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Indonesian's Parent Consideration: The Decision About Private University Choice for Their Children

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Abstract. This scientific article results from research based on what factors are considered by parents in choosing private universities in Indonesia. This research is a quantitative study using a survey method. Data were analyzed using Factor Analysis. The steps in this research begin with a literature study, determining variables and indicators. Researchers collected data by distributing questionnaires that were presented by existing facts, organized and systematic. Based on factor analysis through statistical tests, it shows several factors that are considered by parents in choosing private universities, namely academic (product), promotion, registration and lecture processes, tuition fees (economy), campus location, and lecturer reputation. Based on the level of importance of the factors, it is known that promotion and product (academic) factors are the main variables on which parents choose private universities for their children; The next factor is the registration process and the learning process.

1. Introduction
Education is a significant need for improving Indonesia's human resources. Higher education is crucial because graduates from tertiary institutions are expected to produce quality human resources that have high competitiveness as well. Also, the higher a person's knowledge is, the easier it is to get a more promising job. This is the primary motivation for senior high school students and parents to continue their education to a higher level, namely college.

The tendency of middle school students and parents to choose the first tertiary institution is that of public universities. The main reason is the prestige; if accepted at PTN, the tuition fees at PTN tend to be cheaper than at PTS and the large selection of study programs offered.

State Universities in Indonesia cannot accommodate all high school graduates who are interested in continuing their studies. This is where private universities' role is established, namely, to accommodate prospective students who do not pass the selection for state universities. The number of Private Universities (PTS) is more than State Universities (PTN). The mushrooming of private universities in DKI and Banten Provinces has led to competition among these private universities. Each PTS tries to offer the advantages it has to prospective students as consumers, from the physical form of the building, campus location, lecturer qualifications, and facilities to be the selling material for each PTS. This is okay as long as the PTS does not deviate from the promotion that has been carried out or is not just a promise sale.

Each PTS implements different strategies in promoting its campus; according to the marketing theory of PTS, they must know information about consumers' needs and desires, in this case, prospective students and parents who are their customers.

Choosing a university needs specific considerations; choosing several factors also influence a university. The main factor that affects a person in selecting a university comes from himself or the surrounding environment. In Indonesia, parents' role in determining which tertiary institution to choose for their children to continue their studies is still relatively high. This is only natural because parents pay for it. Besides, parents also don't want their children to choose the wrong college.

The research was conducted to provide input for private universities in DKI and Banten, especially in developing the right strategy in reaching the number of new students. Research on what factors are considered by parents in choosing a private tertiary institution is vital in marketing the study programs contained in the PTS. Prospective students are the target market for PTS to earn income.

Based on the phenomena described, we are interested in conducting research that aims to determine what What factors are considered by parents in choosing private universities. The research was conducted using multivariate analysis, namely the Structural Equation Modelling Method. This study's subjects were the parents of high school students who are currently in class XII who study in South Jakarta and Tangerang.

2. Literature Review

In this report, researchers will show what factors or reasons influence parents in deciding the right choice for their children to continue their studies. This study argues that the decision to continue studying and, at the same time, choosing a college place for a child is still influenced by choice of parents.

Previous research has shown [1] [2] that one of the driving factors for choosing a college is motivation and parents' messages. Scholars also mention that psychological and cultural factors [3] also influence the choice of higher education. The reputation of the campus or private tertiary institution, which also includes educational facilities [4], the school environment [5] is the driving factor for higher education choice.

2.1. Theoretical framework

Kotler said that communication and promotion are skills that must be considered and possessed in marketing. This principle gave birth to what is known as Integrated Marketing Communication (IMC) or Integrated Marketing Communication [6]. The marketing mix is at the center of the strategic marketing process. The marketing mix is the mechanism used to carry out strategic plans. Kotler (1988) defines the marketing mix as a marketing toolkit used to pursue marketing objectives in a targeted market [7].

The mix is how these elements are combined to create a suitable action plan for customers in the targeted market. The current marketing mix continues to evolve according to circumstances; this marketing mix is applied, especially in the service sector. In addition to the 4P specifically in the service sector, it is added with the 3P, namely people, process, physical evidence, known as the 7P service marketing mix. In research on one's considerations in choosing further studies to higher education, it is considered appropriate to use the 7P marketing mix theory because universities as educational institutions are engaged in services, namely educational services. The 7P theory concepts are adapted to the conditions of each implementing agency; the 7P image can be used to make decisions in making marketing strategies.

The seven elements of the marketing mix are described below:

Product (product or service); everything that can be offered to the market to get attention, buy, use, consume and can satisfy market wants or needs [8]

 In the service sector, a product is defined as something that can provide benefits and can meet consumer needs. In college/university, the products are science and education.

Price; cost is an economic sacrifice made by customers to obtain specific products or services [9] In higher education institutions, price is an element that runs parallel to the quality of the product, where

if the product is of good quality, students or students are willing to pay higher as long as it is considered within reach of customers for education [10]

Promotion (promotion); is a form of marketing communication, which is a marketing activity that seeks to spread information, influence, persuade, and remind the target market of the institution and its products to be willing to accept, buy, and be loyal to the products offered by the institution.

Place (place/location); the site or location where the institution or company distributes its products/services to consumers. This research is the area of the campus/university.

People (Human Resources); People are the main asset in the service industry, especially businesses that require high-performance resources. Consumer needs for high-performing employees will cause consumers to be satisfied and loyal. The ability of knowledge (knowledge) is right will be a basic competence within the company and the correct image outside. [11]

Process (Process); Service or product quality is highly dependent on delivering services to consumers. Given that the driving force of service companies is the employees themselves, to ensure the quality of service (quality assurance), all company operations must be carried out by standardized systems and procedures by competent, committed, and loyal employees to the company they work.

Physical Evidence (Company Physical Evidence); Building is part of physical evidence, a characteristic that is a value-added requirement for consumers in a service company that has character. Attention to interiors, building fixtures, including lighting systems, and spacious layouts are significant concerns and can affect visitors' mood.

3. Data and Method

This type of research is descriptive with a quantitative approach, while the research method surveys. The survey method aims to obtain information about several respondents who are considered to represent a specific population [12].

This study uses two types of questions in the questionnaire, namely open questions, and closed questions. Available items are made to only choose one specific answer according to their current opinion.

The sample of the research were parents in the South Jakarta and Tangerang areas who had children who were going to college. The sample technique is purposive sampling, the number of samples in this study were 100 people.

Closed questions are designed only to choose one answer using a measurement scale, namely using a Likert scale. Purposive random sampling was chosen as the sampling method, meaning that by setting specific criteria. The sample who became the research respondents were parents of high school students and the equivalent in South Jakarta and Tangerang.

4. Results and Interpretation

The research result is the result of data processing and analysis. Data analysis was conducted to determine what factors are considered by parents in determining or choosing private universities for their children. The first step in data analysis in this study is to conduct a descriptive statistical analysis to determine with certainty and the respondents' background. Furthermore, after the respondent's experience is known, the researcher analyzes the factors that influence parents in choosing a university for their child.

4.1. Bartlett's of Sphericity test and KMO test

Referring to the basic concept of factor analysis, the basis for whether factor analysis can be carried out is that the matrix data must have sufficient correlation. Bartlett's Sphericity test is a statistical test to determine whether there is a significant correlation between variables. Also, other test tools can measure the intercorrelation between variables so that you can decide whether or not factor analysis can be carried out; this test tool is the KMO measure of sampling adequacy. KMO value must be> 0.50. The KMO value in this study is shown in the following table:

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,603
Bartlett's Test of Sphericity	Approx. Chi-Square	30,826
	df	15
	Sig.	,009

The KMO and Bartlett's test table above shows that the KMO Measure of sampling Adequacy [2] is 0.603. Since the value is 0.0.603 ('> 0.5), it indicates the adequacy of the sample. The number of KMO and Bartlet's test (which is independent of the chi-square value) is 30.826, with a significance value of 0.009; it shows a correlation between variables and is feasible for further processing. So it can be concluded that the factor analysis test can be continued.

4.2. Communality

Table 2. Communalities

	Initial	Extraction
Produk	1,000	,388
Ekomomi	1,000	,378
Proses_Perkuliahan	1,000	,460
Promosi	1,000	,417
Lokasi_Kampus	1,000	,564
Reputasi_Dosen	1,000	,591

Extraction Method: Principal Component Analysis.

In the Communalities table, the product variable is 0.388; it means that about 38, 8% of the variance of product variables can be explained by the factors formed. The Economic Variable is 0.378, this means that the developed factors can explain 37.8% of the variance of the Economic variable; the Lecture Process Variable is 0.460, this means that 46% of the variance of the Lecture Process variable can be explained by the factors that are formed, Promotion Variable 0.417 this means the included factors can explain 41, 7% of the variance of the Promotion variable, the Campus Location Variable is 0.564, this means that 56.4% of the variance of the Campus Location variable can be explained by the factors

formed and the Lecturer Reputation Variable is 0.591, this means that 59.1% variance of the variable Lecturer reputation can be explained by the factors that are included. The smaller the value of communalities, the weaker the relationship with the formed elements. So that from the six variables above, the relationship level is the strongest in the Lecturer Reputation variable, and the lowest level is the Economic variable.

4.3. Rotation Factor

Table 3. Rotated Component Matrix[a]

	Component	
	1	2
Produk	,252	-,570
Ekonomi	,228	,571
Proses_Perkuliahan	-,665	,135
Promosi	-,031	-,645
Lokasi_Kampus	,563	,497
Reputasi_Dosen	,761	,111

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

The rotated Component matrix is the loading factor value of each variable. The loading factor is the magnitude of the correlation between the formed factors and these variables.
Product variables are the correlation between Product variables with a factor of 1 (0.252), 2 (-0.570). Because of the correlation value of element one> from factor 2, the product variable is included in Factor 1. Economic variables are the value of the loading factor with 1 (0.228), a factor of 2 (0.571). Then the Economic variable goes into Factor 2. The Lecture Process Variable the loading factor value with a factor of 1 (-0.665), 2 (0.135). Then the Lecture Process variable is included in Factor 2. The promotion variable is the factor loading value with a factor of 1 (-0.031), 2 (-0.645). Then the Promotion variable is in Factor 1. The campus location variable is the loading factor with a factor of 1 (0.563), 2 (0.497). Then the Campus Location variable goes to Factor 1. Lecturer Reputation Variable value loading factor with a factor of 1 (0.761), factor 2 (0.111). Then the Lecturer Reputation variable is included in Factor 1.

Table 4. Component Transformation Matrix

Component	1	2
1	,772	,636
2	,636	-,772

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser
Normalization

The component transformation matrix table shows the results of the varimax rotation. The variables have been distributed to each factor, namely two factors formed.

The factor analysis result after the factor rotation has formed a new factor, from six (6) elements to four parts. After the new factors are included, the next step is to name the factors. The researcher named the factors that were formed based on the research variables, as seen in the following explanation:

Table 5. Component Transformation Matrix

Factor	Eigenvalue	Member	Faktor Loading
1	1,685	Produk	,252
		Promosi	-,031
		Lokasi Kampus	,563
		Reputasi Dosen	,761
2	1,113	Ekonomi	,571
		Proses Perkuliahan/pendaftaran	,135

Based on the interpretation of the results of statistical data processing that has been carried out, the order of the variables that most influences parents in choosing private universities for their children is based on calculating the mean value for each factor as shown in the table below:

Table 6. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Produk	100	35	40	37,95	,626
Ekomomi	100	17	20	18,65	,978
Proses_Perkuliahan	100	24	30	27,35	1,298
Promosi	100	33	92	47,04	6,577
Lokasi_Kampus	100	16	20	18,72	1,181
Reputasi_Dosen	100	14	20	16,97	1,480
Valid N (listwise)	100				

Overall, the research results can be said that the most significant indicator is the promotion carried out by the campus through various strategies such as directly visiting high school, through websites, exhibitions, etc. In this case, products are related to academics, such as institutional accreditation ratings, achievement, and means of learning. Next is the registration process, such as the ease of carrying out the registration and payment processes. These three most influential indicators indicate that parents looking for private universities for their children mostly search through campus websites, through exhibitions and brochures, as well as input from friends and family. Parents want their child's place of study to have superior accreditation scores. The target campus shows the achievements of both lecturers and students. Besides that, what is equally important is the ease of registration and payment processing. The parents expect an easy and straightforward payment process for prospective students.

The ease of accessing higher education through the official website is the primary indicator in terms of promotion. Parents are busy making them find out about PTS via the internet. Completeness of information on the campus website is the hope of parents in choosing PTS. Banners and brochures are also considered helpful in identifying potential campuses for their children. At the same time, another way is through information from the school (SMA) as well as friends and family. The importance of promotional means such as websites, which are the foremost choice in promoting PTS products, is a consideration for each PTS in managing their respective websites.

The clearest indicator in academics/products is that universities have graduates who are fast getting jobs, and private universities collaborate with various companies. This is an attraction for parents because they hope their children, after graduating from college, can quickly get a job. The learning process and supporting facilities are not a concern of parents, it is necessary to have the means and the learning process, but the most important thing is to get a job quickly.

The campus location indicator that concerns parents, especially, is the campus location, which is conducive and easily accessible by public transportation, being in the establishment of origin. Parents want their children to be in a safe environment even though it is some distance from the place of residence as long as it is easy to reach. Distance doesn't matter. Location in hometown indicates that parents want their children to study in Jakarta and its surroundings.

The indicators of very influential lecturers are the achievements and reputation of the lecturers. Lecturers have an excellent educational background, graduated from a well-known state or foreign universities. Lecturers have had quite a long teaching experience. This means that parents want higher education institutions to have experienced lecturers from both countries and abroad.

Two indicators with low factor scores are the economy and the registration process. This does not mean that parents ignore costs and the registration process; prices are sufficient to be considered. Still, if the academic product is superior and the graduates are qualified and ready to work, then the number of costs will be covered by itself. Charges are still in the appropriate category in the eyes of parents. The registration process is not so crucial for parents; there are several underlying assumptions. First, parents often leave it to their children to register themselves, their parents deliver some, but the dominant one is prospective students who register themselves.

5. Conclusion

Based on the results of factor analysis and the previous discussion, the study's conclusion is: factor analysis of the research variables is declared valid. Thus the measuring instrument used is correct. Research respondents are parents consisting of fathers and mothers who live in South Jakarta and Tangerang.

Based on factor analysis through statistical tests, it shows several factors that are considered by parents in choosing private universities, namely academic (product), promotion, registration and lecture processes, tuition fees (economy), campus location, and lecturer reputation.

Based on the results of the factor rotation based on the level of importance of the factor. From the research results, it has been found that promotion and product (academic) factors are the main variables

that form the basis of parents in choosing private universities for their children, followed by registration factors and the lecture process.

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