

The Effect of Study Program Accreditation on Decision Making of New Students Through Promotion in Higher Educations in Mojokerto

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The Effect of Study Program Accreditation on Decision Making of New Students Through Promotion in Higher Educations in Mojokerto

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ABSTRACT

The research was conducted at a university in Mojokerto Regency. The selection of this area is because Mojokerto district has a geographical location close to the city of Surabaya the capital of the province of East Java and the city of Malang which we know as a student city in Indonesia. This study aims to analyze the accreditation of decision-making through promotion. The method used in this study uses a quantitative method with an explanatory research design, which means explaining the relationship of each variable. In selecting the sample using probability sampling with a random sampling approach. The analytical tool used is to use a validity test and a reliability test where the instrument is declared valid if $r \text{ count} > r \text{ table}$, while it is declared reliable if the Cronbach alpha value is > 0.60 . hypothesis testing using techniques analysis SEM (structural equation modeling) or AMOS (analysis of moment structure). The steps taken in the SEM analysis are by developing a model based on concepts and theories, construct-path chart, Conversion of a path diagram to model structural, elect matrix input, Solution standard model, and goodness evaluation of fit index and Interpretation and modification. The results of hypothesis testing in this study indicate that the three hypotheses have a significant effect, and the promotion variable is able to mediate the study program accreditation variable on decision making.

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1. INTRODUCTION

Education is the most important thing in a country because of that closely related to the quality of human resources to be formed, The higher the quality of education, the higher the quality of its human resources (Biwer, Egbrink, Aalten, & de Bruin, 2020; Lewis et al., 2018). Today private universities are vying to improve the quality of the institution to be better in order to influence the decision of the student

to study there as well as influence guardian students to send their children to that school (Kango, Kartiko, & Zamawi, 2021; Pahlawanti, Harapan, & Wardiah, 2020). The rapid growth of the world of education creates competition between institutions, especially private institutions where the majority of institutions private own superiority which varies (Nottingham, Stockman, & Burke, 2022). competition indirectly results in competition in recruitment students, from level medium, base, on until to level college high school, where each school competes in promoting their schools to recruit students by wearing various method promotion which best, (Suprihatin, 2015).

Mojokerto Regency has several private universities, the regency which is located close to the provincial capital of East Java (Surabaya) in the east must try hard to get students because in the city of Surabaya there are much well-known public and private universities in Indonesia. In addition to the existing universities in the city of Surabaya, universities in Mojokerto must also compete with the city of Malang which is known as the city of students. In order to compete with the two cities, universities in Mojokerto must be able to improve the quality of higher education which can be seen through accreditation, and must also carry out massive promotions so that the names of universities and the advantages of their programs or achievements are better known.

According to George (Terry, 1977), Decision making is the selection of two or more alternatives to find a better decision, (Lashwaty, Turmudi, & Purwatiningsih, 2020), reveals decision making must be related to difficulties, conflicts, or problems, through a decision someone hopes to find a solution to a solution. to the problem. Decision-making is the main function of a student in determining which institution he will choose.

Three important steps in decision-making are revealed by (Sari, 2018). (1) Decision-making must be based on the existing facts, if the available and relevant facts are few, the more difficult the decision-making process. (2) Decision-making must be based on factual information analysis, this analysis can use statistical tests, computers, or just a simple but logical thought process. (3) Decision-makers must consider and subjectively assess solutions based on experience and general views, although in theory it is possible to make decisions mechanically rarely complete data or resources are available. Indicators of decision-making consist of 3 things, namely, based on rational, based on facts and based on authority, or authority.

Process election college tall for candidate college student new is Thing important which will influential important to his future life (Kim, Sunitiyoso, & Medal, 2019). Because of that, it also becomes very important for a higher education institution to find out about the factors that become the consideration of a prospective student in choosing a college, as for making decisions for candidates college student based on by a number of Thing of them based on fact new students tend to choose interesting colleges according to their the fact is, sometimes new students choose college based on by experience people other which tell to his then recommend it, for prospective students the selection process campus is an important decision, because it involves a decision period long which influence career even his life later (Duchatelet, Gijbels, Bursens, Donche, & Spooren, 2019).

Campus accreditation is one of the important considerations for candidates new students to choose which campus they will choose (Shellenbarger, 2022). Accreditation itself is an assessment activity to determine eligibility institutions as well as being an external quality assurance system as part of the higher education quality assurance system. The accreditation indicators used in this study include the following, Curriculum, Learning, Human Resources, Academic atmosphere and Facilities and infrastructure (Suyadi, Nuryana, Sutrisno, & Baidi, 2022).

Research conducted by (Prasetyo, 2014), shows the results that universities that have good accreditation get a positive response from the community when compared to universities that have low accreditation scores or even universities that do not yet have accreditation. This is in line with research conducted by (Kamal & Rahmadiane, 2017) which revealed that the better the accreditation score, the greater the chance of getting new students compared to its competitors.

Accreditation is not only the only way to get new students, but there are other factors such as promotions that are factors to influence decision making in choosing a college. (Lashwaty et al., 2020), revealed that promotion is a paid media or marketing media, while there are various types of promotional

media including: posters, billboards, websites, newspapers both online and offline. The purpose of promotion according to (Kotler & Fox, 1985), is divided into three parts, namely to inform, persuade and remind consumers to remember and buy the same product.

(Azkiyah, Kartiko, & Zuana, 2020), revealed that promotion indicators in institutions in the field of educational services are as follows: (1) Advertising activities on offline media, (2) Give a discount or discount, (3) Sponsor an activity, (4) Utilizing online media. (Gusdiandika & Sinduwiatmo, 2016; Lashwaty et al., 2020; Samsuddin & Setiyaningsih, 2017), conducted research on the effect of promotion on decision making. The results of the research they conducted showed that promotions carried out through mass media, or online promotions influenced one's decision making.

Based on the description above, it can be drawn into the formulation of the problem as follows: (1) How does accreditation affect the decision making of prospective new students? (2) How does promotion affect the decision making of prospective new students? (3) How does accreditation affect the decision making of prospective new students through promotions. This research has several objectives which are described as follows: (1) Analyze the effect of accreditation on the decision making of prospective new students in Mojokerto. (2) Analyzing the effect of promotion on decision making of prospective new students in Mojokerto. (3) Analyzing the effect of accreditation on the decision making of prospective new students through promotion in Mojokerto.

Based on the formulation and objectives of the problem, the following research hypotheses can be drawn: (1) accreditation influences decision making. (2) Promotion affects decision makers (3) Accreditation affects decision making through promotion.

2. 5 METHODS

5 This study uses quantitative research with an explanatory research design, which explains the relationship between the variables tested through the hypothesis test of (Kango, Kartiko, & Maarif, 2021). The object of this research is students who have just completed their senior high school education (SLTA) in Mojokerto Regency. The sample used is probability sampling, which means that everyone in the population has the same opportunity to be respondents, and using random sampling and obtained a sample of 152 respondents.

The endogenous variable in this study is accreditation (X1). The inner variable in this study is 14 motion and the exogenous variable is the decision making of prospective new students. The data used in this study is primary data, which means the data is obtained directly from the respondents by using a questionnaire. To measure the research instrument using a Likert scale 1-5 which is described in table 1.

Table 1 Categorization answer d explained as following:

Choice	Points Or Mark
21 Very no agree	1
No agree	2
Neutral	3
Agree	4
Very agree	5

The stages for data analysis include conducting validity and reliability tests. According to (Sugiyono, 2008) the instrument is declared valid, which means the tool The measure used to get the data (measure) is valid while the extent to which the results are reliable a reliable measurement. In order to test the hypothesis which will formulated in study this, so technique which dii use here is technique analysis SEM (structural equation modelling) or AMOS (analysis of moment structure).

The steps of SEM analysis in this study are to develop a model based on concepts and theories, construct-path chart, Conversion path diagram to model structural, elect matrix input, Solution standard model and goodness evaluation of fit index and Interpretation and modification.

Hypothesis testing in this study, it was conducted to prove whether or not there is a significant influence between several variables on study this. Hypothesis testing in this study are.

1. Testing the first hypothesis, namely that there is a significant effect between the accreditation variable and the promotion variable on decision making through promotion.

The regression equation model for this hypothesis is:

$$Y_2 = 1X_1 + Z_1$$

Statistical tests for the first hypothesis are:

H₀: 1 = 2 = 0, H₀ is accepted if P = 5%

H_a: 1 ≠ 2, H_a is accepted if P = 5%

2. Testing the second hypothesis, there is a significant influence between the accreditation variables on decision making. The regression equation model for this hypothesis is:

$$Y_2 = 1Y_1 + Z_2$$

The statistical tests for the second hypothesis are:

H₀: 1 = 2 = 0, H₀ is accepted if P = 5% H_a: 1 ≠ 2, 0,

H_a is accepted if P = 5%.

3. c) Testing the third hypothesis, there is a significant effect between the accreditation variables on decision making through promotion. The regression equation model for this hypothesis is: If 1 < 3 then Y₁ cannot affect X₁ on Y₂

If 1 > 3 then Y₁ has the effect of X₁ on Y₂.

If 3 < 1 then Y₁ cannot mediate the effect of X₁ on Y₂

If 3 < 1 then Y₁ can mediate the effect of X₁ on Y₂

3. FINDINGS AND DISCUSSION

Findings

3.1. validity and reliability test results

Based on the results of the validity test of the variables X₁ (accreditation), Y₁ (promotion) and Y₂ (decision making), with r count > r table (it is known that the value in r table is 0.396 in total 25 (n=25) df = (n-2) (25-2) = 23), all questions in each variable are declared valid because they have a value greater than r table. The reliability test for each variable question in this study is presented in table 2:

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Table 2. Data reliability test

Variable	Cronbach's Alpha	N of Items
X1 (Accreditation)	,763	21
Y1 (Promotion)	,769	13
Y2 (Decision Making)	,773	14

Source: Primary data Processed. (2022) 25

Based on table 2, all questions on each variable are declared reliable because the Cronbach alpha value obtained is greater than 0.60, which means that each question has a high level of confidence and consistency.

3.2. normality test results

The normality test is part of the classical assumption test. The normality test aims to determine whether the residual value is normally distributed or not.

The data that has been collected from the questionnaire must be examined for the distribution of the data whether the assumption of normality can be met so that the data can be further processed for SEM modeling. The results of the normality test can be seen in the table.

Table 3. The results of testing the normality assumption

Variable	min	max	skew	cr	kurtosis	cr
Y11	4,000	5,000	-,873	-1,952	-1,238	-1,384
Y12	3,000	5,000	-,309	-,691	-,882	-,986
Y14	3,000	5,000	-,973	-2,176	-,098	-,110
Y23	3,000	5,000	-,604	-1,350	-1,261	-1,410
Y22	3,000	5,000	-,272	-,607	-1,114	-1,246
Y21	3,000	5,000	-,491	-1,098	-,643	-,719
X11	3,000	5,000	-,388	-,869	-,841	-,940
X12	3,000	5,000	-,561	-1,255	-,715	-,799
X13	3,000	5,000	-,563	-1,260	-,831	-,929
X14	2,000	5,000	-,126	-,281	-,567	-,634
X15	3,000	5,000	-,603	-1,348	-,574	-,642
Multivariate					30,662	4,581

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Source: processed primary data, AMOS

Based on table 3 shows the results of the normality test of this study that all indicators in the variables studied have a cr value between -2.58-2.58, so that all indicator items in these variables are normally distributed.

3.3. Structural equation modeling test results

a. Confirmatory Factor Analysis of Exogenous Variables

Based on the results of Confirmatory Factor Analysis of Exogenous Variables showing the following results, the value of the loading factor indicator of the study program accreditation variable is $X1.1 = 0.05$, $X1.2 = 0.25$, $X1.3 = 0.52$, $X1.4 = 0.87$, $X1.5 = 0.96$. The overall loading factor value is > 0.50 , so the five indicators used together present a unidimensional representation of the construct of the study program accreditation variable formation.

b. Confirmatory Factor Analysis Intervening Variables .

Based on the results of the Confirmatory Factor Analysis Variable intervening shows the following results: Factor value loading the promotion variable indicator is $Y1.1 = 0.93$, $Y1.2 = 0.96$, $Y1.3 = 0.94$, $Y1.4 = 0.98$. Load factor value by whole that is > 0.50 , so that fourth indicator which used together serve unidimensional for serve promotion variable formation construct.

c. Confirmatory Factor Analysis of Endogenous Variables

Based on the results of Confirmatory Factor Analysis of Endogenous Variables showing the following results: The value of the loading factor indicator of the decision-making variable is $Y2.1 = 0.99$, $Y2.2 = 0.99$, $Y2.3 = 0.99$. The overall loading factor value is > 0.50 so that the three indicators used together present a unidimensional representation of the constructs for the formation of decision-making variables.

d. Full Model Structural Engineering

Model this used for test model causality which previously stated on various cause-and-effect relationships consequence. Results technique full structural model could seen in Figure 1.

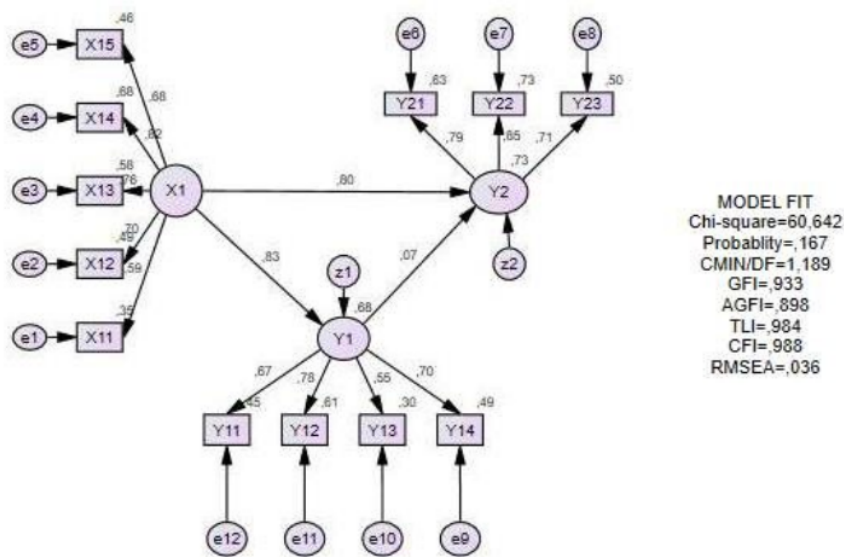


Figure 1 Full structural model technique

The results of the full SEM model analysis show the magnitude of the coefficient value regression standard (in SPSS called "beta" or). Coefficient variable study program accreditation on the decision-making variable of 0.80. The coefficient of the study program accreditation variable on the promotion variable is 0.83. Whereas influence variable promotion to variable taking decision of 0.07. The results of the data suitability test and statistical test for the full SEM model can be seen in table 4 .

Table 4. The results of the full SEM model fit test

Goodness of fit index	Cut off value	Results analysis	Evaluation model
Probability	0.50	0.67	Well
CMIN/DF	2.00	1.18	Well
GFI	0.90	0.93	Well
AGFI	0.90	0.98	Well
TLI	0.95	0.98	Well
CFI	0.95	0.98	Well
RMSEA	0.08	0.03	Well

Source: Processed primary data, 2022

The results of the model fit test show the chi-square value of 60.642 < from the chi-square table 1 with sig 0.480 > = 0.05, which means the covariance matrix between predictions with actual observations are the same, while other results show the value of CMIN/DF, GFI, AGFI, TLI, CFI, RMSEA, AND GFI according to the specified cut-off value. Based on the results obtained, it can be concluded that in general the SEM model used can be categorized as good in describing the causal relationship of the factors used.

3. 4.Hypothesis test results

Hypothesis testing to determine whether the above model is correct or incorrect, it is necessary to test the proposed hypothesis that can be carried out based on the critical ratio value and sig level. What is contained in the regression weight, which requires the value of cr 2.00 and sig = 0.05 as condition for accepting the hypothesis. Between variable the hypothesized as stated in table 5.

Table 5 Hypothesis test results

		Estimate	SE	C	P	Label
Y1 <---	X	0.95	0.	6.0	***	Significant
	1		15	1		
Y2 <---	X	0.96	0.	4.0	***	Significant
	1		23	6		
Y2 <---	Y	0.07	0.	3.8	***	Significant
	1		18	8		

Source: Processed Primary Data, 2022

The results shown in the table show the following results:

a. Test the first hypothesis of study program accreditation on promotion

The critical ratio value indicates that the accreditation of the study program is 6.01, the value of cr obtained is greater than the value of 2 which is a requirement for acceptance of the hypothesis. The value obtained indicates that the accreditation of the study program is 0.000, meaning that the p-value is smaller than 0.05 as a condition for accepting the hypothesis. Based on the results obtained, the first hypothesis which states that the accreditation of the study program for promotion has been tested

b. Test hypothesis second accreditation program studies to taking decision

The critical ratio value indicates that the accreditation of the study program is 4.06, the value of cr obtained is greater than the value of 2 which is a requirement for acceptance of the hypothesis. The value obtained indicates that the accreditation of the study program is 0.000, meaning that the p-value is smaller than 0.05 as a condition for accepting the hypothesis. Based on the results obtained, the first hypothesis which states that the accreditation of study programs for decision making has been tested

c. Test hypothesis third promotion to taking decision

The critical ratio value shows that the promotion is 3.88, the value of cr obtained is greater than the value of 2 which is a requirement for acceptance of the hypothesis. The value obtained shows that the promotion of 0.000 means that the p-value is smaller than 0.05 as a condition for accepting the hypothesis. Based on the results obtained, the first hypothesis which states that promotion of decision making has been tested.

d. Test hypothesis fourth accreditation program studies to taking decision through promotion.

Hypothesis testing of study program accreditation through promotion can be seen based on the direct influence and total effect in table 6.

Table 6. Direct influence and total effect

Variable	X1
Standardized direct effect	
Y1 (Promotion)	0.827
Y2 (Decision Making)	0.797
Standardized total effect	
Y1 (Promotion)	0.827
Y2 (Decision Making)	0.852

Source: Processed Primary Data, 2022.

Based on the results of the direct and total influence, the following can be proven: the effect of accreditation on decision-making shows that the value of the influence of accreditation is 0.797, while the total effect of accreditation on decision-making through promotion, shows that the value of accreditation is 0.852. Based on the result that the total effect is greater than the direct effect, the fourth hypothesis which states that accreditation on decision making through promotion has been tested.

Discussion

Following this will explained description discussion results from study on each variable which can be described as following:

Effect of accreditation on decision making

1 Based on the results of the analysis, it shows that there is an effect of study program accreditation has a significant impact on decision-making for choose a university in Mojokerto Regency. In something institution, accreditation really play a role to decision-making new students. Prospective students will see status accreditation, because Thing the will influential to time front even his career later. Institution which already accredited will received higher recognition than institutions that do not yet have mark credit, good recognized by government, company, organization nor institution other because Thing the is standard quality by general.

Accreditation assessment through infrastructure which consists of having a proper building, having complete learning equipment, having a complete study room and having complete facilities is the main assessment carried out by prospective students in making decisions. For campuses that already have a modern and luxurious-looking building form, it is necessary to keep it as an attraction for prospective new students, but for universities that still do not have good infrastructure, it is necessary to improve their facilities and infrastructure, because researchers are still finding universities that have good infrastructure. the building looks old and looks rundown, so that prospective new students are not interested in studying at the college.

The learning carried out must be paid more attention to because it is the smallest reflection of this variable. Universities must pay attention to appropriate learning materials, conduct conducive teaching and learning activities and universities must have flexible learning hours because many students who continue to college have the status of workers, so this is very important to be considered by universities in Mojokerto because the highest reflection of decision making is found in the indicator of the image of the institution in which there are stories or experiences during lectures. Good stories from friends or relatives who recommend choosing a college can influence a person's decision making.

Effect of promotion on decision making

Based on results analysis show that promotion significant effect on student decision making to choose a college. Every institution certain own strategy promotion each. To use inform all type which they provide good product nor service and aim influence customer or even convince him that the customer is willing to choose it.

The biggest reflection of promotion is seen in online promotion indicators by conducting college introductions or advertising through the internet. This research shows that technological advances have shifted conventional promotions that are usually carried out by universities. Universities must modify or quickly innovate to promote online using the internet. Promotion can be done by creating podcasts, instagram, tik tok and other social media platforms.

The indicator of sponsoring activities is the lowest reflection in promotional activities, so that student decision making through this activity needs to be improved, considering the image of the institution is the main point that influences decision making.

Results study this in accordance with opinion (Darmadji, 2001), 7 promotion is one of the determining factors for the success of a program in marketing for provide information about a product or service. Promotion is part marketing which very effective in influence taking decision customer in

accordance opinion Private (2020) Results study show that influence promotion significant to taking decision college student new in choose College.

Effect of accreditation on decision making through promotion

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Based on the results of SEM analysis shows that the effect of total accreditation on decision-making through promotion is greater than the direct effect of accreditation on decision-making. Based on these results, promotion becomes an intervening variable that will effectively help increase the level of decision making.

6
The role of promotion as an accreditation mediation for decision making is in accordance with research conducted by (Kamal & Rahmadiane, 2017), which found that the decision to choose was influenced by promotion and if accreditation was good and promoted effectively, the level of decision making for new students would automatically increase as well.

Accreditation results that have an influence on decision making through promotion as an intervening variable are new findings in this study due to previous research conducted by Laswaty et al, (2019), Gusdiandika and Raditya, (2012) and Surya Samsudin and Endang, (2017), only examines the direct relationship between promotion variables on decision making in choosing a college or study program. Research conducted by Widayat, (2018) and Ariskawati (2019) only examines the direct relationship between the accreditation variable and decision making.

4. CONCLUSION

The conclusion of this research is as follows: (1) Accreditation is reflected in the curriculum, learning, human resources, academic atmosphere and infrastructure, with the largest contribution through infrastructure. influence the decision making of new students. (2) Promotions are formed on indicators of offline advertising, discounts or rebates, sponsoring activities and online advertisements with the largest contribution through online advertising with statement items promoting on the internet, influencing new student decision making. (3) Promotion with a reflection of doing promotion on the internet is able to mediate the accreditation of decision-making that is formed on the indicators of the curriculum, the image of the institution and the status of accreditation. This decision making is contributed by the image of the institution which tells of learning experiences in higher education is the biggest contributor.

This research is a small part of the scope of marketing management, which only examines a small part of the marketing management variables, so the results of this research need to be re-examined by adding new variables and expanding the research location so as to add to the scientific treasures. The limitation of this study lies in the pandemic condition, so the frequency of communication with respondents is very minimal in interacting. This research was made by the researcher and was carried out by developing from previous studies so that the researcher did not have a conflict of interest on the object under study.

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Conflicts of Interest: Declare conflicts of interest or state "The authors declare no conflict of interest." Authors must identify and declare any personal circumstances or interests that may be perceived as inappropriately influencing the representation or interpretation of reported research results.

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