

# The Effect of Social Networking and Prices on Lecture Decisions at the Faculty of Private Pharmacy in Medan City

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**Abstract:** Humans need education in their lives in which education can develop their potential through learning and other ways that are recognized and recognized by society. In improving the quality of education, educational institutions should be able to establish an effective and efficient education system in the face of the development of science, technology and art. In order to increase lecture decisions, social media is required, price adjustment or other factors as one of the promotional instruments. The purpose of this research is to analyze the influence of social networking and price to the decision of lecture at private pharmacy faculty in Medan city. The type of research is descriptive quantitative. The population in this research is all students of private pharmacy faculty in Medan city. The number of samples in this study were 98 respondents. The sampling technique in this research is random sampling. Methods of data retrieval is done by multiple linear regression analysis. The results showed that 1) Social networking has a positive and significant influence in shaping lecture decisions on private pharmacy faculty in Medan city. 2) Price negatively influences in shaping lecture decisions on private pharmacy faculty in Medan city. 3) Social networking and pricing simultaneously have a positive effect in shaping lecture decisions on private pharmacy faculty in Medan.

**Keywords:** Social Networking, Price and Decision of College

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## I. Introduction

Education is a supporting factor that plays an important role in all sectors. Humans need education in their lives where education can develop their potential through learning processes and other ways known and recognized by the community. In improving the quality of education, educational institutions must be able to establish an education system that is effective and efficient in facing the development of science, technology and art. For this reason, all components of the nation are obliged to educate the nation's life which is the goal of the Indonesian nation, so as to provide opportunities for all components of society to have the right to get better education in order to create quality and devoted human resources.

Social networking is one of the supporting factors in determining college decisions. This is not seen in various private universities in the city of Medan, especially the pharmacy faculty. Many of the roles that can be carried out by private pharmacy faculties to increase the number of students, among others, must always be up to date in providing information that can support the increase in the number of students.

Today almost all people in Indonesia, especially in Medan, use gadgets. So it is unfortunate if private universities, especially pharmaceutical faculties do not use the media in increasing the number of students because it can have a positive influence on students in giving lecture decisions at private universities, especially pharmacy faculties in the city of Medan.

Prospective students are faced with the situation of lecture decisions from various programs promoted by various universities. There are several reasons why you should choose a pharmacy faculty, among others, pharmaceuticals not only make medicines, but pharmacies can create food supplement products and cosmetics. In addition, pharmacy faculties also have a very wide open labor market, namely pharmacy graduates can work in hospitals, mix medicines and as pharmacists.

Determining which college to choose by prospective students can be likened to a buyer who will buy an item. Thus, educational institutions can be analogous to providing services to students. Therefore, they are the party that has the right to provide an interesting assessment whether or not an educational institution.

Continuing to study in college is a long-term investment. Many factors must be considered before a prospective student drops his choice to one of the interested colleges. The process of taking college decisions

may begin with setting goals and then developing alternatives and finally determining the best choice. In deciding the choice of college decision requires a rational process that is as objective as possible because it will have long-term consequences and is associated with large sacrifices, starting from time, preparation, funding, from the student.

The facts in the field of the number of students at the Faculty of Private Pharmacy in the city of Medan have not been maximal, this can be seen in the last 5 years the Faculty of Private Pharmacy in the city of Medan experienced an up and down trend in the number of students. Which can be seen in the data in Table 1.1.

**Table 1.1. Data on the Number of Students of the Faculty of Private Pharmacy in Medan City**

University	Force 2012	Force 2013	Force 2014	Force 2015	Force 2016	Total
Tjut Nyak Dhien	446	189	514	149	143	1441
Helvetia	88	137	103	61	-	389
Sari Mutiara	-	268	207	147	209	1082
UMN Al-Wasliah	220	185	255	216	206	1082
Total	971	848	1173	653	635	3994

**Source: Forlap Ristekdikti**

From Table 1.1 above the Faculty of Private Pharmacy in Medan city experienced an up and down trend in the number of students, where in the 2012 University the number of students increased at Tjut Nyak Dhien University as many as 446 students and 220 students from UMN Al-Wasliah University, and Helvetia University 88 students, while Sari Mutiara has not opened the Faculty of Pharmacy. In the 2013 class, Tjut Nyak Dhien University and UMN Al-Wasliah University experienced a decrease in the number of students, but for Helvetia and Sari Mutiara University there was an increase in the number of students. For the 2014 stambuk, Tjut Nyak Dhien University and UMN Al-Wasliah experienced an increase in the number of students and for Helvetia and Sari Mutiara Universities decreased, in the class of 2015 all the Faculty of Private Pharmacy in Medan experienced a decline in students. students but for the Faculty of Private Pharmacy in other cities in Medan such as Tjut Nyak Dhien, UMN Al-Wasliah has experienced a decline and even Helvetia University until now there has been no data on the number of students to research and technical facilities.

In the era of globalization there have been many changes in technology, education and so on. One of the most experienced changes is internet technology. Where the internet is not only developing in the community but also in universities, especially the Faculty of Pharmacy Swata in Medan in terms of promoting the Faculty through social media, filling out study plan cards and study cards and examinations that can be done online, but there are still Faculty of Pharmacy Swata in Medan, which still does not fully utilize social networking, with reasons for frequent application failures, ranging from promoting through social media such as Facebook, Instagram, Twitter, Blog, which are less active in faculty promotion when opened, the development of social networking technology in an economic context Today's global development includes the application of social networking as a marketing communication media in marketing universities, especially the Faculty of Private Pharmacy in the city of Medan.

This research is based on the results of previous research conducted by Utami et al (2012) stating that the use of social networking (facebook) as an online business media (case study in batik solo 85) has a positive effect and as a medium of communication between Batik Solo 85 and its customers and Facebook have an impact on increasing sales.

The research conducted by Kamal (2017) is the moderating effect of consumer satisfaction on the effect of price and quality on Honda motorcycle purchase decisions, the results of the study indicate that the variable customer satisfaction does not moderate the influence of price and quality variables on purchasing decisions, so customer satisfaction does not strengthen or weaken the effect of price and quality on purchasing decisions. Research conducted by Kalsum (2008) results showed that product prices and promotions had a significant effect on purchasing decisions of Yamaha Mio in Sukoharjo. The research is the basis of this research because it has the same variable, namely price.

Based on the description above, the researchers are interested in conducting research on how much influence social networking and the price of lecture decisions on the Faculty of Private Pharmacy in the city of Medan.

## **II. Theoretical Review**

### **Social Networking**

Social networking can be interpreted as a wide and large computer network worldwide, which connects computer users from one place to another in the whole world. Internet which stands for inter and networking, is a collection of computer networks and various types of types that communicate with each other using a standard of communication. Technically, the internet is two or more computers that are interconnected to form a

computer network to cover millions of computers in the world, which interact and exchange information. According to Malita (2011) Social networking describes online technology and the habits of people who use it to share opinions, insights, experiences and views. Social networking has several forms, such as text, images, sounds, and videos.

While the definition of social networking is the democratization of information, turning people from content readers into content publishers. This is a shift from the broadcast mechanism from a model to many models, rooted in conversations between writers, people and colleagues. Social networking uses "the concept of many people" to be able to connect with information together.

While in terms of science, the internet is a library in which there is information in the form of text, graphics, sound and animation in electronic form. So the internet is an effective and efficient means of exchanging information over long distances. According to Sarwono (2008) networking is a collection of networks that are global in scale, Social networking is also able to create relationships closer and save time between individuals both near and far. Many internet features that function to satisfy audience needs, a function of the application of Social networking itself focuses on connections that will be built by one person with another person, which can be in the form of friend, family, event, profession to promotion of Boyd and Ellison (2007).

Through social networking, students or prospective students can build close relationships with students or other prospective students. One of the internet media that can be utilized is pages, Facebook, Twitter, Google and others. Marketing sites are sites that involve prospective students in interactions that can make them closer to prospective students online and the results of other marketing activities. In addition to the page, you can also place online advertisements on various sites with a high level of visitors, including Facebook, Twitter, Instagram. There are various forms of online advertising available in the internet world. Each form has its own advantages and disadvantages and of course must be adapted to the purpose of advertising and social networking goals and prices.

### **Price**

Price is one element of the marketing mix that generates income, another element generates costs. Price is the easiest element in marketing programs to adapt, product features, channels and even communication requires a lot of time (Kotler and Keller, 2009).

Prices also relate to income and also influence supply or marketing channels. However, the most important thing is that decisions in prices must be consistent with the overall marketing strategy. According to Tjiptono (2012) "prices are monetary units or other measures (including other goods and services) that are exchanged in order to obtain ownership rights or use of an item or service. This understanding is in line with the concept of exchange (exchange) in marketing ". So it can be said that the price depends on the negotiating ability of the seller or the buyer to obtain an agreement price that is in accordance with the wishes of each party, so the seller will initially set a high price and the buyer will determine the lowest price offer.

Determination of price levels is usually done with a number of considerations as well as looking at the factors that influence pricing decisions, including decisions on price changes to be acceptable to the target market (Ali, 2013).

### **Consumer Behavior**

Consumer behavior is the most influential thing in the process of buying and selling goods or services in the market. In other words, marketing strategies oriented to prospective students, understand the intentions of prospective students' requests, and understand the life value of prospective students. The importance of understanding made by sellers of prospective students. Every college must be able to understand the behavior of students, because the survival of the college depends on the ability to meet the needs and desires of the students that are found in the behavior of students. Consumer behavior is actions taken by individuals, groups or organizations related to the decision making process in obtaining, using economic goods or services that can be influenced by the Mangkunegara environment (2010).

So it can be concluded that student behavior is a study of how decision makers (decision units), both individuals, groups or organizations to make decisions in college or conduct college transactions and consume them. Student behavior is a process and activity when a person relates to the search, selection, use, and evaluation of study programs and services to meet their needs and desires. In simple terms, student behavior is an action that is directly involved in getting, using and spending study programs (goods and services).

Consumer behavior is a real act of consumers that directs them to choose and use the study program / service they want. Not surprisingly, this study of consumer behavior has major roots in the economy and moreover in marketing. Consumer behavior will influence the process of decisions taken by consumers in purchasing a study program/service.

### **Buying Decision**

Before planning marketing, a university needs to identify their consumers, goals and decision processes. Here the task of marketers is to identify other lecture participants, their college criteria and their influence on college decisions. Marketing programs must be designed to attract and achieve, as do buyers.

Assael (2010) develops the typology of consumer decision making processes, namely: The level of decision making and the level of involvement in lectures there are four types of consumer purchasing decisions, namely: complex decision making, limited decision making, and brand loyalty. College decisions that have low involvement result in limited decision-making behavior. Consumers sometimes make decisions, even though they have low involvement in study programs. consumers do not understand the category of study programs, information seeking, and evaluation is more limited compared to complex processes. There are many models of buyer behavior expressed by several marketing management experts.

### **Research Hypothesis**

1. Based on the concepts described by the author, the research hypothesis can be formulated as follows: Social networking has a positive and significant effect on the decision to study at the Private Faculty of Pharmacy in Medan.
2. Prices have a significant negative effect on the lecture decisions of the Private Pharmacy Faculty in Medan City.
3. Social networking and prices have a positive and significant effect on the decision to study at the Private Faculty of Pharmacy in Medan.

## **III. Materials and Method**

### **Research Population and Samples**

The population of this study were all students of the Faculty of Private Pharmacy in Medan City, amounting to 3994 people. As for the sample, the number must be representative so that the results of the study can be generalized and the calculation does not require a table of sample numbers, but can be done using simple formulas and calculations. The population in this study was 3994 students, so the percentage of allowance used was 10% and the calculation results could be rounded up to achieve conformity.

### **Data Analysis Method**

Descriptive statistics are research methods that attempt to describe and interpret objects as they are. The aim is to systematically describe the facts and characteristics of an object or subject as it is with the aim of systematically describing the facts and characteristics of objects that are precisely examined. Through descriptive statistics can also be done to find the strength of the relationship between variables through correlation analysis or make a comparison by comparing the average data sample or population Sugiono, (2013).

## **IV. Research Results and Discussion**

### **1. Effects of Social Networking on Lecture Decisions at the Faculty of Private Pharmacy in the city of Medan**

The results of the study provide empirical evidence that social networking has a positive and significant influence in shaping college decisions.

This is because the value of  $t_{count} (26,501) > t_{table} (1,985)$  or  $t\text{-value}$  for social networking (0,000) is smaller than  $\alpha = 0,05$ . The majority of respondents' answers to the statements submitted answered agree, this is because social media provides clear information about the study program. Social networking is used by students to evaluate a study program when students do not have sufficient knowledge about the study program. Social networking that is managed well will lead to strong and positive relationships for students.

The results of the study support previous studies which showed a positive influence that Facebook does not only act as a promotional media in online business but also acts as a medium to communicate with prospective customers (Amrullah, 2016).

### **2. Price Influence on Lecture Decisions at the Faculty of Private Pharmacy in the city of Medan**

The results of the study provide empirical evidence that prices have a negative influence in shaping college decisions. This is because the value of  $t_{count} (-3,538) > t_{table} (1,985)$  or  $t\text{-value}$  for social networking (0,001) is smaller than  $\alpha = 0.05$ . The majority of respondents' answers to the statements submitted answered agree, this is because basically if the price gets higher then there is little demand. If the price of tuition is affordable for all students, the college decision will also increase.

This proves that the majority of students question the price of taking college decisions. These trends can be caused by economic factors that cannot be ascertained. Cotler and Keller (2012) state that the price element in the marketing mix is an element that is able to shape consumer perceptions of the product (goods or

services). In general, the more expensive the price is set for a product, the prospective buyer will form higher expectations for the product to be bought. Buyers will form hopes that the product they consume will provide a better product consumption experience than other products with lower prices.

The results of previous studies indicate product quality has a positive and significant effect on purchasing decisions, prices have a significant effect on purchasing decisions, and brand image has a significant effect on purchasing decisions. This is not in line with previous research, due to the fact that in this study price variables have a negative influence in shaping college decisions. Thus it can be concluded that prices have not been strong enough to create college decisions.

### **3. Effect of Social Networking and Prices on Lecture Decisions at the Faculty of Private Pharmacy in the city of Medan**

The results of hypothesis testing show that simultaneously social networking and prices have a positive and significant effect on college decisions, meaning that social networking and prices can explain variations in college decisions. This can be seen from the statistical results in which the value of F count (352.456) > F table (3.09) or the value of t for social networking (0,000) is smaller than  $\alpha = 0.05$ . The majority of respondents' answers to the statements submitted answered agree, this is because the lecture decisions are in accordance with the needs and the lecture decisions are based on the information obtained. This explains that students tend to pay more attention to social networking and price in influencing college decisions. If the university is always active in social networking and always provides up-to-date price information about the costs incurred by students in the lecture period, students are increasingly convinced of the university in making college decisions.

The results of previous studies showed that students' perceptions, study program accreditation, and promotion had a positive and significant effect on students' decision to choose Accounting study programs at the Joint Hope Polytechnic and study program accreditation was the most influential variable on students' decision to choose Accounting study programs at the Joint Hope Polytechnic (Kamal, 2017). This is in line with the research conducted which shows a positive and significant influence on the lecture decisions at the private pharmacy faculty in the city of Medan.

## **V. Conclusion**

1. Social networking has a positive and significant effect in shaping college decisions at private pharmacy faculties in the city of Medan.
2. Prices have a negative influence in shaping college decisions at the private pharmacy faculty in Medan.
3. Social networking and pricing simultaneously have a positive and significant effect in shaping college decisions at private pharmacy faculties in the city of Medan.

## **Recommendation**

1. The private Faculty of Pharmacy must always be up-to-date on social networking in order to provide the latest information to students.
2. Price is one of the supporting factors in the college decision. As an appreciation, the pharmacy faculty must provide the best quality to match the price offered to students.
3. The private pharmacy faculty is expected to do price comparisons with similar faculties so that the price difference level is not too far away.
4. As a feed back, private pharmacy faculty must respond to comments on social networking more often so that good relations between faculty and students are established.
5. To improve college decisions it is expected that private pharmacy faculties will be more aggressive in social networking so that there is a significant increase in the number of students.
6. For the next researcher, it is expected to be able to add other variables which are thought to have a major influence on the lecture decisions of the private pharmacy faculty in the city of Medan.

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