Model of Decists Choosing School: Analysis of Images Institute, Price and Quality of Service.
A Study at the School Futsal Young Indonesian

Mohammad Reza Lukman Hakim[1], Hapzi Ali[2]

[1]Student of Magister Management Program, Mercu Buana University, Jakarta Indonesia
[2]Lecturer of Magister Management Program, Mercu Buana University, Jakarta Indonesia

Abstract: This study aims to examine and analyze the influence of Institutional Image, Price, and Service Quality on Decision Choosing Futsal Young Indonesian School either partially or simultaneously. Research data from survey in the form of questionnaire. Sampling method used in this research is purposive sampling method, as many as 85 respondents selected to this sample by using Slovin formula. Quantitative analysis method using multiple linear regression analysis, followed by determination analysis (R Square), partial hypothesis testing (t test) and simultaneous (F test) with alpha 5 percent (0,05), before further analyzed first data quality test and classical assumption test were performed. Analyze tool using SPSS version 23 for windows. The results showed that the institutional image, price, and quality of service partially have a positive and significant influence on the decision to choose School Futsal Young Indonesian. Institutional Image, Price, and Service Quality have positive and significant influence on Decision Choosing School Futsal Young Indonesian either partially or simultaneously. Price has a very dominant influence on the decision to choose School Futsal Young Indonesian. There are still many other factors that influence the decision to choose school futsal that is equal to 38 percent which is still needed further research.
Keywords: Institutional Image, Price, Quality of Service and Decision of Choosing School

BACKGROUND

The development of the business world of products and services is now progressing very rapidly, it is experiencing a continuous metamorphosis. Education is a service business that is not visible. The business of educational services is a long-term investment, the results obtained for the individual and beneficial to a particular group. Yogyakarta is the most prominent business service provider, but this is inversely related to the futsal school services business. These businesspeople must prepare a strategy to be able to please and build a sense of community/consumer enthusiasm into an experience to consume products and services, thereby impressing them. Therefore needed a paradigm to shift the traditional into a modern futsal education business that previously only conducted monotonous training. Creating a comfortable atmosphere, a decent place and others is a special attraction for customers who will ultimately influence the decision to choose the community at the destination school.

In Yogyakarta, there are 3 sports education institutions, namely Young Indonesian School Futsal, futsal planet, and Mataram Futsal. Implementation at 3 different institutions where futsal price at Young Indonesian School Futsal up from 2011-2016 to Rp1.200.000. The following figure compares the prices of three futsal school institutions in Yogyakarta as follows:
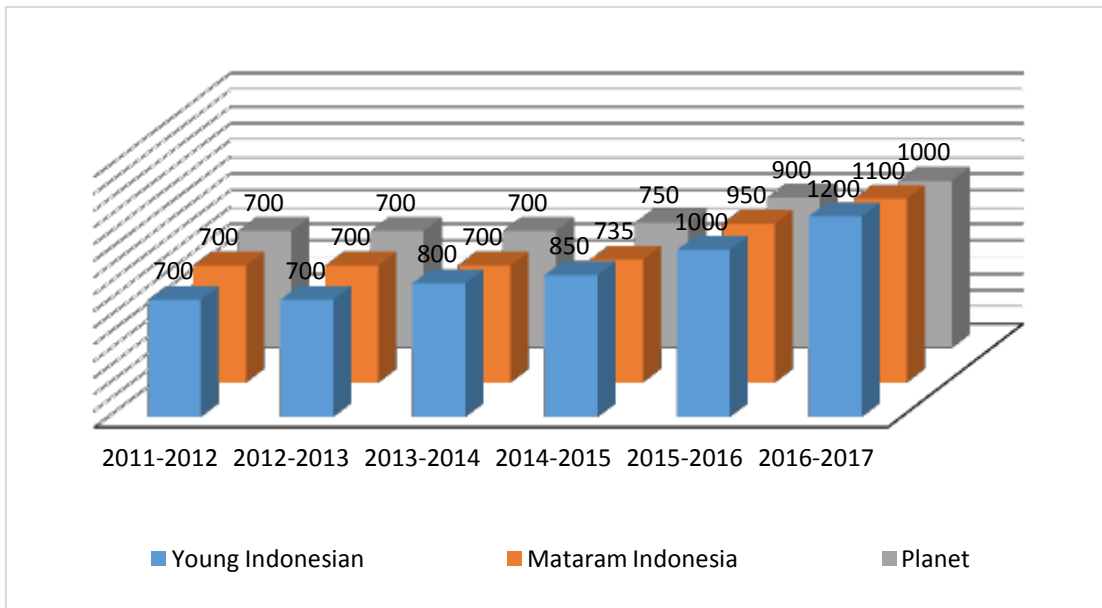
Fig-1: Compare of SPP School Futsal in Yogyakarta
Source: Database of Sports and Youth Office of Province of Yogyakarta Special Region (Year 2016)

In the above table it can be said that Young Indonesian school futsal is more expensive than 2 other institutions, which is proven by table 1 that the price of SPP in Young Indonesian increase from year to year.

In executing school operations futsal institutions, required a number of students are not small. This means that many students need to cover the operating costs of the school institutions futsal. To strengthen this research, researchers took data from the Sports and Youth Service of Yogyakarta Special Region. In terms of the number of participants / students, the Young Indonesian futsal school institute experienced a decrease of 10 students compared to 2 other institutions that actually increased. This is evidenced in figure 2 as follows:
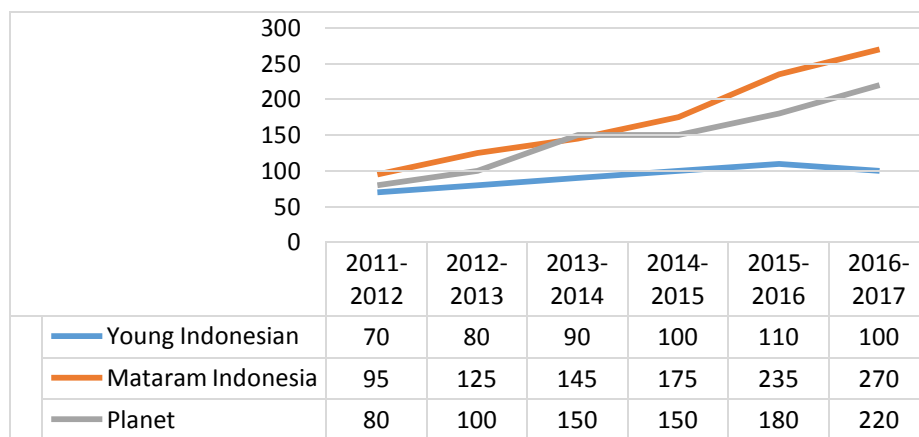

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Young Indonesian	70	80	90	100	110	100
Mataram Indonesia	95	125	145	175	235	270
Planet	80	100	150	150	180	220

Fig-2: Compare of Number of Students at each futsal school in Yogyakarta
Source: Student Admissions Data of Youth and Sports Office of D.I Yogyakarta Province (Year 2016)

In the academic year 2016/2017 the Young Indonesian Futsal School has decreased 10 students. Decrease in student earnings make researchers do pre study at School Futsal Young Indonesian. To implement the Pre Study, research chose 20 respondents student / student school futsal Indonesian Young used as a starting-measure for future research. The 20 respondents are students who have been in school for five years, with ages 10-12 Years, 12-14 Years, 14-16 Years and 17-23 Years. Here are the results of pre study (Figure 3):
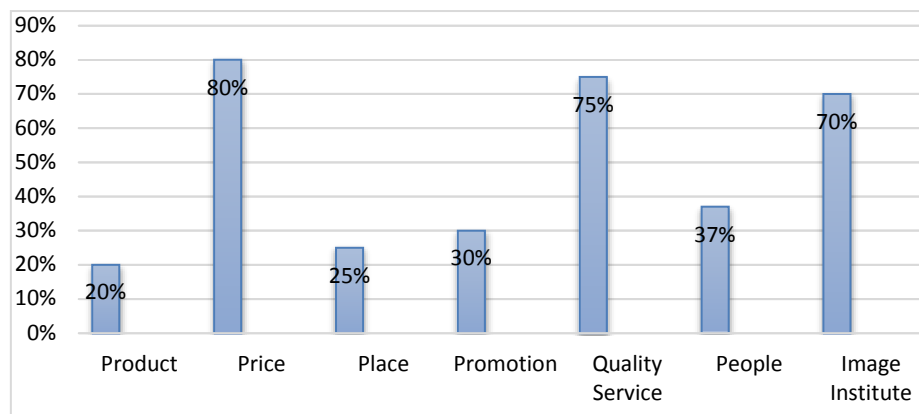
Fig-3: Pre Study Results Factors Affecting Decision Choosing School Futsal Young Indonesian
Source: Questionnaire data from 20 respondents based on Pre Study by researcher

Table 3 is identified by the researcher at the Young Indonesian futsal school as follows: 1) The meaning of the institution on the school symbol of Futsal Young Indonesian is difficult to understand the society / prospective customers, 2) The increase of contribution of operational cost of education from year to year which makes people reluctant to resign in school futsal Young Indonesian, 3) It is indicated that the trainers are not licensed teachers / trainers that lead to less professionals in teaching these students.

Based on background and problem identification, the purpose of this research is as follows:
1. Analyzing the influence of Institutional Image on Decision Choosing Futsal Young Indonesian School.
2. Analyzing the influence of Price on Decision Choosing Futsal Young Indonesian School.
3. Analyzing the influence of Service Quality on Decision Choosing Futsal Young Indonesian School.
4. Analyze the influence of Institutional Image, Price, and Quality of Service on Decision Choosing Futsal Young Indonesian School in Yogyakarta.

LITERATURE REVIEW
Institute Image

Needs and wishes of parents of students and the community as a customer is the focus of attention for futsal Educational Institutions that apply the concept of marketing, the institution can provide services needs and wishes of parents of students, so it appears that a continuous positive image will be an impression alone in the community. According to G. Sach in Soemirat and Elvinaro Ardianto (2007: 171) the image is the knowledge of us and attitudes toward us that have different groups. Understanding the image according to Effendi in Soemirat and Elvinaro Ardianto (2007: 171) that image is the world around us who look at us. The image of the institution according to Kotler and Keller [1] ie the image is a set of beliefs, ideas and impressions that a person has on an object.

Institution image is complete information about the institution of consumer mind which includes; personality, reputation, value, and corporate identity. According to Harrison [2]. There are four dimensions of agency image: 1) Personality, 2) Reputation, 3) Values, 4) Identity Institute.

Price

Price can't be separated from the process of selling a product or service, the price helps the consumer to determine someone will buy a product or service. Price (Pricing) according to Lupiyoadi (2011: 61) Pricing strategy is very significant in providing value to consumers and affect product image, and consumer decisions to buy.

According to Tjiptono [3] "the price is a monetary unit or other measure (including other goods and services) exchanged in order to obtain the right of ownership or use of a good or service. This understanding is in line with the concept of exchange (exchange) in marketing ".

The price of a product / service is a decisive factor in market demand. Price is a very important thing that is considered by consumers in buying products or services. If consumers feel comfortable with the price offered, then they will tend to re-purchase for the same product. According from Zeithaml, Bitner, and Gremler [4] clarify the price into four variables, namely: 1) Flexibility, 2) Price Level, 3) Discount, 4) Allowance

Service Quality

Quality of service or service centered on efforts to meet the needs and desires of the customer and its delivery decisions to compensate for customer expectations [5]. According to Lewis and Booms in Tjiptono [3] defines the quality of service in a simple, if a measure of how good the level of service provided is able to match customer expectations. This means that the quality of service is determined by the ability of a particular institution or company to meet the needs in

accordance with what is expected or desired based on customer needs.

Characteristic of service quality according to Tjiptono [6] suggests that service has 4 main characteristics, namely: 1) Intangibility, 2) Inseparability, 3) Variability, 4). Perishability.

According to Pasuraman, Zeithmal and Bery in Tjiptono [6] states that there are five dimensions of service quality that are used as guidance by customers in assessing service quality as follows: 1) Tangible, 2) Reliability, 3) Responsiveness, 4) Assurance, 5) empathy.

Decision of Choosing

To know the needs of consumers, knowledge is needed on how individuals, groups and organizations choose, buy and use a product, service, idea or experience to satisfy their needs and wants. Consumer behavior is strongly influenced by internal, social, situational and external Solomon (2011: 34).

Consumer behavior is a dynamic process that encompasses the behavior of individuals, groups and community members who are constantly undergoing Suryani changes [7]. Internal factors of consumers as perception, motivation, learning, attitude, personality and lifestyle. Social influences by culture, sub culture, social class and group members. While situational and external are outside factors such as the environment around and time is difficult to be influenced by marketing.

Decision Making Process

The decision process consists of 5 (five) stages according to Kotler & Keller [8], as shown below:
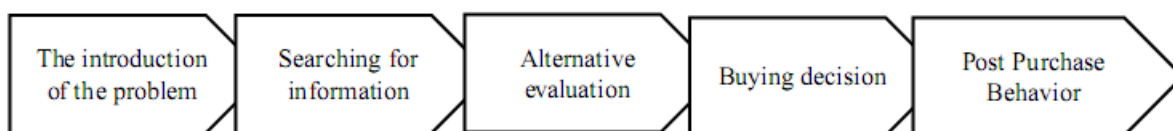

Fig-4: Decision Making Process
Source: Kottler & Keler [8]

In the process of decision making as the picture above can be done through the stages as follow:

a) Need Reconstruction. The buying process begins with the introduction of needs, the buyer is aware of a problem or need. Needs can be triggered by internal stimulation, when one of the normal needs of a person arises at a high enough level to become a boost. Needs can also be triggered by stimuli external

b) Information search (Information Research). Consumers who are aroused by their needs will be encouraged to seek more information. Sources of consumer information are classified into four groups;
- Personal sources: family, friends, neighbors, acquaintances.
- Commercial sources: advertising, salespeople, dealers, packaging, store displays.
- Public sources: mass media, consumer ratings organizations.
- Sources of experience: handling, assessment and use of the product.

c) Alternative Evaluation. The basic concept in understanding the process of consumer evaluation: First, consumers try to meet the needs. Secondly, consumers seek certain benefits from a product or service solution. Third, consumers view each product as a set of attributes with different capabilities in delivering the benefits used to satisfy those needs.

d) Purchase Decision. In the evaluation phase, the consumer forms a preference for the brands within the set of choices. These consumers also form the intention to buy the most brand preferred.

e) Post Purchase Behavior. After buying the product, consumers will experience a certain level of satisfaction or dissatisfaction.

Framework

According Sugiyono [9] Framework of thinking is a synthesis of the relationship between variables compiled from various theories that have been described. Variable can be divided into two, is independent variable or independent variable (X) and dependent variable or dependent variable (Y).

Based on the decision theory of choosing (Y) then the chosen theory is the theory according to Suryani [7], Decision of choosing has two dimensions that is behavior of others, and unexpected situation.

Based on the theory of agency Image variables (X_1), Harrison's theoretically correct theory [2], with the dimensions of personality, reputation, values, and institute corporate.

Based on the theory of price variables (X_2), the correct theory to choose in this research is the theory according to Zeithaml, Bitner, and Gremler [4] with dimensions of flexibility, price level, discount and allowance.

Based on the theory of service quality variable (X_3), the correct theory to be chosen in this research is the theory according to Tjiptono [6], with dimensions of Tangible, Reliability, Assurance, Responsiveness, Empathy.
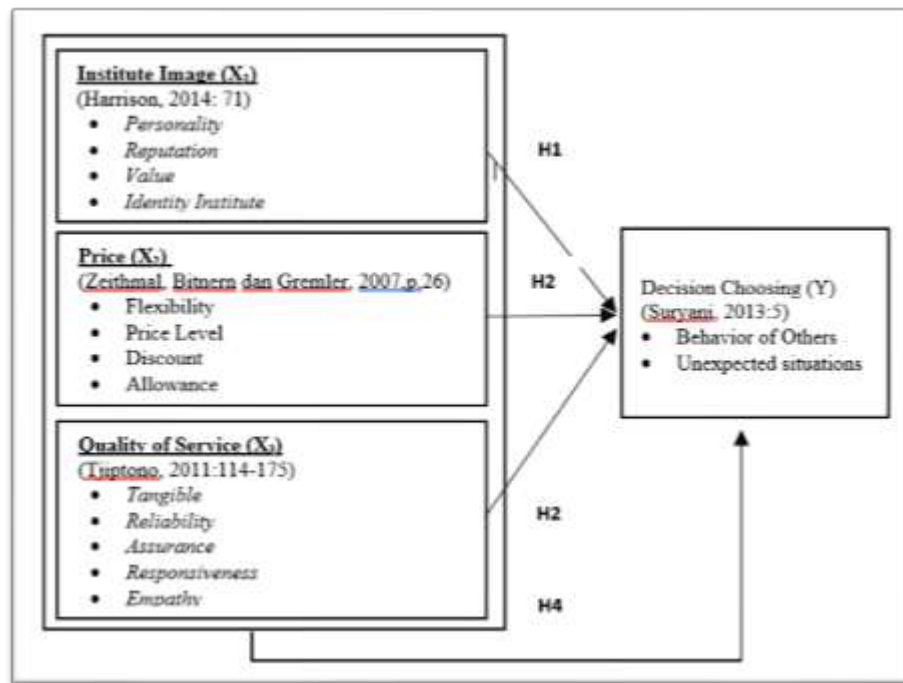

Fig-5: Conceptual Framework

Research Hypothesis

Based on research objectives and theoretical studies obtained the following hypothesis:

1. Institutional image has an effect on decision making to choose School Futsal Young Indonesian.
2. Price affects decision making to choose School Futsal Young Indonesian.
3. The quality of service affects the decision making of the School Futsal Young Indonesian.
4. Institutional image, price, and service quality simultaneously affect the decision to choose School Futsal Young Indonesian.

RESEARCH METODS

The unit of analysis of this research is School Futsal Young Indonesian Institution in Yogyakarta area. While the sample is 85 respondents with a total of 550 respondents from futsal Young Indonesian school participants, calculated using the Slovin formula. To get good quality results and good results should be done if the series of research should be good as well. Mature planning is absolutely necessary, then the tools used must also be in good condition. Therefore, often before the research carried out, first done research testing tools used first. This is done so that the data obtained is valid and reliable.

Test Instruments

Validity test is used to measure the validity or validity of a questionnaire. Test validity of the results are valid then means measuring instrument or instrument used to obtain data in measuring on a study is valid. Valid means the instrument can be used to measure what should be measured [9]. The statistical test refers to the criteria:

- If $r_{value} < r_{table}$ then invalid
- If $r_{value} > r_{table}$ then valid

Test reliability is a test to get the level of accuracy of data collection tools (Ridwan, 2009: 74). Reliability test is conducted to test the respondent's interpretation of the items of question contained in the research instrument aimed at consistency of the answers given. Reliability is a measure of the internal consistency of an indicator of a construct showing the degree to which each indicator indicates a common latent construct / factor. The determination of reliable whether or not the questionnaire items is determined by the following criteria [9]:

- If alpha > 0,60 then instruments reliable
- If alpha < 0,60 then instruments not reliable

Analysis Regression Multiple Linier

Multiple linear regression analysis was used to measure the influence between more than one predictor variable (independent variable) to the dependent

variable. Multiple linear regression analysis aims to determine the effect of agency image, price and quality of service to decision making.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where Y = Decision Choosing, α = Value Constants, β_1 = Variable Regression Coefficients Institute Image, β_2 = Variable Regression Coefficients Price, β_3 = Variable Regression Coefficients Quality of Service, X_1 = Institute Image, X_2 = Price, X_3 = Quality of Service, e = error

Coefficient of Determination (R^2)

According to Arikunto (2010: 221) the coefficient of determination reflects the magnitude of the effect of changes in the independent variables in carrying out changes in the dependent variable together, with the aim to measure the truth and good relationships among variables in the model used. The value of r^2 ranges from $0 < r^2 < 1$. If the value of r^2 approaches 1 then the proposed model is said to be good because of the higher variation of the dependent variable that can be explained by the independent variable. The coefficient of determination is calculated by using the formula:

Kd= r^2 x 100%, where Kd= Coefficient of Determination, R = Correlation Coefficient Value

Partial and Simultaneous Hypothesis Test

T-test can be called partial hypothesis testing is usually used to determine whether in the regression model, independent variables partially significant effect on the dependent variable (Priyatno, 2008: 83). The hypothesis for t test can be explained as follows;

- Hypothesis be accepted, if t significant < 0,05
- Hypothesis rejected, if t significant > 0,05

The F test is intended to test the effect of all independent variables on the dependent variable simultaneously (together) between the independent variables and the dependent variable by looking at the F calculated values at the chosen level of significance. The accuracy of the sample regression function in estimating the actual value can be measured from Goodness of fit. Basic in decision maker that is:

- Significance F < 0.05 if regression model fit with data.
- Significance F > 0.05 if regression model not fit with data

RESEARCH RESULT AND DISCUSSION
Description of respondents' answers

Based on the answers of Respondent Characteristics Based on the Origin of the Region, it can be concluded that Yogyakarta is an ideal training ground for the development of futsal schools, followed by the second with other locations, Magelang, Purworejo and Kebumen.

Based on the answer of Respondent Characteristics Based on Gender, it can be concluded that the most categories of students in the futsal school Young Indonesian is 77.6% male where the sport futsal is much in demand by men, and the second is 22.4% futsal tend to be a little sought after if women.

Based on the answers Characteristics of Respondents by Age can be concluded that the most age and the most dominant are students in the Young Indonesian futsal at the age of 17-23 years, followed by the second at the age of 14-16 years, the third at the age of 10-12 years and the fourth followed by students who are 12-14 years old.

Based on the answers of Respondent Characteristics Based on the Year of Entry, it can be concluded that the categories of students who used as the most studied samples in the students entered in the year 2011-2016 with the number of 44 people or reach 51.8%, followed by respondents in the year 2012-2016 entry with 21 people or reached 24.7%, the third followed by 20 respondents at the time.

Instrument Test Results

Validity test is done by comparing r value (correlated item-total correlations) with r table. If the value of r value> of r table then the research instrument is valid and can be used in data retrieval. Testing the validity using SPSS 23. In this test the number of samples (n) = 85 and degree of freedom (df) can be calculated 85-2 = 83. With df = 83 and significant level alpha = 0.01 then r value obtained table is 0.2748.

Table 1: Validity Test Result Variable

Variable	Item	*r* value	*r* table	Conclusion
Institute Image (X_1)	Question 1	.721		
	Question 2	.740		
	Question 3	.865		
	Question 4	.684		
	Question 5	.846		
	Question 6	.778		
	Question 7	.785		
	Question 8	.720		

Price (X$_2$)	Question 9	.695		
	Question 10	.635		
	Question 11	.680		
	Question 12	.726		
	Question 13	.757	.	
	Question 14	.765	2748	Valid
	Question 15	.688		
Quality of Service (X$_3$)	Question 16	.482		
	Question 17	.503		
	Question 18	.600		
	Question 19	.473		
	Question 20	.491		
	Question 21	.585		
	Question 22	.568		
	Question 23	.520		
		.548		
	Question 24	.351		
Decision Choosing (Y)	Question 25	.558		
	Question 26	.641		
	Question 27			

Source: Primary Data processed 2017

Based on the table of validity test results, all variable statements agency image (X$_1$), price (X$_2$) and service quality (X$_3$) affect the decision to vote (Y) is valid and data can be used in this research.

The reliability test shows the accuracy, accuracy, and consistency of the questionnaire in measuring the variables. The reliability test used in the SPSS 23 program is the Cronbach Alpha statistical test. An indicator is considered reliable to produce Cronbach Alpha value > 0.60 [9].

Table 2: Reliability Test Results

	Cronbach Alpha Value	Conclusion Cronbach Alpha> 0.60
Institute Image (X$_1$)	.899	0.60
Price (X$_2$)	.831	0.60
Quality of Service (X$_3$)	.616	0.60
Decision Choosing (Y)	.664	0.60

Source: Primary Data processed 2017

From table 2, that all variables in this study have Cronbach Alpha> 0.60 which means that all variables are considered reliable and can be used in this study.

Analysis Regression Multiple Linier

Analysis Regression multiple linier was used in this research to prove hypothesis about institute image variable (X$_1$), price (X$_2$) and service quality (X$_3$) partially or collectively to decision variable (Y). Results of data processing multiple linear regression analysis can be seen in the following table:

Table 3: Analysis Regression Multiple Linier

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.405	1.648		3.280	.002		
Institute Image	.070	.033	.211	2.140	.035	.998	1.002
Price	.119	.042	.284	2.861	.005	.982	1.018
Quality of Service	.142	.053	.266	2.680	.009	.983	1.017

Source: Primary Data processed 2017

Model of regression equation which can be written from above calculation result is as follows:

$$Y = 0{,}405 + 0{,}070\,X_1 + 0{,}119\,X_2 + 0{,}142\,X_3 + e$$

From the regression equation the above calculation results can be seen that if the value of one independent variable changes by 1 (one) unit and the value of another variable is constant, then the change of the dependent value is equal to the coefficient value (β) of the value of the independent variable that changed. Where the value change of each variable in the regression model can be explained as follows:

a) The constant value of 0.405 gives the sense that if the Institute image (X_1), price (X_2) and service quality (X_3) simultaneously or together are not changed or equal to zero (0) then the amount of Decision of Choosing (Y) is 0.405 units.

b) The value of β coefficient of institutional image (X_1) amounted to 0.070 which means having a positive influence on the dependent variable of decision to vote (Y) means that if the institutional image variable (X_1) increases 1 unit. Then the decision to vote (Y) will experience an increase of 0.070 units with the assumption that other variables remain or constant.

c) The value of β coefficient of price (X_2), equal to 0.119 which means having a positive influence on the dependent variable of decision choose (Y) means that if price variable (X_2) increases 1 unit. Then the decision to vote (Y) has increased by 0.119 units with the assumption that other variables remain or constant.

d) The value of β coefficient of service quality (X_3), amounted to 0.142 which means having a positive influence on the dependent variable of decision to vote (Y). Then the decision to vote (Y) has an increase of 0.142 units with the assumption that other variables are considered fixed.

Coefficient of Determination (R^2)

Results coefficient of determination as in the following table:

Table 4: R Value and R Square (Determination R^2)

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	,645[a]	,621	,620	1.876

Source: Primary Data processed 2017

The value of correlation coefficient (R) is 0.645 this indicates that the independent variable has a very strong influence that is equal to 64.5% to the dependent variable. Then the value of R^2 obtained is 0.621 and the value of the determinant coefficient is 62.1% it shows that the institutional image variable, price and service quality are able to explain 62,1% and the rest equal to 0,379 or 37,9% influenced by other factor from this research, such as promotions, places, and more.

Partial and Simultaneous Test Results

To test the hypothesis partially based on table 5 coefficient follows:

Tabel 5: Coefficient

Model	t value	t table	Sig
(Constant)	3.280		.002
Institute Image (X_1)	2.140	1,66	.035
Price (X_2)	2.861		.005
Quality of Service (X_3)	2.680		.009

Source: Primary Data processed 2017

1. Comparison between test t count with t table on institutional image variable (X_1), is 2,140> 1,66, where t value count bigger than t table. The result of t test table above is known significance value is 0.035 <0.05 where the significance level of t test obtained is greater than the level of significance set at 0.05, it can be stated that the institutional image variable (X_1) has a positive and significant effect on the decision choose (Y), then hypothesis 1 can be accepted.

2. Comparison between test t arithmetic with t table on variable Price (X_2), is 2,861> 1,66, where t value count bigger than t table. Result of t test table above is known significance value is 0.005 <0.05 where the significance level of t test obtained is greater than the level of significance set at 0.05, it can be stated that the price variable (X_2) has a positive and significant effect on the decision to vote (Y), then hypothesis 2 can be accepted

3. Result of t test table 8 above, it is known that on service quality variable (X_3) t value count is 2,680> 1,66 (t table), where t value count bigger than t table, Result of t test in table above known significant value is 0.005 <0.05 where the significance level of the t test obtained is greater than the stipulated significance level of 0.05, it can be stated that the service quality variable (X_3) has a

positive and significant effect on the decision variable (Y), then hypothesis 2 acceptable.

To test the hypothesis simultaneously based on the following Anova table

Tabel 6: Anova

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F_{value}	Sig.
1	Regression	78.849	3	26.283	7.466	.000[b]
	Residual	285.151	81	3.520		
	Total	364.000	84			

Source: Primary Data processed 2017

4. Result of t test table 8 above, it is known that on service quality variable (X_3) t value count is 2,680> 1,66 (t table), where t value count bigger than t table, Result of t test in table above known significant value is 0.005 <0.05 where the significance level of the t test obtained is greater than the stipulated significance level of 0.05, it can be stated that the service quality variable (X_3) has a positive and significant effect on the decision variable (Y), then hypothesis 2 acceptable.

F test results in the above table, it can be seen that the value of F arithmetic is 7.466> 2.72 (F table), where the value of F arithmetic is greater than the value of F table. It is known that the significance value of the

F test obtained is greater than the significance level set at 0.05, it can be stated that the three independent variables are agency image (X_1), price (X_2), and quality of service (X_3) simultaneously have positive and significant influence to dependent variable that is decision of vote (Y), hence hypothesis 4 can be accepted

Interdependent Correlation Analysis

In this study, in addition to using multiple linear regression analysis, researchers also used correlation analysis between dimensions. In this analysis is influenced by the value of each dimensional relationship of all variables that exist in the study. The results can be seen in the following table:

Table7. Interval Dimension Correlation Matrix

Variable	Dimension		
Institute Image (X_1)	*Personality* ($X_{1.1}$)	0,509**	0,551**
	Reputation ($X_{1.2}$)	0,431**	0,480**
	Value ($X_{1.3}$)	0,600**	0,541**
	Institute Identity ($X_{1.4}$)	0,700**	0,656**
Price (X_2)	*Flexibility* ($X_{2.1}$)	0,600**	0,613**
	Price Level ($X_{2.2}$)	0,661**	0,658**
	Discount ($X_{2.3}$)	0,747**	0,689**
	Allowance ($X_{2.4}$)	0,726**	0,658**
Quality of Service (X_3)	*Tangible* ($X_{3.1}$)	0,616**	0,675**
	Reliability ($X_{3.2}$)	0,568**	0,602**
	Assurance ($X_{3.3}$)	0,966**	0,604**
	Responsiveness ($X_{3.4}$)	0,645**	0,655**
	Empathy ($X_{3.5}$)	0,662**	0,605**

Source: Primary Data processed 2017

From the results of correlation processing between dimensions shown in table correlation matrix above, can be seen the result as follows:

1. Correlation of Institutional Image Dimension with School Choosing Decision

Shows the result of correlation test on the institutional image variable (X_1) that is (Personality, reputation, value, institute identity) to the decision of choosing (Y) that is (Behavior of others, and situational unexpected). The result of the correlation matrix obtained shows that each dimension of the institutional

image variable (X_1) with the decision chooses to correlate each other.

The highest correlation value obtained for the dimensions of the agency image variable (X_1) is the Institute Identity of the unexpected situational in the voting decision, where the value is 0.700 with a significance value of 0.000. This shows that the relationship is significant and positive. Therefore Identity institute factors have been matched expectations, where situational unexpectedly

influencing the decision to select participants at futsal Young school institutions Indonesian.

The lowest value obtained for the dimensions of the institute image variable (X_1) is the unexpected situational reputation correlation, which obtained a value of 0.431 with a significance value of 0.000. This indicates that reputation factor is not in accordance with unexpected situational expectations, it is expected that these factors are more attention and improved in order to have a positive impact on the reputation of the school futsal Young Indonesian.

2. Correlation oft Price Dimension With Decision Choosing School

Matrix Correlation Dimension Variable Price (X2) to Decision Select (Y) shows the test results on price variables (X_2) to (Flexibility, Price Level, Discount, Allowances) to the decision to vote (Y) (Behavior of others, and situational unexpected). The resulting matrix results show each dimension of the price variable (X_2) with correlate choosing decision.

The highest correlation value obtained for the dimensions of the price variable (X_2) is the discount on the behavior of others in the voting decision, where the value is 0.747 with a significance value of 0.000. This shows a significant and positive relationship. Therefore the Discount factor is in accordance with expectations, where the discount ping other people's behavior to take a decision to choose in the institution of young Indonesian futsal schools.

The lowest value obtained for the variable price dimension (X_2) is the flexibility to the behavior of others, which obtained a value of 0.600 with a significance value of 0.000. This indicates the existence of flexibility of factors that are not in accordance with expectations of other people's behavior, it is expected that these factors are more attention and improved in order to positively affect the flexibility in young Indonesian futsal school institutions.

3. Correlation of Service Quality Dimension With Decision Choosing School

Matrix Correlation Dimension Variable Quality of Service (X_3) to Decision Select (Y) shows correlation test results on service quality variables (X_3) that is (reliability, direct evidence, assurance, responsiveness and empathy) to the decision to vote (Y) that is (other, and unexpected situational). The result of the correlation matrix obtained shows that each dimension of the institutional image variable (X_1) with the decision chooses to correlate.

The highest correlation value obtained for the dimensions of the service quality variable (X_3) is a assurance the behavior of others in the decision to vote,

where the value is 0.966 with a significance value of 0.000. This shows that the relationship is significant and positive. Therefore, the guarantee factor is in accordance with expectations, where the guarantee affects the behavior of others to take the decision to vote at the Young Indonesian futsal institute.

The lowest value obtained for the variable dimensions of service quality (X_3) is the tangible correlation to the behavior of others, which obtained a value of 0.568 with a significance value of 0.000. This indicates that the direct evidence factor is not in accordance with expectations of other people's behavior, so it is expected that these factors are more attention and improved in order to have a positive impact on the reliability of school futsal Young Indonesian institutions.

DISCUSSION
Influence of Institutional Image on Decision of Choosing

Institutional image has a positive effect on the decision to vote. If the image of the institution is good then the community will assess the institution of school futsal well, then the image of the institution to the participants must be improved continuously in order to better compete other schools. Institutional image is a factor to improve the decision of the community to choose school futsal Young Indonesian.

The results of this study are supported by research from Ali, Hapzi; Nandan [10], Ali, Hapzi; Krishna, N, L, [11] and Murwataningsih (2014) ie the image of the institution influence on buying or choosing decisions.

Influence of Price positively on Decision to Choosing

If the price is high then the public will judge a high or good futsal school institution. Price is a factor that influences people to choose school futsal Young Indonesian.

The results of this study are supported by Lies research; Djumarno; Ali, Ali (2017), Akhtar, Ali, Syed, (2009) and Alfred Owusu (2013) ie the price effect on buying or choosing decisions.

Influence of Service Quality on Decision to Choosing

If the quality of service is good then the public will assess the school institution futsal well. Quality of service is a factor that can attract the decision of participants to join school futsal Young Indonesian. To that end, the improvement of the quality of service should be improved every time for better service quality in the future.

The results of this study supported research by Ali, Hapzi; Nandan [12], Ali, Hapzi; Baruna; Chree,

[13] and Choy John Yee [14] that Quality of Service Influences Positively on Buying Decision or choosing.

Influence of Institutional Image, Price, and Service Quality on Decision of Choosing

Institutional image, price and quality of service have a positive and significant impact on the decision to choose school futsal Young Indonesian, the simultaneous information obtained by the three independent variables has a positive and significant effect on the decision to vote. It can be seen based on the results of regression coefficient test of 0.405 and F test results simultaneously. Based on the results of regression coefficient test results obtained R2 that the magnitude of the influence of these three variables on the decision to vote for 62.1%. So by looking at the magnitude of the influence of the three independent variables such as institutional image, price and quality of service to the decision to vote, it is fitting that these three variables become special attention for the Young Indonesian futsal institution in order to improve the quality of futsal education.

The results of this study supported research by Ali, Hapzi; Nandan, [15]. Alfred Owusu (2013) and Choy John Yee [14] indicating that the quality of service influences the decision of choosing.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion

Based on the results of research and discussion that have been described in the previous chapter, then obtained the following conclusions:

1. Institutional image is partially positive and significant influence on the decision to choose school futsal Young Indonesian. This means the better the image of the agency performed by the manager, be it the institutional logo, agency values, and the meaning of the institution. The highest correlation value obtained for the dimensions of the agency image variable is the Corporate Identity of the unexpected situational in the voting decision. This shows that the relationship is significant and positive. Therefore, Identity Institute factor has been in accordance with expectations, where situational unexpectedly influences the decision of selecting participants at Young Indonesian soccer institution. The lowest value obtained for the agency's image agency dimension is the unexpected situational reputation correlation. This indicates that reputation factor is not in accordance with unexpected situational expectations, it is expected that these factors are more attention and improved in order to have a positive impact on the reputation of the school futsal Young Indonesian.

2. Price partially have a positive and significant impact on the decision to choose school futsal

Young Indonesian. This means that the price set must be in accordance with the benefits and quality. If it is done well, then people will choose school futsal Young Indonesian. The highest correlation obtained for the dimensions of the price variable is the Discount on the behavior of others in the decision to vote. This shows that the relationship is significant and positive. Therefore the Discount factor is in accordance with expectations, where discounts affect the behavior of others to take the decision to vote at the Young Indonesian futsal institute. The lowest value in the price variable is flexibility to the behavior of others. This shows that the flexibility factor is not in accordance with the expectations of other people's behavior, it is expected that these factors are more attention and improved in order to have a positive impact on flexibility at Young Indonesian institutes.

3. The quality of service partially has a positive and significant influence on the decision to choose school futsal Young Indonesian. This means that the better the services provided, the more increase the decision of the community to choose school futsal Young Indonesian The highest correlation value obtained for the dimensions of the service quality variable is assurance against the behavior of others in the decision to vote. This shows that the relationship is significant and positive. Therefore, assurance factors meet expectations, where assurance affects the behavior of others to take the decision to vote at the Young Indonesian futsal institute. The lowest value obtained for the variable dimension of service quality is tangible correlation to the behavior of others. This shows that the tangible factor is not in accordance with expectations of other people's behavior, it is expected that these factors are more attention and improved in order to better impact in the Young Indonesian soccer institute institutions.

4. Institutional image, price and quality of service simultaneously affect the decision of the community to choose futsal Young Indonesian, meaning that the better the community assess Young Indonesian futsal schools from the perspective of agency image, price and quality of service, the community will be more confident to put their children in school futsal Young Indonesian.

SUGGESTIONS

Suggestions that can be taken in this research are as follows:

1. Variable Institutional image, institutional image partially have a positive and significant influence on the decision to choose school futsal Young

Indonesian. This means that the better the image of the institution conducted by the manager, whether it is the logo of the institution, the value of the institution, the meaning of the institution, and the personality of the institution will continue to increase the decision of the community to choose school futsal Young Indonesian. Improving the image of the institution must always be addressed in order to attract the public to choose school futsal Young Indonesian, and the image of the institution must have a positive image in the community. Corrections that must be done is about the reputation of the institution. Reputation must be addressed so futsal school Young Indonesian has a good name in the community of parents who will entrust and entrust their children to study in school futsal Young Indonesian. The agency's identity is good, so it must be maintained.

2. Price Variables, prices partially have a positive and significant effect on the decision to choose futsal school Young Indonesian. This means that the price set in accordance with the benefits and quality. If it is done well, then people will choose school futsal Young Indonesian futsal. Flexibility should always be improved to add a positive value, then this improvement is a serious thing going forward. The discount is a strategy of school futsal Young Indonesian institution, for that the application of discount is maintained so that people choose school futsal Young Indonesian.

3. The variable of service quality, service quality has a significant positive influence and contribute greatly to the decision of the community to choose school futsal Young Indonesian. So the manager must pay attention to these factors and continue to be a homework to continue to increase from day to day, month, and even year to year which will further school futsal Young Indonesian. Quality of service can lead to the spirit of students invite other students to join school futsal Young Indonesian. In this case tangible about futsal equipment training facility that is ball, building facility and field facility become homework of futsal institute of Young Indonesian school so that later become better in the future, and assurance at school futsal Young Indonesian is good and maintained so that society choose school futsal Young Indonesian.

4. Institutional image, price and quality of service are always evaluated and continuously improved so that school futsal Young Indonesian futures are more advanced year by year, and so the community can choose school futsal Young Indonesian from other futsal schools.

5. The results of research can be used for the development of marketing management science, especially for the institutional image, price and service quality of the decision to choose school futsal Young Indonesian.

6. In this study only researched on the influence of agency image, price and quality of service to the decision to choose school futsal Young Indonesian Yogyakarta. While other factors that have not been revealed how big influence, hopefully in the next research can discuss other factors that have not been studied in this research such as product, location, people, service quality, promotion, process, and physical evidence is expected to be discussed in order to provide more knowledge about the decision to choose school futsal Young Indonesian.

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