

The Influence of Price Perception and Accreditation on Students' Decisions to Enter Muhammadiyah University of Pontianak

Indah Purnama Sari¹, Samsuddin¹

¹Management Study Program, Faculty of Economics and Business, Muhammadiyah University of Pontianak, Indonesia

**Corresponding Author:* Indah Purnama Sari

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Abstract

The purpose of this study was to determine the influence of price perception and accreditation on students' decisions to enter Muhammadiyah University of Pontianak. This study used a quantitative associative method. The sample in this study was 100 respondents. The results of the study showed that the results of the partial influence test (t test) produced a sig value which would be interpreted as follows; (1) The t value of the Price Perception variable (X1) was $3.351 > t$ table of 1.660 and a significance value of $0.001 < 0.05$, so it can be concluded that there is a Student Decision to Enter Muhammadiyah University of Pontianak; (2) The t value of the Accreditation variable (X2) was $5.749 > t$ table of 1.660 and a significance value of $0.000 < 0.05$, so it can be concluded that there is a partial significant influence between Accreditation on Student Decisions to Enter Muhammadiyah University of Pontianak.

Keywords: Price perception, Students, Accreditation

Introduction

Higher education in Indonesia has grown rapidly and is increasingly advanced, as can be seen today with the ease in today's era to find higher education. Higher education is spread across various regions of Indonesia, including West Kalimantan, both state universities (PTN) established by the government and universities (PTS) established by the private sector. Education is a basic need that is very important for today's society. This is due to the belief that education is a strategic tool to improve the quality of human life. Through education, a person becomes intelligent, acquires skills and abilities, and builds a good attitude to life, which ultimately allows them to interact positively in society.

Quality education is considered an investment that not only provides personal benefits, but also socially. This helps in increasing the dignity of the nation and provides a strong foundation for the development and development of a country. The increasing awareness of the importance of education is one of the factors that drives the growth and development of educational institutions.

Seeing the many needs for education, the number of universities is increasing over time (Fakri et al., 2017; Prasetyaningrum; Marlina, 2020; Hidayat et al., 2023). Private educational institutions

(PTS) have begun to emerge in various regions that were previously inaccessible to state higher education institutions (PTN). The large number of higher education institutions has tightened competition in the world of higher education, where each university tries to attract as many students as possible (Minggu & Seseli, 2018). The increase in student interest in higher education has created a phenomenon where universities have emerged from time to time with increasingly intense competitive situations, especially among private universities (Rahman, 2021). The increasing number of universities that have been established has an impact on increasingly fierce competition in attracting prospective students. This competition encourages universities, especially private ones, to compete in offering superior programs, the best facilities, scholarship systems, academic reputations, accreditation, prices, and marketing strategies that attract students' attention (Saroinsong, 2024; Adha, 2024; Buamonabot et al., 2019).

Competition between universities occurs in various aspects including quantity (number), quality and price offered (Sihite, 2018). In terms of quantity, the number of universities in West Kalimantan, especially private universities, can be said to be quite large. The increasingly tight price competition between educational institutions encourages them to provide the best quality of education for students so that students are willing to use their services and become loyal students. Quality education is indeed impossible to offer at a low price. Price perception according to Tjiptono (2015, Page 65) is a monetary unit or other measure that is exchanged in order to obtain ownership rights or use of a good or service. Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (product/quality, distribution and promotion) cause costs/expenses (Gunawan, 2016; Sequeira, 2022). In addition to price perception, prospective students' decisions to continue their studies are also influenced by the good accreditation of the university they will choose. Prospective students tend to choose universities with excellent or superior accreditation because they are considered capable of providing a guarantee of higher quality education. Good accreditation shows that the university has met the criteria or even exceeded the standards set in higher education. When choosing a university, prospective students tend to do research and consider the academic reputation and accreditation of the university (Masnawati & Darmawan, 2023). This shows that accredited universities are more recognized by the public than unaccredited universities. Accreditation is very important for universities because this accreditation status will have an impact on the number of students later. Accreditation is a process carried out by an authorized institution to officially state that an institution has the ability to carry out certain tasks. This recognition shows that the university or study program has met the requirements set by the National Accreditation Board for Higher Education (BAN-PT) regarding the implementation of study programs and the quality of its graduates. According to Prasoja (2016, page 53), accreditation is generally defined as an official recognition that an organization is considered competent in carrying out certain tasks. Accreditation can be a benchmark for the quality of an educational institution.

The decision to choose a university is one of the important decisions that must be taken by prospective students. Choosing the desired university is a decision that has been carefully considered by the prospective student. Student decision-making can be influenced by price

perceptions and accreditation.

In West Kalimantan, there are several universities with good accreditation, both those owned by the government (PTN) and those owned by foundations or private (PTS), and offer affordable fees. One of the private universities in West Kalimantan is the Muhammadiyah University of Pontianak, which was established in 1985-1990 until now. The Muhammadiyah University of Pontianak is one of the best universities in West Kalimantan, which is located in the middle of the city, precisely on Jl. Ahmand Yani No.111, West Pontianak. has 7 faculties and 16 study programs offered to students. Private universities (PTS) in Kalimantan are fostered and supervised by the Higher Education Service Institution of Region XI Kalimantan. The names of private universities in West Kalimantan are presented in the table below as follows:

Table 1. Higher Education Service Institutions in Region XI Kalimantan (List of Private Universities in West Kalimantan in 2024)

No	Forlap Code	College	City
1	111004	Universitas Panca Bhakti	Pontianak
2	111013	Universitas Muhammadiyah Pontianak	Pontianak
3	111014	Univeritas Kapuas Sinttang	Pontianak
4	111022	Universitas Nahdlatul Ulama Kalimantan Barat	Pontianak
5	111027	Universitas Widya Dharma Pontianak	Pontianak
6	111028	Universitas OSO	Pontianak
7	111032	Universitas Katolik Santo Agustinus Hippo	Pontianak
8	112002	IKIP PGRI Pontianak	Pontianak
9	112003	Institute Shanti Bhuana	Pontianak
10	112004	Intitut Bisnis Teknologi Keling Kumang	Sekadau
11	112005	Institut Teknologi Dan Bisnis Sabda Setia	Pontianak
12	112005	Institut Bisnis Dan Ekonomi Indonesia	Pontianak
13	112010	Institut Teknologi Dan Kesehatan Muhammadiyah Kalimantan Barat	Pontianak
14	113009	Sekolah Tinggi Ilmu Hukum Seolthan M Tsjafoeddin	Pontianak
15	113010	Sekolah Tinggi Ilmu Ekonomi Boedi Oetomo	Pontianak
16	113029	STMIK Pontianak	Pontianak
17	113034	Sekolah Tinggi Ilmu Ekonomi Indonesia Pontianak	Pontianak
18	113047	Sekolah Tinggi Pertanian Panca Bhakti	Pontianak
19	113062	STKIP Persada Khatulistiwa	Sintang
20	113065	Sekolah Tinggi Ilmu Ekonomi Mulia Singkawang	Singkawang
21	113067	STKIP Melawi	Nanga Pinoh Melawi
22	113081	STIKES Kapuas Raya	Sintang
23	113083	STIKES Yarsi Pontianak	Pontianak
24	113085	STKIP Singkawang	Singkawang

25	113088	Sekolah Tinggi Bahasa Asing Pontianak	Pontianak
26	113090	Sekolah Tinggi Bahasa Harapan Bersama	Pontianak
27	113096	Sekolah Tinggi Ilmu Kesehatan Sambas	Sambas
28	113100	STKIP Tanjungpura Ketapang	Ketapang
29	113103	STIKES Panca Bhakti Pontianak	Pontianak
30	114008	Akademi Manajemen Perusahaan Panca Bhakti	Pontianak
31	114011	Akademi Sekretari Dan Manajemen Indonesia Pontianak	Pontianak
32	114025	Akademi Keuangan Dan Perbankan Graha Arta Khatulistiwa	Pontianak
33	114049	AMIK Panca Bhakti	Pontianak
34	114050	Akademi Perpajakan Panca Bhakti	Pontianak
35	114061	Akademi Manajemen Bumi Sebalu Bengkayang	Bengkayang
36	114069	Akademi Keperawatan Bethesda Serukam	Bengkayang
37	114070	Akademi Manajemen Komputer Dan Informatika Ketapang	Ketapang
38	114071	Akademi Kebidanan Singkawang	Singkawang
39	114079	Akademi Farmasi Yarsi Pontianak	Pontianak
40	114102	Akademi Gizi Sinka Dharma Madani Singkawang	Singkawang
41	115001	Politeknik Tonggak Equator	Pontianak
42	115021	Politeknik 'Aisyiyah Pontianak	Pontianak
23	113083	STIKES Yarsi Pontianak	Pontianak
24	113085	STKIP Singkawang	Singkawang
25	113088	Sekolah Tinggi Bahasa Asing Pontianak	Pontianak
26	113090	Sekolah Tinggi Bahasa Harapan Bersama	Pontianak
27	113096	Sekolah Tinggi Ilmu Kesehatan Sambas	Sambas
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41	115001	Politeknik Tonggak Equator	Pontianak
42	115021	Politeknik 'Aisyiyah Pontianak	Pontianak

Source: <http://lkdikti11.kemdikbud.go.id/direktori/all>, 2024

Based on table 1, it can be concluded that there are 42 private universities that are competitors of Muhammadiyah University of Pontianak, West Kalimantan, which are under the guidance of the Higher Education Service Institution of Region XI Kalimantan, consisting of 7 universities, 6 institutes, 16 colleges, 11 academies, and 2 polytechnics. The following researcher also presents a list of State Universities in West Kalimantan.

Table 2. PDDIKTI Kalimantan Higher Education Service Institutions (List of State Universities in West Kalimantan)

No	College	City
1	Universitas Tanjungpura	Pontianak
2	Politeknik Negeri Pontianak	Pontianak
3	Politeknik Negeri Ketapang	Ketapang
4	Politeknik Negeri Sambas	Sambas
5	Poltekkes Kemenkes Pontianak	Pontianak
6	IAIN Pontianak	Pontianak
7	Sekolah Tinggi Agama Katolik Negeri Pontianak	Pontianak
8	Sekolah Tinggi Teologi Ati Anjungan Pontianak	Pontianak
9	Sekolah Tinggi Agama Kristen Abdi Wacana Pontianak	Pontianak
10	Institut Agama Islam sultan Muhammad Syafiuddin Sambas	Sambas
11	Stit Darul Ulum Kubu Raya Kalimantan Barat	Pontianak
12	STAI Ma'arif Sintang Kalimantan Barat	Sintang
13	STAI Mempawah Pontianak	Mempawah
14	STIT Iqra Kapuas Hulu Kalimantan Barat	Pontianak
15	STIS Syarif Abdurrahman Pontianak	Pontianak

Source: <https://pddikti.kemdikbud.go.id/perguruan-tinggi>, 2024

Based on table 2, it can be concluded that there are 15 state universities in West Kalimantan consisting of 1 university, 1 polytechnic, 3 polytechnics, 2 institutes, and 8 colleges. The following is a list of tuition fees, entrance fees and SPP at the Muhammadiyah University of Pontianak.

Table 3. Muhammadiyah University of Pontianak (2020/2022 -2022/2023 Entrance Fee Data)

Study program	Description	Entry fee		
		Year		
		2020/2021	2021/2022	2022/2023
Mechanical Engineering Reg. A	Entrance Fee	IDR 8.935.000	IDR 8.960.000	IDR 9.130.000
	Tuition Fee	IDR 3.885.000	IDR 3.885.000	IDR 3.885.000
Mechanical Engineering Reg. B	Entrance Fee	IDR 10.850.000	IDR 10.875.000	IDR 11.070.000
	Tuition Fee	IDR 4.800.000	IDR 4.800.000	IDR 4.920.000
Information	Entrance Fee	IDR 8.800.000	IDR 8.825.000	IDR 8.995.000

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Technology Reg. A	Tuition Fee	IDR 3.750.000	IDR 3.750.000	IDR 3.845.000
Information Technology Reg. B (Evening)	Entrance Fee	IDR 10.150.000	IDR 10.175.000	IDR 10.350.000
	Tuition Fee	IDR 4.100.000	IDR 4.100.000	IDR 4.200.000
Information Technology Reg. B (Extension)	Entrance Fee	IDR 10.850.000	IDR 10.875.000	IDR 11.070.000
	Tuition Fee	IDR 4.800.000	IDR 4.800.000	IDR 4.920.000
Reg.A Information System	Entrance Fee	IDR 8.700.000	IDR 8.725.000	IDR 8.890.000
	Tuition Fee	IDR 3.650.000	IDR 3.650.000	IDR 3.740.000
Reg.B Information System (Evening)	Entrance Fee	IDR 10.150.000	IDR 10.675.000	IDR 10.350.000
	Tuition Fee	IDR 4.100.000	IDR 4.100.000	IDR 4.200.000
Reg.B Information System (Extension)	Entrance Fee	IDR 10.650.000	IDR 10.675.000	IDR 10.865.000
	Tuition Fee	IDR 4.600.000	IDR 4.600.000	IDR 4.715.000
Aquaculture Reg.A	Entrance Fee	IDR 8.530.000	IDR 8.555.000	IDR 8.630.000
	Tuition Fee	IDR 3.360.000	IDR 3.360.000	IDR 3.360.000
Aquaculture Reg.B	Entrance Fee	IDR 9.770.000	IDR 9.795.000	IDR 9.870.000
	Tuition Fee	IDR 3.600.000	IDR 3.600.000	IDR 3.600.000
Reg.A Management	Entrance Fee	IDR 8.040.000	IDR 8.065.000	IDR 8.250.000
	Tuition Fee	IDR 2.990.000	IDR 2.990.000	IDR 3.100.000
Reg.B Management (Evening)	Entrance Fee	IDR 8.850.000	IDR 8.375.000	IDR 8.550.000
	Tuition Fee	IDR 3.300.000	IDR 3.300.000	IDR 3.400.000
Reg.C Management (Friday – Sunday)	Entrance Fee	IDR 10.150.000	IDR 10.175.000	IDR 10.350.000
	Tuition Fee	IDR 4.100.000	IDR 4.100.000	IDR 4.200.000
Reg.A Digital Business	Entrance Fee	-	IDR 8.725.000	IDR 8.890.000
	Tuition Fee	-	IDR 3.650.000	IDR 3.740.000
Reg.B Digital Business (Evening)	Entrance Fee	-	IDR 8.975.000	IDR 9.150.000
	Tuition Fee	-	IDR 3.900.000	IDR 4.000.000
Islamic Religion Reg.A	Entrance Fee	IDR 6.650.000	IDR 6.675.000	IDR 6.670.000
	Tuition Fee	IDR 1.900.000	IDR 1.900.000	IDR 1.900.000
Islamic Religion Reg.B (Evening)	Entrance Fee	IDR 6.950.000	IDR 6.975.000	IDR 7.050.000
	Tuition Fee	IDR 2.200.000	IDR 2.200.000	IDR 2.200.000
Islamic Religious Education Ma'Had (PAI)	Entrance Fee	IDR 4.550.000	IDR 4.575.000	IDR 4.575.000
	Tuition Fee	IDR 1.900.000	IDR 1.900.000	IDR 1.900.000
Islamic Religious Education Ma'Had (Special)	Entrance Fee	IDR 1.550.000	IDR 3.675.000	IDR 3.750.000
	Tuition Fee	IDR 1.000.000	IDR 1.000.000	IDR 1.000.000
M. Sharia Business Reg.A	Entrance Fee	IDR 6.950.000	IDR 6.975.000	IDR 7.050.000
	Tuition Fee	IDR 2.200.000	IDR 2.200.000	IDR 2.200.000
M. Sharia Business Reg.B (Evening)	Entrance Fee	IDR 8.050.000	IDR 8.075.000	IDR 8.150.000
	Tuition Fee	IDR 3.000.000	IDR 3.000.000	IDR 3.000.0000

M. Sharia Business Reg.B (Saturday – Sunday)	Entrance Fee	IDR 8.750.000	IDR 8.775.000	IDR 8.850.000
	Tuition Fee	IDR 3.200.000	IDR 3.200.000	IDR 3.200.000
PG. PAUD Reg.A	Entrance Fee	IDR 7.850.000	IDR 7.875.000	IDR 7.950.000
	Tuition Fee	IDR 2.800.000	IDR 2.800.000	IDR 2.800.000
PG.PAUD Reg.B	Entrance Fee	IDR 8.150.000	IDR 8.175.000	IDR 8.250.000
	Tuition Fee	IDR 3.150.000	IDR 3.100.000	IDR 3.100.000
PG. BIOLOGY Reg A	Entrance Fee	IDR 8.150.000	IDR 8.175.000	IDR 8.250.000
	Tuition Fee	IDR 3.100.000	IDR 3.100.000	IDR 3.100.000
PG. CHEMISTRY Reg.A	Entrance Fee	IDR 7.850.000	IDR 7.875.000	IDR 7.950.000
	Tuition Fee	IDR 2.800.000	IDR 2.800.000	IDR 2.800.000
LEGAL SCIENCE Reg.A	Entrance Fee	IDR 8.350.000	IDR 8.375.000	IDR 8.550.000
	Tuition Fee	IDR 3.300.000	IDR 3.300.000	IDR 3.300.000
LEGAL SCIENCE Reg.B	Entrance Fee	IDR 10.650.000	IDR 10.675.000	IDR 10.865.000
	Tuition Fee	IDR 4.600.000	IDR 4.600.000	IDR 4.715.000
Public Health Reg.A	Entrance Fee	IDR 9.300.000	IDR 9.325.000	IDR 9.500.000
	Tuition Fee	IDR 4.250.000	IDR 4.600.000	IDR 4.350.000
Public Health Reg.B	Entrance Fee	IDR 11.150.000	IDR 11.175.000	IDR 11.350.000
	Tuition Fee	IDR 5.100.000	IDR 5.100.000	IDR 5.200.000
PSYCHOLOGY Reg.A	Entrance Fee	IDR 9.450.000	IDR 9.475.000	IDR 9.660.000
	Tuition Fee	IDR 4.400.000	IDR 4.400.000	IDR 4.510.000
PSYCHOLOGY Reg.B	Entrance Fee	IDR 11.050.000	IDR 11.075.000	IDR 11.275.000
	Tuition Fee	IDR 5.000.000	IDR 5.000.000	IDR 5.125.000

Source: Finance Agency of Muhammadiyah University of Pontianak, 2024

Based on table 3 which displays the details of tuition fees for various study programs during one academic year at the University of Muhammadiyah Pontianak. Each study program has various categories, such as Reg. A, Reg. B, Extension, and others, which have different entrance fees and tuition fees. Each academic year, entrance fees and tuition fees tend to increase for each type of study program.

Table 4. Muhammadiyah University of Pontianak (Total Income for 2021/2022 – 2023/2024)

No	Year	Total Revenue	Increase/decrease %
1	2021/2022	24.343.689.000	-
2	2022/2023	28.754.686.500	15,34 %
3	2023/2024	31.703.200.000	9,30 %

Source: UMP Finance Agency, 2024

Based on table 1.4, it shows that the income of Muhammadiyah University of Pontianak from 2021/2022 to 2023/2024 has increased every year. The amount of income in 2022/2023 increased by 1534% from 2021/2022, and the amount of income in 2023/2024 increased by 9.30% from 2022/2023.

Table 5. Muhammadiyah University of Pontianak (Student Data Per Study Program 2021-2023 Academic Year)

No	Study program	Number of Students		
		2020/2021	2022/2023	2023/2024
1	Public Health	119	176	119
2	Mechanical Engineering	25	57	43
3	Aquaculture	26	25	15
4	Information Technology	114	120	147
5	Information Systems	47	71	67
6	Management	273	318	290
7	Sharia Business Management	38	34	25
8	Digital Business	-	28	29
9	Psychology	79	119	137
10	Legal Science	99	119	129
11	Chemistry Education	16	12	8
12	Biology Education	17	23	17
13	PG – Early Childhood Education	38	28	17
14	Islamic Religious Education	38	44	30
	Total	966	1.211	1.120

Source: BAAK UMP Section, 2023

Based on the table above, it can be seen the number of students at Muhammadiyah University of Pontianak for the last 3 years. In 2021 there was a slight decrease in the number of new students, but in 2022 there was a significant increase in the acceptance of new students.

Table 6. Muhammadiyah University of Pontianak (Data on the Number of Active Students per Study Program for the 2021 – 2023 Academic Year)

No	Study program	Active Students		
		2020/2021	2022/2023	2023/2024
1	Public Health	558	572	564
2	Mechanical Engineering	206	207	196
3	Aquaculture	128	127	106
4	Information Technology	452	506	579
5	Information Systems	100	164	216
6	Management	1.472	1.413	1.321
7	Sharia Business Management	91	121	129
8	Digital Business	-	28	55
9	Psychology	230	301	401
10	Legal Science	383	441	507
11	Chemistry Education	58	57	60
12	Biology Education	153	141	123
13	PG-Early Childhood Education	192	184	152

14	Islamic Religious Education	275	262	231
	Total	4.586	4.793	4.869

Source: BAAK UMP Section, 2023

Based on the table above, it can be seen that there was a slight decrease in the number of active students at Muhammadiyah University of Pontianak in 2021. However, in 2022-2023 there was an increase in the number of active students.

Table 7. Muhammadiyah University of Pontianak Accreditation Status

No	University Name	Accreditation Status	Accreditation Decree No.
1	Muhammadiyah University of Pontianak	B	1104/SK/BAN-PT/Ak-PPJ/PT/XII/2021

Source : <https://unmuhpnk.ac.id/daftar-akreditasi>, 2024

Based on table 7 Accreditation Status from the National Accreditation Board; Higher Education (BAN-PT) shows that Muhammadiyah University of Pontianak is accredited Good with No.SK 1104 / SK / BAN-PT / AK-PPJ / PT / XII / 2021.

With the Accreditation SK number, Muhammadiyah University of Pontianak can refer to formal decisions issued by the accreditation institution. This B Accreditation Status confirms that Muhammadiyah University of Pontianak has met the quality criteria set by the National Accreditation Board for Higher Education (BAN-BT). This accreditation status is very important for the University because it will affect the number of students who register.

Methods

This study uses a quantitative associative research method. Associative research in this study is to provide an overview of the relationship between the influence of price perception and accreditation on students' decisions to enter the Muhammadiyah University of Pontianak. Data collection techniques in this study used interviews and questionnaires. The sample in this study was 100 respondents. The sampling technique used was proportional stratified sampling. The measurement scale in this study used the Likert Scale. The data analysis technique used in this study was an instrument test in the form of a validity test, a reliability test. Furthermore, the classical assumption test includes a normality test, a linearity test, and a multicollinearity test. multiple linear regression analysis.

Results and Discussion

Validity Test

After collecting questionnaires from respondents, a validity test is then conducted on the data obtained. Validity shows the extent to which a measuring instrument is accurate and precise in performing its measurement function. The results of the product statement validity test can be seen in the following table 8:

Table 8. Results of Validity Test of Price Perception Variable (Variable X1)

No	Item	Correlation Results (rxy)	r table	Conclusion
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			5 %	
1	X1.1	0,521	0,195	Valid
2	X1.2	0,312	0,195	Valid
3	X1.3	0,799	0,195	Valid
4	X1.4	0,469	0,195	Valid
5	X1.5	0,485	0,195	Valid
6	X1.6	0,560	0,195	Valid
7	X1.7	0,478	0,195	Valid
8	X1.8	0,577	0,195	Valid
9	X1.9	0,528	0,195	Valid
10	X1.10	0,468	0,195	Valid
11	X1.11	0,415	0,195	Valid
12	X1.12	0,412	0,195	Valid

Source: Processed data, 2024

Table 8 shows that the results of the validity test on the Price Perception variable (X1) all statement items are valid because the calculated r value \geq r table. The results of the validity test of the Accreditation statement are as follows:

Table 9. Results of Validity Test of Accreditation Variable (Variable X2)

No	Item	Correlation Results (r _{xy})	r table	Conclusion
			5 %	
1	X2.1	0,646	0,195	Valid
2	X2.2	0,585	0,195	Valid
3	X2.3	0,664	0,195	Valid
4	X2.4	0,677	0,195	Valid
5	X2.5	0,706	0,195	Valid
6	X2.6	0,697	0,195	Valid
7	X2.7	0,648	0,195	Valid
8	X2.8	0,700	0,195	Valid
9	X2.9	0,719	0,195	Valid
10	X2.10	0,706	0,195	Valid
11	X2.11	0,707	0,195	Valid
12	X2.12	0,679	0,195	Valid

Source: Processed data, 2024

Based on table 9 above, it shows that the validity test on the Accreditation variable (X2) all statement items are valid because r count \geq r table. The following are the results of the validity test of the statement of Student Decision to Enter Muhammadiyah University of Pontianak.

Table 10. Results of the Validity Test of the Decision Variable for Students to Enter Muhammadiyah University of Pontianak (Various Y)

No	Item	Correlation Results	r table	Conclusion
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		(rxy)	5 %	
1	Y.1	0,690	0,195	Valid
2	Y. 2	0,732	0,195	Valid
3	Y. 3	0,493	0,195	Valid
4	Y. 4	0,659	0,195	Valid
5	Y. 5	0,716	0,195	Valid
6	Y. 6	0,701	0,195	Valid
7	Y. 7	0,775	0,195	Valid
8	Y. 8	0,688	0,195	Valid
9	Y. 9	0,727	0,195	Valid
10	Y. 10	0,774	0,195	Valid
11	Y. 11	0,587	0,195	Valid
12	Y. 12	0, 687	0,195	Valid
13	Y. 13	0, 665	0,195	Valid
14	Y. 14	0, 635	0,195	Valid
15	Y. 15	0, 565	0,195	Valid

Source: Processed data, 2024

Based on table 6 above, it shows that the validity test on the variable Decision of Students to Enter Muhammadiyah University of Pontianak (Y) shows that all statement items are valid because the calculated $r \geq$ table r .

Reliability Test

Reliability Test is used to determine the consistency of the measuring instrument, whether the measuring instrument can be relied on for further use. The results of the reliability test in this study used the Cronbach's Alpha technique. The results of the reliability test and the Price Perception variable (X1) can be seen as follows 11:

Table 11. Results of the Reliability Test of the Price Perception Variable (variable X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.484	12

Source: Processed data, 2024

Based on table 11 above, it shows that Croncbach's Alpha is 0.484, meaning that the value is below the reliability coefficient of 0.6. So it can be concluded that all statement items in the questionnaire as a measuring tool for the Price Perception variable (X1) are not reliable and inconsistent and cannot be relied on. The results of the reliability test of Accreditation data (X2) can be seen in table 12 below:

Table 12. Results of the Reliability Test of the Accreditation Variable (Variable X2)

Reliability Statistics	
Cronbach's Alpha	N of Item

.893	12
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Source: Processed Data, 2024

Based on table 12 above, it shows that Cronbach's Alpha is 0.893, meaning that the value is above the reliability coefficient of 0.6. So it can be concluded that all statement items in the questionnaire as a measuring tool for the Accreditation variable (X2) are reliable and consistent and can be relied on. The results of the reliability test of the data on the variable of the Student's Decision to Enter Muhammadiyah University of Pontianak (Y) can be seen in table 13 below:

Table 9. Results of the Reliability Test of the Decision Variable for Students to Enter Muhammadiyah University of Pontianak (Variable Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.866	15

Source: Processed data, 2024

Based on table 9 above, it shows that Cronbach's Alpha is 0.866, meaning that the value is above the reliability coefficient of 0.6. So it can be concluded that all the statement items in the questionnaire as a measuring tool for the variable of Student Decision to Enter Muhammadiyah University of Pontianak (Y) are reliable and consistent and can be relied on.

Classical Assumption Test

Normality Test

This Normality Test aims to determine the distribution of data in the variables that will be used in the study. Data normality can be seen using the Kolomogrov-Sminov normal test. The results of the Normality Test calculation can be seen in the following table:

Table 10. Normality Test Results

One – Sampel Kolmogorov – Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.02057573
Most Extreme Differences	absolute	.081
	positive	.081
	Negative	-.055
Test Statistic		.081
Asymp. Sig. (2-tailed)		.100 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction		

Source: Processed data, 2024

Table 10 above shows that the Asymp. Sig (2-tailed) value is $0.100 > 0.05$, meaning that the residual value is normally distributed..

Linearity Test

The linearity test is used to see whether the model specifications used are correct or not. The results of the Linearity Test calculation for the Price Perception variable can be seen in the following table:

Table 11. Linearity Test Results of Price Perception Variables on Entry Decisions Variable (X1)

ANOVA Table							
			Sun of Squares	df	Mean square	F	Sig
Entry Decision *Price Perception	Between Groups	(Combined)	1182.660	20	59.133	7.681	.000
		Linearity	579.843	1	579.843	75.319	.000
		Deviation from Linearity	602.816	19	31.727	4.121	.000
	Within Groups		608.180	79	7.698		
	Total		1790.840	99			

Source: Data processed by SPSS 26, 2024

Based on table 11, the results of the linearity test show a significance value of deviation from linearity of $0.000 < 0.05$. So it can be concluded that there is no linear relationship between Price Perception and Entry Decision..

Table 12. Results of Linearity Test of Accreditation Variables on Entry Decision Variable (X2)

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Admission Decision *Accreditation	Between Groups	(Combined)	1117.077	16	69.817	8.601	.000
		Linearity	782.985	1	782.985	96.455	.000
		Deviation from Linearity	334.092	15	22.273	2.744	.002
	Within Groups		673.763	83	8.118		
	Total		1790.840	99			

Source: Data processed by SPSS 26, 2024

Based on table 12, the results of the linearity test show a significance value of deviation of Linearity of $0.002 > 0.05$. So, it can be concluded that there is no linear relationship between Accreditation and Admission Decisions.

Multicollinearity Test

Multicollinearity test is conducted to analyze the correlation between independent variables. As a basis for seeing a model that is not Multicollinearity is to look at the size of the Variance Inflation

Factor (VIF) and the tolerance level. If the tolerance value is > 0.10 or VIF < 10. The following is a Multicollinearity test:

Table 13. Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
		Tolerance	VIF
Model	Price Perception	.690	1.450
	Accreditation	.690	1.450
a. Dependent Variable: Entry Decision			

Source: Data processed by SPSS 26, 2024

Based on table 13, it can be seen that there is no multicollinearity between the independent variables in the regression model. This is indicated by the tolerance of each variable > 0.10 and VIF < 10.

Statistical Analysis

Multiple Linear Regression Analysis

Multiple linear regression analysis to determine the influence between independent variables on dependent variables carried out by 100 respondents. The following is a table of Multiple Linear Regression Analysis:

Table 14. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constanta)	2.115	.233		9.065	.000
	Price Perception	.136	.041	.291	3.351	.001
	Accreditation	.380	.066	.499	5.749	.000
a. Dependent Variable: Entry Decision						

Source: Data processed by SPSS 26, 2024

From table 14, the multiple linear regression equation can be seen as follows:

$$Y = 2.115 + 0.136 X_1 + 0.380 X_2$$

From the multiple linear regression equation, it can be explained as follows; (1) The constant value has a positive value of 2.115, so it can be interpreted that if the independent variable has a value of 0 (constant) then the dependent variable has a value of 2.115; (2) The Regression Coefficient Value of Variable X1 has a positive value of 0.136, so it can be interpreted that if variable X1 increases, variable Y will also increase and vice versa; (3) The Regression Coefficient Value of variable X2 has a positive value of 0.380, so it can be interpreted that if variable X2

increases, variable Y will also increase and vice versa.

Correlation Coefficient (R) Analysis

Correlation analysis is conducted in order to test the associative hypothesis, namely the relationship between variables in the population through the data of the relationship of variables in the sample. The results of the calculation of the correlation coefficient test can be seen in the following table.:

Table 15. Results of the Correlation Coefficient Test (R)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704 ^a	.496	.485	.20344
a. Predictors: (Constant), Accreditation, Price perception				

Source: Data processed by SPSS 26, 2024

From table 15 it can be seen that the R value (correlation) obtained is 0.704. Where this value is between 0.80 - 1,000, this means that between Price Perception (X1) and Accreditation (X2), towards the Decision of Students to Enter Muhammadiyah University of Pontianak (Y) there is a strong relationship.

Analysis of Determination Coefficient (R²)

This test is to find out how much contribution variable X has to variable Y. The results of the determination coefficient (R²) calculation test can be seen in table 4.15 stating that the value of the Determination Coefficient (R²) or R square obtained is),498. This means that 49.8% (1 x 0.498 x 100%) of the influence on the Entry Decision is explained by Price Perception and Accreditation, while the remaining 50.2% is explained by other variables not included in the research variables.

Simultaneous Influence Test (F Statistic Test)

The simultaneous influence test is used to find out whether the independent variables simultaneously affect the dependent variable. The results of the simultaneous test (F Test) can be seen in the following table:

Table 16. Results of Simultaneous Effect Test

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.945	2	1.972	47.658	.000 ^b
	Residual	4.015	97	.041		
	Total	7.959	99			
a. Dependent Variable: Entry Decision						
b. Predictors: (Constant), Accreditation, Price Perception						

Source: Data processed by SPSS 26, 2024

Based on the results of the F test in table 16, it can be seen that the independent variable has a significant effect on the dependent variable. This can be seen from the calculated F value of

47.658> F table 3.09 and the probability value sig. Of 0.000 <0.05, meaning that the variables Price Perception and Accreditation simultaneously have an influence on the Decision of Students to Enter Muhammadiyah University of Pontianak.

Partial Effect Test (T Statistic Test)

This T-test is conducted to determine the influence of each or partially the independent variables of Price Perception and Accreditation on the dependent variable of Student Decision to Enter Muhammadiyah University of Pontianak. The results of the partial test (T-test) can be seen in the following table.:

Table 17. Results of Partial Effect Test (T Statistic Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.115	.233		9.065	.000
	Price Perception	.136	.041	.291	3.351	.001
	Accreditation	.380	.066	.499	5.749	.000
a. Dependent Variable: Entry Decision						

Source: Data processed by SPSS 26, 2024

Based on table 17, it can be seen that the results of the partial influence test (t-test) produce sig values that will be interpreted as follows; (1) The calculated t value of the Price Perception variable (X1) is 3.351> t table of 1.660 and the significance value is 0.001 <0.05, so it can be concluded that there is a Student Decision to Enter Muhammadiyah University of Pontianak; (2) The calculated t value of the Accreditation variable (X2) is 5.749> t table of 1.660 and the significance value is 0.000 <0.05, so it can be concluded that there is a partial significant influence between Accreditation and the Student Decision to Enter Muhammadiyah University of Pontianak.

Conclusion

This study aims to determine the extent to which price perception and accreditation influence students' decisions in choosing Universitas Muhammadiyah Pontianak. In the context of increasingly tight competition among universities in Indonesia, especially in West Kalimantan, price and accreditation factors are very important because both can increase the attractiveness of a university in the eyes of prospective students. Involving 100 respondents, this study used a quantitative associative method to analyze the relationship between independent variables (price perception and accreditation) and dependent variables (student decisions). The results of the study showed that positive price perceptions encourage students' interest in entering this university. The more competitive and appropriate the price offered is with the perceived quality, the more students will feel that the price is fair, so that the decision to enter Universitas Muhammadiyah Pontianak becomes higher. In addition, accreditation is also a significant factor; universities with good accreditation tend to be chosen because they are considered to have

reliable quality standards that are recognized by the community and have a higher academic reputation.

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