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WHAT DO STUDENTS NEED TO CHOOSE A SCHOOL?

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ABSTRACT

High competition between schools occurs in Tangerang City. The number of junior high school students in the last 10 years has shown an increase, while those at the vocational school level have decreased. Strada Daan Mogot Vocational School in 2013-2023 shows a downward trend of -3.50%. Based on the survey results, consumers do not choose Strada Daan Mogot Vocational School because of the high costs. The factors that influence students to choose a school are achievements and facilities. The population in the study was 295 students of Strada Daan Mogot Vocational School. The analytical method used is the Structural Equation Modeling-Partial Least Square (SEM-PLS). The results showed that Price Sensitivity and Student Perception had a positive and significant influence on the decision to choose a school. Student achievement has not been able to moderate the effect of Price Sensitivity and Student Perception on the decision to choose a school. School facilities can moderate the influence of Price Sensitivity and Student Perception on decision-making in prospective students. Prospective students tend to have a more positive perception of schools with complete, modern, and well-maintained facilities.

Keywords: Price Sensitivity, Student Perception, Student Achievement, School Facility Decision to Choose a School.

1. INTRODUCTION

Schools are educational service institutions that provide education and educate every individual as regulated by Law (Law) of the Republic of Indonesia No. 20 of 2003 concerning the National Education System. Tangerang City has around 1,659 public and private schools ranging from Kindergarten (TK) to Senior High School or Vocational High School (SMK) level. In the 2022-2023 Academic Year (TA), the Vocational High School (SMK) level consists of 125 schools with details of 9 State Vocational Schools and 116 Private Vocational Schools (Tangerang City School Data – Dapodikdasmen). The large number of schools in Tangerang City shows the high level of competition between schools and each other to reach the capacity of each existing educational unit. In the last 10 years, the number of junior high school students has increased but the number of students at vocational school level has decreased.



Figure 1. Data on the Development of the Number of Middle School & Vocational School Students in Tangerang City (Source: Data Sekolah Kota Tangerang - Dapodikdasmen, n.d.)

The development of the number of schools and the number of vocational students in Tangerang City was carried out by researchers based on the annual publication "Tangerang City in Figures" in the last 10 years. The data used in this publication is data obtained by BPS (Central Bureau of Statistics) for the City of Tangerang, both primary and secondary data.

The research question is whether student achievement and facilities strengthen or weaken prices and student perceptions to choose SMK Strada Daan Mogot.

2. RESEARCH METHODS

The research approach used in this research is a quantitative approach using descriptive methods. Descriptive analysis in this research is used to provide information about the number, characteristics, or characteristics of the research variables. The analytical method used is the Structural Equation Modeling-Partial Least Square (SEM-PLS) structural equation model. The data source was obtained from the results of distributing a questionnaire using Google Forms containing Price Sensitivity, Student Perception, School Facilities, and Student Achievement, towards Student Decisions in Choosing a School. The population in this study was 295 students at Strada Daan Mogot Vocational School.

3. RESULTS AND DISCUSSION

Provide sufficient details to allow the work to be reproduced by an independent researcher. Methods that are already published should be summarized and indicated by a reference. If quoting directly from a previously published method, use quotation marks and cite the source. Any modifications to existing methods should also be described.

3.1 Description of Research Respondents

The research came from two groups, so the proportionate random sampling technique was used, namely the determination of the sample randomly but the number remained proportional. Determining the number of samples was carried out using the Slovin formula with a precision level of 5%, the reason why researchers use a 5% precision level is the middle number between 1% - 10%, and many social studies use a 5% precision level. so that the sample is obtained as follows. The sample used was 170 students who were divided into two groups, namely the 2022/2023 academic year with 65 students and the 2023/2024 academic year with 105 Students. Description of characteristics students who are the subjects of this study are presented in the following figures :

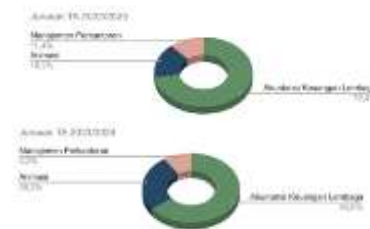


Figure 7. Respondents by Selection of Majors
Source: Research Data Processed, 2023

The diagram above shows that the majority of respondents chose the Financial and Institutional Accounting (AKL) major. Strada Daan Mogot Vocational School at every level (Classes X, XI, and XII) has 4 classes for the AKL major, 1 class for the MP major, and 2 classes for the AN major.



Figure 8. Respondents by Gender
Source: Research Data Processed, 2023

Most of the students who were the subjects of this research have also been confirmed to be women. The number of female students for FY 2022-2023 is 57.1% and the number of female students for FY 2023-2024 is 70.8%. The data above shows that students at Strada Daan Mogot Vocational School are dominated by women.



Figure 9. Respondents by Age
Source: Research Data Processed, 2023

The students who were respondents in this study were aged between 13 years and 16 years, with the largest number being 15 years old.

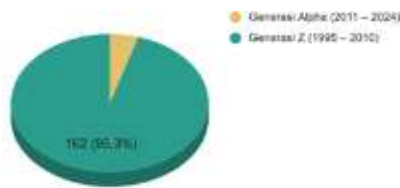


Figure 10. Respondents by Generation
Source: Research Data Processed, 2023

Classification of generations based on age, the respondents of this study are generation Z.

4. DISCUSSION

4.1 The Effect of Price Sensitivity on Student Decisions

The results of hypothesis testing with statistical tests stated that H1 was accepted, meaning that Price Sensitivity had a significant influence on student decisions. This finding is reinforced by a positive coefficient value, increasing Price Sensitivity will have a significant impact on increasing students' decisions to attend SMK Strada Daan Mogot.

4.2 The Effect of Student Perception on Student Decisions

The results of the hypothesis test with the t-statistical test stated that H2 was accepted, meaning that Student Perception had a significant influence on student decisions. This finding is strengthened by the positive coefficient value, the increasing Student Perception will have a significant impact in increasing students' decisions to attend SMK Strada Daan Mogot.

4.3 The Effect of Student Achievement as a Moderating Variable of Price Sensitivity on Student Decisions

The results of hypothesis testing with the t-statistical test stated that H3 was rejected, meaning that student achievement was not able to moderate the influence of Price Sensitivity on student decisions. This finding explains that the student achievement variable does not play a moderating role in the interaction between Price Sensitivity and students' decisions to attend SMK Strada Daan Mogot.

4.4 The Influence of Student Achievement as a Moderating Variable of Student Perception on Student Decisions

The results of the hypothesis test with the t-statistical test stated that H4 was rejected, meaning that student achievement had not been able to moderate the effect of Student Perception

on student decisions. This finding explains that student achievement variables do not act as a moderator in the interaction between Student Perception and students' decisions to attend SMK Strada Daan Mogot.

4.5 The Influence of School Facilities as a Moderating Variable of Price Sensitivity on Student Decisions

The results of hypothesis testing with the t-statistical test stated that H4 was accepted when applied to prospective students, meaning that student achievement was able to moderate the influence of Price Sensitivity on students' decisions to choose a school, but this did not apply when applied to students who had already made the decision to study at Strada Daan Mogot Vocational School.

4.6 The Influence of School Facilities as a Moderating Variable of Student Perception and Student Decisions.

The results of the hypothesis test with the t-statistical test stated that H5 was accepted when applied to prospective new students, meaning that student achievement was able to moderate the influence of Student Perception on students' decisions to choose a school, but this did not apply when applied to students who had made the decision to attend school at SMK Strada Daan Mogot.

5. CONCLUSION

Based on the results of data analysis and the discussion described in the previous section, it can be concluded that:

- Price Sensitivity has a positive and significant influence on decision-making for both prospective new students and class X students at SMK Strada Daan Mogot.
- Student Perception has a positive and significant influence on good decision-making in prospective new students as well as class X students at SMK Strada Daan Mogot.
- Student achievement has not been able to moderate the influence of Price Sensitivity on decision-making for both prospective new students and class X students at SMK Strada Daan Mogot.
- Student achievement has not been able to moderate the influence of Student Perception on decision-making for both prospective new students and class X students at SMK Strada Daan Mogot.
- School facilities are able to moderate the influence of Price Sensitivity on decision making for prospective new students, but school facilities have not been able to moderate the influence of

Price Sensitivity on decision-making for class X students at SMK Strada Daan Mogot.

- School facilities are able to moderate the influence of Student Perception on decision-making for prospective new students, school facilities have not been able to moderate the influence of Student Perception on decision-making for class X students at SMK Strada Daan Mogot.

6. MANAGERIAL IMPLICATIONS AND THEORETICAL IMPLICATIONS

6.1 Managerial Implications

Based on the research findings, there are several implications for the management of SMK Strada Daan Mogot.

6.1.1 Short term advice

a. *Specific*

Increase students' perceptions of transparency of school fees by providing clear and detailed information on tuition fees, surcharges, and payment policies.

b. *Measure*

Measuring the percentage of students' understanding of the cost information provided by the school.

c. *Achievable*

Providing more effective communication media through channels that already exist in schools, such as the school's website and social media, or socializing the learning process, and what benefits students of Strada Daan Mogot Vocational School get to their parents. Conduct alumni tracking (Work, Study, Work and Study, Entrepreneurship) to increase student quality perceptions of graduates of Strada Daan Mogot Vocational School.

d. *Relevant*

Providing high added value both in terms of services and student learning facilities with relevant costs so that they can focus on increasing student perceptions of the benefits and advantages of education that are obtained with fees paid.

e. *Limited Time*

Improved perceptions of school prices and fees within three months.

6.1.2 Medium term advice

a. *Specific*

Developing and improving student learning facilities, one of which is optimizing Wi-fi/hotspot facilities in the school area to increase student interest in learning. Add extracurricular fields that match the interests and talents of

students as well as maintain integrity and add to the achievements that can be achieved by SMK Strada Daan Mogot within 6 months.

b. *Measure*

Measuring consumer satisfaction, the level of student and teacher satisfaction with school facilities, or increasing student involvement in the learning process.

c. *Achievable*

Ensure schools have competent teams and adequate resources to manage learning and develop schools. Make an approach to junior high school teachers to ensure that junior high school teachers understand and know Strada Daan Mogot Vocational School well and deeply.

d. *Relevant*

Increasing learning accessibility and interaction between students and teachers through technology related to learning media to facilitate collaboration and communication between students and teachers.

e. *Limited Time*

Providing training to educators and education personnel to improve the quality of educators and education personnel as well as providing learning support to improve learning achievement for students in order to maintain integrity and improve quality education at Strada Daan Mogot Vocational School within 6 months.

7. THEORETICAL IMPLICATIONS

Based on the findings of this research, theoretical implications can be as follows.

7.1 Price Sensitivity has a positive and significant influence on decision-making.

Students who have a high level of price sensitivity tend to be more sensitive to price changes which can influence their decisions.

They will be more likely to consider price as a determining factor in decision-making. The level of sensitivity to price can affect the perceived value of a product or service. Individuals who are price-sensitive tend to compare price with the benefits or qualities they expect to receive. If the price is too high, they may perceive the value of the product or service as low and choose a more affordable alternative.

7.2 Student Perception has a positive and significant influence on decision-making

The positive and significant influence of Student Perception on decision-making indicates that the perceived value of a good education can be an important factor in influencing students to choose a school. Students will tend to choose

schools that they consider to have high-quality education and provide the expected benefits. Student Perception is positive and significant indicating that students believe that the school they choose will meet their needs and expectations. This suggests that factors such as educational programs, academic support, extracurricular opportunities, and a conducive learning environment play an important role in student decision-making.

7.3 Student achievement has not been able to moderate the effect of Price Sensitivity on decision-making

Even though a student may have high academic achievement, that does not automatically reduce his or her price sensitivity in choosing a school. The effect of Price Sensitivity, which is not moderated by student achievement, indicates that price is still the dominant factor in making decisions about choosing a school. This shows that even though students have high achievement, they still tend to consider price as a significant factor in choosing a school.

7.4 Student achievement has not been able to moderate the influence of Student Perception on decision-making

Student achievement is an important indicator in evaluating their academic success, it seems that student achievement does not have a significant impact in moderating the effect of Student Perception on the decision to choose a school. This suggests that non-academic factors, such as students' perceptions of the quality of education, facilities, school environment, and social factors, may be more dominant in

student decision-making. Even though a student has high academic achievement, it does not automatically change the perception of the value and benefits of education felt by students. That is, students can have positive perceptions about a school even though their achievements are not very high.

7.5 School facilities are able to moderate the influence of Price Sensitivity on decision-making for prospective new students

Good school facilities can provide added value for prospective new students in choosing a school. When prospective students see complete and quality facilities, they tend to consider the benefits and satisfaction obtained from these facilities as important factors in decision-making. Adequate facilities can reduce their sensitivity to price and make them more motivated to choose

the school. Good facilities can be a competitive differentiator for schools in the competition for prospective new students. When a school has better facilities than its competitors, prospective students will tend to choose that school as their choice, even if the tuition fees are slightly higher. Adequate facilities can reduce the influence of price sensitivity on prospective students and make them more likely to choose a school based on the additional value it offers.

7.6 School facilities are able to moderate the influence of Student Perception on decision-making for prospective new students.

Good school facilities can increase prospective students' perceptions of the value of the education provided by the school. When prospective students see adequate facilities, they tend to perceive that the school is able to provide a better and quality educational experience. This can influence prospective students' decisions to choose that school as their choice. Good school facilities can reflect a positive image and reputation of the school. Prospective students tend to have a more positive perception of schools that have complete, modern, and well-maintained facilities. This positive image can moderate the influence of students' perceptions of the school and increase the possibility of prospective students choosing that school.

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Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim
Rektor
Universiti Teknologi MARA
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Tuan,

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK
MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

Setuju.

27.1.2023

SITI BASRIYAH SHAIK BAHARUDIN
Timbalan Ketua Pustakawan

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