



The Impact Of Service Marketing On Students' Decisions To Choose The Faculty Of Economics And Business Muhammadiyah University Bengkulu

¹Onsardi, ²Kiki Wulandari, ³Meilaty Finthariasari, ⁴Ade Tiara Yulinda

^{1,2,3,4}Manajemen, Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Bengkulu, Indonesia

*Corresponding author. Email: onsardi@umb.ac.id

This research aims to determine the impact of service marketing on student' decisions to choose the Faculty of Economics and Business Muhammadiyah University of Bengkulu. This study uses quantitative methods. In this study, the population was all students of faculty of Economics and Business Muhammadiyah Bengkulu University, a total of 1,606 people, and 161 respondents were selected as a sample. The sampling technique uses proportional random sampling. Use questionnaires to collect data. Multiple linear regression is used as a way to analyze data. The conclusion of the research results proves that service marketing has had an impact on students' decision to choose the Faculty of Economics and Business of Muhammadiyah University. Product factors have a positive and significant effect on student decisions. This price factor in the form of UKT has a negative effect. Promotion factors have a positive and significant effect. Location factors are positive and significant. HR factors have a positive and significant effect. Meanwhile, process factors have no effect on student decision. The physical evidence factor has a positive and significant effect on student decisions to choose the Faculty of Economics and Business, Muhammadiyah University of Bengkulu.

Keywords: Service Marketing, Student Decision, Faculty of Economics and Business

OPEN ACCESS

ISSN 2528-4649 (online)

ISSN 2338-4409 (print)

Reviewed by:

Nurul Qomariah, Mashudi Mashudi

*Correspondence:

Onsardi

onsardi@umb.ac.id

Received: March 6, 2021

Accepted: June 23, 2021

Published: September 20, 2021

JBMP: Jurnal Bisnis, Manajemen dan

Perbankan.

Vol: 7/ No. 2

doi: 10.21070/jbmp.v7vi2.1521

INTRODUCTION

Higher education as a forum to print the nation's generation must be managed properly and effectively and efficiently. Competitive competition between universities is the impact of globalization today. To attract the interest of prospective students, higher education institutions carry out various intensive promotions to attract the attention of the public, especially prospective students. Superior universities will be able to win the competition with the strategies created by each university.

Students will choose a higher education if the institution has good quality and quality, on the other hand universities that do not pay attention to the quality of education will be left by the customer in this case are prospective students. Students who have an interest in studying at a higher education, because the institution has an adequate competitive advantage.

Intense competition is a major problem faced by universities. There are various factors that can have an impact on the decision of prospective students in choosing to study at a university, including the study program they are interested in that has been accredited excellent or more excellent, low tuition fees, and available scholarships. Currently, prospective new students are increasingly critical in making decisions to choose a college. For this reason, an attractive and competitive marketing strategy must be applied by universities in order to win the competition to get prospective students.

Student decisions in choosing to study at a higher education institution can be influenced by the service marketing mix itself. According to Hamdani, A., dan Lupiyoadi, (2013) the service marketing mix plays an important role in promoting higher education to prospective students. The variables for the marketing of these services are: product, price (tuition), promotion (promotion), location (address) of human resources (HR), process (process) and physical evidence (physical appearance of the building). It is from this service marketing mix that universities must manage them well to improve students' decisions to choose these courses.

Several research results explain that service marketing has an impact on student decisions in choosing study programs (Dede, 2015, Muhyidin, 2014., Sulistyowati, 2017., Kurniawati, 2013). Meanwhile, according to Tjiptono, (2015) "Everything that is of concern, to be purchased and used and enjoyed to meet needs is called a product." Alma, (2018) "something that is taken into consideration which is very crucial and becomes a consideration for prospective buyers."

Universitas Muhammadiyah Bengkulu (UM. Bengkulu) is one of the private universities in Bengkulu province which has several faculties. One of the faculties is the Faculty of Economics and Business (FEBI). The faculty always strives from year to year to increase the number of new student admissions, with various strategies used in marketing FEBI to prospective new students.

In the last three years, student interest in choosing FEBI UM. Bengkulu fell sharply. The proof is presented in the table:

[Table 1 about here.]

From this table it is known that the number of FEBI UM Bengkulu students from year to year since the last three years has experienced a very sharp decline. The Accounting Study Program in 2017 had a new number of 245 students, in 2018 the number of 180 students decreased by 26.53%, and in 2019 the number of 124 students decreased by 31.11%. Management Study Program in 2017 the number of 418 students, in 2018 the number of 341 students decreased by 18.42% in 2019, the number of 251 students decreased by 26.39%. Islamic Economics Study Program in 2017 the number of 17 students, in 2018 the number of 19 students and in 2019 the number of 11 students decreased by 42.10% from 2018 to 2019.

From the problems above, it is suspected that the cause of the decline in the number of new students at FEBI UM. Bengkulu every year due to product factors, namely the study program offered, the price is the amount of tuition that must be paid, promotion is a way to attract new students, location is where the educational institution operates, human resources are people who provide services to students, the process is management of study programs and physical evidence in the form of the appearance of the building as the pride of students. The purpose of this study was to analyze the influence of product factors, prices, promotions, location, human resources, processes and physical evidence on student decisions in choosing courses at the Faculty of Economics and Business, UM Bengkulu.

LITERATURE REVIEW

Product factors have an impact on purchasing decisions. Good and quality product factors can increase consumer buying interest, (Lemon, K. N., dan Verhoef, 2016., Barcelona., O. et al., 2019; Gultom, D. K., et al., 2014). Furthermore, other studies also explain that attractive products offered can influence and improve purchasing decisions (Sonatasia, D., et al., 2020., Hildayanti, S. K., et al., 2018., Suherman, 2017., Wulan, W. S., et al., 2016).

From the theory and research results above, it is suspected that the product factor, namely the study program offered by the university, can influence student decisions in determining the choice of interest in a university.

This statement is in accordance with the opinion of Riswanto, A., et al. (2019), This statement is in accordance with the opinion of Riswanto, A., et al. (2019), stated that the products offered to students are of good quality education, bright prospects for students after graduating from college, and choices of concentration that vary according to talents and interests. The reputation and prospects of universities such as producing graduates who have good competence and can be accepted in the world of work easily

H1: Product factors influence student decisions.

Kotler, P. dan Keller, (2013) Price is the payment charged to the buyer for the goods and services needed. Furthermore, the price can be defined as an agreement between the buyer and seller in the form of money to be issued for the goods that are the needs of the buyer (Listyawati, 2013; Firmansyah, M. A., dan Rosmaniar, 2015). The price determines whether or not the consumer buys the item, a price that is too expensive will be left by the buyer and a price that is too cheap can also be unattractive. Set the price in proportion to the quality of the product produced, because the price will have an impact on the decision to buy an item or service.

According to Alma, (2018) price is the value of a product or service in the form of money. Weenas, (2013) Price is a tool to evaluate a product. To value a product, it is expressed in money as the selling price. Because money is a form of exchange in obtaining goods and services. This has the meaning that the price can influence someone to buy or not an item or service.

From the opinions of the experts above, it is clear that the single tuition fee (UKT) factor can influence prospective students in making decisions to choose a college as a place to continue their education. The affordable tuition fee is an option for prospective students. This statement is in accordance with the results of research that proves that price (UKT) can be correlated and have an impact on purchasing decisions (Hamzah, 2015., Setiawan, 2014; Handayani, 2017., Fadillah, R. Y., dan Yuniati, 2016, Sejati, B. S. A., dan Yahya, 2016)

H2: The price factor affects student decisions

Promotion is a very important marketing mix variable for companies to market their products and services. Promotion is a communication process by companies that produce goods with consumers and people who have an interest in the company's goods and services. (Kotler, P dan Keller, 2013., Komaladewi, R., dan Indika, 2017; Karwur, 2016).

Tjiptono, (2015), Promotion is the process of influencing the public by communicating and providing clear and precise information to prospective buyers as target consumers so that they are willing to buy, and have loyalty to the goods produced by the company.

Hamdani, A., dan Lupiyoadi, (2013), Promotion is a very important marketing mix variable for companies to market their products and services.

Promotion factors determine whether or not a product or service is accepted in the community and loyal consumers. And to make consumers loyal, these consumers must always be reminded through continuous promotions (Alma, 2018., Hamzah, 2015., Tanduklangi, A., dan Yusuf, 2017., Sudari, S., et al., 2019., Riyadi, A., dan Rangkuti, 2016)

H3: Promotion factors affect student decisions

Location is the address where an organization operates. In the marketing mix location is often also referred to as a product distribution channel. A good and strategic location will attract customers. Likewise, prospective students of a college, they are looking for a strategic location for college that is quickly accessible by public and private transportation. Tjiptono, (2015), explains that location is "where an economy takes place with the operation of business businesses that can make or produce goods and services." Alma, (2018) explained that "location factors and distribution channels influence purchasing decisions."

The location factor where the college stands or operates can have an impact on the interest of prospective students in determining the choice of higher education for them to pursue (Muhyidin, 2014., Sulistyowati, 2017., Cahyani, F. G., dan Sitohang, 2016., Satit, R. P., et al., 2012; Jeanette, 2017).

H4: Location factors affect student decisions

Human Resources (HR) are people who carry out their duties as services to those who need services (Zeithaml, 2016). A human resource is someone who provides services to students both administratively and educatively. Someone who provides excellent service to customers is a very good promotional factor, because people who get good service will also give good recommendations to other people, and will ultimately provide satisfaction for consumers (Hamdani, A., dan Lupiyoadi, 2013).

Alma, (2018), HR are people who are involved in providing services to their students and may be university leaders, lecturers and employees and all academic communities involved in providing services to students. Some research results also explain that HR can influence consumer decisions in making decisions (Muhyidin, 2014., Riswanto, A. et al., 2019., Simon, 2018., Grönroos, C., dan Ravald, 2011)

H5: HR factors affect student decisions

Process is an activity of managing a product or service based on certain rules and procedures in order to produce maximum output and high quality. Nguyen, N., dan Leblanc, (2011) This process can be seen in two main aspects with seven activities, namely: the first dimension of administrative service quality (ie reliability, responsiveness, assurance, and empathy), the second dimension of lecture service quality (ie process/ mechanism and service quality/lectures). Hamdani, A; and Lupiyoadi, (2013) process, namely "procedural activities that are neatly arranged from a company organization consisting of work procedures, work mechanisms, timely scheduling and excellent service work based on clear and systematic work sequences." This work is carried out by employees with pleasure and full of responsive and responsive service to the interests of people in need.

Alma, (2018), describes the processes carried out by the organization and occur outside the knowledge of consumers. Customers do not know how the process occurs, for them the

most important thing is the service received is satisfactory. Furthermore Kotler, P. dan Keller, (2013), The process is the way the company provides services to its customers, starting with the customer choosing, ordering, buying, so that they get the best services.

Several research results also explain their findings that the process accepted by students during college has an impact on their decision to recommend to other consumers (Alma, 2018; Samat, S. et al., 2017., Suherman, 2017; Cubillo, J. M., et al., 2016; Bell, 2015; Ha, J., dan Jang, 2020)

H6: Process factors affect student decisions

Hamdani, A., dan Lupiyoadi, (2013), Physical evidence can be in the form of essential evidence, which consists of the layout of the building and the rooms where the recovery takes place. Then also supporting evidence of peripheral evidence is the aesthetics found in buildings and rooms, as well as a conducive academic atmosphere.

Lovelock, C, (2011) argues that this educational institution is different from other institutions, they make different differentiations from their competitors. Then they use symbols as sign language to customers which is their specialty. And lastly they provide uniforms to employees that are attractively designed and full of marketing appeal. Physical evidence can influence student decisions in choosing a study program where to continue their education, (Isen, 2011., Suprianto, D. et al., 2013., Ke, H., et al., 2015; Rahmatullah, 2019)

H7: Physical evidence factors affect student decisions

METHOD (FOR RESEARCH ARTICLE)

Implementation of research at FEBI UM. Bengkulu. The research method used is descriptive quantitative research. The research population is all students of FEBI UM. Bengkulu, which amounted to 1,606 people. Determination of respondents taken in this study using the Slovin formula, in order to obtain a research sample of 161 respondents. The sampling technique uses probability sampling, namely proportional random sampling. population and sample can be seen in the following table:

[table 2 about here]

Data collection techniques with questionnaires. The questionnaire used a Likert scale with a score of 5 4 3 2 and 1. Before conducting the research, the instrument was tested first. Testing with validity test with Pearson product moment correlation test, and reliability test using Cronbach alpha coefficient.

Research variable: Product (X1) is a study program owned by FEBI UM. Bengkulu. Price (X2) is a student's perception of tuition in the form of a single tuition fee (UKT)

that must be paid. Location (X3) is the operational place for student lecture activities at FEBI UM. Bengkulu. Promotion (X4) is an activity carried out in influencing prospective students to become students of FEBI UM. Bengkulu. HR (X5) is a human resource that provides services to students. Process (X6) is procedural carried out by FEBI UM. Bengkulu in providing services. Physical evidence (X7) is the display of supporting facilities and infrastructure in the student lecture process.

The data analysis technique used is descriptive statistical test and inferential statistical test, namely multiple linear regression. Before testing with inferential statistics, classical assumption tests (normality, multicollinearity, and heteroscedasticity tests) were performed to determine whether or not the analytical technique used in this study was appropriate. Hypothesis testing using t test and Simultaneous F test.

RESULTS AND DISCUSSION

Descriptive Analysis

Product Variable

The product variable is based on the results of tests conducted with twelve questions on the questionnaire. The respondents' responses to the product variable have the highest value of 4.04 and the lowest value of 3.65, on a scale of 1 to sd. 5. The average respondent's response is 3.83 which is in the range of 3.40-4.19 with a good category.

Price Variable

The price variable is based on the results of research conducted with six questions on the questionnaire. The respondents' responses to the price variable, the highest answer was 3.89 and the lowest answer was 3.63, on a scale of 1 to sd. 5. The average respondent's response is 3.78 which is in the range of 3.40-4.19 with a good or affordable category.

Promotion Variable

The promotion variable is based on the results of research conducted with ten questions on the questionnaire. The respondents' responses to the price variable have the highest value of 3.35 and the lowest value of 2.68, on a scale of 1 to sd. 5. The average respondent's response is 3.30 which is in the range of 2.60-3.39 with a sufficient category.

Location Variable

The location variable is based on the results of research conducted with six questions on the questionnaire. The respondents' responses to the price variable have the highest value of 4.02 and the lowest value of 3.61, on a scale of 1 to sd. 5. The average respondent's response is 3.81 which is in the range of 3.40-4.19 with a strategic category.

Human Resources Variables

HR variables based on the results of research conducted with six questions on the questionnaire. The respondents' responses to the HR variable, the highest answer was 3.94 and the lowest answer was 3.67, on a scale of 1 to sd. 5. The

average respondent's response is 3.80 which is in the range of 3.40-4.19 with a good category.

Process Variables

The process variable is based on the results of research conducted with six questions on the questionnaire. The respondents' responses to the price variable, the highest answer was 3.89 and the lowest answer was 3.73, on a scale of 1 to sd. 5. The average respondent's response is 3.89 which is in the range of 3.40-4.19 with a good category.

Physical Evidence Variables

The physical evidence variable is based on the results of research conducted with ten questions on the questionnaire. The respondents' responses to the physical evidence variable, the highest answer was 3.38 and the lowest was 2.72 on a scale of 1 to sd. 5. The average respondent's response is 3.25 which is in the range of 2.60-3.39 with a sufficient category.

Student Decision

Student decisions assessment is done with six statements. The respondents' responses to the new student decision variable determining the Faculty of Economics and Business, University of Muhammadiyah Bengkulu, were the highest score of 3.01 and the lowest score of 3.28 on a scale of 1 to sd. 5. The average respondent's response is 3.18 which is in the range of 2.60-3.39 with a sufficient category.

Classic Assumption Test

Normality test

Normality test was performed as a condition for regression analysis, which was used to see whether the data that had been collected had a normal distribution or not. A good regression analysis is a regression model that is normally distributed. Normality test in this study using histogram graph analysis. The histogram graph can be seen in the figure below:

[Figure 1 about here.]

The histogram graph is said to be normal if the data distribution is bell shaped, neither skewed to the left nor skewed to the right. Because the histogram graph above forms a bell and is not skewed to the right or left, the histogram graph is declared to be normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether the independent variables are linearly related. Testing for the presence of multicollinearity is done by looking at the tolerance value and VIF. If the tolerance value is > 0.1 and the VIF is < 10 , there is no tendency for multicollinearity symptoms to occur. The results of the multicollinearity test can be seen in the table:

[Table 3 about here.]

Based on the table above, it can be seen that all variables have a tolerance value > 0.1 and a VIF value < 10 , thus it can be concluded that the variables in this study are not multicollinearity.

Heteroscedasticity Test

In this study, to detect the presence of heteroscedasticity in the data, it is done by looking at the scatter plot graph. The results of the heteroscedasticity test can be seen in the following figure:

[Figure 2 about here.]

Looking at the graphic figure above, it is clear that there is no certain pattern in the scatterplot graph, such as dots that form a regular pattern (wavy, spreads, then narrows), so there is no heteroscedasticity in the data from this research.

Regression Analysis

The results of data analysis using multiple linear regression with the SPSS program obtained the following results:

[Table 4 about here.]

From the calculation of the results above, the regression equation is obtained as follows:

$$Y = 8.993 + 0,174 X_1 - 0.304 X_2 + 0.207 X_3 + 0.317 X_4 + 0.622 X_5 + 0.107 X_6 + 0.309 X_7$$

The intercept coefficient of 8993 means that if the variables of product, promotion price, location, human resources, process and physical evidence are zero, then the student's determination determines FEBI UM. Bengkulu with an influence value of 8,993.

The product variable regression coefficient, 0.174, means that if the value of the product variable is increased by one unit, there will be an increase in student determination in determining the choice of FEBI UM. Bengkulu by 0.174 times, assuming the other variables have a fixed value.

The price regression coefficient, -0.304 means that if there is an increase in the price of one rupiah, it can reduce students' asking for choices to FEBI UM. Bengkulu by 0.304 times, with the provisions of other variables equal to zero.

The value of the promotion regression result of 0.207 means that if the value of the promotion variable is increased by one unit, there will be an increase in the student's determination to determine the choice of FEBI UM. Bengkulu by 0.207 times, assuming the other variables have a fixed value.

The value of the location regression result, which is 0.317, means that if the value of the location variable is increased by one unit, there will be an increase in student

determination in determining the choice of FEBI UM. Bengkulu by 0.317 times, assuming the other variables have a fixed value

The HR regression value of 0.622 means that if the value of the HR variable is increased by one unit, there will be an increase in student determination in determining the choice of FEBI UM. Bengkulu by 0.622 times, assuming the other variables have a fixed value.

The process regression value, of 0.107, means that if the value of the process variable is increased by one unit, there will be an increase in student determination in determining the choice of FEBI UM. Bengkulu by 0.107 times, assuming the other variables have a fixed value.

The value of the regression results of physical evidence, which is 0.309, means that if the value of the physical evidence variable is increased by one unit, there will be an increase in the student's determination to determine the choice of FEBI UM. Bengkulu by 0.309 times, assuming the other variables have a fixed value.

Coefficient of Determination

To find out the percentage of the contribution of the influence of the predictor variable with the response variable, students determine their choice in FEBI UM. Bengkulu used testing with determination. The results of calculations using the SPSS program obtained the following determination values:

[Table 5 about here.]

Based on the test results above, it can be seen that the Adjusted coefficient of determination obtained a value of 0.398. The coefficient of adjusted r square means that the variables of product, price, promotion, location, human resources, process and physical evidence on the determination of prospective students in choosing at FEBI UM. Bengkulu contributed 0.398 or 39.8% influence. While the rest is 0.602 or 60.2% can be influenced by those not examined in this research model.

Hypothesis testing

Hypothesis testing with t test

Based on the results of the t-test analysis shown in table 2 above, the results of the hypothesis test can be explained as follows:

The product variable $p\text{-value} = 0.019 < 0.050$, it is proven that the product factor has a positive and significant impact on the determination of prospective students in deciding their choice of the Faculty of Economics and Business, University of Muhammadiyah Bengkulu.

Price variable $p\text{-value} = 0.007 < 0.050$ with $t(-2.731)$, this means that the price factor has a negative and significant impact on the determination of prospective students in

deciding their choice of the Faculty of Economics and Business, University of Muhammadiyah Bengkulu.

The promotion variable $p\text{-value} = 0.026 < 0.050$, it is proven that the promotion factor (X3) has a positive and significant impact on the determination of prospective students in deciding their choice of the Faculty of Economics and Business, University of Muhammadiyah Bengkulu.

The location variable $p\text{-value} = 0.014 < 0.050$, it is proven that the location factor has a positive and significant impact on the determination of prospective students in deciding their choice of the Faculty of Economics and Business, University of Muhammadiyah Bengkulu.

HR variable $p\text{-value} = 0.000 < 0.050$, it is proven that the HR factor has a positive and significant impact on the determination of prospective students in deciding their choice of the Faculty of Economics and Business, University of Muhammadiyah Bengkulu.

The process variable $p\text{-value} = 0.242 > 0.050$, it is proven that the process factor has a positive and significant impact on the determination of prospective students in deciding their choice of the Faculty of Economics and Business, University of Muhammadiyah Bengkulu.

The physical evidence variable $p\text{-value} = 0.000 < 0.050$, it is proven that the physical evidence factor has a positive and significant impact on the determination of prospective students in deciding their choice of the Faculty of Economics and Business, University of Muhammadiyah Bengkulu.

Simultaneous Hypothesis Testing

To test the effect of the predictor variable simultaneously on the response variable, the F test is used as follows:

[Table 6 about here.]

Based on the results of hypothesis testing with the F test above, it can be concluded that $p\text{-value} = 0.000 < 0.050$, it can be concluded that service marketing with product, price, promotion, location, HR, process and physical evidence as predictors has a positive and significant influence on the determination of candidates students in determining their choice with the Faculty of Economics and Business, University of Muhammadiyah Bengkulu.

Discussion

The influence of product factors on student decisions

The results of this study indicate that the products offered to students to choose the Faculty of Economics and Business, University of Muhammadiyah Bengkulu are said to be good. This can be seen in the variety of products such as the study programs offered, there are three study programs that have been accredited both at FEBI UM. Bengkulu. This shows that the product quality of the study program is quite attractive, it should be able to increase the number of students.

These results also prove that the product factor has a positive and significant influence on the determination of prospective students in deciding to choose FEBI UM. Bengkulu. This means that if the product of FEBI UMB, namely the study program offered, the better the quality, the student's decision to choose FEBI UM. Bengkulu will certainly increase.

The results of this research support the results of research conducted by (Hildayanti, S. K., et al., 2018., Suherman, 2017) which proves that quality higher education products (study programs) affect the decisions and interests of students to choose to continue their higher education level.

The influence of UKT factors on student decisions

The results of this research indicate that the price factor is determined by prospective students in deciding to choose FEBI UM. Bengkulu. This means that if there is a price increase in the form of a single tuition fee (UKT), there is a tendency that student decisions will decrease.

UKT is a very principle thing for prospective students who will continue their education to a higher level. Moreover, private universities which in fact UKT are more expensive. So that prospective students will turn to other universities if UKT is increased.

The results of this research are in accordance with the results of research which explains that the UKT factor greatly influences students' decisions to choose private universities in terms of continuing their higher education level. The UKT factor is very dominant as a consideration for prospective students and parents as funders for a better education (Paramita, 2019., Wulandari, 2012; Kianpour, K., dan Asghari, 2012)

The influence of promotion factors on student decisions

The results of this research indicate that the promotion factor has a positive and significant effect on the determination of prospective students in deciding to choose FEBI UM. Bengkulu. This means that the promotion of study programs at FEBI UM is increasing. Bengkulu, intensively, there is a tendency to increase the number of prospective new students who choose to continue their education at a higher level at FEBI UM. Bengkulu will increase.

The results of this research support the results of previous research by previous researchers who explained that promotion factors can increase the number of prospective students studying at an educational institution. Sustainable promotion shows the meaning that is always implied in the minds of consumers and will ultimately choose the product being promoted (Handayani, 2017 dan Sonatasia, D. et al., 2020).

The influence of location factors on student decisions

The results of this research indicate that the location factor has a positive and significant effect on the determination of prospective students in deciding to choose FEBI UM. Bengkulu. The more strategic the location of the establishment of a higher education institution, the more interested prospective students will be to study at that

institution. The location of interest is strategic, far from noise, not prone to disasters such as flooding and safe from all crimes.

The results of this research are in line with the results of other relevant research which proves that a strategic location of higher education will increase the decision of prospective students to study at a higher level of education. (Hamzah, 2015., Muhyidin, 2014).

The influence of HR factors on student decisions

The results of this study indicate that the Human Resources factor has a positive and significant effect on the determination of prospective students in deciding to choose FEBI UM. Bengkulu as a place to study at a higher level. This means that the quality of human resources services is improved and is well known to the wider community, the student's decision to choose FEBI UMB as a place to study is increasing. The results of this research also support the results of previous research that is relevant to this study, proving that human resources at a university have a positive effect on students' decisions to choose to study at that university. (Zulfikar, Z., et al, 2011., Simon, 2018; Faizal, D., dan Rahmawati, 2020)

The influence of process factors on student decisions

The results of this research indicate that the service process provided does not affect the determination of prospective students in making choices at FEBI UM. Bengkulu. Why does the process in the marketing mix of services have no effect on purchasing decisions. This means that students who are research respondents have not had much contact with services, both administrative and educational, because the respondents are new students.

The influence of physical evidence on student decisions

The results of this study indicate that physical evidence has a positive and significant effect on the determination of prospective students in deciding to choose FEBI UM. Bengkulu. This means that research respondents do not expect grandiose promises but they need evidence. Complete facilities, a mega building with comfortable lecture rooms, communication facilities such as WIFI which are available for free will increase the interest of prospective students to continue their education to FEBI UM. Bengkulu. This research supports the results of research that has been carried out by experts who prove that physical evidence has a positive and significant effect on purchasing decisions for a product, both goods and services. (Suherman, 2017., Paramita, 2019., Sunarsi, D., dan Baharuddin, 2019)

The results of this study also prove that simultaneously factors of product, price, promotion, location, human resources, process and physical evidence where these variables are called the service marketing mix have a positive and significant effect on student decisions at FEBI UM. Bengkulu. The results of this research are in line with and support the research conducted by previous researchers with the final conclusion that the service marketing mix has an effect on student decisions. (Rahmawati, 2019., Widjaja, D., dan Purnama, 2016., Suprianto, D., et al., 2013).

CONCLUSIONS

From the results of the discussion that has been stated above, it can be concluded that service marketing can have a positive and significant influence on the determination of prospective students in choosing FEBI UM. Bengkulu as a place to continue to a better and quality education level. The impact of service marketing factors are product, price, promotion, location, human resources, process and physical evidence factors. Product factors have a positive and significant effect on student decisions. This price factor in the form of UKT has a negative effect, which means that if there is an increase in UKT, the student's decision will decrease. Promotional factors have a positive and significant effect on student decisions. The location factor where FEBI UM operates. Bengkulu has a positive and significant effect. HR factors have a positive and significant effect. While the process factor does not affect the determination of prospective students in deciding to choose FEBI UM. Bengkulu. The physical evidence factor has a positive and significant effect on the student's decision to choose FEBI UM. Bengkulu in continuing education to a higher level.

To increase the number of students in choosing FEBI UM. Bengkulu as a forum for continuing education to a higher level, it is recommended: (1) To improve the quality of FEBI UM products. Bengkulu by increasing the current accreditation rating from Excellent to Excellent. (2) To maintain the amount of student tuition fees so that there is no increase from the student entering college for the first time

until graduation. (3) FEBI UM Promotion. Bengkulu to always be improved by means of all activities and achievements of FEBI UM. Bengkulu, both local, national and international, should be exposed continuously. Information on study programs at UM Bengkulu so that they are always promoted throughout the year. Carrying out continuous promotions with various kinds of promotional techniques such as personal selling, marketing and advertising. (4) Location where FEBI UM operates. Bengkulu to get serious attention, such as preparing parking areas for students, free wifi areas and parks where classes have not yet started. (5) Human resource services should be improved, by placing students as assets of FEBI UM. Bengkulu which is always cared for, guarded, cared for and served excellently. (6) The process of providing services to be simplified is not complicated by a long bureaucracy. (7) Physical evidence owned by FEBI UM. Bengkulu must be good in line with what is being promoted. The building must always be maintained, not dull, ugly, shabby and dirty. The lecture room must be comfortable and conducive. Student activities, both academic and non-academic, should be increased in number and intensity. (8) For further researchers, it is recommended to continue this research by changing variables such as trust in the institution, recommendations from friends or teachers at school, the brand image of the institution.

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Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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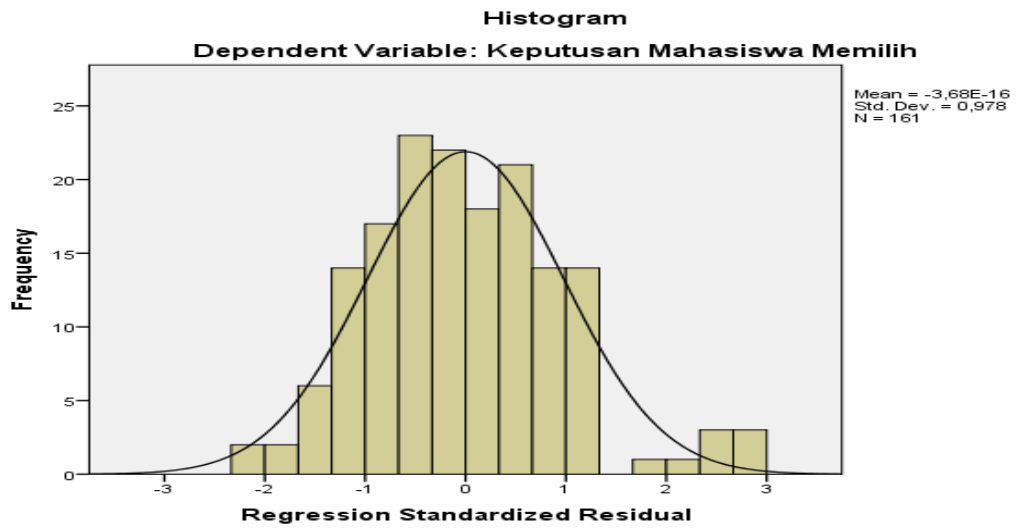


Figure 1 | Histogram Graph

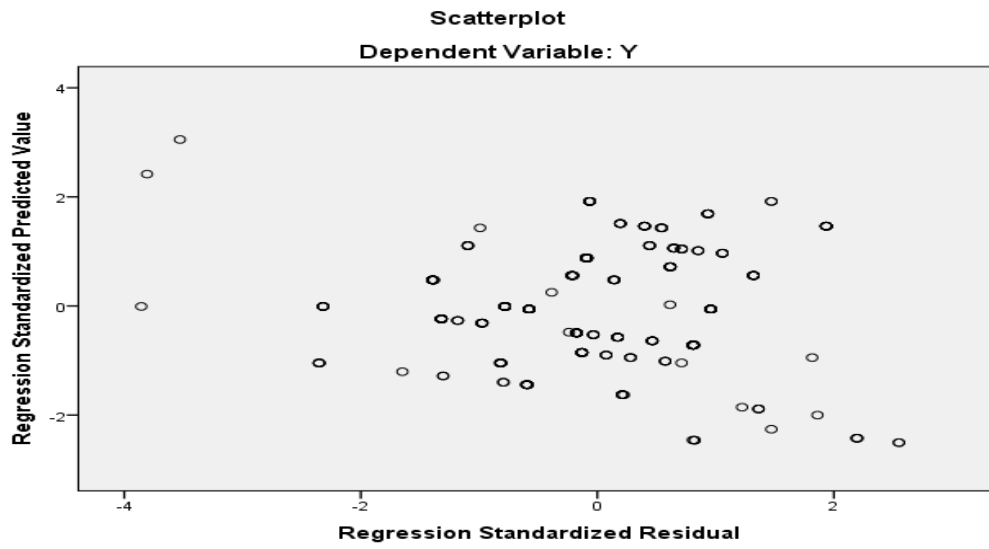


Figure 2 | Scatterplot

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TABLE 1 | New Student of FEBI UMB for the last three years

No	Study program	Academic year			amount
		2017	2018	2019	
1	Accounting	245	180	124	549
2	Management	418	341	251	1.010
3	Islamic economics	17	19	11	47

Source: BAAK UM. Bengkulu, 2019.

TABLE 2 | Population and Sample

Study Program	Population	Sample
Accounting	549	55
Management	1.010	101
Islamic economics	47	5
Amount	1.606	161

Source: BAAK, 2019

TABLE 3 | Multicollinearity Test

No	Variable	Tolerance	VIF	Keterangan
1	Product	0,426	2,349	Non Multicollinearity
2	Price	0,450	2,107	Non Multicollinearity
3	Promotion	0,278	3,598	Non Multicollinearity
4	Location	0,404	2,478	Non Multicollinearity
5	HR	0,247	4,046	Non Multicollinearity
6	Process	0,958	1,044	Non Multicollinearity
7	Physical Evidance	0,933	1,072	Non Multicollinearity

Source: Output SPSS, 2020

TABLE 4 | Regression Test Result

Model		Coefficients		T	Sig.	
		<i>Unstandardized Coefficients</i>	<i>Standardized Coefficients</i>			
		B	Std. Error	Beta		
1	(Constant)	8,993	3,697		2,433	,016
	Product	,174	,074	,227	2,362	,019
	Price	-,304	,111	-,255	-2,731	,007
	Promotion	,207	,092	,267	2,248	,026
	Location	,317	,128	,244	2,474	,014
	HR	,622	,158	,497	3,938	,000
	Process	,107	,091	,075	1,175	,242
	Physical Evidence	,309	,066	,303	4,668	,000

Source: Output SPSS, 2020

TABLE 5 | Coefisien Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,631^a	,398	,370	3,02870

a. Predictors: (Constant), Produk, Harga, Promosi, Tempat, Orang, Proses dan Bukti Fisik
b. Dependent Variable: Keputusan Mahasiswa Memilih Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Bengkulu

Source: Output SPSS, 2020

TABLE 6 | Hypothesis with F. Test

Model		ANOVA				Sig.
		<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	
1	Regression	927,809	7	132,544	14,449	,000 ^b
	Residual	1403,470	153	9,173		
	Total	2331,280	160			

Source: Output SPSS, 2020