Original Research Article

Decision to Choose Schools: Quality Analysis Services & Prices in SMK Health City Husada Pratama Serang

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Abstract

The development of today's world very rapidly. This can be seen from the number of vocational schools are opened, competition in attracting highly a variety of students, both with the quality of service, price all on offer to attract students. This study aimed to test the quality of service and price to desperation choose a school in SMK Health Husada Primary town of attack, this data is taken from the year 2013 to 2017 has decreased students each year, this study is descriptive meant to know the characteristics of respondents and respondents with using a sample of 181 respondents.
Keywords: Services quality, price.

INTRODUCTION

Vocational School (SMK) as one institution that has the mission to prepare middle-level manpower which is able to fill professional-quality jobs and is expected to serve as a tool for industries featured Indonesia in the face of global competition. During this time users of labor among vocational school graduates still complaining that their competence is not optimal so that confidence Business World and the World Industries (DU/DI) to the vocational graduates to be reduced, which in turn many vocational school graduates who do not obtain jobs and become unemployed.

Education today in Indonesia is experiencing rapid growth; it is seen from the increasing number of Vocational High School opened. Competition for students continues to occur, on the one hand the public more choice, but on the other hand many Vocational High School who rule out quality, the Vocational High School who are qualified and experienced to install the fees were quite expensive but then the issue of the difficulty getting students into a new problem

One vocational school health Husada Primary in the town of attack decreased within five years on new admissions, in terms of decreased acceptance new students this is indeed insignificant, however this could be a problem if this decline occurred in each year, as for data reduction each year is as follows:
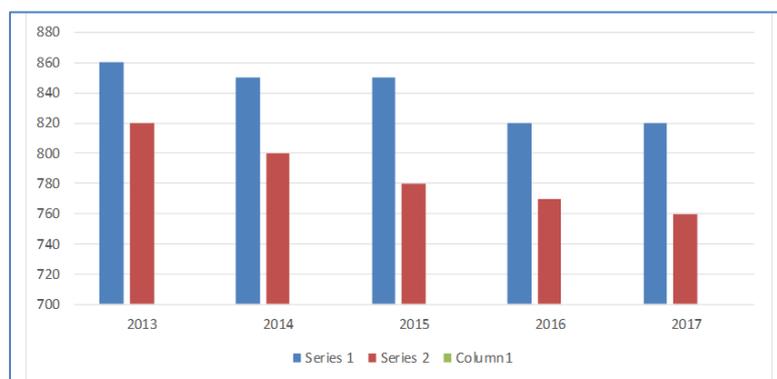

Fig-1: The number of students
Source: Data SMK Husada Primary Health Care

From the above data reduction in this case following the years ahead could be a very big problem, because the number of students will affect school existence and income. In addition, factors many competitors who participated opened a similar health school in which affect the number of new students in SMKK HP. Regarding the cost of education in SMKK HP when compared with other health vocational high schools of similar bit more expensive. School fees also increased because it is doing the repair process in all areas of both facilities and quality.
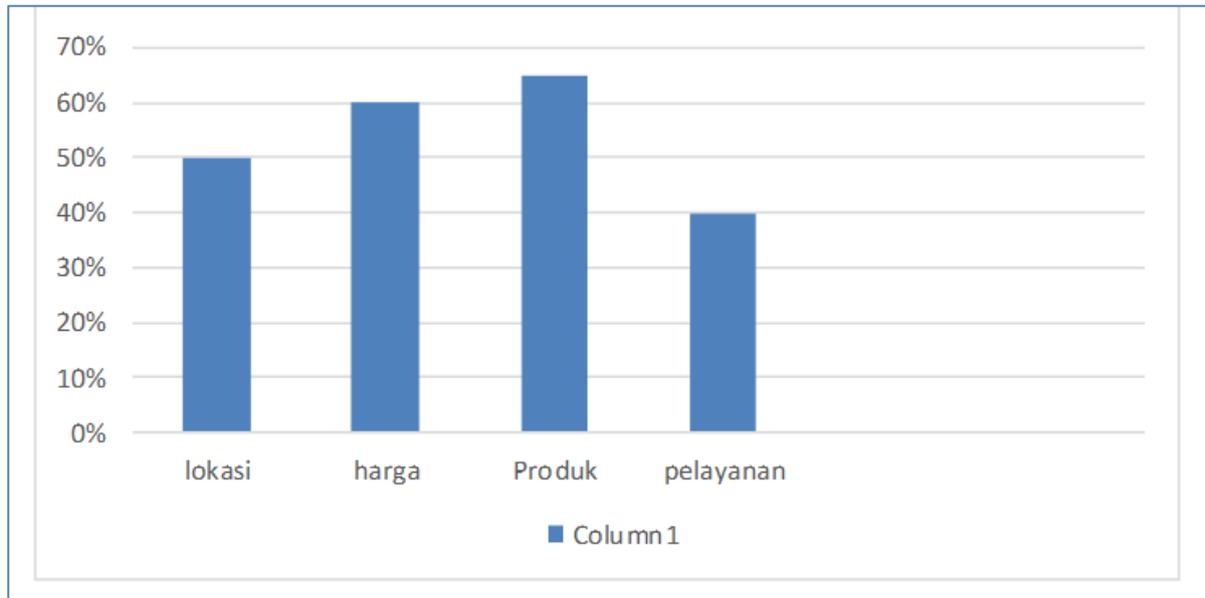

Fig-2: Pre survey of vocational students

Source: Researcher (2018)

Based on the table above the results of the study preliminary pre survey writers do by using 30 sample of vocational students Health Husada Primary town of Serang is of class X, XI and XII are taking random sampling, it can be known indicator of the decline of students each year is the factor of quality of service and price, so the authors will focus on taking the title of Decision Choosing Educational research: Analysis of Quality of Service, Price and Promotion (case study Husada Primary Health SMK Kota Serang)

Formulation of the problem
- Is the service quality significantly influence decision Vocational High School students choose Husada Primary Health Care?
- Is the price significantly influence decision Vocational High School students choose Husada Primary Health Care?

Quality of Service
According Tjiptono in Sondakh [1] Quality of service is expected tingakat advantage and control of excellence to meet customer kenginginan. Quality of service is affected by two things: the services that are perceived (perceived service) and services expected (expected service).

According Tjiptono in Sondakh [1] says that, if the service received or perceived (perceived service) in accordance with the expectations of the quality of service perceived good and satisfactory, but if it exceeded the customer's expectations then into the quality of service that ideal, otherwise if the service received is lower the expected, then the perceived poor quality of service, implekasi whether the poor quality of a service depends on the ability of service providers consistently meet customer expectations

Price
Definition of prices according to Kotler [2] price is the amount of money charged for a product or service. More broadly, the price is the sum of all the values that consumers exchange for the benefits of having or using the product or service. Price is the amount of money charged for a product or service. More broadly, the price is the overall value of the exchanged consumers to benefit from the ownership of a product or service. While Stanton defines price: "Price is the amount of money and or goods needed to acquire some combination of other companying its goods and services". The definition above implies that price is an

amount of money or items needed to get a combination of other items are accompanied by the provision of services.

Decisions Selecting/Purchasing

According to Kotler [2], is the act of purchasing decisions of consumers to want to buy or not to the product. Of the various factors that influence consumers in the purchase of a product or service, the consumer usually always consider quality, price and product are already known by the public. Before consumers decide to buy, usually consumers through multiple stage first, namely (1), the introduction of the problem (2), information retrieval (3). evaluation of alternatives (4), the decision to buy or not (5), post-purchase behavior.

Another understanding on purchasing decisions by Schiffman and Kanuk [3] is "the selection of an option from two or alternative choice". May imply, the purchase decision is a decision someone where he chose one of the few alternative choices. Consumer decision process is not ended with the purchase, but continues until the purchase is to be an experience for the consumer to use the product purchased. That experience will be taken into consideration for making purchasing decisions in the future Ma'Ruf [4].

Conceptual Framework
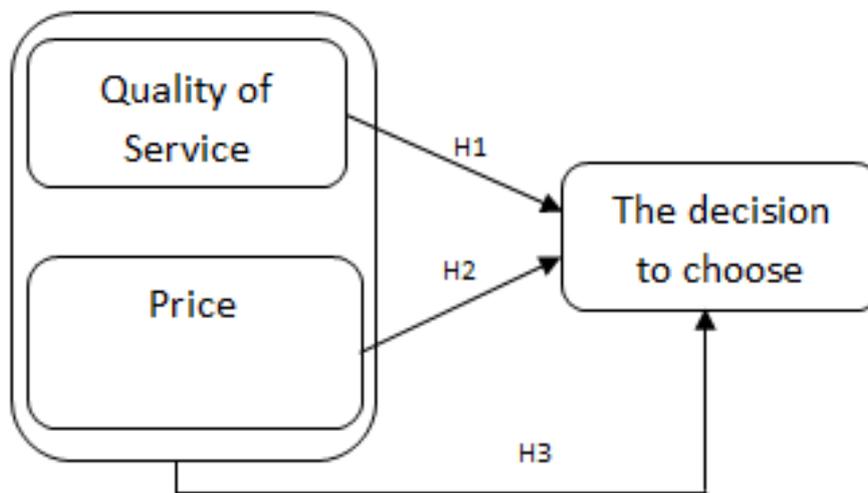
Research hypothesis

Based on the above framework can be formulated hypothesis of the research is as follows: Hypothesis - a hypothesis that will be answered in the research refers to studies which have been described in the literature:

H1: Decisions affect the Quality of Service Vote.
H2: The decision affects the price Choose,
H3: Product Quality and The decision affect the price Choose together.

Research methodology

The population in this study is a customer car Mazda Dealer Mazda Serpong Tangerang, which has been doing maintenance (service) and repair (repair) at least twice in the last three months. The sample in this study using Non Probability Sampling using purposive sampling technique. Sugiyono [5] says that non-probability sampling is a sampling technique that does not give opportunity/equal opportunity for each element or member of the population to be selected into the sample. Meanwhile by Sugiyono [6] purposive sampling technique is a technique of sampling data source with a certain consideration, so as to facilitate researchers to explore objects or social situations under investigation. Determination of the number of samples to be taken in this study using the formulaSo the number of samples to be used in this study as many as 100 students.

RESULT

Validity and Reliability

Testing includes the validity and reliability of research instruments. Validity and reliability tests performed on five main variables in this study. Table 1 shows that all items is valid, it can be seen from the loading value of> 0.5 and each variable has a value of the average variance extracted> 0.5. All the variables have the reliability of composite values> 0.6 which indicates that all variables have good reliability.

Table-1: Results of Test Validity

VARIABEL	Indikator	R Hitung	R Tabel	Keterangan
Kualitas Pelayanan	KP1	.968	.388	Valid
	KP2	.967	.388	Valid
	KP3	.967	.388	Valid
	KP4	.967	.388	Valid
	KP5	.965	.388	Valid
	KP6	.966	.388	Valid
	KP7	.965	.388	Valid
	KP8	.969	.388	Valid
	KP9	.966	.388	Valid
	KP10	.972	.388	Valid
Harga	H1	.961	.388	Valid
	H2	.956	.388	Valid
	H3	.956	.388	Valid
	H4	.954	.388	Valid
	H5	.957	.388	Valid
	H6	.956	.388	Valid
	H7	.955	.388	Valid
	H8	.961	.388	Valid
Keputusan Memilih	KM1	.967	.388	Valid
	KM2	.961	.388	Valid
	KM3	.963	.388	Valid
	KM4	.962	.388	Valid
	KM5	.962	.388	Valid
	KM6	.960	.388	Valid
	KM7	.960	.388	Valid
	KM8	.962	.388	Valid
	KM9	.960	.388	Valid
	KM10	.962	.388	Valid

Source: Researcher (2018)

The test results show that the whole question of validity of each variable (Product Quality, Price and Buying Decisions) has a value of r count larger than r Table (r count> 0,388). These results indicate that all of the questions used to measure variables Product Quality, Price and Buying Decisions are valid and can be used in future studies.

**Table-2: Results of Test Reliability**

No	Variabel	Cronbach's Alpha	Cut of Value	Keterangan
1	Kualitas Pelayanan	.970	➤ .600	Reliabel
2	Harga	.962	➤ .600	Reliabel
3	Keputusan Memilih	.966	➤ .600	Reliabel

Source: Researcher (2018)

Each dependent and independent variables has a Cronbach's Alpha values greater than 0.600, so it can be concluded that all the dependent and independent variables declared both reliable so that the grains in each variable fit for use as a measuring tool and can do the analysis.

Classic assumption test
   a. Normality test
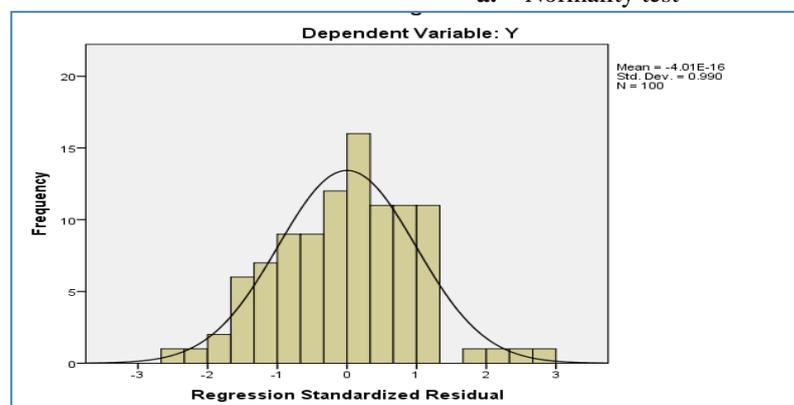
Fig-3: Graph Histogram
Source: Researcher (2018)

Based on the above chart can be seen that the histogram graph showing a normal distribution patterns or lines on the chart at the center, not off to the right or to the left. It can be concluded residue regression model with normal distribution or to meet the assumptions of normality.
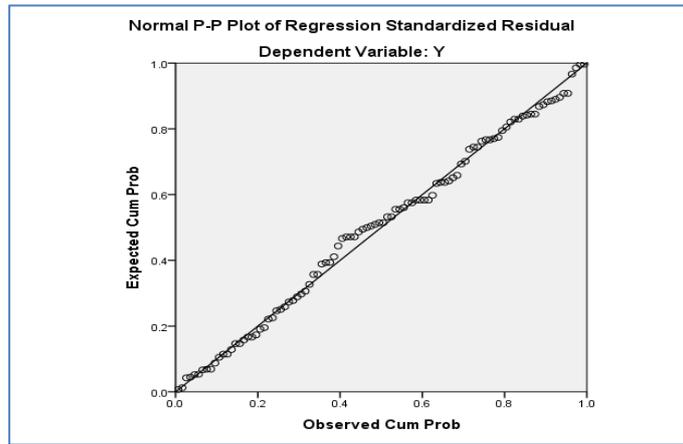

Fig-4: Graph PP Plot Residual Normality Test
Source: Researcher (2018)

Normal PP plot of the above can be seen that the distribution of unstandardized residuals follow and spread around the diagonal line, it can be concluded residue regression model with normal distribution or to meet the assumptions of normality.

Test heterokedacity
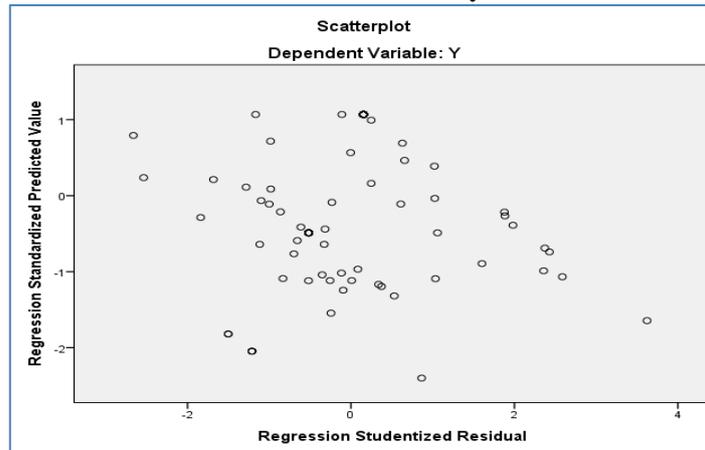
Fig-5: Graph scatterplot
Source: Researcher (2018)

From the scatterplot can be seen that the data does not form a specific pattern of data points not only accumulate above or below the number 0 alone but spread above and below. Thus, it can be concluded that there is no residual problem heterokedastisitas data.

Test Multicolinearity

Table-3: Test Multicolinearity

collinearity Statistics	
tolerance	VIF
.410	2,438
.410	2,438

Source: Researcher (2018)

Hypothesis Tests

The coefficient of determination (R square)

Table-4: Results of Test F

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Model Summaryb				
1	.784a	.614	.606	3.83120
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Source: Researcher (2018)

From the table it can be seen that the value of R Square is 0.614, so it can be concluded that 614% customer satisfaction variables can be explained by the variable quality of products and after sales services are concerned. While the remaining 38.6% is explained by other variables not examined in this study.

test F

Table-5: Test Results F

Model		Sum of Squares	df	mean Square	F	Sig.
ANOVAa						
1	Regression	2265.614	2	1132.807	77 177	.000b
	residual	1423.776	97	14 678		
	Total	3689.390	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Researcher (2018)

Can be seenSignificance F count <α, ieCalculate the Significance F value was 0.000 which is smaller than α level was set at 0.05. So based on the criteria of experiments, we concluded that there is a statistically significant effect betweenProduct quality and price Buying Decision Against together.

t test

Table-6: Test Results t

Model		Coefficients unstandardized		standardized Coefficients	t	Sig.
Coefficientsa						
		B	Std. Error	beta		
1	(Constant)	12 159	2,625		4,632	.000
	Product quality	.362	.086	.412	4,182	.000
	Price	.480	.112	.422	4,281	.000
a. Dependent Variable: Buying Decisions						

Source: Researcher (2018)

Sig values obtained for 0000<α = 0.05. It can be concluded that the Quality of Service significantly affect the Buying Decision Variables.

Sig values obtained for 0000<α = 0.05. It can be concluded that the price significantly affect the Buying Decision Variables.

Based on the results of the analysis of determination that the Purchase Decision is influenced by many factors, apart from the variables of this article. The results of this study are in line and reinforced by previous studies including:

- Products, Prices and Distribution Channels have a positive and significant effect on Purchasing Decisions either partially or simultaneously on Mandiri e-Cash [7].
- Brand Image, Brand Awareness and Price have a positive and significant effect on Purchase Decision either partially or simultaneously, Case Study of SMECO Indonesia SME products [8];
- Quality of Service, Brand Image and Promotion has a positive and significant effect on Purchasing Decisions both partially and simultaneously at PT. Hartekprima Listrindo Jakarta [9].

DISCUSSION

Influence of Service Quality Decision Against Choosing

This study examined the impact of service quality to the decision to vote. Hypothesis 1 received in this study. These results show that service quality is proven significant positive effect on the decision to choose schools by consumers, the direction of a positive coefficient show that the effect on the quality of service the increasing levels of school elections.

The results could occur because of the quality of services is one of the main factor that determines the decision to choose the school, the research results are consistent with previous studies conducted by, Ali, Hapzi [10], Riki Kristomi & Hafzi Ali [11] Berry in Sondakh [12] Melissa [13] of previous research stated that service quality has positive influence on purchasing decisions.

Influence Decision Against price choose

This study examined the effect of price perceptions on purchase decisions. Hypothesis 2 received in this study. These results show that the price of proven significant positive effect on purchasing decisions by consumers. Towards a positive coefficient shows that increasing the quality of the product effect on increasing levels of consumer purchases.

The results are consistent with previous studies conducted by Melissa [13], Anne [14], and Maulana [15]. The study proves that the price of influence on purchase decisions. This study therefore demonstrate that the price is a relevant factor for the consumer and is

one of the factors that consumers consider when deciding to buy a product.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

- The results showed that the quality of service and significant positive effect on the decision to choose the school at SMK Husada Health Primary. To this increase in service quality was very good as the performance of teacher educators and insight lots, Design, completeness equipped schools, so there is the added value of a service that felt by students who exceed expectations. Good service quality and the quality can meet the needs and desires of consumers, so the sense of pleasure or positive impression in the minds of consumers that are embedded may affect and cause customer satisfaction in the long term.
- Prices positive and significant impact on the decision of choosing a school at SMK Husada Primary Health Care. The school prices given to consumers must be able to provide solutions, attention, and convenient for the consumer. As for the price that fits around and in accordance with the services provided. So as to establish a good relationship between the school and the students, parents, and prospective students following their parents and also be able to create and build interest for choosing a school.
- In terms of price, into consideration in deciding to choose the school, and therefore should be the price or cost of competing with other schools so that students are interested in and easily determine the selection decision at the school.

Suggestion

- Because the quality of service very significantly influence your decision in choosing Vocational High School, the school should further improve the quality of services in vocational schools Husada Primary Health both in administration and in terms of teaching by providing teachers are professionals.
- In the case of haga, into consideration in choosing the school memutusakan, therefore sebiknya prices or costs to compete with other schools, so that students are interested in and determine the pick on the school.

For academics

Should further research attention to other factors such as quality and systems as well as school management are reliable, which will influence the decision to choose in addition to the factors above, such factors school environment, the technology available in schools and brand image (reputation) of the school.

This research is to be a reference for further research related to factors that influence the decision to

choose Husada Health Vocational High School Primary.

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