The Determinants of Reputation of Institution and Its Implications for the College Decision in Private-Owned Higher Educational Institution in LLDikti Region III Jakarta

Tri Waluyo[1]* Abd. Rahman Kadir[2] Nuraeni Kadir[2] Andi Aswan[2]

[1]*Faculty of Agriculture, Universitas Nasional Jakarta, Indonesia*
[2]*Faculty of Economics and Business, Hasanuddin University, Makassar, Indonesia*
Corresponding author. Email: tw@civitas.unas.ac.id

ABSTRACT

This research aims to analyze the decision of lectures in a Private-Owned Higher Educational Institution in LLDikti Region III Jakarta. The research was conducted on several students who decided to study pts who were in LLDikti Region III. Primary data is obtained from interviews with completeness in the form of questionnaires. The analysis used to determine the influence between latent variables is the Structural Equation Modeling (SEM) method with the help of LISREL 8.70 software.

Based on the results of the study, the research found that the website, social media, and the role of alumni together have a significant effect on the reputation of the institution. Partially the role of dominant alumni affects the reputation of the institution. Websites, social media, and the role of alumni and the reputation of the institution together influence college decisions. In this study, the variable that most dominantly influences decisions through the reputation of the institution is the role of alumni.

Keywords: website, social media, alumni role, institution reputation, college decisions.

1. INTRODUCTION

In the development of private higher education service providers, customers who directly enjoy the services offered in this case are students, while competitors, in this case, are providers of similar educational services at the same level, and changes include all forms of change as internal initiatives and external pressures, both academic and non-academic. (Risdwiyanto & Kurniyati, 2015) [1].

So, what are the college services? College services are science, education, and undergraduate where science and its results are located. The customers of the College are students, parents, institutions, and other institutions. In that regard, quality improvement can be seen in the achievement of higher academic and non-academic skills that allow graduates to be proactive towards changes in society in various fields both at the local, national and international levels. Furthermore, in order to improve the quality of higher education, it is necessary to try to nourish the quality of research. In this way, we can improve the competitive capabilities of higher education institutions in Indonesia (Anwar, 2016) [2].

Seeing the many needs for higher education, the number of colleges is increasing. Private-Owned Higher Educational Institution. Many have sprung up in various areas that have not been able to be reached by universities state. The number of universities makes competition in the world of education. The higher is getting tighter. Each college is trying to get students. As much as possible. The number of students is one of the factors that determine the survival of a college is mainly a Private-Owned Higher Educational Institution (Risdwiyanto & Kurniyati, 2015) [1].

The decision of university selection is one of the important decisions that a person must choose as an adult. A person's career will usually be built and related to the education they have previously received. Therefore, one will be very careful and considerate when deciding to choose a university. There will be many things that can affect a person when making that decision. Research into the factors that determine a person chooses a university, becomes a component that needs to be considered for universities to determine strategies in attracting prospective new students. By knowing these factors, the university knows what needs to be improved and improved so that more students are interested in entering the university. Furthermore, this research can be used by universities to determine the competitive advantage offered to prospective new students (Risdwiyanto & Kurniyati, 2015) [1].

The urgency of alumni is needed, like a miniature 'factory' of higher education institutions will produce products in the form of

alumni gathered in a container called Alumni Association, for that FST Alumni need to provide advice and input for students who are still carrying out lecture activities (Ir. H Dudung Hermawan, 2019) [3].

Based on Roscoe's statement in Ferdinand above, the sample number of 300 students who have determined their decision chooses to continue their studies at one of the Private-Owned Higher Educational Institution in this case strata one university (S1) which is in LLDikti Region III Jakarta (Munthafa & Mubarok, 2017) [4].

The requirement met by a university to be successful in competition is to strive to achieve the goal of maintaining the number of students and graduates it produces successfully in the world of work. There has been a very significant increase in the number of students in the last two years, it is a very interesting phenomenon to know what factors cause this to occur (Agustin, 2018) [5].

2. LITERATURE REVIEW

Marketing is one of the main activities that need to be done by the company, be it the company's goods or services in an effort to get a profit and to maintain the survival of its business. This is because marketing is one of the spearheads of the company's activities, which directly relate to consumers. Then marketing activities can be interpreted as human activities related to the market.

Kotler et al. (2016) [6], *Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.*

2.1. Website

The college website is the most important tool that colleges use to provide information regarding various faculties and study programs. However, the design of a website, the quality of the information design, visuals, and navigation displayed on the website have a key role to attract prospective students to visit the website, trust it, and decide the intention to continue studying at the college. Attracting the trust and intention to choose prospective students in continuing their studies is a major factor in the success of website creation.

The key to a website's success is to create and establish trust and guarantee the process to consumers and provide opportunities for purdy. Buying intentions at college based on the experience of people around prospective students depend on several aspects including the image of the college, the forms provided, qualitative information, and advertisements. Therefore, most websites pay attention to attracting the trust of customers to make transactions over the internet (Murtiningsih & Haryanto, 2018) [7].

Website *indicators* in Murtiningsih & Haryanto (2018) [7] among others are:

1. Information design
2. Visual design
3. Navigation design

2.2. Social Media

Social media or in Indonesian called social media is a media designed to facilitate social interaction that is interactive or two-way. Social media based on internet technology changes the pattern of dissemination of information from a previous one to a large audience (Nurulhuda & Priansa, 2021) [8].

Social media indicators in Saleh & Pitriani (2018) [9] includes:

1. Participation
2. Openness
3. Conversation
4. Community
5. Connect with each other

2.3. Alumni Role

Alumni is a product of an educational process or it can be said that products are issued or produced from educational institutions. In this case, it is rusted that a product is obtained from the results of the education process, namely the existence of this alumni is expected to get a job that is comparable to the competencies and abilities that he already has from the college that has graduated it (Hamzah, 2018) [10].

Indicators of the role of alumni in Arifin et al. (2020) [11] are:

1. Integrity of alumni;
2. Expertise in the field of science;
3. Ability to utilize information technology;
4. Communication skills;
5. Teamwork; and
6. Self-development.

2.4. Reputation of Institutions

Reputation is the total perception or impression of an object formed by processing up-to-date information from multiple sources at all times. The reputation of a program study at an institution or educational institution is a consideration for prospective students to choose it. When a course of study has a good or positive reputation in the eyes of the community, it will be formed thinking in the community's mind about the study program. The quality and quality are good, which will then have an impact on the decision in education in this study program. Indicators of the reputation of institutions in Haikal et al. (2020) [12]:

1. Human resources (Lecturer)
2. Service
3. Popularity

2.5. College Decision

According to Kotler et al. (2016) in Meilyaningsih & Sisilia (2015) [13], explaining that consumer decision making encompasses all the processes that consumers go through in recognizing problems, finding solutions, evaluating alternatives, and choosing between their purchasing choices.

The decision that arises takes the form of an intention to continue studying at a college of choice until it is actually manifested in the behavior of enrolling and becoming a student. The last stage is post-purchase or post-sign-up behavior and receives educational services. At this stage, consumers will evaluate the services they receive and form satisfaction.

Indicators of the decision to select a student are as follows:
1. Intention to register at pt first choice
2. Intention to continue studying at pt first choice
3. PT first choice is the right place
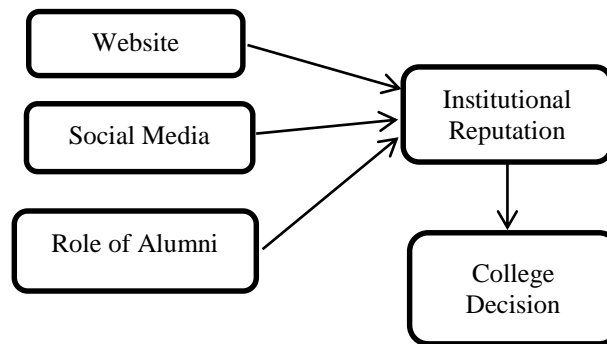4. Will did not study other than at pt first choice

Figure 1 Conceptual Model of Research

Hypothesis:
H₁ : There is a website's influence on the reputation of the institution.
H₂ : There is an influence on social media on the reputation of institutions.
H₃ : There is an influence on the role of alumni on the reputation of the institution.
H₄ : There is an influence on the reputation of the institution on college decisions.

3. RESEARCH METHODS

3.1. Research Design

This research is a research survey, with a quantitative approach, with the aim of measuring causal relationships. The purpose of this study analyzes the influence of websites, social media, alumni roles, and decisions through the image of the college. Includes cross-section research. To test the hypothesis, a survey will be conducted to students who determine the attitude of deciding to study at one of the Private-Owned Higher Educational Institutions in LLDikti Region III as respondents.

3.2. Population and Sample

Based on Roscoe's statement in Ferdinand above, the sample number of 100 students who have determined their decision chooses to continue their studies at one of the Private-Owned Higher Educational Institution in this case strata one university (S1) which is in LLDikti Region III Jakarta.

3.3. Variable Measurement

Operational understanding according to (Sugiyono, n.d., 2014) [14] is everything in the form of anything that is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. Exogenous variables consist of websites, social media, alumni. Endogenous variables consisting of the reputation of the institution and college decisions.

3.4. Data Analysis Techniques

Tests were conducted on various instruments related to Structural Equation Modelling (SEM) to see the suitability of the model used. Hypothesis testing was conducted using Lisrel 8.70 software.

4. RESULTS OF ANALYSIS

4.1. Structural Equation Modelling (SEM)

Structural equation modeling analysis is used to determine the structural relationships between the variables studied. The structural relationships between variables tested their

suitability with the goodness-of-fit index. The results of structural equation modeling (SEM) analysis using the Lisrel 8.70.

Table 1 The Results of Exogenous Construct Confirmation Factor Model Test

absolute size fit			
GFI	GFI > 0.90	0.91	Good Fit
RMSEA	RMSEA < 0.08	0.059	Good Fit
Incremental Size Fit			
NNFI	NNFI > 0.90	0.93	*Good Fit*
NFI it	NFI > 0.90	0.90	*Good Fit*
AGFI *Fit*	AGFI > 0.90	0.87	*Marginal*
RFI *Fit*	RFI > 0.90	0.89	*Marginal*
IFI	IFI > 0.90	0.95	*Good Fit*
CFI	CFI > 0.90	0.95	*Good Fit*

The six equal measures obtained have a good fit model conformity index, namely GFI, RMSEA, NNFI, NFI, IFI,

and CFI, while those with the average index of moderate measurement models (Marginal fit) are AGFI and RFI.

4.2. Structural Model Equation

Model of structural equations, presented the following:
reput_in = - 1.62*website + 0.12*social_med + 2.66*alumni_role, Errorvar.= 0.10 , $R^2 = 0.67$ (1)
 (0.16) (0.49) (0.22) (0.012)
 -10.13 0.24 12.13 8.28
 college_decision = - 1.03*reput_in - 0.87*website + 0.49*social_med + 2.43*alumni_role, Errorvar.= -0.12 , $R^2 = 0.70$ (2)
 (0.14) (0.15) (0.37) (0.21) (0.024)
 -7.36 -5.97 1.32 11.64 -5.08

Based on equation 1 above, for the loading factor (path coefficient) the alumni role variable is 2.66; website of -1.62; Social media by 0.12. Based on equation 2 above, for the loading factor (path coefficient) the alumni role variable is 2.43; website of -0.87; social media by 0.49; and the reputation of the institution of -1.03.

Table 2 Hypothesis Testing

Hypothesis	Description	Calculated value	Conclusion
H_1	The website has a significant effect on the reputation of the institution	-10.12	Accepted hypothesis
H_2	Social media is influential but insignificant on the reputation of institutions	0.24	**Hypothesis rejected**
H_3	The role of alumni has a significant effect on the reputation of the institution.	12.13	Accepted hypothesis
H_4	The website has a significant effect on college decisions	5.97	Accepted hypothesis
H_5	Social media is influential but not significant on college decisions	1.32	**Hypothesis rejected**
H_6	The role of alumni has a significant influence on college decisions.	11.64	Accepted hypothesis
H_7	The reputation of the institution has a significant influence on college decisions.	7.36	Accepted hypothesis

Source: Data processed by researchers, 2021

4.3. Coefficient of Determination (R^2)

The value of the coefficient of determination (R^2) in equation 1 of 0.67, the magnitude of the variation in the influence of website variables, social media, the role of alumni on the reputation of the institution by the remaining 67% by 33% is influenced by other factors that are not studied.
The value of the coefficient of determination (R^2) in equation 2 of 0.70, the magnitude of the variation in the influence of website variables, social media, the role of alumni, and the reputation of the institution for college decisions by the remaining 70% by 30% is influenced by other factors that are not studied.

5. CONCLUSION

Based on the results of analysis and testing of hypotheses and discussions above, a model can be found as seen in Figure 2 as follow:
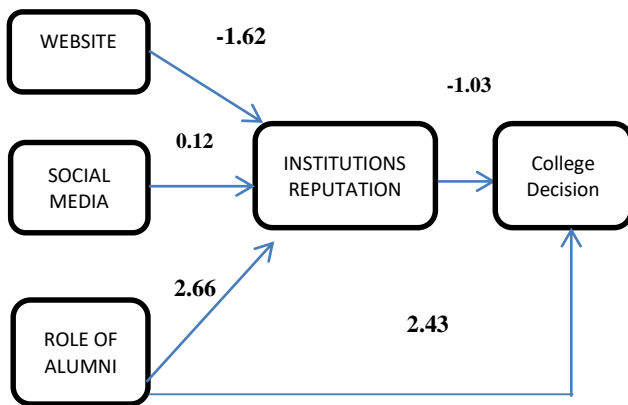
Figure 2 Model of Research Findings
Source: Data Processed by Researchers, 2021

Based on the hypothesis testing that has been done and discussed above and the findings of the model in the above research, the findings of this study are to improve the decision of the lecture, especially on the element "will not go to another village" (Y2.4)", it must be able to increase the role of alumni, especially in the element of "the role of alumni in self-development (X2.6)", the reputation of the institution especially in the element of "popularity (Y1.2)" then Private-Owned Higher Educational Institution must be able to move alumni to play a more role on campus. So that it will have a positive impact as a reason to decide to study in the village.

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