PROCEEDING

ICoMS 2018

The 4th International Conference on Management Sciences
Universitas Muhammadiyah Yogyakarta, Indonesia

"Disruptive Innovation in Modern Business Era"

held in UMY, Indonesia, on March 28, 2018

Department of Management

FACULTY OF ECONOMICS AND BUSINESS
Universitas Muhammadiyah Yogyakarta

in collaboration with:
**Universiti Sains Islam, Malaysia
Tamkang University, Taiwan
Khon Kaen University, Thailand**

The 4rd International Conference on Management Sciences 2018 (ICoMS 2018)

March 28 2018

Universitas Muhammadiyah Yogyakarta, Indonesia

Chair Person

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2. Dr. Kawpong Polyorat (Khon Khaen University, Thailand)
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Preface IcoMS 2018

The 4rd International Conference on Management Sciences 2018 (ICoMS 2018)

March 28 2018

Universitas Muhammadiyah Yogyakarta, Indonesia

Dear Presenters and Delegates,

Department of Management, Economics Faculty, University of Muhammadiyah Yogyakarta, in collaboration with the Tamkang University Taiwan, Khon Kaen University Thailand, USIM Malaysia, organized an International Conference which will be held on March 28 2018.

We are proud to know that tehre is a thick manuscript submissions came to our table for this conference. In detail, there are 42 international academic manuscripts which we received from Indonesia, Malaysia, Thailand. And in this conference we choose **Disruptive Innovation in Modern Business Era** as the main theme.

Our international conference is a manifestation of the Government of Indonesia through the Directorate General of Higher Education, which has encouraged the internationalization of research and teaching in order to foster high-caliber academic institutions globally and increase competitiveness in International Higher Education.

We are very confident that our presenters and delegates will get a lot of ideas together and experience of this conference. In addition, our participants will enjoy additional insight from our plenary session keynote speakers, namely, Prof.Dr.Shu-Hsien Liao from Tamkang University Taiwan, Dr. Kawpong Polyorat from Khon Kaen University Thailand, Prof. Dr. Syadiyah Abdul Shukor from USIM Malaysia, and Punang Amaripuja, S.E., S.T., M.IT. from Universitas Muhammadiyah Yogyakarta.

Through this conference, we are committed to promote and improve our mission and academic culture synthesize global progress with local knowledge. Therefore, it is my great honour to welcome you to IcoMS 2018 in great cultural city of Yogyakarta, Indonesia. I look forward to seeing you soon in the conference.

Best wishes,

Dr. Indah Fatmawati

Chair of IcoMS 2018

http://icoms.umy.ac.id/call-for-papers

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Analysis of University Entrance Decision Through Promotion, Student Purchasing and Awareness

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ABSTRACT

Entering a College is an educational goal desired by secondary school students in Indonesia. Being able to go to a College is a very dream thing for them, with an awareness of the importance of higher education. However, the quality of education in Indonesia is still uneven, and the cost of higher education also varies greatly. In addition, the parents' income also varies, with the ability of purchasing power to College is also varied, so there are still many students of high school can not continue to College. Participation Rate in Bekasi Regency is still low, makes it interesting to research how the decision to go to college is determined, whether determined by the promotion, purchasing power, and students awareness. This research, as case study at Bekasi Regency, used quesnionnaires, with the sample of SMA/ SMK students at Bekasi Regency as muach as 225 students. Data processing used SEM. Results of this study, showed that, Promotion has a strong relationship with 2 of the 10 indicators, awareness of students has a strong relationship with 2 of the 6 indicators, purchasing power has a strong relationship with 3 of the 5 indicators and the decision to enter college has a strong relationship 5 of 7 indicators. And then, promotion affects directly to college entrance decisions and indirectly affect through its influence on student awareness. While the purchasing power affects directly to college entrance decisions,and does not affect students' awareness of students. The resulting SEM model is in good category.

Key words: Promotion, Purchasing power, Students awareness, College entrance decisions, SEM

1. Research Background

Entering a College is an educational goal desired by secondary school students in Indonesia. Being able to go to a College is a very dream thing for them, with an awareness of the importance of higher education. However, the quality of education in Indonesia is still uneven, and the cost of higher education also varies greatly. In addition, the parents' income also varies, with the ability of purchasing power to College is also varied, so there are still many students of high school can not continue to College. Participation Rate in Bekasi Regency is still low, makes it interesting to research how the decision to go to college is determined, whether determined by the promotion, purchasing power, and students awareness.

Alharthey's research (2015) states that advertising as part of the promotion mix has a significant effect on buyer's decision. The results of research conducted on the students in choosing educational institutions, states that all marketing service mix consisting of product, price, place, promotion, people, physical evidence, and process have a significant and positive influence on the decision to enter the educational institution (Wati, Satrio; 2015).

Research by Dharma and Sukaatmadja (2015), produces information that brand awareness has a significant effect on purchasing decisions. The result of Afifah (2014) study stated that public awareness of the importance of formal education in Sendang village, Kragan district, Rembang Regency, Central Java, is still low. This shows the diversity of ways Indonesian society views of the importance of education.

Not many of research about the decision to enter universities in Indonesia which is associated with public purchasing power. The results of the Vishvakarma study show that on average, high purchasing power is seen in large populated countries and with high income and expenditure levels. Initial survey to explore the problem on the object of research, conducted on 25 students from several universities, about their consideration of entering the college, the results are presented as follows:

Table 1: Student Consideration Decides to Enter College

Quetions	Number of answers and %			
	yes	%	No	%
The amount of cost becomes one of my considerations of continuing education	21	84	4	16
I know and enter this college from advertisements / promotions / flyers from campus	6	24	19	76
I am aware of the importance of continuing to college	21	84	4	16

Source: June Survey results 2017

Table 1 provides information that the majority of students, when going in will consider the amount of cost that describes their purchasing power. However, only 24% (minority) know the college of their choice of advertisement or promotion from the campus of their choice, the majority of whom are informed by family, friends or neighbors. This shows that many universities have not yet utilized the promotion mix to introduce their institutions. The majority of students (84%) have an awareness of the importance of continuing education. Thus most of the students who have entered the college does have an awareness of the importance of secondary education after high school. By looking at the low data of APK PT in Bekasi Regency, depicting high school graduates whose masses do not yet have an awareness of the importance of higher education. The results of the preliminary survey indicate that the majority of students are aware of the importance of continuing their studies.

Based on data and information about the phenomenon of university entrance decision, student statement that the majority college entrance is not from promotion, consumer awareness issues as well as people's purchasing power, while the government's vision through kemristekdikti is to support the nation's competitiveness. This research is expected to be able to know the decision of high school students and SMK public and private in Kecamatan Bekasi Selatan, to enter college.

Referring to the research title and the problems that become the background of this research, the formulation of this research problems are:
1. Does the promotion affect the awareness of college admission to students in Kecamatan Bekasi Selatan?
2. Does the promotion affect the decision of college admission to students in Kecamatan Bekasi Selatan?
3. Does awareness affect the decision to enter college to students in South Bekasi District?
4. Does the purchasing power affect the decision to enter college to students in South Bekasi District?
5. Does the purchasing power affect the awareness to enter college to students in South Bekasi District?

The main purpose of this study is to obtain answers from the research problem that is knowing the influence of promotion, and

purchasing power to the awareness and decision of students entering higher education.

2. Review of Literature

2.1 Higher Education

Research on college admission through promotion, purchasing power and awareness is done in district of bekasi. Means that the meaning of higher education is not independent of the provisions set forth in the law, which reads as follows: "Higher education is the level of education after secondary education that includes diploma programs, undergraduate programs, master programs, doctoral programs, and professional programs, as well as specialist programs, organized by universities based on Indonesian culture". (UURI, number 12 of 2012).

According Taliziduhu (1988) college is an educational institution that can be viewed as a process that produces 2 (two) characters of services, namely:
1. The educational process and the judgment process (value judgment) which is a human added value obtained by the students, which is expected to be ready to enter the real world in society.
2. The research process is scientific findies and technological innovation.

The existing universities in Indonesia consist of three categories, namely:
1. State University (PTN)
2. Private University (PTS)
3. Services University (PTK)

These institutions are in the form of Universities, Institutes, Colleges and Academics. Each university can produce graduates according to their strata, namely: Strata one (SI) Bachelor degree, Starata two or post graduate (S2) holding Master, and Strata three (S3) with Doctor (DR). While vocational education consists of: Diploma I and II degree A.Ma, Diploma III degree A.Md.

District and city of bekasi have a number of universities, which are in the form of Universities, Colleges, Academy and Polytechnic. But of the many universities that exist, everything is still a private participation.

A number of private universities can be presented in Table 2. as follows:

Table 2: Universities in the Regency and City of Bekasi

No.	Type Of higher Education	Amount
1.	University	2
2.	Colleges	24
3.	Academy	17
4.	Polytechnic	3
Total		46

Source: Kopertis Region 4, Bandung

2.2. Buyer's Decision

According to Schiffman & Kanuk (2000) "The decision-making process can be viewed as three distinct but related stages: the input stage, the process stage, and the output stage. The input stage affects the consumer's introduction to the needs of the product and consists of two main sources of information: enterprise marketing efforts and social influences. This model process stage focuses on how consumers make decisions. The output stage of the decision making model consists of two activities after the decision making is closely related: buying behavior and evaluation after purchase.

Supranto and Limakrisna (2007), said that the key process in consumer decision making is the integration process by which knowledge is combined to evaluate two or more behavioral alternatives, then choose one. The result of this integration process is a choice, cognitively represented as behavioral intention. Behavioral intentions are called decision plans."

Hoffman & Bateson (2001) describes that the buyer's decision-making process is a process in: (1) recognize the need, (2) information search, (3) evaluation of some pre-purchase alternatives, (4) decide to buy, (5) consume, (6) evaluation of product / service performance, (7) post-consumption disposal. Buying decision in this research is done on high education service which means decision to choose college entrance. The theoretical approach used in this study refers to Hoffman & Bateson's (2001) theory, but is limited to the fourth process, the decision-

making process consists of: (1) acknowledge the need, (2) information search, (3) evaluation of some pre-purchase alternatives, (4) decide to buy.

Promotion is one part of the marketing mix that works to encourage and / or attract customers. The promotion mix includes tools such as Advertising, Public Relations, Sales Promotions, Direct Marketing and Personal Selling (Chunnawala and Sethia, 1994). According to Belch et al. (2004, 166) says there are five types of promotions in the marketing communication mix illustrated below:
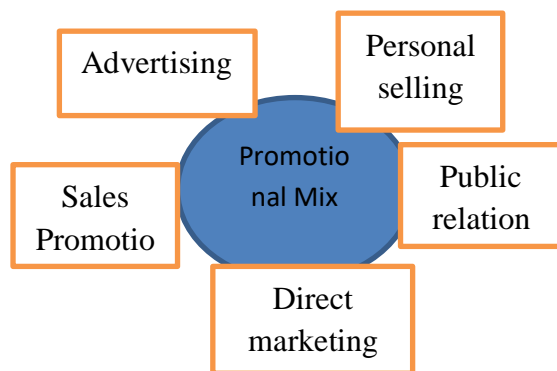
Figure 1: Integrated Marketing Communications (adopted from Belch et.al. (2004)

Picton and Hartley (2010) on efforts to promote promotion mix as an action to communicate products and or services, acknowledged has long been done by businessmen, but the level of integration is still minimal. A 'marketing communication mindscape' is offered to describe the marketing communication mix in a way that can embrace more activities and encourages integrative thinking on the use of its various elements. Significantly, the additional role of customer contact management and database management is considered very important in the era of integration.

The results of Pereira and Almeida (2014), reveal that marketing and promotion is a vehicle that is very important for the management of hotels. Educational institutions, regarded as a service business also greatly require communication and marketing to target market segments.

Kotler (2006) argues that promotion is a variety of activities that companies do to communicate the benefits of products or services to convince target consumers to buy it. The purpose of promotion can be divided into three namely:

1. Informing people to know that the company has issued a product, informing us about the whereabouts and uses of the product, explaining how the product works, building a company image, informing the name or price of the product.
2. Persuade, so that people are interested and make purchases of products and form consumer perceptions.
3. Remind, that consumers keep remembering and buying the same product over and over again if the product used has expired, remind consumers where consumers can get products, maintaining the image of the product and the company in the consumer's memory.

The promotion mix according to Kotler consists of:
1. Advertising.
2. Sales Promotion
3. Public Relation and Publicity
4. Personal Selling,
5. Direct Marketing.

2.3 Consumer Awareness

Wicklund (2016), discusses an objective theory of self-awareness. That a person's awareness has a trait that leads to awareness into the self as well as awareness of the environment. The direction of attention is guided by events that force attention into themselves and events that draw attention to the outside environment. Objective awareness theory has consequences for three conceptual phenomena, namely:

1. Initial reaction to self-focused attention, self-evaluation.
2. The emergence of self-focused attention results in efforts to avoid similar mirrors and stimuli, if the prominent differences are negative.

3. If there is no way out of the negative self-focus of stimulation, there will be a reduction effort of difference, by abandoning it or avoiding it.

According to Bloom et al, (1956 in UNESCO, 2000) cognitive taxonomy is based on the idea that awareness is the intellectual (cognitive) potential associated with one's rational ability, through six stages: knowledge, comprehension, aplication, analysis, synthesis, evaluation. Development of Bloom theory which is a person's awareness to develop themselves through stages: (1) Knowledge, (2) Attitude and (3) Action as the dimension of consciousness and each has its indicator. The development of Bloom's theory is presented in figure 2.

Bloom's taxonomic theory can be adopted into a concept in conveying the message of a product or service, especially in this research to convey the message through the mix promotion in awakening the target market of the importance of continuing study to higher education.
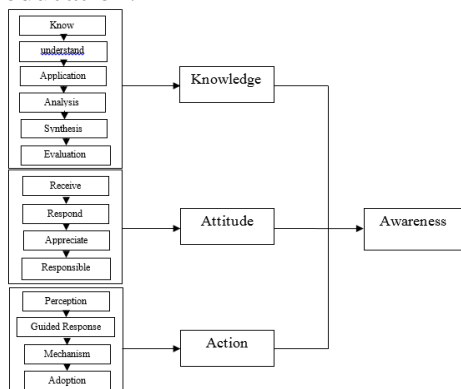
Figure 2: Indicators of awareness (adopted from Bloom, in UNESCO 2004)

2.4 Purchasing Power

Purchasing power by boundless textbook marketing is the amount of goods or services that can be purchased with currency units. Thus the purchasing power of consumers is the ability of consumers to make a purchase. The economy can affect consumer purchasing power. If the price decreases assuming the amount of goods in market remains, the consumer has greater purchasing power. If the value of the rupiah increases relative to the foreign currency, the consumer has greater

purchasing power. Conversely, when inflation occurs, the consumer's purchasing power decreases.

The results of Vishvakarma's research inform that in 35 states in India, Maharashtra has the highest purchasing power followed by Uttar Pradesh, West Bengal, Andhra Pradesh, Bihar, Gujarat, etc. On average, large purchasing power is seen in large populated countries with high incomes and spending levels.

According to Keynes (Mankiw: 2003), purchasing power is closely related to the level of consumption, price and income, thus a person's or household's consumption ability is determined by their income and the price level of the goods and services they will buy. Including the decision to enter higher education.

Thus, purchasing power has 3 dimensions, namely: (1) Revenue, (2) Consumption level, (3) Inflation rate.

3. Theoretical Framework

3.1 The Effect of Promotion on Consumer Awareness

The research symposium conducted by FIFA Women's Football (2007), informed that effective promotions are even able to increase women's awareness to play soccer. Thus it can be expected that effective promotion can raise awareness of high school students to continue to higher education.

3.2 The influence of purchasing power on Consumer Awareness

Purchasing power is a reflection of a person's ability to pay for products / services due to income. Someone will decide to buy higher education services when he has enough income. Awareness of the importance of continuing education to college, requires the support ability to pay from the income earned. According to Vishvakarma, a large purchasing power is seen in the populated states of India with high income and expenditure levels. It is thus assumed that the purchasing power is

influential in raising awareness of the importance of continuing to higher education.

3.3 The Effect of Consumer Awareness on Purchase Decision

Dharma Research (2015) informs that brand awareness affects the decision to buy Apple Computer products. It is suspected that the awareness of the importance of higher education for high school students has a positive effect on the decision to enter universities in Bekasi Regency.

3.4 Influence of Promotion and purchasing power to Purchase Decision through Consumer Awareness

The emergence of awareness of the importance of continuing education to college, requires income support, economic stability and consumption as a dimension of purchasing power. Similarly, promotion mix that aims to communicate the benefits of college services, a stimulus that raises knowledge, positive attitude and acting, the third is the dimension of consciousness. Awareness of the importance of continuing to higher education will encourage high school students to decide to go to college. Thus, it is suspected that promotion and purchasing power have a positive effect on the decision to continue to university through awareness. Based on the above theoretical framework can be illustrated flowchart of research, presented in Figure 2.3.
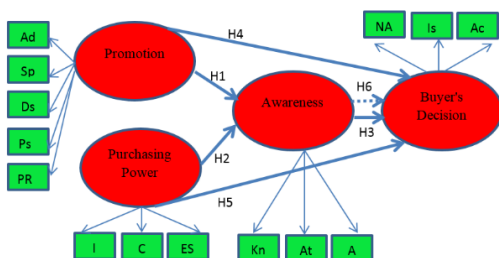
Figure 3: Thinking Framework Chart

Caption:
Ad : Advertising
Sp: Sales Promotion
Ds: Direct Selling
Ps: Personal Selling
PR: Public Relation

I : Income
C : Consumtion
ES: Economic Stability

Kn: Knowledge
At: Attitute
A : Action

NA: Need aware
Is : Information search
Ac: Alternative choice

3.5 Hypothesis

Based on the above framework, then obtained the research hypothesis as follows:
There is a positive direct effect of promotion to awareness of high school students in South Bekasi District about the importance of admission to universities.
1. There is a positive direct effect of purchasing power on the awareness of high school students in South Bekasi District about the importance of admission to universities.
2. There is a direct positive influence of awareness of high school students in South Bekasi Subdistrict to the decision to enter university
3. There is a positive direct effect of promotion to the decision of secondary school students in South Bekasi Sub-district to enter university.
4. There is a positive direct effect of purchasing power on the decision of secondary school students in South Bekasi Sub-district to enter university.
5. There is a positive direct effect of purchasing power and promotion on the decision of high school students in Kecamatan Bekasi Selatan to enter university.

4. Research Method

The theoretical approach of each variable as the conceptual definition and operationalization of variables is described as follows:
Purchasing decision in research refers to Hoffman & Bateson (2001) theory illustrates that buyer decision process is process in: (1) aware of the need, (2) information seeking, (3) evaluation of some pre-purchase alternatives, (4) buyer's decision, (5) consuming, (6)

evaluation of product / service performance, (7) post-consumption disposal. But in the study is limited to the stage to (4), namely the buyer's decision.

The awareness referred to in the study refers to Bloom's taxonomic theory, 1956 (UNESCO, 2000), namely the conscious effort of each person to develop the ability of self-rationality through stages: (1) Knowledge, (2) Attitude and (3) Action. The awareness referred to in this research is the awareness of 12th grade students about the importance of admission to university, through the stages of delivery (1) knowledge, (2) the formation of attitude and (3) doing the action.

Promotion is a variety of activities that companies do to communicate the benefits of products or services to convince target consumers to buy it (Kotler, 2006). The promotion mix consists of: (1) Advertising, (2) Sales Promotion, (3) Public Relation, (4) Personal Selling, and (5) Direct marketing.

Purchasing power is the ability to purchase goods or services, which is related to the level of consumption, price and income. Thus the purchasing power is determined by the income, the level of consumption and economic stability with an indication of inflation that could affect the rise or fall in prices. (Mankiw: 2003).

3.1 Types of Research

The research was conducted to test and analyze the causality relationship to improve purchasing decision (college admission) through promotion, consumer purchasing power and awareness of high school students. Verification of data to test the hypothesis, conducted based on primary data results of respondents' answers to the questionnaire. This research was conducted by survey method with quantitative analysis approach. Referring to theoretical research framework, data analysis is done by using Structural Equation Modeling (SEM) method.

3.2 Population and Sample

The population of this research is the 12th graders of secondary school (accompanied by parents) in Bekasi Selatan sub district in 2017. According to Weston et al (2006), research using data analysis with SEM requires a minimum sample size of 200. Meanwhile, according to Bentler and Chou, the number of indicators multiplied by five to fifteen (5-15), this study examined 4 (four) variables with 14 (fourteen indicators so that the number of respondents between 140- 210 students. Data of high school students in Bekasi City from 10th to 12th grade, 14,757 students of SMU plus 10,688 students of SMK, bringing the total to 25,445 students. If it is estimated that the 12th grader is one-third of the total number of students, then the population of the 12th grade of the middle school in Kota bekasi is 8482 people. The population of the 12th graders High school in Bekasi Selatan District, which is one of 12 sub-districts, is calculated as follows: 8482: 12 = 707 students. Given the population of 12th graders, the number of samples according to the minimum requirement for analysis with SEM is 200 students. The amount is distributed into the strata of public and private high school and vocational schools to obtain each sample portion as follows:

Table 3: Proportional Sampling

No.	Type of School	amount	Proportion of samples
1	SMA	14.757	(14.757 : 25.445) x 200 = 117
2	SMK	10.688	(10.688 : 25.445) x 200 = 83

Source: Data of Education Office, processed.

Based on the amount of data by type of school, the questionnaires were distributed to school samples with the criteria of large, medium and small schools with the method of dissemination to grade 12 students who were in school at the time of data collection (eksidentiel sampling).

3.3 Data Collection Technique, Data Analysis Technique and Hypothesis Testing

The data were collected using questionnaires. Test the validity and reliability of the instrument to determine the accuracy as a measuring tool, conducted using SEM data analysis with Lisrel software.

Data analysis technique is done by using SEM method with input matrix and Lisrel model estimation technique, done with step stages as follows:

1. Develop a theoretical model
2. Develop a flow diagram showing the structural relationship between variables into the SEM model.
3. Convert the Path diagram into a mathematical equation
4. Select input matrix and model estimation techniques (LISREL or AMOS).
5. Evaluation of goodness of fit criteria.
6. Arrange the working hypothesis
7. Interpretation and modification of the model

3.4 Fishbond Diagram

Based on the above theoretical approach, described the flow of relationships between variables in the fishbond diagram in Figure 3.1 as follows:
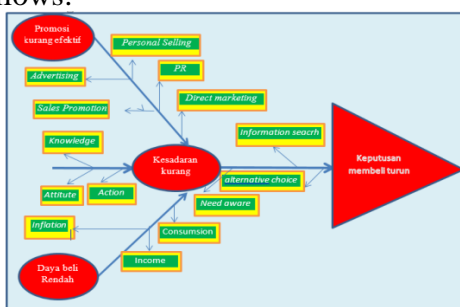
Figure 4. Fishbon diagram

4. Analysis and Discussion

Data Distribution Mean Perception of Respondents. The average value of respondents' perceptions for promotional indicators is as follows:

Table 4. Categorization of Respondents' Perceptions of Promotional Constructs

Simbol	Statement	Average	Category
PRO1	I know a creative ad about higher education, from the media TV / internet / Radio	3.96	High
PRO2	Creative advertising, about the higher education program, got me interested continue study	4.04	Very High

The average value of respondents' perceptions for Purchasing power indicators is as follows:

Table 5. Categorization of Respondents' Perceptions of Purchase Power Constructs

Simbol	Statement	Average	Category
DBL2	Every month the amount of family expenditure is smaller than family income.	2.88	Moderate
DBL3	Parents / guardians are already saving for our college preparation.	3.54	High
DBL5	The family claimed to be able to finance me continuing school	3.05	High

The average value of respondents' perceptions for Consciousness indicators is as follows:

Table 6. Categorization of Respondents' Perceptions of Consciousness Constructs

Simbol	Statement	Average	Category
KSD5	I really want to continue studying to Higher Education	4.63	Very High
KSD6	Higher education is important, I'm sure I can go to college	4.46	Very High

The average value of respondents' perceptions for Purchasing Decision indicators is as follows:

Table 7. Categorization of Respondents' Perception of Constructions Purchasing Decision

Simbol	Statement	Average	Category
KPM1	I feel the need to continue my education to college.	4.50	Very High
KPM2	I need deeper knowledge to prepare for the future.	4.60	Very High
KPM3	I am looking for information about my study program.	4.28	Very High
KPM4	Information about my study program was obtained from various sources.	4.12	Very High
KPM5	I am collecting some of the selected course information.	3.83	High
KPM6	I have already decided to go to college after graduating from school.	3.77	High

4.1 Result of Goodness of Fit model

Table 8. Goodnee of fit model

Goodness of Fit All Model	Calculation Result	Spec	Information
Absolute fit Model :			
Goodness of Fit Index (GFI)	0.91	$\geq$ 0.90	*Good Fit*
Root Mean Square Residuan (RMR)	0.039	$\leq$ 0.05	*Good Fit*
Root Mean Square Error of Approximation (RMSEA)	0.079	$\leq$ 0.08	*Good Fit*
Incremental Fit Model :			
Normed Fit Index (NFI)	0.93	$\geq$ 0.90	*Good Fit*
Non-Normed Fit Index (NNFI)	0.94	$\geq$ 0.90	*Good Fit*
Comparative Fit Index (CFI)	0.96	$\geq$ 0.90	*Good Fit*
Incremental Fit Index (IFI)	0.96	$\geq$ 0.90	*Good Fit*
Relative Fit Index (RFI)	0.89	$\geq$ 0.90	*Marginal Fit*
Parsimonious Fit Model :			
Adjusted Goodness of Fit Index (AGFI)	0.85	$\geq$ 0.90	*Marginal Fit*
Parsimony Goodness of Fit Index (PGFI)	0.51	$\geq$ 0.50	*Good Fit*

Based on the above table, the size of the absolute Goodness fit model the value of RMSEA = 0.079 and the value of GFI = 0.91. So it can be stated that the overall model tested

approaches the absolute fit model test criteria at good test criteria level.

Goodness incremental fit model is to compare the proposed model with the base model as a null model or independence model, which consists of several model fit sizes whose results can be seen in the Table above, including:1) NFI = 0.93; 2) NNFI = 0.94; 3) CFI = 0.96; 4) IFI = 0.96; dan 5) RFI = 0.89. From the results of the research in Table 5.10 above the value, NFI = 0.97 NNFI = 0.98; CFI = 0.99; IFI = 0.99 dan RFI = 0.96. Thus, the model is said to be good, because it is at the level of good test criteria.

Furthermore, for googness of fit of Parsimonius fit model is to compare the proposed model with the basic model, where all the variables within the model are independent of each other or connect the model with the estimated coefficients, which is necessary to achieve a goodness of fit at that level.

In accordance with the principle of parsimony in obtaining the highest degree of fit for any degree of freedom, consisting of several test instruments in its suitability include: AGFI and PGFI. AGFI is the same as GFI, but has adjusted the degree of freedom of a model. PGFI is almost the same size as GFI and AGFI, but has been adapted to the effect of degrees of freedom and data complexity. Based on the results of research value, AGFI = 0.85 and PGFI = 0.51, then the model is said to be close to good, because it is at good test criteria level.
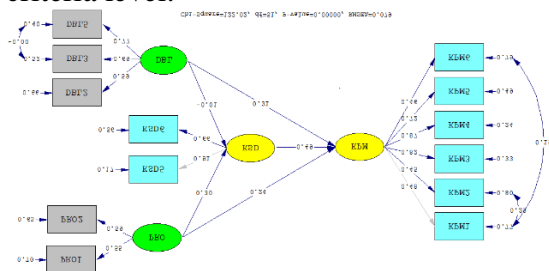
Figure 5. Modification of Hybrid Output Model Models Purchase Decision
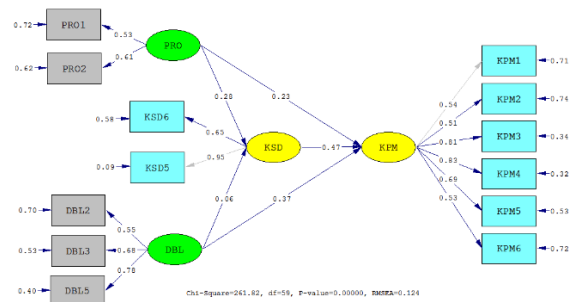
Figure 6. Model Hybrid Output Purchase Decision

4.2 Hasil Kecocokan Model Pengukuran

Hasil dari Gambar *Model Output Hybrid* Keputusan Pembelian

Table 9: ContracT Coefficient

Promotion Indicators	*Lambda*	*Standard Error*
PRO1 – I know a creative ad about higher education, from the media TV / internet / Radio	0.53	0.72
PRO2 – Creative advertising, about the higher education program, got me interested continue study	0.61	0.62
Construct Reliability (CR) = 0.492		
Variance Extracted (VE) =0.327		
Purchasing Power Indicator s	*Lambda*	*Standard Error*
DBL2 – Every month the amount of family expenditure is smaller than family income.	0.55	0.70
DBL3 – Parents / guardians are already saving for our college preparation	0.68	0.53
DBL5 – The family claimed to be able to finance me continuing school	0.78	0.40
Construct Reliability (CR) = 0.712		
Variance Extracted (VE) = 0.457		

Awareness Indicators	Lambda	Standard Error
KSD5 – I really want to continue studying to Higher Education	0.95	0.09
KSD6 – Higher education is important, I'm sure I can go to college	0.65	0.58
Construct Reliability (CR = 0.843		
Variance Extracted (VE) = 0.664		
Purchasing decision Indicators	Lambda	Standard Error
KPM1 – I feel the need to continue my education to college.	0.54	0.71
KPM2 – I need deeper knowledge to prepare for the future.	0.51	0.74
KPM3 – I am looking for information about my study program.	0.81	0.43
KPM4 – Information about my study program was obtained from various sources.	0.83	0.32
KPM5 – I am collecting some of the selected course information.	0.69	0.53
KPM6 – I have already decided to go to college after graduating from school.	0.53	0.72
Construct Reliability (CR) = 0.815		
Variance Extracted (VE) = 0.434		

Based on the calculation result, all factor loads used are greater than 0.50, meaning that all indicator variables have validation in both measuring latent variables in the measurement model (promotion, purchasing power, awareness, and purchase decision).

Reliability is a test of latent variables to assess the consistency of the overall measurement of indicator variables that measure latent variables.

The promotion measurement model has Construct Reliability (CR) = 0.492 <0.70, and Variance Extracted (VE) = 0.327 <0.50, meaning the indicator variable, used are not reliable and consistent in measuring latent variables and do not reflect variations or variations of indicator variables.

While the model of purchasing power has Construct Reliability (CR) = 0.712> 0.70) and Variance Extracted (VE) = 0.457 <0.50. This means that the indicator variable used in the measurement model has the reliability and consistency in measuring the latent variables, but does not reflect the diversity or variation of indicator variables. Thus the model built is still acceptable with good test.

The Awareness measurement model has Construct Reliability (CR) = 0.843> 0.7, and Variance Extracted (VE) = 0.664> 0.05. This means that the indicators used in the measurement model have reliability and consistency in measuring latent variables and reflecting the diversity or variation of indicator variables. Thus the measurement model built is good.

While the purchase decision model has Construct Reliability (CR) = 0.815> 0.70) and Variance Extracted (VE) = 0.434 <0.50. This means having reliability and consistency in measuring latent variables, but does not reflect the diversity or variation of indicator variables. Thus the measurement model built is good.
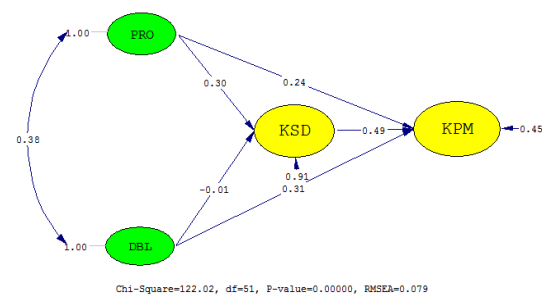
4.3 Path Analysis Model

Chi-Square=122.02, df=51, P-value=0.00000, RMSEA=0.079

Figure 7. Structural Path Coefficient Results (*Standardized*)
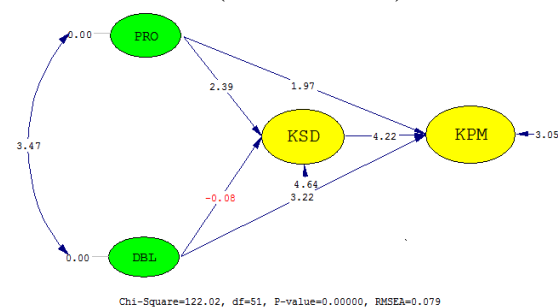

Chi-Square=122.02, df=51, P-value=0.00000, RMSEA=0.079

Figure 8. Structural Path Coefficient Results
(*t-value*)

Table 10: Path coefficient analysis

Variabel laten	Koefisien	t-hitung
Promotion → Awareness	0.30	2.39
Purchasing power → Awareness	-0.01	-0.08
Awareness → Purchasing Decision	0.49	4.22
Promotion → Purchasing Decision	0.24	1.97
Purchasing power → Purchasing Decision	0.31	3.22

From the estimation results along with the coefficient test in the figure above, shows that the model coefficient can be used as a predictor of the contribution or influence of exogenous latent variable to endogenous latent. Based on the two drawings, it can be explained that promotion has a close relationship directly with awareness (path coefficient = 0.30) and the effect is significant, because t-count 2.39 is bigger than t-table 1.96. While purchasing power has no direct relation with awareness (path coefficient = -0.01), and its influence is not significant, because t-count 0.08 is smaller than t-table 1.96. The awareness has a direct relationship with the purchase decision (path coefficient = 0.49) and the effect is significant, because t-count 4.22 is bigger than t-table 1.96.

Furthermore, the analysis of the promotion path coefficient with the purchase decision mediated by awareness has an indirect relationship (path coefficient = 0.24) and the effect is significant, since it has 1.97 t count greater than t-table 1.96. The purchasing power also has an indirect relationship with the purchase decision mediated by awareness (path coefficient = 0.31) and the effect is significant, because it has a t-count of 3.22 larger than t-table 1.96.

Based on the above analysis, the students' decision to enter college is positively influenced by the promotion and the level of awareness of students to continue their higher education. It is very beneficial for the college to have the awareness of students to go to college. Thus colleges are more intense in promotion. Based on the results of this study promotion also affects students' awareness to continue high school. Although student purchasing power indicators are high, but purchasing power did not affect students' awareness to continue their higher education. Will remain, the purchasing power has a positive and significant impact on the decision to enter college.

5. Conclution

1. Promotion has a strong relationship with 2 of the 10 indicators,
2. Awareness of students has a strong relationship with 2 of the 6 indicators,
3. Purchasing power has a strong relationship with 3 of the 5 indicators and
4. The decision to enter college has a strong relationship 5 of 7 indicators.
5. Promotion affects directly to college entrance decisions and indirectly affect through its influence on student awareness.
6. The purchasing power affects directly to college entrance decisions, and does not affect students' awareness of students.
7. The resulting SEM model is in good category.

6. Recommendation

It can be suggested that college should be more active in promoting, because with the promotion, prospective students can decide to continue high school. With the promotion, will affect the awareness of students to continue to college.

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