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## The Effect of Perceptions, Study Program Accreditation, and Promotion on the Decision to Choose the Air Transportation Logistics Management Study Program at Jayapura Aviation Polytechnic

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**Abstract:** This study aims to identify the influence of perception, study program accreditation, and promotion on student decisions in choosing the Air Transportation Logistics Management study program at the Jayapura Aviation Polytechnic. Data were collected from 381 prospective student respondents and analyzed using multiple regression analysis. The results of the analysis show that perception ( $\beta = 0.262$ ,  $p < 0.05$ ), study program accreditation ( $\beta = 1.178$ ,  $p < 0.05$ ), and promotion ( $\beta = 0.291$ ,  $p < 0.05$ ) have a significant influence on the decision choose a study program. Study program accreditation variable has the most significant influence. Although the Air Transportation Logistics Management Study Program does not yet have study program accreditation, respondents are confident that they have chosen this study program because of the good reputation of the tertiary institution and its graduates have broad job opportunities. The recommendations for the Jayapura Aviation Polytechnic are strengthening marketing strategies with effective promotion, obtaining study program accreditation, and maintaining a good reputation. This will increase the attractiveness of the study program and meet the needs of prospective students.

**Keyword:** decision to choose a study program, perception, promotion, study program accreditation

### INTRODUCTION

The selection of a study program is a critical stage in the academic life of prospective students at the higher education level. For high school/vocational school students who want to continue their education in higher education, the process of choosing a study program has a significant influence on their future (Marbun & Hansun, 2019). The decision to choose a study program can affect various aspects of student life, including career, social life, and personal satisfaction. Therefore, a deep understanding of the factors considered by

prospective students in choosing a study program is very important for higher education institutions (Wira et al., 2019).

Jayapura Aviation Polytechnic is one of the aviation colleges that currently has three accredited study programs. In an effort to increase competitiveness, Aviation Polytechnic plans to open a new study program, namely Air Transportation Logistics Management. This study program is in demand by prospective students for reasons such as positive job prospects after graduation which have an impact on improving the economy and increasing social status (Yuliyanto, 2017). However, with the increasing competition between aviation schools, Jayapura Aviation Polytechnic needs to improve its marketing efforts and quality to remain the top choice for students in continuing their education. It is important for the marketing department at this aviation school to understand the factors that determine students' decisions in choosing a college or study program.

Previous research has shown that promotion and student perceptions have an influence on the selection of certain universities or study programs (Zain et al., 2013). Factors that influence these perceptions include lecturer experience, syllabus suitability, lecturer qualifications, and knowledge of the institution. In addition, effective promotion can also influence students' decisions in choosing educational institutions, especially promotions carried out through radio, television, and word of mouth have a significant positive impact on students' decisions in choosing educational institutions.

In this study, the study program accreditation variable will also be added because previous research shows that study program accreditation affects students' decisions in choosing study programs (Verawati & Irawati, 2016). Study program accreditation is an evaluation to determine the suitability of the study program. Accreditation status affects the number of students admitted and the composition of lecturers in private universities. We will collect data through a survey of prospective students who plan to choose the Air Transportation Logistics Management study program at Jayapura Aviation Polytechnic. The collected data will be statistically analyzed to identify the influence of perception variables, study program accreditation, and promotion on study program selection decisions.

Based on the background of published literature and existing phenomena, academics are interested in conducting research on the influence of perceptions, program accreditation, and promotion on students' ability to choose the Air Transportation Logistics Management study program at Jayapura Aviation Polytechnic. Through this research, it is hoped that it can provide useful insights for Jayapura Aviation Polytechnic in developing more effective marketing strategies and increasing the attractiveness of the Air Transportation Logistics Management study program. In addition, this research is also expected to contribute knowledge in the field of transportation education and enrich the scientific literature in this field. (Bunahri, 2023).

The decision to choose is the process of consumers buying products or services after consideration (Kotler & Keller, 2009). Individuals are directly involved in obtaining and using the goods or services provided (Ferrell et al., 2021). This indicates that consumers begin the buying process before making a purchase action and experience the impact after purchase.

It is important for marketers to understand the stages in the buyer's decision-making process in order to tailor marketing strategies to the needs and desires of consumers. By understanding this process, marketers can target consumers at the right stage and increase the chances of making a sale (Bunahri et al., 2023).

In addition, by understanding what factors influence consumer purchasing decisions, marketers can design more effective marketing strategies to attract consumers' attention and encourage them to make purchases. These factors can include consumer perceptions of

products or services, promotions carried out by companies, and accreditation of study programs for universities (Sasongko, 2021).

Thus, understanding the factors that influence purchasing decisions is essential for marketers in designing effective and efficient marketing strategies. By knowing this information, marketers can increase opportunities to make sales and increase consumer satisfaction (Harahap et al., 2018).

Perception is the process by which physical sensations such as sight, sound, and smell are selected, organized, and interpreted (Adijaya, 2018). The final interpretation of the stimulus allows it to be given meaning (Sethna & Blythe, 2019). Perception maps are widely used marketing tools that evaluate the relative position of competing brands along relevant dimensions (Anastasia, 2013).

Everyone will have a different perception of a product or service (Kotler & Armstrong, 2008) so this is very subjective. This perception is generally influenced by a person's background and environment (Nurhalisa & Yuniarta, 2020). So that even though there are two people who get information and are in the same conditions, decision making is very likely to be different. This also applies to the perception of various products or services (Kotler & Armstrong, 2008). This is because a person's perception of a product or service is a complex psychological process that also involves physiological aspects (Hoyer et al., 2012).

Psychological processes such as selecting, organizing, and interpreting an object so that customers can give meaning to the object. Thus, perception is very important for marketers to understand in order to design effective marketing strategies.

By understanding how consumers form their perceptions of certain products or services, marketers can design more effective marketing strategies to attract consumers' attention and encourage them to make purchases. Factors that can influence consumer perceptions include promotions conducted by companies and accreditation of study programs for universities.

Thus, understanding how consumers form their perceptions of a particular product or service is very important for marketers in designing effective marketing strategies. By knowing this information, marketers can increase opportunities to make sales and increase consumer satisfaction.

## **METHOD**

This research uses a quantitative approach with the use of questionnaires to high school students as data sources. Data collection was conducted from July to August 2023. The focus of this research is on student perceptions, study program accreditation, promotion, and choice decisions. The data analysis method used is multiple regression analysis.

Multiple linear regression analysis is a statistical technique used to study and understand the relationship between one or more independent variables (which are used to make predictions) and the dependent variable (which is to be predicted). In this case, the model shows a linear relationship between several independent variables and one dependent variable (Muthahharah & Fatwa, 2022).

Research into the functional relationship that exists between these variables in a mathematical model is part of this analysis process. The equation used to describe a multiple linear regression model indicates that the dependent variable is a linear function of the other independent variables. The main objective of this analysis is to find out how much and how the independent variables affect the dependent variable.

To find the significant effect of two or more independent variables on the dependent variable, multiple linear regression techniques are very useful. This analysis also helps determine the strength or weakness of the relationship between the variables, as well as how important each independent variable is for predicting the dependent variable. In addition, this

method allows the use of significance tests to determine whether the relationship between the variables is statistically significant (Rivandi et al., 2019).

Multiple linear regression analysis is used in many fields of science, including natural sciences, social sciences, economics, and medicine, not just statistics. This analysis helps researchers in research to understand and measure the simultaneous influence of various independent variables on the dependent variable. In turn, this can provide valuable information for decision-making.

This study focused on Jayapura high school students. Random sampling was used due to the large population. The Slovin formula was used to measure the sample size with an error margin of 5% or 0.05. According to BPS Papua Province (2019), there are 5,546 high school students in Jayapura. Based on the calculation results with the formula, the sample size of this study is 374 people.

In the initial data collection process, a questionnaire was used to see how student perceptions, study program accreditation, and promotional efforts influenced students' decisions to enter the Air Transportation Logistics Management Study Program. As part of the data analysis approach, a Likert scale was used; this provides a range of values from very positive to very negative for each question. Ghozali (2006) emphasizes that this scale allows for numerical measurement of variables that is more accurate, effective, and easy to communicate.

In this study, five categories (from "strongly disagree" to "strongly agree") were used to measure individual attitudes. Data analysis used various techniques, such as reliability, validity, normality, multicollinearity, multiple linear regression, t-test, F-test, and R-Square test. All of these analyses were conducted using the SPSS statistical program, which is one of the most common tools for quantitative data analysis. This research aims to gain an in-depth understanding of the reasons why Jayapura high school students choose the Air Transportation Logistics Management Study Program. This research uses a combination of robust methodology and sophisticated analytical tools.

**Table 1. Likert scale assessment**

Evaluation	Score
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source: Ghozali (2006)

## RESULTS AND DISCUSSION

Socio-demographic data in Table 2 shows the characteristics of respondents who became research subjects based on gender and district of residence. The gender of respondents consisted of 46% male and 54% female. This shows that the number of samples based on both genders is almost balanced. The sub-districts where respondents lived consisted of five sub-districts namely Muara Tami (19%), Abepura (21%), Heram (20%), Jayapura Daksina (22%), and North Jayapura (18%). This also shows that the sampling for the study has covered all sub-districts in Jayapura. The total sample size used in this study was 381 people.

**Table 2. Sample demographic data**

Category	%
<b>Gender</b>	
Male	46
Female	54
<b>Subdistrict</b>	
Muara Tami	19
Abepura	21
Heram	20
Jayapura Daksina	22
Jayapura Utara	18

In the Kolmogorov-Smirnov method to test data normality, the asym. Sig (2-tailed) of 0.917 which is greater than the alpha ( $\alpha$ ) value of 0.05. Thus, the data tested is normally distributed. This means that the data follows a normal distribution pattern and can be used for further statistical analysis that assumes data normality.

**Table 3. Kolmogorov Smirnov Normality Test**

Normal Parametersa	Mean	0
	Std. Deviation	1.912189
Most Extreme Differences	Absolute	0.102
	Positive	0.069
	Negative	-0.102
Kolmogorov-Smirnov Z		0.556
Asymp. Sig. (2-tailed)		0.917

The multicollinearity test aims to evaluate the linear relationship between two or more independent variables. There are two values used to determine whether there is a linear relationship, namely the *Tolerance value* and the *Variance Inflation Factor (VIF)*. Significant multicollinearity between the independent variables in the regression model does not occur if the VIF value is less than 1 and the *Tolerance* value is greater than 0.1. The multicollinearity test results can be found in Table 4. Based on the output of the SPSS analysis, the VIF value is less than 1 and the Tolerance value is more than 0.1, so there is no linear relationship between two or more independent variables in the regression model. This indicates that the independent variables do not have a significant relationship with each other.

**Table 4. Multicollinearity test results**

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
PR	0.627	1.595
AP	0.576	1.736
PO	0.663	1.507

A statistical method called multiple regression analysis is used to examine the relationship between a dependent variable and two or more independent variables. To perform this analysis, the first step is to determine the form of the relationship between these variables. Multiple regression equations can be used to determine the impact of independent variables on the dependent variable.

**Table 5. Multiple linear regression analysis test results**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.450	5.710		2.180	.038
PR	.262	.075	.362	6.287	.006
AP	1.178	1.180	.215	2.987	.033
PO	.291	.170	.348	1.713	.009

Based on the SPSS output, the regression equation is obtained as follows: In this equation, Y is the dependent variable (Choosing Decision), a is a constant, X1 is Perception, X2 is Study Program Accreditation, and X3 is Promotion. The multiple regression analysis that has been carried out produces regression coefficients and significance levels displayed in the table above. From the results of the analysis, the regression equation is obtained as follows:  $\hat{Y} = 12.450 + 0.262 X_1 + 1.178 X_2 + 0.291 X_3$ . This model shows that:

1. Constant = 12,450: If the variables of perception, study program accreditation, and promotion are assumed to be constant, then the decision to choose a study program will increase by 12,450.
2. Perception Coefficient X<sub>1</sub>: The coefficient value of perception is 0.262, which indicates that every increase of 1 score for perception will be followed by an increase in the decision to choose a study program by 0.262.
3. Study Program Accreditation Coefficient (X<sub>2</sub>): The coefficient value of study program accreditation is 1.178, which indicates that each increase of 1 score for study program accreditation will be followed by an increase in the decision to choose a study program by 1.178.
4. Promotion Coefficient (X<sub>3</sub>): The promotion coefficient value is 0.291, which indicates that each increase of 1 score for promotion will be followed by an increase in the decision to choose a study program by 0.291.

To determine the individual effect of each independent variable on the dependent variable, the t-test is used. From the partial test results, it is known that the perception variable has t count = 6.287 with a significance of 0.006 < 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that H1 which states that there is an effect of perception on the decision to choose a study program is partially accepted. Furthermore, the study program accreditation variable has t count = 2.987 with a significance of 0.033 < 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that H2 which states that there is an effect of study program accreditation on the decision to choose a study program is partially accepted. Finally, the promotion variable has t count = 1.713 with a significance of 0.009 < 0.05, so H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. This means that H3 which states that there is an effect of promotion on the decision to choose a study program is partially accepted.

**Table 6. T test results (t-test)**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.450	5.710		2.180	.038
PR	.262	.075	.362	6.287	.006
AP	1.178	1.180	.215	2.987	.033
PO	.291	.170	.348	1.713	.009

To test whether the independent variables together have a good ability to explain the dependent variable or test the validity of the model used, the F test is performed. This hypothesis test uses a significance level ( $\alpha$ ) of 0.05, which means with a confidence level of 95%. To evaluate the joint effect of the independent variables on the dependent variable, the information can be found in Table 7.

The ANOVA test results show a calculated F value of 3,495 with a probability of 0.000. This probability is much lower than 0.05, so it can be concluded that the regression model can be used to predict the decision to choose a study program. In other words, perception, study program accreditation, and promotion simultaneously have a significant influence on the decision to choose a study program, as shown in Table 7.

**Table 7. F-test results**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.762	3	14.254	3.495	.030 <sup>a</sup>
	Residual	106.038	26	4.078		
	Total	148.800	29			

The coefficient of determination (R<sup>2</sup>) aims to analyze the variation in the dependent variable in the research model. The R<sup>2</sup> value has a range of 0 to 1 where 0 means that the independent variable has limited in explaining the variation in the dependent variable.

**Table 8. R-square Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 <sup>a</sup>	.745	.737	.24336

Table 8 shows that there is a relationship between the variables of perception, accreditation of study programs, and promotion with the decision to choose a study program. This is evidenced by the multiple correlation coefficient (R) of 0.863. Furthermore, the use of three variables, perception, study program accreditation, and promotion, is able to explain 74.5% of the decision to choose a study program where the rest is influenced by other variables not included in this study. This can be seen from the R Square value.

Perception has a value of 0.262 which shows its influence on the decision to choose a study program. Previous research (Zain et al., 2013) states that perception affects students' decisions in choosing educational institutions. Other findings also show the positive influence of student perceptions, including reputation, word of mouth recommendations, and other input on student decisions in choosing study programs (Shah et al., 2013). Similar to research (Putri & Ratnawati, 2011; Sutrisno, 2020) also found that the perception of tuition fees is an important factor considered by parents in choosing educational institutions for their children. Respondents in this study chose the Air Transportation Logistics Management Study Program at Jayapura Aviation Polytechnic because of the perception that the study program has affordable tuition fees, a good university reputation, and graduates have broad job opportunities.

The value of study program accreditation (X<sub>2</sub>) is 1.178, which shows its influence on the decision to choose a study program. Accreditation is an assessment of the quality and feasibility of study programs conducted by an independent organization or body outside the university. In this study, support is given to the importance of accreditation representation in education (Prasetyo, 2014). The higher the level of accreditation of the study program, the

higher the decision to choose a study program. Respondents in this study plan to choose the Air Transportation Logistics Management Study Program even though the study program is still in the process of applying for accreditation. This is due to the good reputation of the university, and its graduates have broad job opportunities.

Promotion ( $X_3$ ) has an accepted value of 0.291, which indicates that promotion has an influence on the decision to choose a study program. The purpose of promotion is to introduce products or services to consumers, so that they can find out about the existence of these products or services. Various studies on promotion show that promotion has an impact on purchasing decisions. For example, research conducted by (Fakhri et al., 2017) explicitly states that information regarding the programs offered is the main attribute considered when choosing an educational institution for higher education. This shows that clear promotions can convey comprehensive information about the educational institution chosen by students. Similar findings are also found in the literature written by (Fakhrudin, 2022), who concluded that the selection of university students is mainly determined by the types of academic programs available, the quality of education, administrative standards, faculty qualifications, and also convenient and easily accessible locations.

According to the views of the respondents in this study, they chose the Air Transportation Logistics Management Study Program because of promotions involving the use of media in the promotion process, attractive scholarship offers, participation in activities sponsored by the study program, strategic cooperation with high schools they have attended, and the formation of partnerships with other universities.

From the results of the calculations carried out, it is known that the study program accreditation variable ( $X_2$ ) has the most significant influence among the variables  $X_1$ ,  $X_2$ , and  $X_3$ . Study program accreditation is a form of evaluation conducted by an independent organization or body outside the university to assess the quality and feasibility of higher education institutions or study programs. In this study, support is given to the importance of accreditation representation in the field of education. The higher the accreditation level of the study program, the greater the decision to choose a study program.

The interesting thing is that based on the respondents' assessment in this study, although the Air Transportation Logistics Management Study Program does not yet have study program accreditation, the respondents are sure to choose the study program because of the good reputation of the university and its graduates have broad job opportunities. This shows the high trust of the community in Jayapura Aviation Polytechnic.

Thus, even the Air Transportation Logistics Management Study Program without accreditation is still in demand by respondents.

## CONCLUSION

Based on the results of this study, it can be concluded that perception, study program accreditation, and promotion have a significant influence on student decisions in choosing study programs. The study program accreditation variable has the most significant influence among other variables. Perceptions about tuition fees, university reputation, and graduate employment opportunities are important factors considered by prospective students. Effective promotion through media and sponsorship activities can influence student decisions.

Although the Air Transportation Logistics Management Study Program does not yet have study program accreditation, respondents are confident in choosing the study program because of the good reputation of the college and its graduates have broad job opportunities. This shows the high trust of the community in Jayapura Aviation Polytechnic. Thus, even the Air Transportation Logistics Management Study Program without accreditation is still in demand by respondents.



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