

The Influence of Higher Education Image and Tuition Fees on Students' Decision to Study at the University of Muhammadiyah Pontianak

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Abstract

This study uses an associative method to investigate the relationship between the image of higher education and the cost of education on students' decisions in choosing to study at the University of Muhammadiyah Pontianak. Data was collected through interviews, observations, and questionnaires distributed to 100 active students. The results of this study provide a deeper understanding of the factors that influence students' decisions in choosing universities. Therefore, educational institutions need to pay attention to their image and education fee policies to increase their attractiveness in the eyes of prospective students.

Abstrak

Penelitian ini menggunakan metode asosiatif untuk menyelidiki hubungan citra universitas dan biaya kuliah terhadap keputusan mahasiswa dalam memilih kuliah di Universitas Muhammadiyah Pontianak. Data dikumpulkan melalui wawancara, observasi, dan kuesioner yang dibagikan kepada 100 siswa aktif. Temuan ini memberikan pemahaman yang lebih dalam tentang faktor-faktor yang mempengaruhi keputusan mahasiswa dalam memilih universitas. Oleh karena itu, lembaga pendidikan perlu mempertimbangkan kebijakan citra dan biaya kuliah untuk meningkatkan daya tariknya bagi calon siswa.

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1. Introduction

Education has a very important role in shaping a person's future, as well as the development of a society in a country. Education is one of the very important first steps in a person's journey. This decision can have a major impact on personal development, career, and future success.

According to Law No. 20 of 2003: concerning the National Education System, Indonesia has passed a legal framework that regulates the national education system comprehensively. This law establishes the basic principles of education which include the rights and obligations of all citizens in accessing education that is quality, equity, and independence. The law also underscores the importance of education as an effort to achieve progress.

Education in Indonesia is divided into four main levels, which reflect the stages of development and the level of education of the community. Namely: early childhood education, primary education, secondary education and higher education. Higher education is very important today. In the modern era full of global change and competition, higher education has become a gateway to career success and advancement. Through higher education, individuals can acquire the knowledge and skills necessary to meet the demands of an increasingly complex job market. Higher education is a very valuable investment in the future of a person, family and economic growth of a country.

In Law of the Republic of Indonesia Number 12 of 2012 concerning Higher Education, it is explained in article 1 paragraph 2: "Higher education is a level of education after secondary education which includes diploma programs, bachelor's programs, master's programs, doctoral programs, and professional programs, as well as specialist programs, organized by universities based on the culture of the Indonesian nation". Higher education that includes colleges and other institutions of higher education, where students can earn bachelor's, master's, and doctoral degrees. In addition, Law 12 of 2012 also regulates various aspects, such as the role of the government in the development of higher education, university accreditation, curriculum, research, and financial management.

The decision of prospective students to continue their studies at the desired place is a decision where students make considerations that are adjusted to the circumstances. Higher education at this time is seen as a potential business world. In fact, the image of a university is very important for prospective students to continue their studies. A good college image reflects the quality that will be provided.

In addition to a good image of the university, another factor that affects the decision of prospective students to continue their studies is the cost of education in college. Prospective new students tend to compare the cost of education with the quality received. So it is important for universities to increase public trust so that it is maintained.

Universities in Kalimantan are fostered and supervised by the Kalimantan Region XI Higher Education Service Institution. The names of private universities in West Kalimantan, especially in the city of Pontianak, are presented in the table below, data obtained through the website: <https://lldikti11.kemdikbud.go.id>.

Table 1. Higher Education Service Institutions Region XI Kalimantan
List of Private Universities in West Kalimantan in 2023

No.	University Name	City	Accreditation	Decree No.
1.	Panca Bhakti University	Pontianak	B	800/SK/BAN-PT/Ak-PPJ/PT/X/2020
2.	University of Muhammadiyah Pontianak	Pontianak	B	1104/SK/BAN-PT/Ak-PPJ/PT/XII/2021
3.	Kapuas Sintang University	Sintang	Good	735/SK/BAN-PT/Akred/PT/IX/2020
4.	Nahdlatul Ulama University of West Kalimantan	Pontianak		
5.	Widya Dharma Pontianak University	Pontianak	Good	87/SK/BAN-PT/Akred/PT/II/2022 2

No.	University Name	City	Accreditation	Decree No.
6.	OSO University	Pontianak		
7.	Saint Augustine Catholic University of Hippo	Pontianak	Good	239/SK/BAN-PT/Ak-PNB/PT/III/2023
8.	IKIP PGRI Pontianak	Pontianak	B	963/SK/BAN-PT/Ak.Ppj/PT/XI/2023
9.	Institute Shanti Bhuana	Sintang	Very good	801/SK/BAN-PT/Ak/PT/X/2023
10.	Keling Kumang Institute of Technology	Sekadau		
11.	Sabda Setia Institute of Technology and Business	Pontianak		677/SK/BAN-PT/Ak.S/PT/IX/2023
12.	Indonesian Institute of Business and Economics	Pontianak	B	424/SK/BAN-PT/Ak-PNB/PT/VI/2023
13.	Muhammadiyah Institute of Technology and Health, West Kalimantan	Pontianak	B	424/SK/BAN-PT/Ak-PNB/PT/VI/2023
14.	Soelthan M Tsjafoeddin College of Law	Singkawang		
15.	Boedi Oetomo College of Economics	Pontianak	Good	311/SK/BAN-PT/Akred/PT/IV/2021
16.	STMIK Pontianak	Pontianak	B	119/SK/BAN-PT/Ak-PPJ/PT/IV/2020
17.	Indonesian College of Economics Pontianak	Pontianak	Good	1043/SK/BAN-PT/Akred/PT/XII/2020
18.	Panca Bhakti College of Agriculture	Pontianak		
19.	STKIP Persada Equator	Sintang	Good	930/SK/BAN-PT/Ak.KP/PT/IX/2022
20.	Mulia Singkawang College of Economics	Singkawang	Good	1160/SK/BAN-PT/Ak.KP/PT/IX/2022
21.	STKIP Melawi	Nanga Pinoh, Melawi	Good	1476/SK/BAN-PT/Ak.KP/PT/IX/2022
22.	STIKES Kapuas Raya	Sintang	Good	301/SK/BAN-PT/Akred/PT/VI/2022
23.	STIKES Yarsi Pontianak	Pontianak	Good	898/SK/BAN-PT/Akred/PT/XI/2020
24.	STKIP Singkawang	Singkawang	Very good	913/SK/BAN-PT/Akred/PT/XI/2020
25.	Pontianak Foreign Language College	Pontianak	Good	971/SK/BAN-PT/Akred/PT/XI/2021
26.	Sekolah Tinggi Bahasa Harapan Bersama	Pontianak	Good	11/SK/BAN-PT/Ak.B/PT/I/2024
27.	Sambas College of Health Sciences	Sambas	Good	513/SK/BAN-PT/Ak/PT/VIII/2023
28.	STKIP Tanjungpura	Ketapang	Not Accredited	511/SK/BAN-PT/Ak-TMSP/PT/VIII/2023
29.	STIKES Panca Bhakti Pontianak	Pontianak	Very good	242/SK/BAN-PT/AK-ISK/PT/VI/2022
30.	Panca Bhakti Academy of Corporate Management	Pontianak		
31.	Indonesian Academy of Secretary and Management, Pontianak	Pontianak	Good	333/SK/BAN-PT/Akred/PT/IV/2021

No.	University Name	City	Accreditation	Decree No.
32.	Grha Arta Equatorial Academy of Finance & Banking	Pontianak	Good	1418/SK/BAN-PT/Ak.KP/PT/IX/2022
33.	Amik Panka Bhati	Pontianak		
34.	Panca Bhakti Taxation Academy	Pontianak		
35.	Bumi Seballo Management Academy Bengkayang	Bengkayang	Not Accredited	1182/SK/BAN-PT/Ak-TMSP/PT/XII/2020
36.	Bethesda Academy of Nursing Serukam	Bengkayang	Good	1495/SK/BAN-PT/Ak.KP/PT/IX/2022
37.	Ketapang Academy of Computer Management and Informatics	Ketapang	Good	249/SK/BAN-PT/Ak/PT/IV/2023
38.	Singkawang Midwifery Academy	Singkawang	Good	1731/SK/BAN-PT/Ak.Ppj/PT/X/2022
39.	Yarsi Pontianak Pharmacy Academy	Pontianak	B	282/SK/BAN-PT/Akred/PT/IV/2019
40.	Akademi Gizi Sinka Dharma Madani Singkawang	Singkawang		
41.	Equator Milestone Polytechnic	Pontianak	Very good	1034/SK/BAN-PT/Akred/PT/XII/2020
42.	'Aisyiyah Pontianak Polytechnic	Pontianak	Good	831/SK/BAN-PT/Ak.KP/PT/IX/2022

Based on the table above, it can be seen that there are 42 private universities in West Kalimantan under the guidance of the Higher Education Service Institution Region XI Kalimantan which consists of 7 universities in the form of universities, 16 universities in the form of high schools, 11 universities in the form of academies, 2 universities in the form of polytechnics and 6 universities in the form of institutes.

One of the universities in West Kalimantan, especially in Pontianak, is the University of Muhammadiyah Pontianak which was established in 1990 until now it has been established for 33 years. The University of Muhammadiyah Pontianak is one of the Muhammadiyah and 'Aisyiyah Universities (PTMA) which is a Muhammadiyah Charity in the field of education. The University of Muhammadiyah Pontianak is located at Jl. Jenderal Ahmad Yani No.111, Bangka Belitung Laut, Southeast Pontianak District, Pontianak City, West Kalimantan. Until now, the University of Muhammadiyah Pontianak has 7 Faculties and 16 Study Programs offered.

The total income of the University of Muhammadiyah Pontianak in the last 3 years is shown in the following table:

Table 2. University of Muhammadiyah Pontianak Total income for the Academic Year 2020/2021-2022/2023

It	Year	Total Revenue (RP)	Increase/Decrease (%)
1.	2020/2021	28.311.123.080	-
2.	2021/2022	27.799.112.000	(1.85)
3.	2022/2023	33.311.848.500	16.6

Based on Table 2, it shows that in 2021 the revenue of the University of Muhammadiyah Pontianak decreased by 1.85%, while in 2022 it increased by 16.6%.

Table 3. Universitas Muhammadiyah Pontianak Number of Applicants and New Students Accepted Per Study Program Academic Year 2020/2021-2022/2023

Program Studi	TA 2020/2021		TA 2021/2022		TA 2022/2023	
	Registrar	Accepted	Registrar	Accepted	Registrar	Accepted
Public Health	289	96	306	119	411	176
Public Health K. Sintang	26	16	13	10	26	8
Mechanical Engineering	142	45	75	25	146	57
Aquaculture	77	34	48	23	59	25
Computer Science Technician	306	107	274	114	243	120
Information Systems	100	36	111	47	149	71
Management	707	269	556	273	687	318
Sharia Business Management	119	33	92	38	88	34
Digital Business	0	0	0	0	54	28
Management of K. Sintang	63	47	31	27	39	29
Psychology	243	68	184	79	289	119
Law	252	80	245	99	296	119
Chemistry Education	55	23	25	16	17	12
Biology Education	94	36	40	17	49	23
PG. Early Childhood Education	131	43	94	38	78	28
Islamic Religious Education	235	63	109	38	106	44
Sum	2.839	996	2.203	963	2.737	1.211

Based on the table above, it can be seen that the number of applicants and new students accepted per study program at the University of Muhammadiyah Pontianak in the last 3 years, which is vulnerable from the academic year 2019/2020 - 2021/2022 has fluctuated. The reasons for the decline in the number of prospective students who register include the existence of competitors or competitors in the same field of education in West Kalimantan, completing their studies at the University of Muhammadiyah Pontianak does not promise to become a Civil Servant (PNS), and the tuition fees at the University of Muhammadiyah Pontianak are too high so that they are not affordable for prospective students. The decline in the number of students accepted is due to several things, including prospective students not re-registering, not passing the selection test and not being the first choice for prospective students.

Table 4. University of Muhammadiyah Pontianak Number of Active Students Academic Year 2020/2021-2022/2023

No	Program Studi	Active Students		
		TA 2020/2021	TA 2021/2022	TA 2022/2023
1.	Public Health	558	572	564
2.	Public Health K. Sintang	80	66	57
3.	Mechanical Engineering	206	207	196
4.	Aquaculture	128	127	106
5.	Computer Science Technician	452	506	579
6.	Information Systems	100	164	216
7.	Management	1472	1413	1321
8.	Sharia Business Management	91	121	129
9.	Digital Business	-	28	55
10.	Management of K. Sintang	208	203	172
11.	Psychology	230	301	401
12.	Law	383	441	507
13.	Chemistry Education	58	57	60
14.	Biology Education	153	141	123
15.	PG. Early Childhood Education	192	184	152

No	Program Studi	Active Students		
		TA 2020/2021	TA 2021/2022	TA 2022/2023
16	Islamic Religious Education	275	262	231
Sum		4586	4793	4869

Based on the table above, it can be seen that the number of academically active students at the University of Muhammadiyah Pontianak in the last 3 years, namely vulnerable in the 2020/2021-2022/2023 academic year, has increased. The number of academically active students in 2021/2022 has increased by 5% while the 2022/2023 academic year has increased by 2%.

**Table 5. University of Muhammadiyah Pontianak
Number of Graduates Per Study Program for the Academic Year 2020/2021-2022/2023**

No	Program Studi	Year of Graduation		
		TA 2020/2021	TA 2021/2022	TA 2022/2023
1.	Aquaculture	19	22	19
2.	Mechanical Engineering	29	30	44
3.	Computer Science Technician	-	14	35
4.	Management	145	253	279
5.	Management of K. Sintang	9	14	22
6.	Islamic Religious Education	9	26	38
7.	Public Health	158	101	145
8.	Public Health K. Sintang	15	21	20
9.	Psychology	-	-	38
10.	PG. Early Childhood Education	18	25	31
11.	Chemistry Education	9	5	6
12.	Biology Education	37	21	32
13.	Law	-	7	33
Sum		448	539	742

Based on the table above, it can be seen that the number of graduates at the University of Muhammadiyah Pontianak in the last 3 years, namely vulnerable in the 2020/2021-2022/2023 academic year, has increased. The number of graduates for the 2021/2022 academic year has increased by 20% while the 2022/2023 academic year has increased by 38%.

The University of Muhammadiyah Pontianak is one of the Muhammadiyah Universities (PTM) in Indonesia. Universitas Muhammadiyah Pontianak or commonly abbreviated as UM Pontianak is one of the best private universities in West Kalimantan. The education period at the University of Muhammadiyah Pontianak is for 8 semesters and the campus has several advantages of infrastructure facilities including: mosques, libraries, computer labs, canteens, auditoriums, classrooms, adequate parking and 24-hour Hot Spot area (internet). Universitas Muhammadiyah Pontianak has 33 years of experience and is one of the best campuses in West Kalimantan that has been accredited by BAN PT with an accreditation score of B.

Universitas Muhammadiyah Pontianak in its work so far has received several awards from the Ministry of Research, Technology and Higher Education of the Republic of Indonesia. The award charter of the student exchange program between private and foreign universities, in addition to that, the University of Muhammadiyah Pontianak also participates in the independent campus from the Ministry of Research, Technology and Higher Education of the Republic of Indonesia such as teaching campuses, internships, independent student exchanges (PMM), independent entrepreneurs. So that it is ranked 1st in the best private universities in West Kalimantan and ranked 319th in PTN and National PTS by the Web Universities Ranking. With the acquisition of these awards, the University of Muhammadiyah Pontianak has a good and positive image of higher education in the people of West Kalimantan in general and the people of Pontianak in particular.

However, in addition to the image of the university, the cost of education factor is also a serious consideration for students. The University of Muhammadiyah Pontianak provides convenience in terms of tuition payments. Various scholarship programs, financing schemes, and financial support provide solutions for students who may face financial limitations. This not only improves the accessibility of higher education but also reflects the commitment of the University of Muhammadiyah Pontianak to support the development of quality human resources.

The ability to get students depends on information and fees about the university in question. Universities today are not only limited to the ability to produce academically measured graduates, but the entire program of higher education institutions must be able to prove high quality and be supported by existing accountability, so that this can give rise to a variety of university options that are considered by prospective students. Before making a choice at a university, prospective students will be influenced by several factors such as the cost of living, tuition fees, social environment, promotions, location considerations and the image of the university.

2. Method

This study uses the Associative method to describe the relationship between the image of universities and the cost of education with students' decision to study at the University of Muhammadiyah Pontianak. Data was collected through direct interviews with the head of BAAK and students, direct observations on campus, and questionnaires distributed to active students. Secondary data was obtained from the official website of PDDIKTI of the Ministry of Education and Culture XI in Kalimantan and the finance department of the University of Muhammadiyah Pontianak. The population of this study is all active students of the University of Muhammadiyah Pontianak in the 2023/2024 academic year as many as 4,872 students, with a sample of 100 people taken using the Proportional Stratified Random Sampling technique. The variables in this study are the image of higher education and education costs as independent variables (X), and the decision to choose to study at the University of Muhammadiyah Pontianak as the bound variable (Y).

3. Results and Discussion

The results of the discussion included respondent characteristics, validity tests, and reliability tests of research instruments. Respondents consisted of active students for the 2023/2024 academic year, with the majority being female (72%) and 20 years old (25%). The majority of respondents came from the Management study program (29%). The validity test showed that all statement items for the variables of Higher Education Image, Tuition Fees, and Student Decision to study at the University of Muhammadiyah Pontianak were valid with a t-value of > 0.10 . Meanwhile, the reliability test using Cronbach's Alpha showed that all statement items in the questionnaire for the three variables had a high level of reliability, with a value above the reliability coefficient of 0.6. Therefore, it can be concluded that this research instrument is reliable and consistent in measuring the variables studied.

The normality test aims to assess the distribution of data in the variables used in the study, using the Kolmogorov-Smirnov normal test. The results show that the value of Asymp.Sig. (2-tailed) of $0.200 > 0.05$, indicating that the data is normally distributed. Then, the linearity test is used to check whether the specifications of the model used are correct or not. The results show that there is a linear relationship between the image of higher education and the cost of education on the decision of students to choose to study at the University of Muhammadiyah Pontianak, with a significant deviation from linearity. Furthermore, the multicollinearity test shows that there is no multicollinearity between independent variables in the regression model, characterized by tolerance and VIF values that correspond to the predetermined criteria.

Multiple linear regression analysis was carried out to determine the influence of independent variables on bound variables. Based on the results of the analysis, it can be concluded that the variables of Higher Education Image and Tuition Cost have a significant influence on the decision of students to choose to study at the University of Muhammadiyah Pontianak, with a multiple linear regression equation: $Y = 9.522 + 0.416 X_1 + 0.825 X_2$. Furthermore, the correlation analysis showed that the relationship between the image of higher education and the cost of education on the decision

of students to choose to study at the University of Muhammadiyah Pontianak was moderate, with a correlation value of 0.834. Furthermore, the simultaneous significance test showed that the image of higher education and tuition fees together had a significant influence on the decision of students to choose to study at the University of Muhammadiyah Pontianak. Meanwhile, the partial significance test shows that partially, both the image of higher education and tuition fees have a significant influence on the decision of students to choose to study at the University of Muhammadiyah Pontianak.

4. Conclusion

Based on the results of the study, it can be concluded that the image of higher education and tuition fees have a significant influence on the decision of students to choose to study at the University of Muhammadiyah Pontianak. Multiple linear regression analysis shows that these two variables together can explain most of the variation in Student Decisions. In addition, the partial significance test also confirmed that each variable had a significant influence individually on Student Decisions. This shows the importance of the image of higher education and tuition fees as factors that affect students' decisions in choosing to study at the University of Muhammadiyah Pontianak. Therefore, a deep understanding of the image of the university and the cost of education becomes important for educational institutions to increase their attractiveness and influence the decisions of prospective students.

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