



# The Influence of Service Quality and Location on Student Decisions in Choosing the Faculty of Economics UNPRI

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## ABSTRACT

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The decision to choose is an alternative that is used to ensure the sustainability of a company. The factors that influence the decision to choose students are the quality of service and the location of the university to be chosen. The quality of service and location has an important role because the better the quality of service and location offered, the more students will be and the University will grow. Prima Indonesia University is one of the best private campuses in North Sumatra. The method used in this study is a quantitative method, with a population of 1,145 students. The sampling technique is random sampling using the Slovin formula in the sample calculation so that a sample of 92 students is obtained. The analysis used is multiple linear regression analysis, where previously the validity and reliability of the questionnaire to be used will be tested. Based on the results obtained, partially there is an influence of service quality on student decisions in choosing the Faculty of Economics UNPRI. Partially there is an influence of location on student decisions in choosing the Faculty of Economics UNPRI. UNPRI. The coefficient of determination test obtained is 42% where the variable of the decision to choose can be explained by the service quality and location variables and the remaining 58% is influenced by other variables not examined in this study.

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## 1. Introduction

Education is an important aspect that must be done by someone. One example in today's world of work, education is one of the main criteria for recruitment requirements, education is a supporting factor that plays an important role in all sectors because humans need education in their lives. Education is believed to be a strategic tool to improve the standard of human life. Through education, humans become intelligent, have the ability or skill, a good attitude to life, so that they can get along well in society.

Quoted from Wikipedia <http://unprimdn.ac.id/>: Prima Indonesia University is one of the College private sector located in Medan, North Sumatra, Indonesia. The university was founded in 2001 as the Academy of Nursing and the Academy of Midwifery Prima and in 2002 changed its name to the Prima Husada College of Health Sciences Medan in 2005 to Prima Indonesia University.

The decision-making process for each person is basically the same, but the decision-making process for each person will be colored by personal characteristics, age, income and lifestyle. The decision to choose is the selection of two or more alternative choices of choosing decisions. The term decision to choose can be interpreted as consumer behavior that aims to determine the process of developing decisions in buying goods and services offered. The decision to vote by prospective voters can be decided if the service or product can provide good service quality to voters by providing good information so that students can make good assumptions about the quality of service and the location provided. To develop an effective marketing strategy, Marketers must know the types of problem-solving processes that consumers use to make purchasing decisions. Marketers who target several market segments at once, each with a different problem-



solving process, must develop multiple strategies to influence different decision outcomes.(Alisan & Sari, 2018)

Service quality has an important role in every business, both services and products. The quality of service at Prima Indonesia University still needs to be considered, where the quality of service provided by employees / staff to students is still not good. Because by providing good service for students, it can increase student interest in continuing to study until the final stage at Prima Indonesia University.

**Table 1**  
Number of Active Students at Prima Indonesia University  
**2015-2020 Tahun**

NO	YEAR	study program	
		ACCOUNTANCY	MANAGEMENT
1	2016	106	184
2	2017	275	173
3	2018	646	866
4	2019	518	800
5	2020	409	736

Source: Administration of the Faculty of Economics, Prima Indonesia University

Based on the table above is the number of increases and decreases in active students at the Faculty of Economics, University of Indonesia.

## 2. Method

### 2.1 Types of research

The type of research conducted is descriptive quantitative research. Quantitative research aims to prove the presence or absence of a significant influence between the independent variable and the dependent variable in this study.

The independent variables in this study are service quality and location, while the dependent variable is the decision to choose. Descriptive research aims to provide an overview of service quality, location, and student decisions in choosing the Faculty of Economics, University of Prima Indonesia.

### 2.2 Population and sample

According to Nurlina (2019:4) Population is a combination of all elements in the form of events, things or people who have similar characteristics which are the center of the research universe.

The definition of simple random sampling proposed by Melvin (2019: 874) is the taking of sample members from the population that is carried out randomly without regard to the strata that exist in the population.

In this study, the sampling technique used was random sampling. The sampling technique used is simple random sampling technique with random sampling technique using the Slovin formula as follows:  $n = \frac{N}{1+N \cdot (e)^2}$  information:

n = number of samples

N = total population

e = error tolerance limit

The number of students at Prima University, Faculty of Economics, batch of 2020 is 1,145. So we conducted a survey with f the desired error (Margin of error) was 10% = 0.1

### 2.3 Data collection technique

According to Sugiyono (2012: 194), the research data collection techniques are as follows:

#### a. Interview

Interview is a data collection technique, if the researcher or data collector already knows for sure about what information will be obtained. Therefore, in conducting interviews, data collection has prepared research instruments in the form of written questions for which alternative answers have been prepared. In this case, interviews will be conducted with students at Prima Indonesia University.

#### b. Questionnaire

Questionnaire is a data collection technique that is done by giving a set of questions or written questions to respondents to answer. Questionnaire is an efficient data collection technique if the researcher knows with

certainly the variable to be measured and knows what the respondent can expect. In this case the questionnaire will be distributed to students of the Faculty of Economics, University of Prima Indonesia.

**c. Documentation Study**

Documentation Study by collecting and studying relevant documents and supporting research, including company reports, journals, and so on. By looking at the notes or documents that exist at the Prima Indonesia University.

**2.4 Data Types and Sources**

The types of data used in this research are quantitative data and qualitative data. Sources of data used in this study are primary data and secondary data.

**2.5 Classic assumption test**

The classical assumption requirements that the multiple regression model must meet before the data are analyzed are as follows:

**a. Normality test**

The criteria used is if the probability value of Jarque-Bera (JB) test > alpha (0.05), then the data is said to be normally distributed.

**b. Multicollinearity Test**

Multicollinearity test is needed to determine whether there are independent variables that have similarities between independent variables in a model. "If the resulting VIF is between 1-10, there will be no multicollinearity.

**c. Heteroscedasticity Test**

Heteroscedasticity can be detected by the Gujarati graph method (2012) transforming with the E-Views program, namely: if there is a certain pattern in the distribution of the points of the disturbance variable, then heteroscedasticity has occurred. On the other hand, if there is no clear pattern, the points of the disturbance variable spread above and below 0 (zero), then there is no heteroscedasticity.

**2.6 Research Data Analysis Model**

**a. Multiple Linear Regression Analysis**

According to Sugiono (2012:277) multiple linear regression analysis is an analysis used to determine the relationship between the independent variable X and the dependent variable Y, which is expressed by the equation:

$$Y = a + 1X1 + \beta 2X2 + e$$

Description:

Y = Choice decision

X1 =Quality of Service

X2 =Location

A =Constant

1β<sub>2</sub> =Regression coefficient independent variable

E =Terms of error (error allowance rate)

**3. Results and Analysis**

**3.1 Multiple Linear Regression Analysis**

According to Hendrison (2020:39) multiple linear regression analysis is used in order to determine the effect of the independent variable on the dependent variable either partially (t test) or jointly (f test). the results can be obtained after the data is processed with the help of the SPSS program, as the Quality of Service and Location of the Decision variable. Based on the results of the Multiple Linear Regression Equation, the results are as shown in the table below:



**Table 2**  
Hypothesis Regression Coefficient Test Results  
**Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,861	1.845		7.513	.000
Service quality	.498	.118	.450	4.225	.000
Location	.369	.147	.267	2.509	.014

a. Dependent Variable: Decision

Based on Table IV.12, the multiple linear regression equation in the study contained above Unstandardized Coefficients part B obtained multiple linear regression equations, which are as follows:

$$\text{Decision} = 13,861 + 0.498 \text{ Quality of Service} + 0.369 \text{ Location}$$

The results of the interpretation of the regression are as follows:

- The constant value (a) = 13,861 indicates if the value of the independent variable, namely Quality of Service, Location, is constant, then the decision value is 13.861.
- The regression coefficient of Service Quality of 0.498 states that every increase of 1 unit of Service Quality will cause an increase in Decisions of 0.498 with the assumption that other variables are considered constant.
- Location regression coefficient of 0.369 states that every increase of 1 location unit, it will cause an increase in decision of 0.369 with the assumption that other variables are held constant.

### 3.2 Coefficient of Hypothesis Determination (R<sup>2</sup>)

According to Ghozali (2013: 97), the coefficient of determination (R<sup>2</sup>) essentially measures how far the model's ability to explain variations in the dependent variable can be explained by the independent variable (Service Quality and Location). The value of the coefficient of determination is determined by the value of Adjusted R square which can be seen in the table below:

**Table 3**  
Coefficient of Determination (Adjust R Square)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658a	.433	.420	1,695

a. Predictors: (Constant), Location, Service Quality

Based on Table IV.13 the value of Adjusted R Square is 0.420. this shows that 42% of the variation in the decision variable (Y) can be explained by the variation of the service quality variable (X1) and the variation of the location variable (X2) and the remaining 58% are other variables not examined in this study such as promotion, price, and distribution channels. .

### 3.3 F Uji test

Simultaneous test/F test was carried out and recruitment to determine the positive level and significance of the Service Quality and Location variable on the Decision variable can be seen in the table below:

**Table 4**  
Results of Simultaneous Hypothesis Testing / F . Test  
ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.133	2	97.566	33,950	.000a
	Residual	255,769	89	2.874		
	Total	450,902	91			

a. Predictors: (Constant), Location, Service Quality

b. Dependent Variable: Decision

Based on the results of the F test, the results of Fcount 33.950 are obtained while the FT table at = 0.05 is obtained Ftable 3.10 from the results known that Fcount>Ftable, and the significance of 0.000 is less than = 0.05, it can be concluded that H1 is accepted, which means that the variables of service quality and location jointly have a significant effect on the decision variables in choosing the Faculty of Economics, Prima Indonesia University.

### 3.4 t test

**Table 5**  
Results of Partial Hypothesis Testing / t test

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,861	1.845		7.513	.000
	Service quality	.498	.118	.450	4.225	.000
	Location	.369	.147	.267	2.509	.014

a. Dependent Variable: Decision

Based on the table above, it can be seen that the partial test results obtained the following results:

- Based on Table IV.14 explains that the Service Quality variable has a significant value of 0.000 < 0.05 besides that the results of t count 4.225 > t table 1.990 then Ho is rejected and H1 is accepted, which means that Service Quality has an effect and is significant on decision in choosing the Faculty of Economics, University of Prima Indonesia.
- The location variable has a significant value of 0.014 < 0.05 besides that the results of t count 2.509 > t table 1.990 then Ho is rejected and H1 is accepted, which means that location has a significant and significant effect on decision in choosing the Faculty of Economics, University of Prima Indonesia.

### 3.5 Discussion of Research Results

#### a. The Influence of Service Quality on Decisions

From the results of the study, it can be seen that the t-count value of the service quality variable (X1) is 4.225 and has a positive and significant effect of 0.000 (0.000 < 0.05). H1 is accepted because tcount > ttable (4.225 > 1.990) which means that the service quality variable (X1) has an effect and is significant on the decision (Y) in choosing the Faculty of Economics, Prima Indonesia University. Service quality has an important role in student decisions in choosing the Faculty of Economics, Prima Indonesia University. It can be explained that the services provided should be paid more attention to in providing services to each student.

#### b. The Influence of Location on Decisions

From the results of the study, it can be seen that the tcount value of the location variable (X2) of 2,509 has a positive and significant effect of 0.014 (0.014 < 0.05). H1 is accepted because tcount > ttable (2,509 > 1,990) which means that the location variable (X2) has an effect and is significant on the decision (Y) in choosing the Faculty of Economics, Prima Indonesia University. Viewed from the aspect of the direction of influence, it shows that location has a positive effect on student decisions in choosing the Faculty of Economics, Prima Indonesia University, which means that the better the location and easy access to students,



the more students will tend to increase their decisions in choosing the Faculty of Economics, Prima Indonesia University.

#### **4. Conclusion**

Based on the results of data analysis and acquisitions that have been stated in the previous chapter, conclusions can be drawn from this study as follows:

- a. The quality of service simultaneously has a significant effect on the decision in choosing the Faculty of Economics, Prima Indonesia University.
- b. Location partially affects the decision in choosing the Faculty of Economics, University of Prima Indonesia.
- c. Service Quality and Location partially have a significant effect on the decision in choosing the Faculty of Economics, University of Prima Indonesia. The adjusted R square value of 0.420 indicates that the two independent variables are only able to explain the dependent variable by 42% while the remaining 58% is explained by other variables outside of this study such as promotion, price, and distribution channels.

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