

**THE INFLUENCE OF SPP, DPP, INFRASTRUCTURE FACILITIES
AND CULTURE ON STUDENT'S SATISFACTION OF PTS IN
DISTRICT OF SIDOARJO
THE CONCEPTUAL MODEL COMPETITIVE ADVANTAGE
BASED ON THE RESOURCES AND THE STRATEGIC
COMPETENCE ON THE MARKETING OF BUSINESS OF
SERVICES EDUCATION**

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ABSTRACT

The purpose of this paper is to prove and analyze the effect of the Cost of Implementation Education Contribution (SPP), Cost of Development Education (DPP), and Infrastructure and Culture on Student's Satisfaction. The population of this study is students from high school, vocational, and are equal in district of Sidoarjo who have passed the National Exam school year 2013-2014, lecture at the PTS Sidoarjo. Based on the calculation of sample of questionnaire who answered by 100 students, where hypotheses using SEM method.

SPP (variables X1), effect on student satisfaction with the correlation of 0.182. Reinforced variable X1.1 tuition fees affordable by student with a correlation 0.999, variabe X.1.2 tuition fee can be paid in installments with a correlation of 0.142. Education development fund (DPP) effect on student satisfaction with correlation 0.049 Reinforced variables X2.1 DPP affordable payment with correlation 0.031, reinforced X2.2 variables DPP can be repaid with correlation 0.986. Infrastructure (varabel X3) effect on student satisfaction with correlation 0.167. Reinforced variables X3.1 with correlation 0.267 and affected by variables X3.2 with correlation 0.982. Culture had no effect on student satisfaction with correlation -0176, also is not influenced by variable X4.1 the Islamic Nuance with correlation -0216 and not influenced by the Kinship variables X4.1 with correlation -0963.

Keywords : Private Colleges Quality With Adequate Infrastructure, Affordable Cost, A Significant Effect On Student Satisfaction

INTRODUCTION

A fenomena always we natural, that every new school year beginning, certainly the education world are faced with the new students, students who graduated from senior high school, vocational school, or equivalent.

They will determine the choice of private college entrance where? After failing following the entrance test of State College (PTN). Because there are several private universities of choice

This condition is an opportunity that should be captured by the business of private higher education, and also at the same time is a threat to world of business of education. Because of increasingly sharp competition to get the number of new students who many with all keuggulan and weaknesses that they have.

Act No. 20 of 2003 on the National Education System states involving the community in the education sector development efforts. In chapter 4 verse 1 states that education in Indonesia held in a democratic and fair, followed by chapter 9, that the public is entitled to play a role in the implementation, monitoring, and evaluating educational programs

One of the policy strategies of regional development in district of Sidoarjo in business of education, with the indicator number of students who graduated from high school, vocational school or the equivalent each year who go to private colleges is increasing. In 2011 the number of new students entering at one of the private colleges, courses Engineering, Economics, and Law all of 320 students, in 2012 increased to 455 students and in 2013 increased to 524 people.

The research oriented on consumer interests can not be separated from the use of the Theory Buyer Behaviorb Howard and Sheth model. This model provides guidance on how marketers who have individual differences and cultural factors influencing purchasing decisions, from the introduction to a purchase transaction of goods needed, and satisfaction are used as a marketing strategy. However, in this case the Howard and Sheth model does not explain in detail.

Therefore, the marketing strategy of education services is a part and continuation buyer behavior theory. To develop a marketing strategy can be carried out also with the introduction and development of resources and strategic competencies by educational business.

The performance of an organization as a whole, particularly marketing correlated with the ability of institutions able to develop strategic resources (Barney, 1986: 1231.1995: 49). In strategic attributes including specific resources is deversikasi products, advantages of technology used, the instrument of sales promotion effectiveness, sales force effectiveness profesional is an instrument that needs to be developed.

Development to complement of a competitive advantage especially in business of education successfully, thanks to a continuous effort (sustainability), depending on the ability to manage various competent resources in the organization.

Model of Bharadwj still needs to be done the empirical research further, in relation to the education services business excellence.

Cost of Implementation Education Contribution (SPP) effect on student satisfaction in terms of competitive advantages of financing of study, is one of the components of the costs that must be paid by students each month. Affordable Amount can be paid by the student. SPP is a competency that is very important to fund operations effectively and efficiently, because it helps determine the order that the student can follow the learning process goes well. Thus providing a good image of the PTS in relation to the competitive advantage (Sharma 1995: 11). the Image of good business education can make cost savings operasaional, of the effectiveness of the strategy pemesaran will

increase the number of students who entered in the PTS, then the amount of tuition covered by financial capability and can be paid in installments.

Cost of Donation Education Development (DPP) effect on student satisfaction in terms of competitive advantage of financing the study, is one of the cost components that the must be paid by student, to be paid only once, With the amount affordable by students. DPP installment payments on a monthly basis. Determination of the DPP affordable by students and can be repaid pembayaranya by students, is a form of competitive advantage between PTS (Sharma 1995: 11).

Infrastructure which includes land, buildings and equipment, physically shape as a tool, effect on student satisfaction, to support the learning process for students PTS. Complete facilities and infrastructure must be prepared pemiyaanya by the foundation completely. Government grants are relatively small in value, only in the form of equipment. The availability of infrastructure that complete. Infrastructures are both capable of supporting education. Is a tool that is part of the service, the service quality effect on satisfaction mahasiswa. Hugh Charles Wilkins (2005: 78), in a study on the effect of satisfaction on kualitas service in Australia.

Culture is the belief held students without coercion from any parties, adhered as a handle on life, there are holy book nuanced Islamic , effect on student satisfaction. Confidence can the form of family, effect on student satisfaction. Because it contains high aesthetics in the association, mutual respect among members of the academic society. Culture is abstract that is a reflection of the ability of the lecturer, professor, mentor students. Zimmer (2006: 10).

Student Satisfaction at the PTS is a sense of satisfaction that is felt during the lecture and follow all of the activities of non kurukuler competency based. Satisfaction is influenced by the financial ability (financial) students, to be able to finance these activities. Influenced by the spirit of learning high tirelessly. Influenced by the limits of normal study time, in 8 semesters of students graduating S1 with honors degree in a timely. Woodruff in Usmara (2003: 124) states Satisfaction is a comparison between the performance comparison ekseptasi accepted standard, ideal, competitors, marketers promise and norms.

THEORETICAL OVERVIEW

Strategic Management

Strategic Management is an integrative management application puts all the elements together, namely; planning (planning), implementation (implementing) and control (controlling), to predict the needs of the market and the opportunity to gain a competitive advantage, Yowono and Iksan (2004), Sagala (2009: 128).

Ansof (1990) in Sagala (2009: 129) states, strategic management is a systematic approach to management responsibilities in a condition that ensures the organization in a position to assure the achievement of goals of sustainable success.

Application of strategic management on sector a high education

Sagala, 2009: 135 Strategic Management applied to higher education in general has a characteristic; 1) decisions are strategic, 2) effective use of resources, 3) quality oriented sustainable future, 4) response, concerned with the external environment, 5) multi-dimensionally

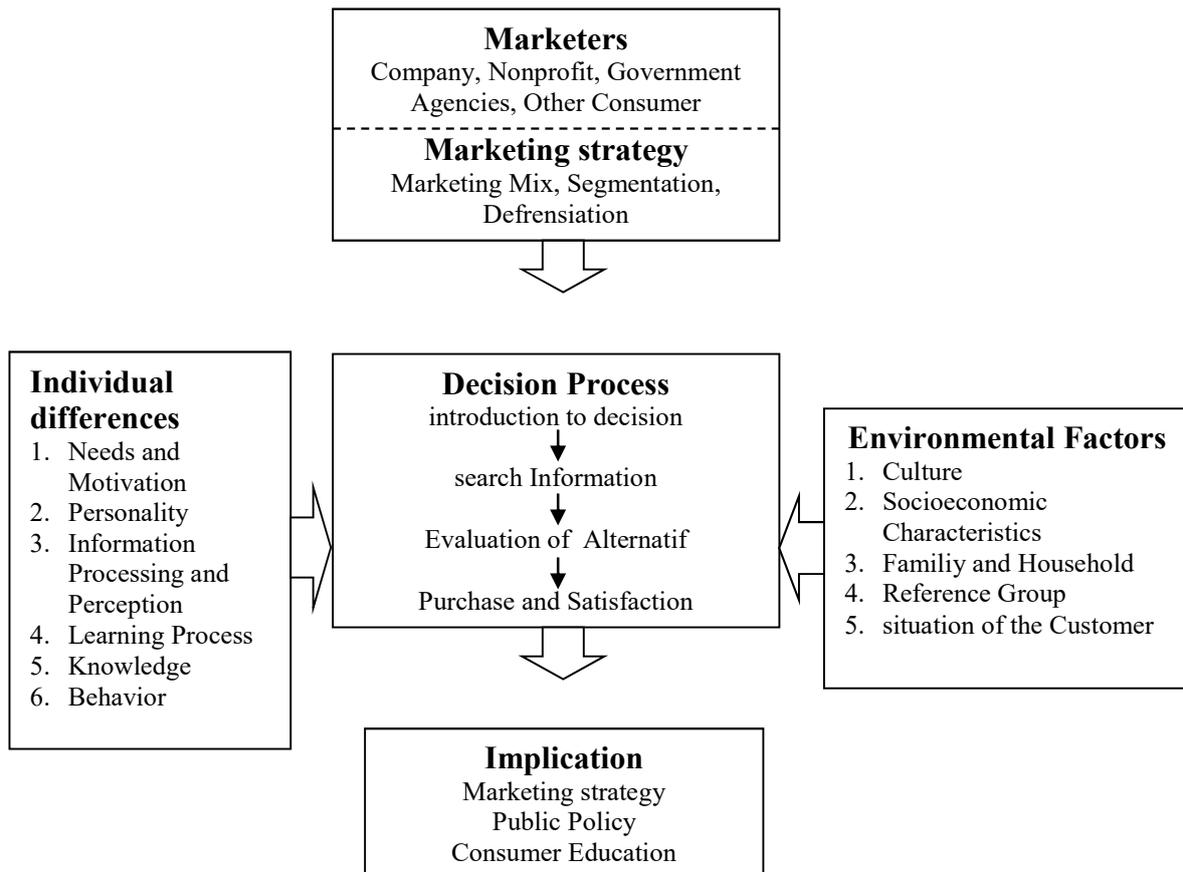
Sagala, 2009: 141, application of strategic management specifically applied to: the management of higher education include: 1) the institution prepare a work plan and budget revenues and annual education expenses, for the achievement of objectives, 2) improve the quality of education through management by responding to the strategic issues management school-based, competency-based curriculum, teaching kontekstual 3) for strategic implementation, emphasizing objectivity, scientific and systematic.

The Theory of Buyer of Behavior

The theory of consumer decision Howard and Sheth, explaining consumer behavior that have individual differences, and environment factor, will affect the purchasing decision since the introduction of the requirement to purchase, satisfaction for the development of marketing strategies

Model Howard and Sheth

Accompanied by Robert Ferber who an economist developed an consumer behavior, applying the principles of economics and psychology, along with Hugh G Wales wrote a book "Motivation and Market Behavior" (1958).



RESEARCH METHODS

The research design is the plan and structure of the research are made as needed, to obtain answers to questions with regard to limited resources, demonstrate an important choice. The design is made into a framework for detailing the relationship between the studied variables used as blueprints give outline of each flow process, from hypothesis to data analysis (Cooper and Emory, 1995: 122-123)

Population and Sample

The population in this study is the students of PTS in Sidoarjo students who graduated from high school, vocational and equal in the district of Sidoarjo

Sample

The sampling technique used in this study conducted by the purpose stratified sampling method, which is allocated proportionally (Sugiyono, 1999: 101) given the size of the sample based on their needs, a population of 100 students

Sources of Data

In research Primer data and secondary data obtained by spreading the questionnaires to the respondents STT student, College of Economics, STIH YPM from of high school students, vocational and equal in the district of Sidoarjo.

Data Collection

To obtain the data and inforamsi of respondents, distributed a questionnaire containing a number of questions answered by the respondents, in addition to the interview.

Research Variables

Identification of the study variables in this study there are two groups of variables : the independent variable (X) is the variable that is not predicted by the other variables in the model. The dependent variable (Y) is the variable that predicted by independent variables in this study;

1. Independent Variable (X) consisting of :
 - a. Cost Of Implementation Education Contribution (SPP) (X1) :
 - X1.1 Cost of Implementation Education Contribution (SPP) affordable by students
 - X1.2 Payment of SPP can be paid in installments
 - b. Cost of Development Education Fund (DPP) (X2) :
 - X2.1 Cost of Development Education Fund (DPP) affordable by students
 - X2.2 Payment of DPP can be paid in installments
 - c. Infrastructure (X3) :
 - X3.1 The infrastructure of the PTS available in full
 - X3.2 Infrastructure capable of supporting the implementation of the educational process
 - d. Culture (X4) :
 - X4.1 Islamic nuance
 - X4.2 sense of family
2. Dependent Variable (Y) is student's satisfaction, consisting of :
 - Y1. Student Financial Capability
 - Y2. Learning Spirit
 - Y3. Graduation

Discussion of Research

Variable and Indicators

The variables used in this study consisted of the dependent variable (Y) and independent (X). The dependent variable in this study is the Level of Student Satisfaction (Y), while the independent variable (X) in this study consisted of: SPP (X1), DPP (X2), Facilities & Infrastructure (X3) and Culture (X4). SPP indicators of endogenous variables (X1): Affordable tuition fee (X11), Fee Payment can be repaid (X12). DPP indicator of exogenous variables (X2): Affordable Cost DPP (X21), DPP Payment can be repaid (X22).

Indicators of exogenous variables Facilities and Infrastructure (X3): Facilities and Infrastructure Complete (x31), Facilities and Infrastructure Capable of Supporting

Education (X32). Cultural indicators of exogenous variables (X4): Nuance Islami (X41), Kinship (X42) .. Indicators of Student Satisfaction Level of endogenous variables (Y): Cost of Education Students Under Financial Capability (Y1), Encouraging the spirit of Learning (Y2), Graduation (Y3).

Instruments of Research

The instrument used in this study is a questionnaire or a questionnaire. In the questionnaire there are a number of questions that must be answered by the respondent in accordance with the things that are known, thus obtained the required data and information.

Test Validity

Validity has meaning the extent to which the precision and accuracy of a measuring instrument in performing measuring function. In this research used SPSS Ver 15, Validity Test with a Pearson Product Moment Correlation method, wherein said questionnaire data Valid and Reliable results when $r > r$ table.

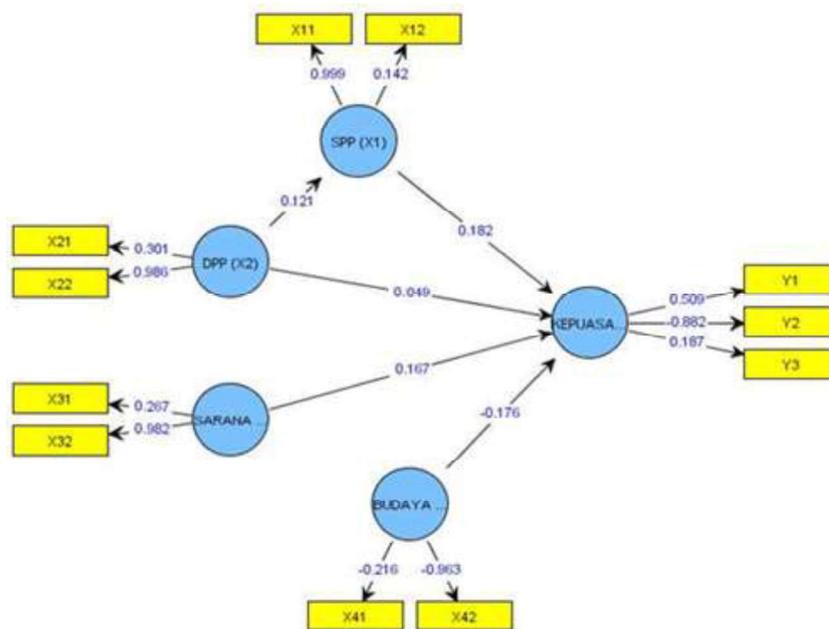
R Table: $df = N - 2 = 100 - 2 = 98$. the value $df = 98$ and level $\alpha = 5\%$ obtained table $r = 0.1654$

Test Reliability

Test Reliability aims to determine the consistency of the data obtained, which in this study used Cronbach Alpha technique with values $>$ from the table with an alpha value of 5%.

Data Analysis with SEM Methods (SmartPLS)

SmartPLS an alternative approach that shifts into a covariance-based SEM approach based variant (Ghozali, 2006). SEM, Covariance-based generally test the theory of causality while PLS is more predictive models. In this research a conceptual framework (modeling) as follows:



Test Validity of Model

Validity consists of Convergent Validity and discriminant validity

Convergent Validity is determined based on the value of the Loading Factor from the indicator variable, if the value of Loading Factor > 0.5 , then the constructs model is said to be valid supports latent constructs (see value of the Loading Factor in picture Model above).

Discriminant Validity is determined from the value of AVE for each variable, is said to Valid if value $AVE > 0.5$.

Average variance extracted (AVE)

	Average variance extracted (AVE)
SPP (X1)	0.510
DPP (X2)	0.531
SARANA (X3)	0.517
BUDAYA (X4)	0.487
KEPUASAN (Y)	0.358

Test Reliability of Construct Model

Constructs Model called Reliable when the Composite Reliability value > 0.5

Composite Reliability

	Composite Reliability
SPP (X1)	0.571
DPP (X2)	0.333
SARANA (X3)	0.618
BUDAYA (X4)	0.575
KEPUASAN (Y)	0.018

Hypothesis

Hypothesis testing is used to test the effect of exogenous variables (X) on endogenous variables (Y) by looking at the value of the t-values for each path. T-test values obtained from bootstrapping with Smart-PLS software. Testing with bootstrap also aims to minimize the problems of research data abnormalities (Ghozali, 2006). Value of the inner weight coefficient of the structural model called significant when t-test value > 0.5 . Based on the results of hypothesis testing, the effect of the DPP against the SPP obtained the inner weight 0.121 with t-test value 0.460, so it can be concluded that there is a positive and significant effect of the DPP to SPP.

Hypothesis test results between the SPP with Student Satisfaction obtained the inner weight 0.182 with t-test value 0.740, so it can be concluded that there is a positive and significant effect between SPP with the Student Satisfaction.

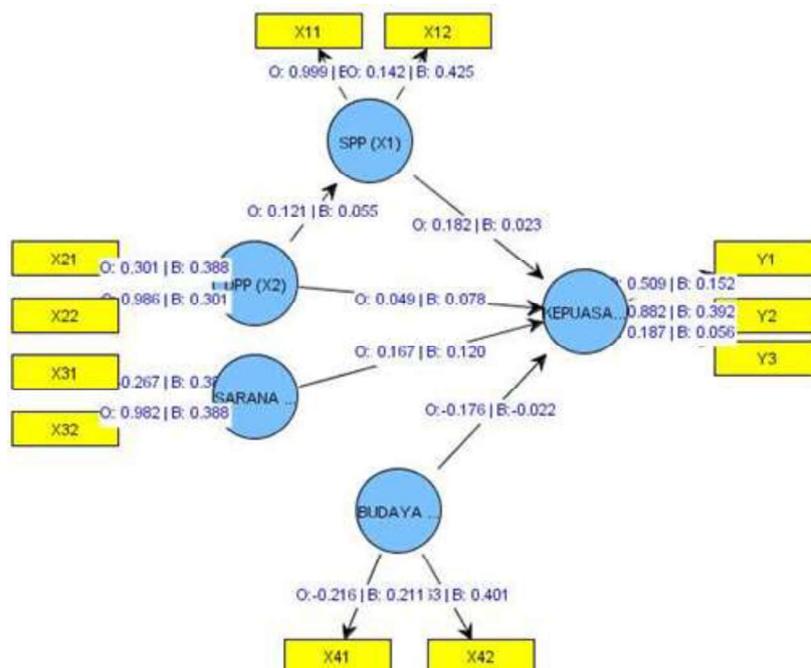
Hypothesis test results between the DPP with Student Satisfaction obtained the inner weight 0.049 with t-test value 0.207, so it can be concluded that there is a positive and significant effect between DPP with the Student Satisfaction.

Hypothesis test results between the Infrastructure with Student Satisfaction obtained the inner weight 0.167 with t-test value 0.666, so it can be concluded that there is a positive and significant effect between Infrastructure with the Student Satisfaction.

Hypothesis test results between the Culture with the Student Satisfaction obtained the inner weight -0.176 with t-test value 0.618, so it can be concluded that although the value of t count > 0.5 but its influence is negative, so it can be said that culture is not significant positive effect on satisfaction students.

results for inner weights

	original sample estimate	mean of subsamples	Standard deviation	T-Statistic
DPP (X2) -> SPP (X1)	0.121	0.055	0.263	0.460
SPP (X1) -> KEPUASAAN (Y)	0.182	0.023	0.246	0.740
DPP (X2) -> KEPUASAAN (Y)	0.049	0.078	0.234	0.207
SARANA (X3) -> KEPUASAAN (Y)	0.167	0.120	0.250	0.666
BUDAYA (X4) -> KEPUASAAN (Y)	-0.176	-0.022	0.286	0.618



CONCLUSION

Based on the analysis and discussion above, can concluded a few things :

1. Cost Of Implementation Education Contribution (SPP) as X1 Variable, effect on Student Satisfaction with the correlation of 0.182. Reinforced variable X1.1 tuition fees affordable by student with correlation of 0.999 , variabe X.1.2 tuition fee can be paid in installments with a correlation of 0.142.
2. Cost of Education Development (DPP) as X2 Variable, effect on student satisfaction with correlation 0.049 Reinforced variables X2.1 DPP affordable payment with correlation 0.031, reinforced X2.2 variables DPP can be repaid with correlation 0.986
3. Infrastructure (variabel X3) effect on student satisfaction with correlation 0.167. Reinforced variables X3.1 with correlation 0.267 and affected by variables X3.2 with correlation 0.982
4. Culture had no effect on student satisfaction with correlation -0176, also is not influenced by variable X4.1 the Islamic Nuance with correlation -0216 and not influenced by the Kinship variables X4.1 with correlation -0963.

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