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Analysis of the Effect of Promotion and Social Economic Condition of Parents on the Preference Continuing Study to Mercu Buana University in High School Students in Banten Province

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Abstract: ***Education is a process to prepare individuals to be able to prepare themselves in the era of globalization. The education system in Indonesia is divided into three, namely formal, informal and non-formal education. Universities that cause a lot of intense competition, especially for private universities to get prospective students, various potentials and advantages possessed by universities will be mobilized as much as possible to face the competition, one of them is Mercu Buana University which is a private university with accreditation A in Jakarta. This study aims to determine the effect of the independent variable, namely promotion and income level of parents of the dependent variable, namely the preference to continue study at Mercu Buana University, which will then be drawn a conclusion. Based on the results and discussion, the conclusion of this study is that there is an influence of promotion on the preference of high school students to continue their studies at Mercu Buana University, there is an influence of parents' socioeconomic conditions on the preferences of high school students continuing their studies at Mercu Buana University, and there is a relationship between the influence of promotion and parents' socioeconomic conditions on the preference of high school students to continue their studies at Mercu Buana University.***
Keywords: Promotion, parents' social economic condition, mercu buana university

I. PRELIMINARY

Education is a process to prepare individuals to be able to prepare themselves in an era of globalization that will change every time. Education is very important so that people do not lag with the times, for that the community is required to have a higher quality of education. Education provided from an early age to adulthood on an ongoing basis is expected to have a positive impact in the future for the nation and the State in facing global competition. In accordance with the Law of the Republic of Indonesia No. 20 of 2003 concerning National Education System which explains that education has an important role to face the times.

The role of education is very important for student progress so that national development goals can be achieved, so education must be improved both in terms of quality and quantity. For this reason, the government has endeavored various developments and updates in the field of education for the creation of quality education. One way that the government has done in reform is by applying the 2013 Curriculum.

The education system in Indonesia is divided into three, namely formal, informal and non-formal education. Formal education is obtained through educational institutions, namely schools and is a level of education from the lowest education to the highest education. The level of education in formal education consists of: 1) basic education (elementary, junior high); 2) secondary education (high school, vocational school); 3) higher education (Diploma, Bachelor).

Basic education is education taken for nine years, held six years in elementary school and three years in junior high school. Basic education has the aim of providing basic skills to students to develop their abilities and prepare students to attend secondary education. Secondary education is education that lasts for three years aimed at continuing and expanding basic education and preparing students to become members of the community who have the ability to hold reciprocal relationships with the social, cultural, and natural environment and can develop further abilities to enter the workforce and further education, namely higher education. The next level is higher education with all its implementation. Higher education aims to prepare students who have academic abilities and professional abilities that can apply, develop, and create science and technology.

To continue their studies to tertiary institutions begins with a sense of interest and the need to develop knowledge. An interest in an individual will encourage someone to take action and participate in it. Likewise by continuing to study at tertiary institutions,

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students' interest in continuing to tertiary institutions will encourage them to try to enter tertiary institutions because they want to develop knowledge. In addition, the promotion carried out by the university is very important in motivating students to continue their education to college.

According to Idris (2010: 93) one of the problems of education is the problem of education costs. As is known that the cost of education in Indonesia is very expensive and very burdensome to the people of Indonesia, most of whom are still in the middle to lower economic level. The community still has to bear the expensive costs if they want their children to go to college.

Hurlock (2006: 254) states that if socioeconomic status improves, people tend to expand their interest to include things that were not yet able to be implemented. This also applies to the socioeconomic status of parents in the continuation of their children's learning, because it cannot be denied that education requires a high enough cost. Low socioeconomic status in the sense of obstruction of the cost of education will disrupt the continuity of education of a child. So students who come from lower middle socioeconomic families will usually be hampered by the problem of tuition fees so that students cannot continue to college because the income from the family income is insufficient to meet the cost of education which is considered so expensive. This is consistent with research conducted by Nasution (2013: 51) in his research stating that there is a socioeconomic influence of parents on children's interest in continuing their education to college.

Pandeglang Regency is a regency located in Banten Province. Pandeglang Regency is included in the list of lagging regional standards, especially in the education sector, this can be seen from the still low Pandeglang Regency Human Development Index (HDI) which has only reached 0.39. HDI includes three main dimensions of human development, namely life expectancy (health), literacy rates and average length of schooling (education), and adjusted income per capita (economy).

II. THEORY STUDY AND METHOD

A. The Concept of Promotion of Private Universities

Education is currently the most important need of the community in facing the future of the nation, this is a demonstration for business people in the field of education, so private universities have mushroomed in almost every region in Indonesia. For this reason, to be able to develop an institution of higher education so that prospective students are interested is important and is supported by promotions that are acceptable to the community and right on target. Different backgrounds such as education, economics, and even work are things that need to be considered by higher education institutions in attracting public interest. Similarly, promotions must be carried out in an informative and interesting manner.

B. Mercu Buana University

Mercu Buana University is a Private University which organizes Tridharma Perguruan Tinggi, namely education, research, and community service, was established in Jakarta in 1985 under the guidance of the Menara Bhakti Foundation. Mercu Buana University is a member of the Higher Education Service Institution Region III of the Ministry of Technology and Higher Education Research of the Republic of Indonesia.Since December 2016 Mercu Buana University has received a Higher Education Institution Accreditation ranking "A" or Excellent from the National Accreditation Board for Higher Education. Mercu Buana University is currently in the process of obtaining international accreditation. Mercu Buana University was founded based on Pancasila, the 1945 Constitution and the Tri Dharma of Higher Education, with the aim of education to help educate the life of development efforts in achieving the welfare of the Indonesian people. Mercu Buana University organizes a study system that is more oriented towards developing professional attitudes, using curriculum and syllabi that is in line with the policies of the Ministry of Research, Technology, and Higher Education supported by research activities and practical work practices in various companies or government / private agencies. Almost every tertiary institution, especially private tertiary institution, conducts promotions to provide precise and accurate information about these tertiary institutions. In order to improve the quality of the younger generation and also assist the government in overcoming problems in education. One of them is a private university in Jakarta, Mercu Buana University, Jakarta. According to Lupiyoadi (2009: 120) promotion is a variable in the marketing mix that is very important to be carried out by companies in marketing products and services.

C. Parents' Socio-Economic Conditions

The socio-economic situation of each person is different and level, there are those with high, medium and low socioeconomic conditions. Abdulsyani (2007: 90) argues that socioeconomic is a condition that describes the determination of class which includes the type of economic activity, income, education level, type of residence, type of recreational activity, position in an organization and so on.

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Whereas Iskandarwassid and Sunendar (2011: 130) state that parents' socioeconomic abilities are a background to achieving the position of parents in society that can influence children's learning success in school. Indicators of parents' socioeconomic background are parental education, parental occupation, parental income, and residence.

From some of the opinions that have been described above, it can be concluded that parents' socioeconomic conditions are conditions that describe the socio-economic position of a family in the community environment which will also affect the education obtained by family members, namely children. In social life, socioeconomic conditions can be used as a measure to respect someone. Something to be appraised in society can be in the form of money or objects of economic value, power, science, or religious piety. The following is a brief explanation of the socioeconomic indicators according to Iskandarwassid and Sunendar (2011: 130).

1) *Parental Education:* Education is all learning experiences that take place in various environments for a lifetime. In this study conducted to determine the level of education of parents of students in the form of levels of education that have been taken, the higher the education of parents, the higher the encouragement of parents to motivate their children to study hard and achieve the highest education.
2) *Parents' Job:* Work is a series of tasks that are designed to be done both individually and in groups and in return will be given wages or salaries according to the classification and weight of the work done.
3) *Parents' Income:* Income is any additional economic ability received or obtained that can be used for consumption and to increase wealth. This income is a remuneration for the work done by someone. The higher the income the more prosperous his life.
4) *Residence:* The house or residence is a basic need for humans as a place to shelter and rest. The government is obliged to guarantee that citizens have a place to live and have a basic obligation to provide a place for all citizens, especially those who are less fortunate.

D. Research Types and Design

This research is a type of quantitative research with causality test. Quantitative research in looking at the relationship of variables to the object under study is more causal, so in his research there are independent and dependent variables (Sugiyono, 2012: 19). This study aims to determine the effect of independent variables, namely promotion and income level of parents on the dependent variable, which is the preference to continue study at Mercu Buana University, which will then be drawn a conclusion.

E. Research Design

This research was conducted in the following stages:

1) Preliminary observations to find out the problem of interest in continuing studies to universities, especially Mercu Buana University.
2) Data collection through questionnaires and documentation.
3) Data analysis using multiple linear regression.
4) Interpretation of data analysis becomes a result that can be understood.

F. Population, Samples and Sampling Techniques

The population in this study was class XII students of SMA Negeri in Pandeglang Regency. In this study, the sampling technique used was Cluster Area Sampling.

G. Method of Collecting Data

The questionnaire in this study was used to measure promotion variables and income levels of parents. The type of instrument used in this study is in the form of a Likert scale, a scale that contains five levels of answer preference with the following options:

1) Score 5 if the respondent answers strongly agree
2) Score 4 if the respondent's answer agrees
3) Score 3 if the respondent's answer is doubtful
4) Score 2 if the respondent's answer doesn't agree
5) Score 1 if the respondent's answer strongly disagrees (Ghozali, 2007: 41).

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H. Test Instrument

Research instruments are tools or facilities used by researchers in collecting data so that their work is easier and the results are better, in the sense of being more accurate, complete, and systematic so that it is more easily processed (Arikunto, 2010: 203). The instrument used in this study was a questionnaire or questionnaire.

I. Test the Validity and Reliability of the Instrument

The test is said to be valid (valid) if the test measures what you want measured. While according to Sutrisno Hadi, quoted by Bawono (2006: 67), this analysis is used to measure how carefully a test performs its measurement function or has actually been able to reflect the measured variable.

The reliability test is to test the data that we have obtained as a result of the questioner answers that we have shared. According to Sutrisno Hadi stated by Bawono (2006: 63) this analysis is used to determine the extent to which the measurement of data can provide relatively consistent results or not different if measured again on the same subject, so that it can be known the consistency or reliability of the measuring instrument (questioner).

J. Data Analysis Method

1) *Descriptive Statistical Analysis:* Descriptive statistics are used to analyze data by describing or describing data that has been collected as it is without intending to make conclusions that apply to the public or generalization (Sugiyono, 2010: 207).
2) *Test Requirements Analysis / Classical Assumptions:* Before conducting multiple regression analysis, the classic assumption test is performed first. The classic assumption test is carried out in order to obtain a regression result that can be accounted for and has unbiased results.

a) Normality Test
b) Linearity Test
c) Multicollinearity Test
d) Heteroscedasticity Test
e) Autocorrelation Test

K. Hypothesis Testing

1) *Multiple Regression Analysis:* This analysis is used to determine the dependence of the dependent variable with more than one independent variable with the aim of estimating or predicting the average value of the dependent variable based on the value of the known independent variable.
2) *T test:* According to Pardede and Manurung (2014: 29), t count is used to test the effect of partial (each independent variable) on the dependent variable. Does the variable have a significant effect on the dependent variable (Y) or not.
3) *F test (Simultaneous):* According to Pardede and Manurung (2014: 28), the F test can be used to test the effect of simultaneously the independent variable (X) on the dependent variable (Y).
4) *Determination Coefficient Test:* The coefficient of determination (R2) aims to measure how far the model's ability to explain the dependent variables.

III. RESULTS AND DISCUSSION

A. Instrument Test Results

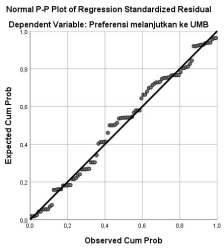
1) *Istrumen Validity Test Results:* Validity test is done to determine the validity of the questionnaire. Given N (number of respondents) = 20, the value of r table = 0.444. If from the results of r count> r table, the questionnaire as a measurement is said to be valid. From 25 questionnaire items, all item items produced had r count> r table, so the questionnaire used was valid.
2) *Instrument Reliability Test Results*

a) From the calculation data, the r count is 0.892 while the r table is 0.444. because r count> r table, it can be concluded that the UMB Promotional Instrument variable questionnaire (X1) used is reliable or consistent.
b) From the calculation data, r count is 0,931 while r table is 0,444. because r arithmetic> r table it can be concluded that the instrument questionnaire variable socio-economic conditions of parents (X2) that are used are reliable or consistent.
c) From the calculation data, r count is 0.901, while r table is 0.444. because r arithmetic> r table, it can be concluded that the preference variable questionnaire continues to study at UMB (Y) which is used reliably or consistently.

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B. Data Analysis Results

1) Normality test



Data ploting (dots) that describe the actual data following the diaginal line. This means that variable data X1, X2 and Y have a non-standard distribution with the assumption that normality is met and the regression analysis technique can be used.

2) *Linearity Test:* UMB Promotion variable (X1) with Preference proceed to UMB on Deviation from Linearity is 3.419 and significant value 0.15> 0.05. Thus between variables continuing to UMB (Y) has a linear relationship with the promotion variable UMB (X1). variable socioeconomic condition of parents (X2) with Preference proceed to UMB on Deviation from Linearity is 1.919 and significant value 0.13> 0.05. Thus between the variables proceed to UMB (Y) has a linear relationship with the variable socioeconomic conditions of parents (X2).
3) *Multicollinearity Test:* the tolerance value of each independent variable is 0.998> 0.10 and the value of Variance Inflation factor (VIF) is 1.002 <10.00. Then there is no multicollinearity which means between each independent variable in the regression model.
4) *Heteroscedasticity Test:* The significance value of residual X1 is 0.691> 0.05 and the significance value of residual X2 is 0.936> 0.05. It states that the residual variant of this regression model is homogeneous or free from heterocedasticity cases.
5) *Autocorrelation Test (Durbin Watson):* Durbin Watson's value is 2,020 between du 1.7152 and 4-du = 2,284. The du value is obtained from the distribution of the Durbin Watson table values based on k (constant) or independent variables (2) and n (100) with a significance of 5%. This states that there are no symptoms of autocorrelation.

C. Hypothesis Test Results

1) Results of Analysis of Multiple Linear Regression Equations

a) The constant value is 10.975 if there is no change in the UMB promotion variable and the social economic conditions of parents (X1 and X2 values are 0) then the presence continues to UMB at 10.975 units.
b) UMB promotion regression coefficient value is 0.359. This means that the promotion variable UMB (X1) influences assuming the socioeconomic condition of parents (X2) and constellation (a) is 0 (zero), then the presence goes to UMB has an effect of 0.359. This shows that the Mercu Buana University (UMB) promotion variable has a positive effect on the preference of high school students continuing their study at Mercu Buana University.
c) The regression coefficient value of parents' socioeconomic conditions is 0.085. This means that the socioeconomic condition variable of parents (X2) influences the assumption that the promotion variable UMB (X1) and the constant (a) is 0 (zero), then the presence goes to the UMB of 0.085. This shows that the social economic condition of the elderly people has a positive effect on the preference of high school students to continue their studies at Mercu Buana University.

2) Test Results t

a) The promotion variable UMB (X1) has a positive and significant effect on the preference for continuing study at Mercu Buana University.
b) Variable socioeconomic condition of parents (X2) has a positive and significant effect on preferences to continue their studies at Mercu Buana University.

3) *F Test Results (simultaneous):* Mercu Buana University promotion variables and parents' socioeconomic conditions variables simultaneously have a significant effect on the preferences of high school students continuing their studies at Mercu Buana University.
4) *Determination Coefficient Test Results:* Based on the table above, it is known that the coefficient of determination (R2) is in the Adjusted R Square column which is equal to 0.159. Means the ability of the independent variable in explaining the dependent variable is 15.9% while the remaining 84.1% is explained by other variables not discussed in the study.

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IV. CONCLUSIONS

The conclusions that can be drawn from the results of this study are as follows:

A. There is a promotional effect on the preference of high school students to continue their studies at Mercu Buana University in Banten Province.

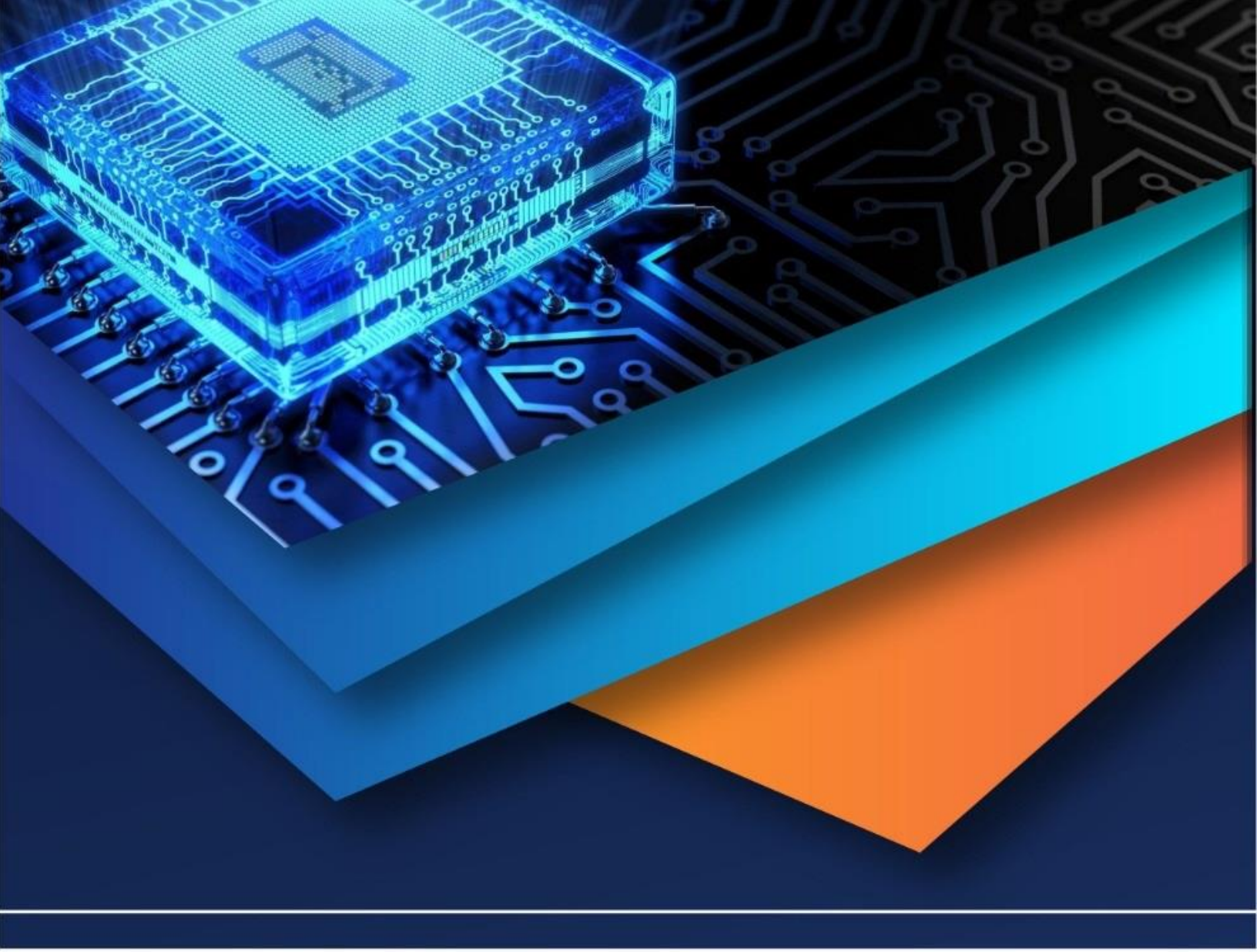
B. There is an influence of parents' socioeconomic conditions on the preference of high school students to continue their studies at Mercu Buana University in Banten Province.

C. There is a relationship between the influence of promotion and parents' socioeconomic conditions on the preference of high school students to continue their studies at Mercu Buana University. So it can be concluded that the promotion variable of Mercu Buana University and the variable socioeconomic condition of parents simultaneously have a significant effect on the preference for continuing study at Mercu Buana University in high school students in Banten Province.

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