. This can provide a good opportunity so that people can read the potential advantages of SDIT Mutiara Rahmah and decide to choose this school. This result is also supported by previous research by Lestiyadi AP, Kartika Sari Dewi (2020) with the title “The Effect of Service Quality and Promotion on Students’ Decisions to Choose Bina Harapan Ciseeng Vocational School, Bogor”. This study shows that there is a positive influence of the promotion on the decision to choose a school.

IV. CONCLUSION

After doing the t test, it shows the quality of learning (X₁) partially influences the decision to choose (Y) school at SDIT Mutiara Rahmah. In the second variable, the quality of service (X₂) has a partial and significant influence on the decision to choose (Y) at SDIT Mutiara Rahmah. Then the next result shows that Promotion (X₃) on the decision to choose SDIT Mutiara Rahmah shows that the promotion (X₃) has a partial and significant influence on the decision to choose (Y) at SDIT Mutiara Rahmah.

While the F test can be said that the quality of learning (X₁), quality of service (X₂), and promotion (X₃) simultaneously have a significant influence on the decision to choose (Y) at SDIT Mutiara Rahmah.

V. REFERENCES

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