Analysis Factors Affecting Decision to Use Services in Learning Guidance Institutions

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ANALYSIS FACTORS AFFECTING DECISION TO USE SERVICES IN LEARNING GUIDANCE INSTITUTIONS

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Abstract

This research is motivated by the intense competition in the service business so that companies ca see the direction and purpose of the products they want to offer. This study aims to explain (1) Does the price variable affects the decision to use tutoring services. (2) Does the service quality variable affects the decision to use guidance services. (3) Does the program quality variable affects the decision to use tutoring services. The sample used in this study was 35 respondent; this study was based on primary data obtained through distributing questionnaires. This sampling technique uses a proportionate stratified random sampling technique, a population with heterogeneous and proportionally equalized members or elements. The data processing method in this study is to use multiple linear analysis using the SPSS 23 analysis tool. The results showed that Price, Service Quality and Program Quality had no positive and insignificant effect on decision to use services.
Keywords: *Price, Service Quality, Program, Decisions.*

Abstract

Penelitian ini dilator belakangi oleh kuatnya persaingan yang ada dalam bisnis jasa dan supaya perusahaan dapat melihat arah dan tujuan dari produk yang ingin ditawarkannya. Penelitian ini bertujuan untuk menjelaskan (1) Apakah variabel harga berpengaruh terhadap keputusan penggunaan jasa bimbingan belajar. (2) Apakah variabel kualitas pelayanan berpengaruh terhadap keputusan menggunakan jasa bimbingan. (3) Apakah variabel kualitas program berpengaruh terhadap keputusan menggunakan jasa bimbingan belajar. Sampel yang digunakan dalam penelitian ini sebanyak 35 responden, penelitian ini berdasarkan data primer yang diperoleh melalui penyebaran kuesioner. Teknik pengambilan sampel ini menggunakan teknik proportionate stratified random sampling merupakan populasi yang mempunyai anggota atau unsur yang heterogen dan berstrata secara proporsional. Metode pengolahan data dalam penelitian ini adalah dengan menggunakan analisis linear berganda dengan menggunakan alat analisis SPSS 23. Hasil penelitian menunjukkan bahwa Harga, Kualitas Pelayanan dan Kualitas Program tidak berpengaruh positif dan tidak signifikan terhadap keputusan menggunakan jasa.
Kata Kunci: Harga, Kualitas Pelayanan, Program, Keputusan.

INTRODUCTION

A good company must understand marketing management, especially in the era of globalization, which forces companies to keep up with the flow of change. If you stick with the old procedures, the company can be left behind or even sunk by competing companies that have kept up with developments. Consumers are increasingly selective before purchasing or using a service; therefore, companies must give their best to compete (Lubis & Hidayat, 2021). This will result in more and more companies offering similar

products but offering different prices in marketing them (I. Sari & Hidayat, 2020). Companies are required to be able to understand consumer behavior when purchasing different products and services in order to meet their needs (Hanaysha, 2018).

Therefore companies must be able to influence consumer buying behavior. Likewise with tutoring institutions, as time goes by, the tastes of consumers are increasingly varied, and the development of science is increasing, demanding tutoring institutions to continue to innovate in order to win the hearts of consumers to use their services and to maintain the viability of their business so that it continues to grow. Therefore, these tutoring institutions must think about strategies or steps to attract consumers to use their services to achieve business goals.

One of the non-formal tutoring institutions in Yogyakarta has been established since 1993 and is spread throughout all cities in Indonesia. The guidance program consists of excellent programs from grade 4 elementary to grade 3 high school, such as the Peel Off Program, Long Distance Guidance (BJJ), Early Prepared Regular Program (SLD), *English Skill for Teens*, and others. In determining the price of guidance, the tutoring institution sets different prices according to the guidance program taken by consumers. Regarding the service system, the tutoring institution is trying to provide the best, starting from facilities that support the teaching and learning process, material modules, complete questions, and appropriate and friendly administrative services.

Way to attract consumers' interest in making their choices, business people, in this case, the owners of tutoring services, use a variety of appropriate strategies to win the competition. Companies must be proficient in reading the factors influencing consumer purchasing decisions. Kotler & Amstrong (2008) state, "Pricing should be based on the consumer's perception of the value received, not on the cost of the seller or producer." this requires companies to be able to set prices and all other expenses incurred by customers to obtain utilities or benefits from services. The price set is close to the market price and must follow the economic conditions of the consumers, who are the company's target.

In addition to pricing, service quality is another factor that influences consumer purchasing decisions. According to Kotler & Amstrong (2004), Quality of Service is a form of consumer evaluation of the level of service received and level of service expected. The quality is considered excellent and satisfactory if the service obtained or felt is as expected. Achieving the desired satisfaction can encourage consumers to make repeat purchases and later become loyal customers.

R. M. Sari & Prihartono (2021) explained that the elements that can influence purchasing decisions, especially companies engaged in the service business of tutoring institutions, apart from price and service quality, are the quality of products or programs offered by a company. The quality of products and programs is also important for improving business processes. Not all companies can achieve popularity, so companies and organizations that make product quality a key tool will have an advantage over their competitors in conquering the market.

Kotler & Susanto (1999) states that purchase decision-making is a problem-solving process that consists of assessing needs and desires, searching for information, evaluating alternative sources of purchases choices, making the purchase decision, and post-purchase behavior. Among the various factors that influence consumers when purchasing products and services, consumers usually always consider the quality of the product or program and the price of the company that sells the product or service that is generally well known.

Several studies have been conducted to determine the factors influencing consumers to choose to buy an item or service. One such research is: R. M. Sari & Prihartono (2021), she analyzed the impact of price and product quality on the purchase decisions of Rise Bed Sheet products, found that price and product quality had a positive and significant impact of 46.1% on the purchase decisions, and the rest were influenced by several other factors have proved to receive.Therefore, researchers want to conduct further research on service quality and program quality because these two variables are often found in companies engaged in services, so researchers want to know their application if used in examining the benefits of tutoring institutions. Furthermore, Nasution et al. (2019) The survey found results on respondents' views that price does not have a positive and insignificant impact on consumer purchasing decision, but is influenced by other factors such as trust and consumer characteristics. Based on the two previous studies,

the price can have a significant effect but can also be the reverse. So the price can influence the decision to buy a product depending on the product examined in the research. Offer it to breakfast studies to study variable use. Conpared to previous studies, the study variable used this time is a counseling program offered by one of Yogyakarta's tutoring programs. This study was conducted to determine the update of the effect of pricing and product quality, and researchers added variables that needed to be added to previous studies.

LIBRARY STUDY
Price

Price *(price)* is the funds the customer must exchange for a product or service. People generally want a relatively low price for a product or service. Products with the same value or quality but relatively low prices will be the main attraction for customers. Likewise, the price set by a tutoring institution (Satriadi et al., 2021). Price, in general, is a strategy for companies, especially marketing managers, in order to increase sales. Therefore, pricing is crucial because price conformity determines the increase and decrease in consumer purchasing power. According to (Tjiptono, 2008) , pricing methods can be broadly divided into four main categories: demand-based, cost-based, profit-based, and competition-based pricing.

Service quality

Service quality is defined as Quality that includes several product features that meet customer preferences and provide satisfaction from using the product; then quality refers to everything free from deficiency or damage (Ulum, 2018). According to Tjiptono (2011), quality of service is the atmosphere that describes the level of service provided, good or bad, and have to satisfy customers by demanding higher than their expectations; *likewise*, in companies engaged in services such as tutoring institutions. Form of service quality is intangible and occurs due to consumer interactions with employees or others. This interaction is provided by a service provider company and can be measured against the expectations of the recipient of the service, as it is not only the provider of the service, but rather the people who receive the service (consumers).The following are the five dimension of Service Quality according to Tjiptono & Chandra (2012), Form, Reliability, Responsiveness, Assurance and certainty (assurance), Empathy. The step for measuring service usability is performance. A service is considered satisfactory if its performance shows the same results or meets the consumer's or costomer's expectations. Then if the service obtained exceeds what the customer expects, the service is considered exceptional. Therefore, good or bad service quality depends on a company's and its staff's ability to meet customer expectations consistently.

Program Quality

One of the core concepts of marketing is the product. Producers can offer products to consumers to satisfy their needs and wants. Products can be divided into three others; goods, services, and ideas (Satriadi et al., 2021). So the product is physical and visible, such as tutoring services. According to Stanton (1998), a product is a collection of tangible and intangible attributes such as packaging, color, price, quality, brand, service, and sales reputation (Indriri, 2019). Products or programs in companies engaged in tutoring are in the form of services (*services*). *Services* are activities, benefits, or satisfactions offered for sale. Kotler & Susanto (1999) defined a service is a service as an intangible (intangible), non-proprietary act or activity that can be provided by one party to another party.(Tjiptono, 1997). Even so, service products can be related to physical products or not. According to Fandy (2008), product quality includes striving to meet or exceed customer expectations for products, services, people, processes, and environment. Product quality is also a condition that is not fixed or constantly changing, where something considered quality in the present is not sure to be of high quality in the future. It is the same with the quality of the program offered by a tutoring institution whose physical evidence cannot be seen but can only be felt by the consumers themselves. Product or program quality indicators used in this study are based on Kotler & Amstrong (2008), namely: the product or program following satisfaction, has resilience, the reliability of the program follows the needs of the user or consumer, the buyer, in this case, the user or consumer, can easily access the program, and the design or type of program is following the interests of the user or consumer.

Service Usage Decision

Consumers or customers in choosing a product are constantly changing, either short or long-term (Kotler & Amstrong, 2008). Therefore, companies producing products must be thorough and know consumer behavior daily. Companies that always follow consumer behavior will automatically produce products with the latest innovations continuously. Discussing services is very influential on consumer decision-making. A consumer's decision to purchase a product or service begins with recognizing whether their needs and desires are being met. The decision to use services is also known as a purchase decision, namely a decision made by consumers in choosing something. According to Kotler & Susanto (1999), the process or stages of purchase are as follows, the stage of identifying problems/related to needs and desires, the stage of sharing information, the stage of evaluating various existing alternatives, the stage of choosing a brand of product/service to buy, and finally the post-purchase evaluation.

Hypothesis Development

Effect of Price (X_1) on the Service Use Decision (Y)

Price is the amount of money used or the amount of value used by customer exchange to benefit from using or having a service or product (Kotler & Amstrong, 2012). Balance prices on recommended goods or services, reports regarding goods or services that are sure to pass the price list, provide price discounts in certain situations, and prices that are determined according to the wishes of consumers will attract consumers to make purchases or use services. In research R. M. Sari & Prihartono (2021) concluded that price positively and significantly influences purchasing decisions on RISE Bed Sheets. Rahayu (2021), in his research, concluded that product prices positively influence users' purchasing decisions Ecommerce Tokopedia. Based on the explanation above the hypothesis is:

H1: Price has a positive and significant effect on the decision to use services at tutoring institutions

Effect of Service Quality (X_2) the Service Use Decision (Y)

Service quality affects a person's tendency to buy or use a product or service. Good service will be part of the consumer's perception of a product or service. Service quality is the level of good or bad conditions of service provided by sellers or service providers satisfy consumers by expressing or communicating wants and needs that exceed consumer expectations (Tjiptono, 2011). Visible service company activities, reliable and accurate service capabilities, providing the right services and information, making consumers trust, and being polite and attentive to consumers will be a consideration in purchasing decisions or using services. Putra et al. (2022) researcher concluded that service quality positively and significantly affects purchasing decisions. Based on the explanation above the hypothesis is:

H2: Quality of service has a positive and significant effect on the decision to use services at tutoring institutions

Effect of Program Quality (X_3) to the Service Use Decision (Y)

Product quality in a trading company is part of the quality of the program offered by service companies, which affects a person's tendency to buy or use services. According to Tjiptono & Chandra (2012), quality includes meeting or exceeding customer expectations, including product, services, people, process and environments. Products or programs follow satisfaction, have long durability, and reliability according to needs; consumers can quickly get products, programs and designs according to what they want. In research Anggraeni & Soliha (2020) concluded that product quality has a positive and significant effect on purchasing decisions. Based on the description above, the hypothesis is obtained:

H3: Program quality has a positive and significant effect on the decision to use services at tutoring institutions

Conceptual Framework

The frameworks used in this study are:
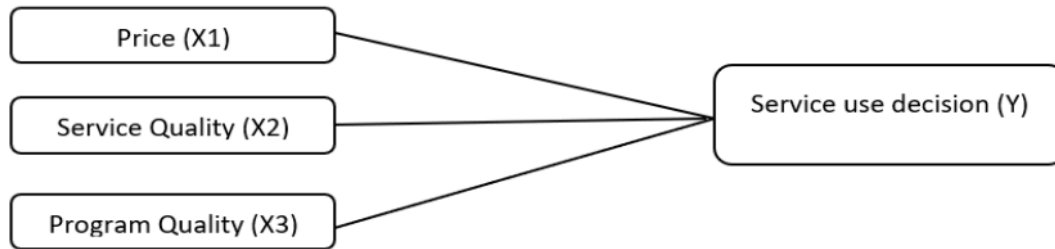
Figure 1. Conceptual Framework

METHOD

The research approach used is quantitative. This purpose of this association study is to determine the influence of two or more variables. Quantitative studies are used 3 study the influence of independent variables, consisting of price, service quality, and program quality, on the decision to use services. The population of this study was all students enrolled in the Neutron Yogyakarta-14 tutoring institute, Bantul, Special Region of Yogyakarta. These study's samples are students registered at Neutron Yogyakarta-14, especially at the Junior and Senior High School levels. The researchers though the sample because the researcher saw the uniqueness and diverse economic condition of students to choose the tutoring service. This study used the proportionate stratified random sampling method. Sugiyono (2019) explains that proportional *stratified random sampling* is a sampling technique in populations with heterogeneous and proportionately stratified members or elements. This method is more efficient according to the characteristic of the respondent to be studied. The data collection method in this study was to distribute questionnaires or questionnaires to student directly. The researchers questionnaire was adapted from (Anam & Maghfiroh, 2021) and (Anggraeni & Soliha, 2020). The adoption that researcher does adjusting some word to the topic discussed in the study. Data analysis method include data quality tests (validity tests, reliability tests), classical acceptance tests (normality tests multicollinearity tests, heteroskedasticity tests), and hypothesis tests (t-tests, r tests). It will be used. This study uses the data processing application SPSS version 23.

Operational definition
Price

The price referred to in this study is the nominal amount consumers issue in return for services traded by the tutoring institution. The instruments used to measure price variables are from Stanton (1998): Affordability, product quality and price compatibility, Benefits and price competitiveness, Benefits and price compatibility.

Service Quality

The quality of service in question is the best service the tutoring institution provides. The service quality instruments used in this study come from (Tjiptono & Chandra, 2012), namely: tangible *(tangible)*, reliability *(reliability)*, responsiveness *(responsiveness)*, guarantee and certainty *(assurance)*, and empathy *(emptiness)*.

Program Quality

The quality of the program referred to in this study is the quality of the guidance programs offered by the tutoring institution. Program quality variables are measured using the index of (Kotler & Amstrong, 2008), namely: the product are satisfactory, durable, reliable and based on user needs. Buyers or users can easily access products, design or product types according to user interests or customers.

The decision to use services

The decision to use services or purchase decisions in this study is the decision making process by consumers when purchasing or choosing a product. Start by identifying the problem, exploring information, and evaluating alternatives.The decision-making process by consumers when purchasing or choosing a product, start by identifying the problem, exploring information, and evaluating alternatives purchasing decisions, and finally, obtaining satisfied or dissatisfied after-purchase behavior with the product. purchased or used (Kotler & Amstrong, 2004).

RESULTS AND DISCUSSION
Validity test

Validity test are used to measure the validity of questionnaire. A survey is considered valid if the statements in the survey reveal something that the survey can measure (Ghozali, 2011). A significance test is performed by the comparing the r-count values to an the r-table with degrees of freedom (df) = n-2; where n is a sample. In this study, the number of samples (n) = 35, and the df quantity can be calculated using df = 33 and alpha = 0.05. We get 35-2, r table= 0.334.

Table 1. Validity Test Results

Statement	r_{count}	r_{table}	Valid Description
X1.1	0.669	0,334	Valid
X1.2	0.502	0,334	Valid
X1.3	0.385	0,334	Valid
X1.4	0.576	0,334	Valid
X1.5	0.587	0,334	Valid
X1.6	0.444	0,334	Valid
X2.1	0.763	0,334	Valid
X2.2	0.471	0,334	Valid
X2.3	0.586	0,334	Valid
X2.4	0.673	0,334	Valid
X2.5	0.737	0,334	Valid
X2.6	0.753	0,334	Valid
X2.7	0.608	0,334	Valid
X3.1	0.623	0,334	Valid
X3.2	0.560	0,334	Valid
X3.3	0.471	0,334	Valid
X3.4	0.673	0,334	Valid
X3.5	0.752	0,334	Valid
X3.6	0.848	0,334	Valid
Y1	0.560	0,334	Valid
Y2	0.770	0,334	Valid
Y3	0.447	0,334	Valid
Y4	0.421	0,334	Valid
Y5	0.632	0,334	Valid
Y6	0.672	0,334	Valid

Source: Research data (processed) SPSS 23, 2023

Based on Table 1, it can be seen that all statement items that measure related prices, service quality, and program quality, as well as decisions to use services, are declared valid. This is because all statement items comply with the stipulated conditions, namely the results of the r count > from the r table. Moreover, all statement items can be used in research.

Reliability Test

According to Ghozali (2018), reliability is a tool that measures the reliability of a questionnaires that are indicators of a variables or components. A survey is reliable if the responses are consistent and stable from time to time. A reliability test is performed by comparing the Cronbach's alpha value with the significance level used (0.5, 0.6, to 0.7, depending on research needs). Test criteria can be noted as follows: First, if the Cronbach's alpha is > significant, the instrument is considered reliable. Then, Cronbach's alpha is< , the device is considered trustworthy. If a device is at critical levels, it is considered unreliable (Darma, 2021). The following are shown in the reliability test results table:

Table 2. Reliability Test Results

Cronbach's Alpha	N of Items
0.853	25

Source: Research data (processed) SPSS 23.2023

Based on Table 2, it can be seen that the value *cronbach's alpha* of 0.853. These results follow the provisions set, namely the value *cronbach's alpha* greater than 0.70, which means that the statement items on the questionnaire of all variables are declared reliable and can be used in research.

Normality test

According to Ghozali (2018), the purpose of checking data normality is to see if the dependent and independent variables in a regression model are a normally distributed or unexpected. The regression model satisfies the normality assumption if the data are spread out diagonally when tested. Below are the results of a normally test for testing all minimum scale ordinal study variable data under the *Kolmogorov-smirnov* test using the SPSS program.

Table 6. Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		35
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	2.21230411
Most Extreme Differences	Absolute	0.100
	Positive	0.090
	Negative	-0.100
Test Statistic		0.100
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Research data (processed) SPSS 23, 2023

Based on Table 6, the above *one-sample Kolmogorov-Smirnov Test* normality test indicates that a significance value of 0.200 means a significance value greater than 0.05 ($p > 0.05$), so the data are normally distributed. It it can be concluded that the are.

Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test aims to determine whether there is inequality of variance between the residuals of one observation and another in regression model increase. Heteroscedasticity detection is performed by examining whether there is a particular pattern between the predicted values of the dependent variable or the dependent variable ZPRED and the residual SRESID in the plot. Bellow are the results of a heteroscedasticity test using SPSS:
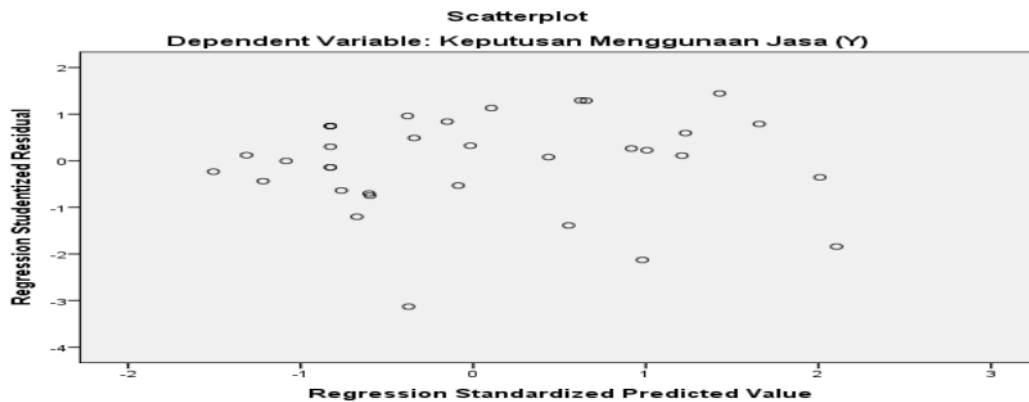
Scatterplot
Dependent Variable: Keputusan Menggunaan Jasa (Y)

Figure 2. Scatterplot of Heteroscedasticity Test
Source: Research data (processed) SPSS 23, 2023

Based on the pictures *scatterplot* above, you can see that he points both above and below number 0 on the Y axis; are randomly distributed. From this, we can concluded that the regression model in this study is free of heteroscedasticity, so the list of variables used in this study can be used for further testing.

Multicollinearity Test

You can test for multicollinearity of survey variables with independent test calculations between independent variables and view the analysis results for collinearity statistics. For the purpose of multicollinearity, i.e. to see if there is high correlation between variables, we need to formulate hypotheses. This means that Ho is accepted if the VIF value is <5 and the tolerance is close to 1, and Ho is rejected if the VIF value is> 5 and the tolerance value is close to 0. The results of interdependence tests between variables in this study are shown in the table below:

Table 7. Multicollinearity Test
Coefficients^a

Model	T	Say.	Collinearity Statistics	
			Tolerance	VIF
1 (Constant)	0.228	0.821		
Price (X1)	1.738	0.092	0.574	1.742
Quality of service (X2)	0.121	0.904	0.301	3.322
Program quality (X3)	0.642	0.525	0.425	2.353

Source: Research Data (processed) SPSS 23, 2023

Based on Table 7, all independent variables consisting of price, service quality, and program quality have a tolerance value.> 0.10 and VIF value< 10. This shows that there is no correlation between the

independent (independent) variables in the regression equation, or it can be called multicollinearity free so these variables can be used in research.

Partial Test (t test)

According to Ghozali (2018), statistical t-test hypothesis testing aims to show the extent to which the degree of association and influence of an independent variable is individually attributable to the explanation of the dependent variable in the study. The subtests for this study data use the significan level from the table, which greatly influences the dependent variable among the independent variables. Significant > 0.05 and t count < t table shows no significant effect on dependent variable among the independent variables.

Testing the hypothesis with the help of the program Statistical *For Social Sciences* (SPSS) can be seen in the following table below:

The Effect of Price (X1) on the Decision to Use Services (Y)

Table 8. T test (hypothesis 1)
Coefficientsᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	1.960	1.560		1.257	0.218
Total X1	0.004	0.386	0.003	0.011	0.991
Total X2	0.090	0.266	0.061	0.338	0.738
Total X3	0.370	0.406	0.217	0.912	0.369

Source: Research Data (processed) SPSS 23, 2023

Table 8 describe the effect of the independent (free) variables price, service quality, and program quality on the description of the dependent (bound) variable the decision to use the service or not, as follows: indicates that there is Test Hypothesis 1: The value of the regression coefficient of the price variable is 0.011 which is positively correlated with the usage decision. The significance of the price variable is 0.991 > 0.05. This indicates that the price variable does not significantly influence the decision to use the service. For testing hypothesis 2, the regression coefficient value for the qualityof service variable is 0.338, which is positively related to the significance value for the quality of service variable of 0.738 <0.05. This indicates that the quality of service does not significantly influence the decision to use the service.Test hypothesis 3: The regression coefficient value for the program quality variable is 0.912, indicating a positive association with the decision to use the services, and the significance value for the program quality variable is 0.369 > 0.05. This shows that only the quality of the program has a significant impact on the decision to use the service.

Data analysis and hypothesis testing
Coefficient of determination test (R^2)

R-squared is important as the independent variable or contribution of the influence of the independent variable (X) to the dependent variable or dependent variable (Y). In other words, the coefficient of determination, or R-square value, helps predict and see how much the influence of variable X contributes to variable Y at the same time. The condition that must be met to interpret the value of the coefficient of determination is that the results of the f-test in the multiple regression analysis is significant, that is, the variable X acts on the variable Y simultaneously.

Table 12. Coefficient of Determination
Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477ᵃ	0.228	0.153	2.31688

    a.   Predictors: (Constant), Program Quality (X3), Price (X1), Service Quality (X2)
    b.   Dependent Variable: Decision to Use Services (Y)

Source: Research data (processed) SPSS 23, 2023

Based on Table 12, it is known that the coefficient of determination or *R square* is equal to 0.228. *RkR square* This 0.228 comes from squaring the value of the correlation coefficient, which is 0.4772. The magnitude of the coefficient of determination is 0.153 or 15.3%, while other variables outside the regression equation influence the remaining 84.7%.

DISCUSSION
Effect of Price on the decision to use services

Based on the study's results, the price has no significant effect on the decision to use the services of tutoring institutions. This finding is quite surprising because it was previously expected that lower prices would increase the tendency of customers to use tutoring services. Therefore, price is not always the fundation in determining purchasing decisions or decisions to use services, as in research (Nasution et al., 2019). Namely, price does not positively and significantly affect purchasing decisions; this happens because customers who use tutoring services are more concerned with the quality of education and are not influenced by price. Although the price offered by this tutoring is slightly more expensive than other tutoring, customers still choose to use its services because they are aware of the need for additional education, not only at school to achieve future success.

Effect of service quality on the decision to use services

Based on the study's results, service quality does not significantly affect the decision to use the services of tutoring institutions. This finding is contrary to previous expectations based on consumer behaviour theories that emphasise service quality's importance in shaping customer preferences. The results of this study are inconsistent with research (Andriani, 2020) and research (Anam & Maghfiroh, 2021) on whether service quality has significant positive effects. Good and poor quality of service therefore depends on the service provider's ability to consistently meet customer expectations. Every service recipient wants satisfaction from the service product he receives. As said by Tjiptono (1996) in his book entitled Service Management, the satisfaction of service recipients refers to service attributes, namely service timeliness, service accuracy, courtesy and friendliness in providing services, ease of getting services, convenience in obtaining services, as well as service supporting attributes. Such as air-conditioned waiting rooms, cleanliness, and others. Therefore, the seven service attributes cannot be ignored, one of which can later influence customer decision-making.

According to Albrecht & Zemke (1985), service quality results from the interaction of various aspects, namely the service systems, human resources service providers, strategy, and customers (*customers*). These four things are interrelated so that they cannot only focus on one system, but the four systems must collaborate to create excellent and satisfying service quality, especially between service providers and service recipients, namely customers.

Effect of program quality on the decision to use services

Based on the study's results, the quality of the program or product also has no significant effect on the decision to use the service. This finding contradicts the expectation that good product quality. Will increase customer interest in using these services. This study supports previous research, namely (Ababil al., 2019), (Hasna Nadiya & Wahyuningsih, 2020), and (Maiza et al., 2022) that of these three studies the product quality variable has no significant effect on purchasing decisions. Likewise, in this study that

the quality or not the quality of a product offered does not affect the customer's decision to use the services of this tutoring institution because the product quality variable is not the primary concern of the customers in deciding to use this tutoring institution, that there are other factors that customers pay more attention to that are not contained in this study.

Result Interpretation

The results of this study indicate that the hypotheses proposed are not supported by the empirical data obtained. This finding can have several potential explanations. One of them is that there are other factors outside the variables studied that are more dominant in influencing the decision to use services in tutoring institution customers. In addition, diverse customer characteristics and preferences can also play a role in changing the relationship between the variables studied.

CONCLUSION

Price Variable, H1 rejected so that it can be concluded that the price variable does not contribute to students' decisions to use services at tutoring institutions. This means that price does not influence consumer or student decisions in choosing to tutor. Service Quality Variable H2 was rejected so that it can be concluded that the service quality variable has no contribution to the decision to use services at tutoring institutions. This means that the quality of service does not influence the decisions of consumers or students to choose learning assistance. Program Quality Variable, H3 rejected so that it can be concluded that the variable quality of the program has no contribution to the decision to use services at the Neutron Yogyakarta tutoring institution. This means that the quality of the programs offered has little influence on the decisions taken by consumers or students. The influence of price, service quality, and program quality can increase the decision to use consumer services. The findings of this study indicate that the empirical data obtained do not support the hypotheses of the influence of price, service quality, and program quality on the decision to use services. These results indicate the complexity and variety of factors that influence purchasing decisions in tutoring institutions.

SUGGESTION

Theoretical Advice

This study's variable price, service quality, and program quality were partially insignificant. However, the price, service quality, and program quality variables were proven together (*simultaneously*) to have a significant effect on the decision to use services at tutoring institutions, so the results of this study can provide practical implications for the managerial side of tutoring institutions in their efforts to improve consumer decisions in using their services.

Practical Advice

The practical implications of this research are expected to provide input for management, especially regarding price, service quality, and program quality on the decision to use services. By offering relatively affordable prices that vary according to the quality of the products offered, offering programs according to the benefits needed by consumers, and attracting consumer interest, it is also necessary to provide attractive discounts or bonuses and courteous and friendly service. Consumers will likely make decisions using the services available at this tutoring institution. In addition, consumers are also satisfied with all the facilities and even the services provided by the company, which can increase the decision to use the service.

Further research should use a more representative sample and consider using different research methods to re-examine these variables' relationships. In addition, research can involve other relevant variables, such as brand image, perceived value, or customer satisfaction, to increase understanding of consumer behaviour in making decisions to use services at tutoring institutions.

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