

The Effect of Study Costs, Brand Image, and Quality of Services on Decision to Choose the Faculty of Medicine University Prima (UNPRI) Medan

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Abstract

The aim of this study is to determine the influence of price on purchasing decisions, to assess the impact of brand image on purchasing decisions, to understand the effect of service quality on purchasing decisions, and to simultaneously evaluate the combined influence of price, brand image, and service quality on purchasing decisions. This research was conducted with students from the Faculty of Medicine at UNPRI Medan. The population under study comprised all 80 educational staff members at the Faculty of Medicine, UNPRI Medan. The sample size was determined using the Slovin formula, resulting in a sample of 80 individuals. The findings of the study indicate that the price had a t-value of 3.100 (>1.990) and a significance level of <0.05 ($0.003 <0.05$). The brand image had a t-value of 4.727 (>1.990) and a significance level of <0.05 ($0.000 <0.05$). The service quality showed a t-value of 2.396 (>1.990) and a significance level of <0.05 ($0.019 <0.05$). Simultaneously, the F-value for the combined influence of price, brand image, and service quality was 21.930 (>2.487) with a significance level of <0.05 . The adjusted R-square value is 0.643, or 64.30%, suggesting that the independent variables in this research explain 64.30% of the variation in purchasing decisions. The remaining 35.70% of the variation is influenced by factors not considered in this study. The study concludes that price significantly affects the purchasing decisions of students at the Faculty of Medicine, UNPRI Medan, with a significance level of <0.05 . Brand image also significantly impacts the purchasing decisions of these students, with a significance level of <0.05 . Service quality has a significant effect on their purchasing decisions, with a significance level of <0.05 . Moreover, the combined effect of price, brand image, and service quality significantly influences the purchasing decisions of these students, with a significance level of <0.05 .

Keywords: Cost of Study, Brand Image, Quality of Service, Decision to Choose.

1. Introduction

The rapid revolution in global education has greatly increased the need to pursue higher education due to the advanced development in the field of knowledge. Generally, costs can be understood as expenditures. Costs greatly influence income, especially during this COVID-19 pandemic era, which has reduced income. However, decisions in price setting must align with facilities and quality.

Universitas Prima Indonesia was initially established in 2001 as the Prima Nursing Academy and Prima Midwifery Academy. It underwent a name change in 2002, becoming the Prima Husada Medan Health Sciences College, and was renamed again as Universitas Prima Indonesia (often abbreviated as UNPRI) in 2005, expanding its focus beyond nursing and midwifery. To date, UNPRI has added more faculties outside of Nursing & Midwifery, such as Economics, Teacher Training & Education, Dentistry, Medicine, Public Health, and Technology & Computer Science.

The cost of study significantly influences students' decisions when choosing a university. This also applies to the cost of study implemented at Universitas Prima Indonesia, particularly the Faculty of Medicine, which has relatively high fees compared to other private universities in North Sumatra. Despite this, the Faculty of Medicine at UNPRI is one of the youngest medical faculties to achieve an excellent (A) accreditation.

The factors influencing the choice of campus, which form the brand image in the decision-making of prospective students at Universitas Prima Indonesia, include the development and achievements of the university. It has secured a place in the top 10 rankings of LLDIKTI 1 North Sumatra and is ranked 195th nationally. The Faculty of Medicine at Universitas Prima Indonesia, located in Medan, along with the presence of the Royal Prima Hospital, attracts many prospective students interested in studying medicine at UNPRI. The quality of service also significantly impacts attracting students. If the university provides excellent service, such as clear, appealing information and responsiveness to students' suggestions and complaints, it will attract more students.

2. Research Methods

The researcher conducted the study at UNPRI (Universitas Prima Indonesia) Medan, on Sampul Street, specifically in the Medan Petisah District, Medan City, North Sumatra. In our research, we used both primary and secondary data. According to Sugiyono (2018), primary data is a data source that directly provides data to the data collector. The researcher used questionnaires as the primary data. Sugiyono (2018) stated that secondary data is a data source that does not directly provide data to the data collector, for example, through a third party or documents. Secondary data was compiled in the form of documents. The population consisted of active undergraduate medical students from the academic years 2018/1 to 2021/1, totaling 400 individuals. The sample size was determined using the probability sampling technique to determine the total sample area using the Slovin formula (Sujarweni, 2014). A sample of 80 respondents was taken from the students of the Faculty of Medicine at UNPRI (Universitas Prima Indonesia), and an additional 30 individuals were tested for validity and reliability, separate from the sample testing. The data analysis regression equation model used was multiple linear regression with the following equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y : Decision of the UNPRI Faculty of Medicine

a : constant

X_1 : Cost of study

X_2 : Brand image

X_3 : Quality of service

b : regression coefficients for each variable

e : error

3. Results and Discussion

Multiple Linear Regression Analysis

In this study, multiple regression analysis was used with the aim of knowing whether there was an influence between the independent variable and the dependent variable. Statistical calculation of multiple linear regression analysis used in this study using SPSS Version 26 software.

Table 1. Multiple Regression Equation Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5.339	3.320		1.608	.112		
Price	.268	.087	.262	3.100	.003	.988	1.012
Brand Image	.489	.070	.593	6.963	.000	.972	1.029
Quality of Service	.099	.041	.203	2.396	.019	.983	1.017

Source: SPSS v 26 processing results (Data processed 2022)

Based on the table above, the following equation can be formed:

$$Y = 5,339 + 0,268X1 + 0,489X2 + 0,099X3 + 0$$

As detailed in the multiple linear regression equation: a. The constant value is 5.339, this suggests that if the value of the independent variables (X) which are price, brand image, and service quality are 0, or if there are no independent variables, the value of the purchasing decision variable is 5.339. b. The price regression coefficient (X1) is 0.268, which means that for every unit increase in the price variable while other independent variables remain constant, the purchasing decision increases by 0.268 times, and vice versa. c. The brand image regression coefficient (X2) is 0.489, which means that for every unit increase in the brand image variable while other independent variables remain constant, the purchasing decision increases by 0.489 times, and vice versa. d. The service quality regression coefficient (X3) is 0.099, which means that for every unit increase in the service quality variable while other independent variables remain constant, the purchasing decision increases by 0.099 times, and vice versa. Based on the information in Table 1, the coefficients for the independent variables are as follows:

The price coefficient (X1) has a t-value of 3.100 and a t-table value of 1.990 (using the Excel formula =TINV (0.05,79)), so the t-value > t-table (3.100 > 1.990) and the significance is < 0.05, therefore the price variable has a significant effect on the purchasing decision of students at the Faculty of Medicine, Universitas Prima Indonesia Medan. The brand image coefficient (X2) has a t-value of 6.963 and a t-table value of 1.990 (using the Excel formula =TINV (0.05,79)), so the t-value > t-table (6.963 > 1.990) and the significance is < 0.05, therefore the brand image variable significantly influences the purchasing decision of students at the Faculty of Medicine, Universitas Prima Indonesia Medan. The service quality coefficient (X3) has a t-value of 2.396 and a t-table value of 1.990 (using the Excel formula =TINV (0.05,79)), so the t-value > t-table (2.396 > 1.990) and the significance is < 0.05, therefore the service quality variable significantly influences the purchasing decision of students at Universitas Prima Indonesia Medan. The dominant variable coefficient. The t-value for the price variable is 3.100, the brand image is 6.963, and the service quality is 2.396. The t-table value is 1.990, thus the t-value of X1 > t-value of X2 and t-value of X3 (6.963 > 3.100 and 2.396), so it can be concluded that the brand image variable of Universitas Prima Medan is the dominant variable significantly influencing the purchasing decision.

Discussion

Effect of Price on Purchasing Decisions at Universitas Prima Indonesia Medan

According to the processed data, the t-value of the price variable is 3.100 and the t-table value is 1.990, so the t-value > t-table ($3.100 > 1.990$). Therefore, it can be concluded that the price variable partially has a significant impact on the purchasing decisions at Universitas Prima Indonesia Medan. Because it generates sales revenue, the price influences the level of sales, profit margin, and market share that a company can achieve (Assauri, 2015). This research is in line with the research of Hutami Permata Sari (2016) which stated that the price variable significantly and positively affects the purchasing consideration. The study by Mekel and Soegoto (2014) proved that brand image, price determination, and brand development affect customer loyalty in buying Toyota Avanza cars in Manado City. Thus, the hypothesis in this study found that the impact of price on the purchasing decisions of students at the Faculty of Medicine, Universitas Prima Indonesia Medan, is significant and valid.

Effect of Brand Image on Purchasing Decisions at Universitas Prima Indonesia Medan

Based on the processed data, the t-value of the brand image variable is 6.963 and the t-table value is 1.990, so the t-value > t-table ($6.963 > 1.990$). Thus, it can be concluded that the brand image variable partially has a significant impact on the purchasing decisions at Universitas Prima Indonesia Medan. This study aligns with the research of Yunita and Artanti (2014) which proposed that the lifestyle variable and price have a positive and significant effect on the determination of consumer purchasing choices. Similarly, in the research of Amrullah (2016), it was stated that brand image significantly and positively influences the determination of purchasing choices. Again, this research is in line with the research conducted by Yeni Marlina (2015), which explained in her research that the product, price, and quality of a service have a positive effect on purchasing decisions. Thus, the hypothesis in this study found that the impact of brand image on the purchasing decisions of students at the Faculty of Medicine, Universitas Prima Indonesia Medan, is significant and valid.

Effect of Service Quality on Purchasing Decisions at Universitas Prima Indonesia Medan

According to the processed data, the t-value of the service quality variable is 2.838 and the t-table value is 1.990, so the t-value > t-table ($2.838 > 1.990$). Therefore, it can be concluded that the service quality variable has a positive and significant effect on the purchasing decisions at Universitas Prima Indonesia Medan. This research aligns with the research by Cyntia Novyanti Masiruw et al., (2015) which found that service quality has a significant effect on the purchasing decision variable of Toyota Rush cars in Manado City. Similarly, the research by Siti Rohmah (2015) stated that service quality has a significant effect on the purchasing decision of jewelry products. Therefore, the hypothesis in this research that service quality has a significant impact on the purchasing decisions of students at the Faculty of Medicine, Universitas Prima Indonesia Medan, is accepted and its truth is very significant.

Effect of Price, Brand Image, and Service Quality on Purchasing Decisions at Universitas Prima Indonesia Medan

Based on the processed data, the calculated F-value for the variables of price, brand image, and price is 21.930 with a significance of 0.000. Meanwhile, the F-table value is 2.487. As the calculated F-value > F-table value ($21.930 > 2.487$) and the significance is less than 0.05 ($0.000 < 0.05$), a significant impact is found simultaneously between price, brand image, and service quality on the purchasing decisions (Y) of students at the Faculty of Medicine, Universitas Prima Indonesia Medan. This observation aligns with research by Amilia (2017) on the impact of brand image on purchasing decisions, which explained that brand image impacts customer purchasing decisions, and

research by Gifani and Syahputra (2017) revealed that brand image has a significant influence on purchasing decisions. This research aligns with research by Yeni Marlina (2015), titled "The Influence of Products, Price, and Service Quality on Purchasing Decisions at Sederhana Restaurant By Pass Padang", which explained that price, product, and service quality have a positive influence on purchasing decisions. Thus, the hypothesis in this research that the brand image, service quality, and price have an impact on purchasing decisions at Universitas Prima Indonesia Medan is accepted and its validity is very significant.

4. Conclusion

Price significantly influences the purchasing decisions of students at the Faculty of Medicine, Universitas Prima Indonesia (UNPRI), Medan, indicated by a significance value less than 0.05. Similarly, brand image significantly impacts these purchasing decisions, with a significance value also less than 0.05. Service quality also has a significant effect on these decisions, again with a significance value less than 0.05. Collectively, price, brand image, and service quality significantly affect the purchasing decisions of these students, as indicated by a significance value of less than 0.05. The Adjusted RSquare value of 0.643, or 64.30%, suggests that the research variables contribute substantially to purchasing decisions, explaining 64.30% of the variance, while the remaining 35.70% is influenced by other factors not included in this research. The leadership at UNPRI Medan is advised to maintain its current pricing structure to support purchasing decisions for prospective students, particularly at the Faculty of Medicine. Appropriate pricing can enhance the learning enthusiasm of prospective students. The leadership is also advised to maintain its good brand image, as the reputation of the Faculty of Medicine at UNPRI Medan motivates students to enroll. The leadership is further suggested to maintain and enhance service quality for better satisfaction, which can facilitate students in making swift decisions to join the Faculty of Medicine at UNPRI Medan. Future researchers are recommended to consider additional and diverse research variables to ascertain significant impacts on employee performance beyond the research variables already studied.

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