

## ANALYSIS OF FACTORS THAT INFLUENCES THE STUDENTS DECISION IN CHOOSING PHARMACEUTICAL DIPLOMA IN BUKITTINGGI THAT IS MEDIATED BY MOTIVATION VARIABLE

**Yonrizon**

Departement of Social Pharmacy, Dwi Farma Academy of Pharmacy, Bukittinggi,  
Indonesia

email: [yonrizon72@gmail.com](mailto:yonrizon72@gmail.com)

### ABSTRACT

Competitive competition in the world of education services is influenced by the consequences of higher education that has the ability to compete that can survive and achieve the target set. Currently, the existing college are competing to develop their potential and ability to attract prospective students. Therefore, the college must create a Marketing Mix Services strategy that is the product, prices, location, promotion, people, process, physical evidence, and brand image mediated by motivation. The approach used is the survey, which is the activity of collecting data as much as possible about the facts that are supporters of the research, with a view to know the status, symptoms, determine the similarity of status by comparing with the standards that have been selected and or determined. (Arikunto & Kusyati, 2015). This research was conducted to determine the effect of product, price, location, promotion, people, process, physical evidence, brand image, to student's motivation in making decision to choose college of Pharmacy in Bukittinggi. The result of research shows that product, price, process, brand image, have positive and significant effect to motivation, while location, promotion, person, physical proof have no significant effect to motivation and motivation have positive and significant influence to decision of vote.

**Keywords:** decision to choose; motivation; service marketing mix.

### ABSTRAK

*Persaingan kompetitif dalam dunia layanan pendidikan dipengaruhi oleh konsekuensi pendidikan tinggi yang memiliki kemampuan bersaing yang dapat bertahan dan mencapai target yang ditetapkan. Saat ini, perguruan tinggi yang ada bersaing untuk mengembangkan potensi dan kemampuan mereka untuk menarik calon siswa. Oleh karena itu, perguruan tinggi harus membuat strategi Marketing Mix Services yaitu produk, harga, lokasi, promosi, orang, proses, bukti fisik, dan citra merek yang dimediasi oleh motivasi. Pendekatan yang digunakan adalah survei, yaitu kegiatan mengumpulkan data sebanyak mungkin tentang fakta-fakta yang menjadi pendukung penelitian, dengan maksud untuk mengetahui status, gejala, menentukan kesamaan status dengan membandingkan dengan standar yang dimiliki telah dipilih dan atau ditentukan. (Arikunto & Kusyati, 2015). Penelitian ini dilakukan untuk mengetahui pengaruh produk, harga, lokasi, promosi, orang, proses, bukti fisik, citra merek, terhadap motivasi siswa dalam mengambil keputusan memilih perguruan tinggi Farmasi di Bukittinggi. Hasil penelitian menunjukkan bahwa produk, harga, proses, citra merek, berpengaruh positif dan signifikan terhadap motivasi, sedangkan lokasi, promosi, orang, bukti fisik tidak berpengaruh signifikan terhadap motivasi dan motivasi berpengaruh positif dan signifikan terhadap keputusan pemilihan.*

**Kata kunci:** bauran pemasaran jasa; keputusan memilih; motivasi.

---

Detail Artikel :

Diterima : 6 Juni 2018

Disetujui : 25 Oktober 2019

[DOI : 10.22216/jbe.v4i3.3483](https://doi.org/10.22216/jbe.v4i3.3483)

---

## INTRODUCTION

The development of education is an effort to realize the mandate of the Preamble of the 1945 Constitution, namely to promote the general welfare and intellectual life of the nation, as well as to implement the world order. In accordance with the 1945 Constitution article 27, education is the right of every Indonesian citizen where its implementation is conducted through the National Education System, which states that the community as a partner of the government has the greatest opportunity to participate in the implementation of national education.

One of the educational process that will be faced is to undergo education in college bench. However, studying at a college is a privilege because only qualified persons are eligible to study at the institution. Law No. 2 of 1989 on the national education system states that universities in Indonesia can take the form of: Universities, Institutes, Colleges, Academy and Polytechnic.

According to the statistics of the Directorate General of Higher Education noted that the number of Universities in Indonesia until 2017 amounted to 4.396 consisting of 371 State Universities and 4,025 Private Universities. The increase in the number of universities in Indonesia has led to increasing competition

Various criteria that influence prospective students to make decisions in choosing Higher Education. These criteria include product, price, location, promotion, process, person, physical evidence (Kotler, 2002), motivation, and brand image. Very high enthusiastic factors and the number of State Universities (PTN) is very limited, requiring prospective students able to compete to be able to qualify in the State University (PTN) favorite and best. Higher education should also be able to improve the marketing mix service strategy to be able to absorb prospective students who will continue their studies.

Competitive competition in the world of educational services that is strongly influenced by the era of globalization, thus bringing the consequences of only college that has the ability to compete that can survive and achieve the target set. The ability to compete is influenced by the performance of marketing management formed by the relevant universities, especially in planning a strategy that is oriented to the effort to build a high competitiveness. At this time the existing universities are competing to develop their potential and ability to attract prospective students Higher Education is one of the organizations engaged in services. As an industry or organization of educational servants, universities now experience a variety of problems that must be faced one of them is the level of increasingly fierce competition and the more critical students to get excellent service and fast. So with the view of this development then the college needs to set marketing strategy as the key to determine the performance of high management (DeCitrwi & Sulistiono, 2014).

In the year 2016 there is a phenomenon that occurs in Private High Colleges, namely experiencing a very drastic decline in the acceptance of prospective new students. With the phenomenon is prolonged, it will cause risks or will have a negative impact on Private High School, if the number of new students decrease then the income will be reduced so it can not pay the campus operational costs so that the campus can be closed because of losses.

One of the causes of penurunancalon mahasiswa baru in Private Universities is the addition of accreditation criteria for universities, because the community at this time was able to think, where the college which he chose if if they do not pass. In general, people will choose a Higher Education that has a minimum status of accreditation B, because it will have an effect on the world of work, especially on the acceptance of government employees in Hospital Pharmacies prioritize accreditation B.

One of the private universities that experience fluctuations is the Dwi Farma Pharmacy Academy in Bukittinggi. According to internal data of Faculty of Pharmacy and Business of Dwi Farma Pharmacy Academy during 2012 s / d 2016 happened phenomenon Fluctuation from year to year.

In 2012 the number of new students is 268 people. Then in 2013 decreased by 204 people from 2012, then in 2014 increased from the year 2013 by 251 people, then in 2015 again decreased from the year 2014 is 198 people and in 2016 decreased from the year 2015 is 188. Associated with the problems that occur, Dwi Farma Pharmacy Academy need to evaluate the strategy that has been done and determine what strategy is right to face the existing competition.

### **Fundamental Factors**

1. Product

In the research of (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014), are considered relevant with this research relating to variable of marketing service mix of educational institution. The context in this earlier study suggests that the product affects the decision of choosing a college.

2. Price

In research by (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014) is considered relevant to this research relating to the variation of marketing service mix of educational institutions. The context in this earlier study suggests that prices have an effect on the decision of choosing a college.

3. Location

In the research of (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014) are considered relevant to this research relating to the variation of marketing service mix of educational institutions. The context in this earlier study suggests that the location affects the decision of choosing a college.

4. Promotion

In the research of (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014) are considered relevant to this research relating to the variation of marketing service mix of educational institutions. The context in this earlier study suggests that promotion influences the decision of choosing a college.

5. Process

In the research of (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014) are considered relevant to this research relating to the variation of marketing service mix of educational institutions. The context in this earlier study suggests that the process influences the decision of choosing a college.

6. Person

Previous research by (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014) is considered relevant to this research relating to the variation of marketing service mix of educational institutions. The context in this earlier study suggests that people influence the decision to choose college.

7. Physical evidence

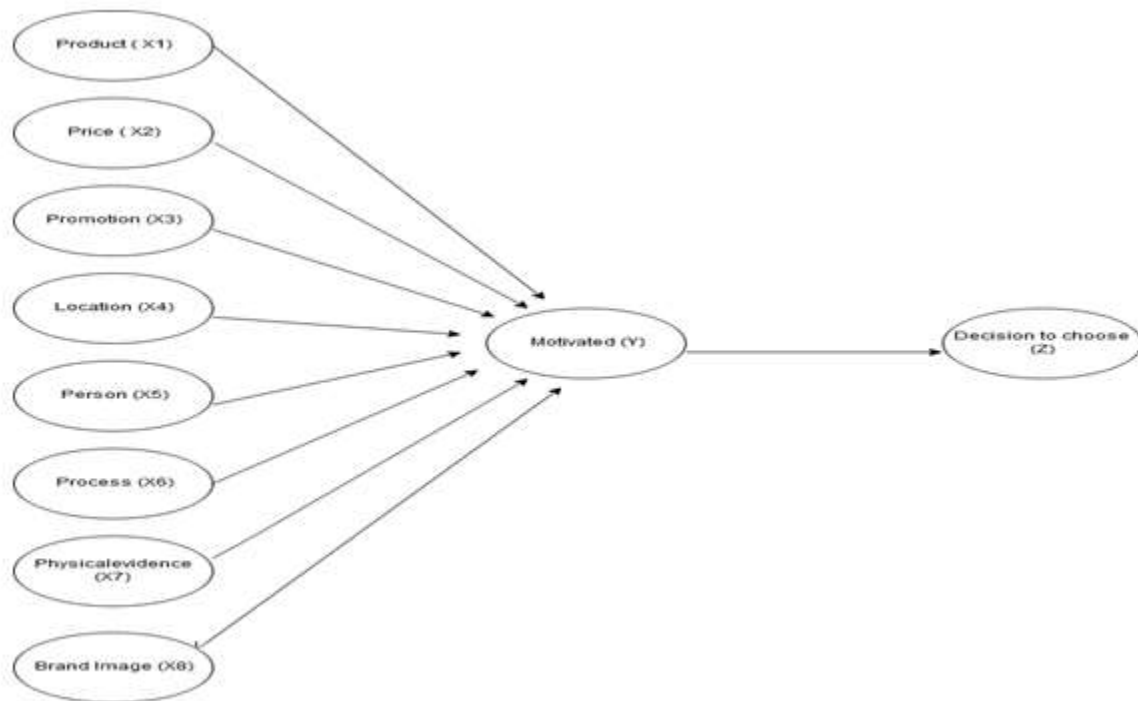
Prior research by (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014) is considered relevant to this research relating to the variation of marketing service mix of educational institutions. The context in this earlier study suggests that physical evidence influences the decision of choosing a college.

8. Brand Image

According (Komalasari, 2012) argues that: "brand image is the perception of the brand that is a reflection of consumer memory will associate on the brand". Can also be said that brand image is a concept created by consumers for reasons subjective and personal emotions. Therefore, in this concept, consumer perception becomes more important than the real situation.

9. Motivation

Motivation becomes a force, power or power that is complex in the individual to move toward a certain goal, both conscious and unconscious (Komalasari, 2012). A person's motivation can be generated and grows through himself-his intrinsic and extracurricular environment (Sugiyono, 2010).



**Picture 1**  
**Research Models and Hypotheses**

Information and hypoteheses

- X1 : The product is expected to have a positive effect on the motivation of the students to choose the college of Dwi Farma Pharmacy Academy of Bukittinggi.
- X2 : The price is expected to have a positive effect on student's motivation to choose Diploma III Pharmacy in Bukittinggi.
- X3 : Locations are suspected to have a positive effect on students' motivation to choose Diploma III Pharmacy in Bukittinggi.
- X4 : The promotion is expected to have a positive effect on students' motivation to choose Diploma III Pharmacy in Bukittinggi.

- X5 : The process is expected to have a positive effect on students' motivation to choose Diploma III Pharmacy in Bukittinggi.  
X6: People allegedly have
- X6 : People allegedly have a positive effect on students' motivation to choose Diploma III Pharmacy in Bukittinggi.
- X7 : Physical evidence allegedly has a positive effect on students' motivation to choose Diploma III Pharmacy in Bukittinggi.
- X8 : Brand image allegedly have a positive effect on students' motivation to choose Diploma III Pharmacy in Bukittinggi.
- Y : Motivation is expected to positively affect student's decision to choose Diploma III Pharmacy in Bukittinggi.

## **RESEARCH METHOD**

### **Population and Sample**

#### **Population**

The population in this study are students of level I (one) and level II (two) Akfar Dwi Farma Bukittinggi academic year 2016/2017 which amounted to 311 people.

#### **Sample**

According (Hair et al., 2010) recommends the minimum number of samples is 5 times the number of question items contained in the questionnaire. Based on this opinion the researchers selected 200 respondents from many populations in this study.

#### **Sampling Technique**

Sample selection is used by Proportionate Stratified Random Sampling method. The random sample selection based on strata is done by first classifying a population into sub-population based on certain characteristics of the population element such as gender, year of generation and others (Sugiyono, 2010). To determine who will be the respondents of each strata done randomly or randomly.

#### **Data Collection Technique**

In conducting this study the authors conducted a survey data collection technique conducted by distributing questionnaires given to students Akfar Dwi Farma Bukittinggi who became respondents in the study, to determine the responses of respondents regarding the mix of pemasran applied to Akfar Dwi Farma Bukittinggi.

#### **Types and source of data**

The type of data collected in this study is sourced from:

1. Primary data is data obtained by conducting interviews (interviews) and the dissemination of questionnaires (Questioner) to the study respondents.
2. Secondary Data is data derived from journals, documents, and regulations that exist in Akfar Dwi Farma Bukittinggi, which supports this research.

#### **Research Variable**

In this study the variables consist of three types of variables, namely: independent variable (independent variable) that is Product (X1), Price (X2), Location (X3), Promotion (X4) Person

(X5), Process (X6), Pisik (X7), Brand Image (X8), the middle variable is Motivation (Y) and dependent variable ( Student Decision (Z)

### **Data Analysis Technique**

Data analysis technique used in this research is path / path analysis using software PLS 3.0 Smart (Partial Least Square). The Partial Least Square (PLS) evaluation model is based on predictive measurements that have non-parametric properties (Ghozali, 2009). PLS has the advantage of being able to present a comparison of valid data between different dimensions and measure the influence of relationships between factors or concepts (Azizah, 2016). Another advantage of using PLS is that data does not have to be multivariate normal distribution (indicators with category, ordinal, interval to ratio scale can be used on the same model). PLS can also be used to confirm theories, in addition, can also be used to explain the presence or absence of relationships among latent variables. Because it is more focused on data and with limited estimation procedures, specifying the model does not significantly affect the parameter estimation. In this study used questionnaire as data source. The data generated by the questionnaire should be processed first so as not to give difficulties for the researcher when testing the data.

### **Convergent Validity**

The result of the data collected from the questionnaire of the questionnaire should be tested for its validity and reliability. The research results are valid, if there are similarities between the data collected with the actual data occurred on the object under study. Valid means the instrument can be used to measure what it wants to measure. Convergent validity of measurement model with reflexive indicator can be seen from the correlation between each score indicator with its construct score. Individual reflexive sizes are said to be high if they correlate more than 0.70 with the constructs to be measured (Komalasari, 2012).

However, according to Chin in (Oktiana Akbar & Tsoraya, 2013) for the initial stage of development of the scale of measuring the loading values 0.50 to 0.60 is considered sufficient. Researchers use the loading standard of 0.50.

### **Discriminant Validity**

*Discriminant Validity* is done through two stages that is by looking at the value of cross loading and comparing the correlation square value between the constellation with the AVE value or the correlation between the const and the AVE root. Discriminant validity is judged on the basis of cross loading, if the construct correlation with the measurement item is greater than the size of the other construct, then this indicates that the latent construct predicts the size of their block is better than the size of the other block. Can also be assessed with square root of average variance extarcted (AVE), if the root value of each construct AVE quadrat is greater than the correlation value between constructs with other constructs in the model it is said to have a good discriminant validity value (Komalasari, 2012).

### **Composite Reliability**

The results are said to be reliable if there are similarities of data in different time, meaning that instrument that has the reliability is an instrument that when used multiple times to measure the same object, will produce the same data as well. To test whether the instrument is reliably seen from the value of the composite reliability block indicator that measures a construct and also the

value of Cronbach's Alpha. The reliability of the variable is said to be good if it has Cronbach's Alpha value greater than 0.60 (Komalasari, 2012).

### **Structural (Inner) Model**

The examination of the structural model is done by looking at the R-square value. Assessment model with PLS begins by looking at R-square for each dependent latent variable. Changes in R-square values can be used to assess the effect of certain latent independent variables on latent dependent variables whether they have substantive effects.

### **Hypotesis testing**

The hypothesis proposed can be tested from looking at the magnitude of the T-statistics. Because the PLS does not assume normality and data distribution, the PLS uses a nonparametric test to determine the significance level of the path coefficient, where the t value (t-statistics) is generated by running the bootstrapping algorithm on SmartPLS 3.0. Its usefulness is to determine whether or not the hypothesis is accepted. The hypothesis will be accepted if the t-statistic value exceeds 1.96 (Oktiana Akbar & Tsoraya, 2013).

## **RESULT AND DISCUSSION**

### **Result**

The first step in performing data analysis is by performing descriptive analysis. Descriptive analysis is used to see the general description of respondents' answers to statements that have alternative answers. The second step is to test the validity and reliability of the questionnaire used. The third step is to test the relationship between independent variables with dependent variable. The final step is to test the hypothesis of this research.

Descriptive analysis is done to see the general description of respondents' answers to the statements in the questionnaire submitted in the form of Likert scale. Descriptive analysis is done by frequency distribution method. The following is the result of descriptive analysis of data processing using Microsoft Excell program and Smart PLS 3.0.

### **Descriptive Analysis of Product Variables (X1)**

The average total of all indicators is included in the high category and this is an opportunity for Akfar Dwi Farma in order to develop future marketing strategies. This is evident from the total mean value of all indicators, namely 4.3. The highest value is in the 4th indicator, with indicator statements "The introduction of the working world through street vendors is very useful" at 4.7, is in the high category, and the distribution of respondents' answers leads to approval. With the Field Work Practice Students can feel how the world of work because during the course of college only theory learned. So they can apply the knowledge that can be in the course of college and this is one of Akfar Dwi Farma's goal to be able to produce the best skilled graduates in the world of work.

The second highest value indicator is the 2nd indicator of "Accreditation rating will make it easier to get a job" which has an average of 4.6 which is also in the high category. This shows that students expect accreditation status can be A t B so as to facilitate in finding work. Especially in the case of civil servants who ask for campus requirements to be B.

### **Descriptive Analysis of Price Variables (X2 )**

Indicator shows average value with medium category. The average total of all indicators is included in the medium category so that Akfar Dwi Farma must develop a strategy on the indicator that is still low compared to the total average value of all indicators, namely 3.3. This shows that respondents tend to declare neutral and agree.

The highest score is in the 2nd indicator, with the indicator of a flexible "Tuition fee payment period" which has an average of 3.6. Akfar Dwi Farma Bukittinggi set a flexible tuition fee for students so as to provide convenience to parents for the duration of payment of tuition.

### **Descriptive Analysis of Location Variables ( X3 )**

Indicator shows average value with low category. So the average total of all indicators is also included in the low category of 2.8. This shows that the respondent tends to declare neutral. The highest score is in the 3rd indicator, with the indicator of "Distance campus with near enough residence" to the consideration of students in choosing Akfar Dwi Farma in Bukittinggi which has an average of 3.2.

The second highest value is in the 1st indicator, with the indicator of "Transportation to Akfar Dwi Farma campus easily accessible" which has an average of 2.6. The location of campus Akfar Dwi Farma close to the road by fitting, so that transportation there more, both students from Kamang area, Thursday and from Pasaman. All public transport passes by fitting close to the campus.

### **Descriptive Analysis of Promotion Variables (X4)**

The indicator shows the average value with the high category. So the average total of all indicators including the high category is 3.9. This indicates that the respondent agreed.

The highest score is in the 4th indicator, with indicator of Akfar Dwi Farma statement providing job vacancy information which has an average of 4.3. With the information job vacancy will motivate students to choose Akfar Dwi Farma.

The second highest value is in the 3rd indicator, with indicator of Akfar Dwi Farma's statement providing scholarship that has an average of 4.2. So that students will be motivated to study at Akfar Dwi Farma because many scholarships to lighten the burden of parents.

### **Descriptive Analysis of People Variables (X5)**

The indicator shows the average value with the high category. So that the average total of all indicators is included in the high category, which is 3.9. This shows that respondents tend to declare neutral and agree

The highest score is in the 1st indicator, with indicator of statement Akfar Dwi Farma teaching staff delivering good teaching materials with an average score of 4.1. Students stated that faculty member Akfar Dwi Farma provides good teaching materials so that students understand the courses given.

The second highest score is in the 2nd indicator, with the indicator of the teaching staff Akfar Dwi Farma able to motivate students with an average score of 4.0. Thus will encourage students to study well.

The conclusions from Table 4.9 that most of the respondent's statements point to neutral and agree. This can be due to the teaching staff and administrative staff at Akfar Dwi Farma Bukittinggi is sufficiently good to say even though the presence of faculty on time is still categorized less.



### **Descriptive Analysis of Process Variables (X6)**

Indicator shows average value with medium category. So the average total of all indices is included in the medium category, which is 3.8. This shows that respondents tend to agree and neutral.

The highest score is in the 1st indicator, with indicator of statement the lecture process in Akfar Dwi Farma is very good with an average value of 3.9. Students feel with a good lecture process will motivate them to choose Akfar Dwi Farma.

The second highest score is in the 4th indicator, with indicator of Akfar Dwi Farma's statement providing services and responding to student complaints well with an average value of 3.8. That most of the respondent's statements lead to approval. This can be due to lecturing process in Akfar Dwi Farma is quite good although in terms of registration procedures in Akfar Dwi Farma is very easy still categorized less.

### **Descriptive Analysis of physical evidence Variables (X7)**

The indicator shows the average value with the high category. So the average total of all indicators is included in the high category, that is 4.0. This shows that respondents tend to agree.

The highest score is in the 2nd indicator, with the statement indicator Akfar Dwi Farma has a clean study room with an average value of 4.5. It states that the learning space in Akfar Dwi Farma is categorized well by the respondents. The second highest score is in the 3rd indicator, with indicator of Akfar Dwi Farma statement having complete equipment in labor with average value 3,9.

That most of the respondent's statements point to neutral and agree. This is due to physical evidence has been categorized good although the quality of the building is still lacking.

### **Descriptive Analysis of Brand Image Variables (X8)**

The indicator shows the average value with the high category. So that the average total of all indicators is included in the high category, which is 3.9. This shows that respondents tend to declare neutral and agree.

The highest score is on the 2nd indicator, with the alumni statement indicator easy to get a job with an average score of 4.1. Alumni is very big influence on the student's decision in choosing college because unemployed alumni will bring good image of campus. Certainly parents will choose a college with a good image by looking at the alumni who are easy in finding work.

### **Descriptive Analysis of Motivation Variables (Y)**

Indicator shows average value with medium category. So the average total of all indicators is included in the medium category, which is 3.6. This shows that respondents tend to declare neutral and agree. The highest score is in the 3rd indicator, with the pharmaceutical statements indicator being favored with an average grade of 4.1. With a passion for the science of pharmacy will generate interest to choose Akfar Dwi Farma.

### **Descriptive Analysis of choose a decision Variables (Z)**

The indicator shows the average value with the high category. So the average total of all indicators is included in the high category, that is 4.0. This shows that respondents tend to agree.

The highest score is in the 3rd indicator, with the indicator of the Decision to choose Akfar Dwi Farma is correct with the average value of 4.2. This shows that respondents feel that the choice is right to choose Akfar Dwi Farma Bukittinggi as a higher education institution.

### **Data Analysis Technique**

#### **Convergent Validity**

Variables are all declared valid, this is because the value of Convergent Validity > 0.50.

#### **Discriminant Validity**

Variables are all declared valid, this is because the value of cross loading > 0.50.

#### **Composite Reliability**

Variables are all declared valid, this is because the value of Composite Reliability > 0.60.

#### **Structural (Inner) Model**

Value of R-square Decision Select variable is 0.912, and Motivation is 0.961. The higher the R-square value, the greater the ability of the independent variable can explain the dependent variable so the better the structural persuasion.

#### **Hypothesis Testing**

Based on the results of hypothesis testing can be concluded things as follows:

1. The product has a positive and significant effect on the Motivation, this is because the value of T statistic (2.916) > the value of t-statistics (1.96).
2. Price has a positive and significant effect on Motivation, this is because the value of T statistic (3.082) > the value of t-statistics (1.96).
3. Location has no significant effect on Motivation, this is because the value of T statistic (0.867) < value t-statistic (1.96).
4. Promotion has no significant effect on Motivation, this is because the value of T statistic (1.450) < value t-statistic (1.96).
5. People have no significant effect on Motivation, this is due to the statistic T value (0.986) < t-statistic value (1.96).
6. The process of positive and significant influence on motivation, this is because the value of T statistic (2.148) > value t-statistics (1.96).
7. Physical evidence has no significant effect on Motivation, this is due to the statistic T value (1.440) < t-statistic value (1.96).
8. Brand image has a positive and significant effect on Motivation, this is due to the statistic T value (6.706) > the value of t-statistics (1.96).
9. Motivation has a positive and significant influence on Decision Selects, this is because the value of T statistic (3.077) > the value of t-statistics (1.96).

#### **Discussion**

Based on the formulation of the problem and has been processed using PLS program it can be discussed is as follows:

### **Effect of Products Against Motivation**

Based on product hypothesis test have positive and significant effect to Motivation, this is because T statistic value (2.898) > t-statistic value (1.96). This means that when education services are better then the consumer's motivation to choose Akfar Dwi Farma will also increase.

The findings of this research are in line with the results of (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014) studies that the product has significant influence on student motivation choose Higher Education.

The influence of significant product variables on motivation indicates the importance of the role of several process indicators such as improving campus accreditation, pride of lectures at Akfar Dwi Farma Bukittinggi, Course materials as needed in the world of work, Useful Job Training Methods, Timely completion of the study will help in the formation of people's motivation in choosing a college.

Special Products The services in this study of study products are the most important element of an education services marketing, with an attempt to satisfy consumers for their intangible wants and needs, consumed at the same time as consumer participation in the process and impossible to store. So in this case the service is directed to intangible action or directed to the human mentality, that is education. (Komalasari, 2012), states that "the factors that exist in the product in marketing services are: future, physical goods, quality level, accessories, packaging, warranty, product line and brand determination:".

Furthermore, the institution should also understand the existing products, such as the curriculum of education, the suitability of products on the needs of the labor market, and so on in order to improve the quality of education of these educational institutions. If it can be met then educational institutions in marketing products in the form of educational services will get a positive response. This response is certainly the decision of students in choosing a college as a place he studied his education.

### **Effect of price against Motivations**

Based on price hypothesis test has positive and significant effect on Motivation, this is because the value of T statistic (3.077) > value t-statistics (1.96). This means that when the price obtained in accordance with the quality obtained then the motivation of consumers to choose Akfar Dwi Farma will also increase.

The findings of this study are in line with the results of (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014) studies that price has significant influence on student motivation choose Higher Education.

The influence of significant price variables on motivation indicates the importance of the roles of some price indicators such as affordable tuition, flexible tuition fees, different tuition fees, the tuition fee as well as the accepted lecture facilities will determine in the formation of people's motivation in choosing a college.

Thus price plays an important role in the marketing mix of services because the pricing provides income for the business. According to (Lupiyoadi, 2013), "pricing decisions are also so important in determining how much service is valued by consumers and also in the image building process". Price-fixing decisions have an impact on the entire supply / marketing, and further pricing can affect buyers' perceptions of the services offered.

Furthermore, as a university institution is also expected to set the price in accordance with the facilities and the expected quality so that educational institutions will obtain a positive response in marketing education services.

### **Effect of Location Against Motivation**

Based on Location hypothesis test has no significant effect on Motivation, this is because the value of T statistic (0.867) <value t-statistic (1.96). This means that when the location gets closer or easier to achieve it will not affect the consumer's motivation to choose Akfar Dwi Farma.

The findings of this research are not in line with (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014), stated that the location has a significant influence on students' motivation to choose Higher Education.

Influence of location variable that is not significant to motivation indicate not important role of some location indicator, such as transportation to Akfar Dwi Farma easy to get, available other public transportation, campus distance close to boarding / dormitory will not influence in formation of motivation of people in choosing college. This means that although the location is taken either far or near, while the campus Akfar Dwi Farma good and quality then the location is not so important in the eyes of the students.

### **Effect of Promotion Against Motivation**

Based on hypothetical test of Promotion have no significant effect on Motivation, this is because the value of T statistic (1.450) <value t-statistic (1.96). This means that although the campaign is done more incentive will not affect the motivation of consumers to choose Akfar Dwi Farma.

The findings of this research are not in line with the results of research by (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014), stated that promotion has a significant influence on student motivation to choose Higher Education.

The influence of promotion variable is insignificant to the motivation indicating the non importance of the role of some promotional indicators such as Akfar Dwi Farma provides registration schedule, clear lecture schedule information, student biography, providing job vacancy information will not affect the formation of people motivation in choosing college.

This means that despite the presence or absence of promotions displayed by Akfar Dwi Farma, then for students it is not so important in the melam choose colleges this is because Akfar Dwi Farma good and quality.

### **Effect of Person Against Motivation**

Based on the hypothesis test People have no significant effect on Motivation, this is because the value of T statistic (0.986) <value t-statistic (1.96). This means that although faculty and administrative staff work better, it will not influence consumers' motivation to choose Akfar Dwi Farma.

The findings of this study are not in line with the results of (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014), stated that people have a significant influence on student motivation to choose Higher Education.

The influence of the insignificant person variable on motivation indicates the non-importance of the role of several indicators of people such as faculty who are able to provide good teaching materials, faculty that are able to motivate students, faculty are present on time, friendly administration personnel do not influence in the formation of motivation people in choosing college.

This means that even if the person is known or not, then for students it is not so important in choosing Higher Education this is because Akfar Dwi Farma good and qualified in the eyes of the students.

### **Effect of Process against Motivation**

Based on the hypothesis test The process has a positive and significant effect on the motivation, this is because the value of T statistic (2.148) > the value of t-statistics (1.96). This means that when the service delivery process is more perfect then the consumer's motivation to choose Akfar Dwi Farma will also increase.

The findings of this research are in line with (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014), that the process has a significant influence on students' motivation to choose Higher Education.

Effect of process variables that are significant to motivation indicates the importance of the role of several process indicators such as lecturing, registration and handling of complaints against customers in the formation of people's motivation in choosing a college.

According to (Lupiyoadi, 2013), 'the process is a combination of all activities, generally consisting of procedures, work schedules, activities and routine matters, where services are produced and delivered to consumers'. Meanwhile, according to (Zeithaml, Bitner, & Gremler, 2010), that "the process is all the actual procedures, mechanisms and the flow of activities in which the service delivered which is the system of presentation or service operation". So in this case is a process appropriate to research in this university is in the start from new admissions procedure to re-registration process to become a student. Therefore, all stages in the process will affect the motivation of students in choosing Higher Education.

### **Effect of Physical Evidence against Motivation**

Based on hypothesis test of Physical Evidence no significant effect on motivation, this is because the value of T statistic (1.440) < value t-statistics (1.96). This means that even better physical evidence will not affect consumers' motivation to choose Akfar Dwi Farma.

The findings of this research are not in line with (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014), stated that physical evidence has significant influence on students' motivation in choosing College.

Effect of the variable of physical evidence of insignificance to motivation indicates the non-importance of the role of several physical evidence indicators such as good quality campus building, clean and tidy study space, complete equipment in the parktikum, will not influence the formation of people's motivation in choosing a college.

This means that the physical evidence is not a consideration because Akfar Dwi Farma good and quality so that physical evidence can be ignored in choosing a college.

### **Effect of brand image against Motivation**

Based on Brand Image hypothesis test have positive and significant effect on Motivation, this is because of T statistic value (6.706) > t-statistic value (1.96). This means that when the brand image gets better then the consumer's motivation to choose Akfar Dwi Farma will also increase.

The findings of this research are in line with (Komalasari, 2012), (Azizah, 2016), (Muarif, 2014), stated that the brand image has a significant influence on student motivation in choosing the university High.

The influence of significant brand image variables on motivation indicates the importance of the roles of some brand image indicators such as good campus reputation, easy-to-find alumni, affordable tuition fees, good academic quality will determine in the formation of people's motivation in choosing a college.

Consumers tend to form an image of brands, stores and companies based on their references derived from marketing and environmental stimuli. The image is the total perception of an object, formed by processing information from various sources every time (Kotler, 2002). While perceptions according to the process individuals choose, organize and interpret the stimuli into something meaningful. Perception has a very important role in marketing. The image that is in the minds of consumers arise because the process of perception, how consumers assess a service quality is also highly determined by perception, success in positioning the product is also very dependent on perceptions that exist in consumers mind. Citra basically consists of 3 (three) parts of the image company, product image, and brand image. Corporate image has a big role in influencing consumer decision making. When consumers do not have complete information about products and brands, consumers will use the company's image as the basis for selecting the product.

### **Effect of Motivation against Choose Decision**

Based on hypothetical test Motivation has a positive and significant effect on Decision Selects, this is because the value of T statistic (3.077) > value t-statistics (1.96). This means that when the motivation is higher then consumers of course to choose Akfar Dwi Farma will also increase.

The findings of this study are in line with the results of (Komalasari, 2012), states that motivation has a significant influence on the decision to choose Higher Education.

The influence of significant motivation variables on the choice decisions indicates the importance of the role of some motivational indicators such as near campus, the number of scholarships, the preferred pharmaceutical field, the presence of wifi and cctv will determine in the formation of people in choosing a college.

The process of motivation occurs because of the need, desire and unfulfilled expectations that cause tension (Komalasari, 2012). Meanwhile, according to (Muarif, 2014), motivation can be described as a driving force in individuals who force them to act. The driving force is generated which arises as a result of unmet needs. In different sentences (Swastha & Sukatjo, 2002) suggests that motivation indicates a reason for a behavior. Motivation is an energetic force that drives behavior and gives the purpose and direction of behavior. Whereas Motivation Theory according to McClelland, stated that man has three basic needs that can motivate an individual to behave, namely: 1) The need for power is how far the individual intends to control and affect other people and other objects that exist in the environment. Individuals with high-power motives have a strong drive to direct and change others or events around them. 2) The need for affiliation is the individual's need to gain warmth and establish closer relationships with others. Individuals with high-affiliated motives will tend to be more expressive in confirming their emotions and feelings to others, liking to work with others, liking friendships and social situations. 3) Needs achievers of human desire to achieve the best achievement, reputation and career.

### **CONCLUSION**

Based on the results of research and discussion that has been presented before, it can be concluded that, products have a positive and significant effect on motivation, price has a positive and significant effect on Motivation, location has no significant effect on Motivation, promotion has no significant effect on Motivation, people have no significant effect on Motivation, process has a positive and significant effect on Motivation, physical evidence has no significant effect on Motivation, brand image has a positive and significant impact on Motivation, motivation has a positive and significant effect on the Decision of Choosing.

## ACKNOWLEDGEMENT

The students decision in choosing pharmaceutical diploma in Bukittinggit is influenced by product, price, process, brand image which is mediated by motivation.

## REFERENCE

- Arikunto, suharsimi. 2006. P. P. J. R. P., & Kusyati. (2015). Jurnal stomatitis. *Jurnal EduHealth*.
- Azizah, L. N. (2016). Pengaruh Kepuasan Konsumen Terhadap Loyalitas Merek Produk Krim Pemutih Pond's Pada Mahasiswi Manajemen Fakultas Ekonomi Universitas Negeri Surabaya. *Jurnal Ekbis*. <https://doi.org/10.30736/ekbis.v15i1.18>
- DeCitrawi, A., & Sulistiono. (2014). Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Pembelian. *Jurnal Ilmiah Manajemen Kesatuan*.
- Ghozali, I. (2009). Aplikasi Analisis Multivariate Dengan Program SPSS, Semarang. *Badan Penerbit Universitas Diponegoro*.
- Hair, J. F., Anderson, R. E., Tatham, R. L., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis Seventh Edition. In *Pearson Prentice Hall*. <https://doi.org/10.1016/j.ijpharm.2011.02.019>
- Komalasari, F. (2012). Pengaruh Bauran Pemasaran Terhadap keputusan Pembelian Produk Handphone Nokia Eseries. *Jurnal Manajemen*.
- Kotler, P. (2002). Manajemen Pemasaran (terjemahan). In *Edisi Millenium, Jilid 1*.
- Lupiyoadi, R. (2013). Manajemen Pemasaran Jasa: Berbasis Kompetensi Edisi 3. In *Penerbit Salemba*.
- Muarif, Q. (2014). Memasarkan Jasa Pendidikan Dengan Mix Market (Studi Analisis di Madrasah Aliyah Darussalam Batang). —*Seminar Nasional Evaluasi Pendidikan Tahun*.
- Oktiana Akbar, R., & Tsoraya, R. (2013). Pengaruh Kemampuan Berpikir Statistik Terhadap Kreativitas Berpikir Siswa Dalam Matematika (Studi Kasus di Kelas XI IPA MAN 2 Kota Cirebon ). *Eduma*.
- Sugiyono. (2010). Metode Penelitian Bisnis. Pendekatan Kuantitatif, kualitatif dan R & D. *Bandung: Alfabeta*.
- Swastha, B., & Sukatjo, I. (2002). Pengantar Bisnis Modern. In *Edisi ketiga*.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2010). Services Marketing Strategy. In *Wiley International Encyclopedia of Marketing*. <https://doi.org/10.1002/9781444316568.wiem01055>