

THE INFLUENCE OF PARENTS' SELF CONCEPT TOWARD THE DECISION MAKING PROCESS IN CHOOSING NATIONAL OR "NATIONAL PLUS" SCHOOL IN JAKARTA

Antonius Dieben Robinson Manurung¹

Abstract: *The aim of this study is to examine the influence of parents' self concept toward the decision making process in choosing "national" or "national plus" school in Jakarta. The instruments used in this study, are self concept's scale which is constructed based on Fitts theory with the reliability score of 0.935. The decision making process scale is constructed based on Solomon's (2013) stage of decision making with the reliability score of 0.874. The subjects of this study consist of 252 parents who sent their child to either primary, secondary, or high level of national or "national plus" school. All the data were analyzed with Durbin Watson's Linear Regression to test the influence of parents' self concept toward the decision making process in choosing "national" school and "national plus" school. The results of the study shows that parents' self concept significantly predicted the decision making process. $\beta = .665$, $t(250) = 14,007$. Parent's self concept also explained a significant proportion of variance in the decision making process in choosing the 'national' or 'national plus' school. $R^2 = .442$, $F(1,250) = 198,156$, $p < 0.001$. The study also test for the difference between parents' self concept in 'national' and 'national plus' school. $t(250) = -17, 117$, $p < 0.001$. This study also examines how the characteristic of the parents, i.e age and jobs, influence the decision making process in choosing 'national' or 'national school'.*

Key words: *self concept, decision making process, national school, "national plus" school.*

INTRODUCTORY

Grubb and Grathwohl, 1967; Erickson and Sirgy, 1992; Kleine et al, 1993 (in Banister & Hogg, 2004) explained a theory about image congruency in order to understand potential relationship in symbolic shopping in its relation with the meaning of the product, brand, consumers' and audiences' self concept. It stated that a person choose particular product or brand, which is congruence with particular elements from their self concept (actual or ideal) in order to seek their self consistency. Sirgy (in Banister & Hogg, 2004) explained that congruence theory also able to predict which product or brand that will be refused. Hirschman (in Ferrinadewi, 2008) added that consumers buy a product not merely because of its function, but often because of its symbolic value. Solomon (2013) supported the statement by

^{1.} MercuBuana University. Antoniusmanurung69@gmail.com

explained that consumer will be very cautious in the process of buying decision making, especially when it involve their self concept.

Meenaghan (in Ferrinadewi, 2008) explained some reason why a product can be a particular symbol for a person: (1) Product can be seen clearly by other people. Sometime consumers intentionally consume a product to show their social status. (2) Product has a variability. Scarce good can become a particular symbols to a person who has enough resources to have it. (3) A product as a symbolic personality. Beside having social meaning, a product also contains attributes which often associates with image aspect, where it is possible to its consumer to identify himself with group that represent his self image. Kotler (in Suhari, 2008) explained factors which influenced the buying behavior, i.e (1) Psychological, including motivation, perception, learning process, faith and attitude. (2) Personal, which consists of age, life cycle, job, economic situation, life style, personality and self concept. (3) Culture, consists of culture, sub culture and social class. (4) Social, including references group, family, role and status.

Phenomenon arised lately in modern society, especially in sub urban in Jakarta, where many "national plus" schools established. Widayanto (2008), a management consultant and education observer, said that a "national plus" school is a result of globalization challenge and modern education demand in this technology time.

"National plus" school combine national curriculum from National Education and Culture Department with foreign curriculum, such as Singapore, England, Australia, etc. They also provide fine facilities in to support technology learning, computer laboratory, imported books, multimedia device to support learning activity, etc. These facilities increase the education fee, i.e the enrollment fee, tuition fee and activity fee. Despite, numbers of parents choose these school for their children.

Hirschman (in Ferrinadewi, 2008) said that consumer often buy a product not because its function but more for its symbolic value. Then Solomon, strengthened the statement by stating that consumer will be very careful in taking the buying decision, especially when involving self concept. Thus, researchers assumes that there is an influenced of self concept indecision making process of choosing school.

By looking at the relation between self concept and the decision making process, researcer would like to examine the influence of parents' self concept in decision making process of choosing national and 'national plus' school in Jakarta.

Stoner (In Hasan, 2002) says that the decision is the selection among alternatives. This definition contains threeunder standing, i.e: (1) Their choices on the basis of logic or reasoning. (2) There are several alternatives to choose one of the best. (3) Their objectives and are getting closer to the decision on that goal. Decision-

making is part of an event that includes the diagnosis, selection of actions, and implementation (Beach & Connolly, 2005). On the other hand, there is intuition in decision making processes. Intuition is a "form" that is experienced from there reasoning is based on the expertise of sediment clumping of the experience of an expert in a particular field (Mordiningsih & Faturochman, 2006). Intuition is a synthetic physiological functions in which the psychological functions, provide a thorough understanding of the situation at hand (Vaughan, in Moordingsih & Faturochman, 2006).

Verplanken and Holland (2002) suggests the factors that influence individual decision making can be divided into two (2) main factors, namely internal factors and external factors. Internal factors include individual creativity, perceptions, values of the individual, motivation and problem analysis capabilities; External factors include the span of time in making decisions, information and individual communities when making decisions, such as the role of social influence and role of the group (Verplanken & Holland, 2002). that decision is conscious and careful choice of one possible alternative in a position certain to realize the expected goals. From the definition above can be concluded that the decision is an alternative to the process of selecting the behavior of two or more alternatives in order to solve a problem or a conscious and conscientious choice of a number of alternative sex isto realize the expected goals.

RESEARCH METHOD

Research Type

This study is conducted using quantitative approaching, by collecting data from questionnaire, which can be analyzed and concluded using statistical calculation. (Shaugnessy, Zechmeister, & Zechmeister, 2000).

Research Subjects

Subjects in this study are consists of:

1. 42 parents who choose national private primary school for their kids.
2. 42 parents who choose "national plus" primary school for their kids.
3. 42 parents who choose national private junior high school for their kids.
4. 42 parents who choose "national plus" junior high school for their kids.
5. 42 parents who choose national private senior high school for their kids.
6. 42 parents who choose "national plus" senior high school for their kids.

This study focused onto parents who sent their kids to schools in Jakarta, with following characteristics: (1) Respondents are parents from the best national

and “national plus” schools within 2013 National Exam’s Result. (2) Respondents choose the school by themselves without any forces or external factors that make subject obligate to choose the school, like, parents is working at the school, scholarship, etc. This study also measuring that the chosen schools are fit in the Indonesia National Standard. Moreover, the chosen schools are private school, not the school that is managed by the government.

The samples of this study, taken by using one of the non-probabilistic sampling method, purposive sampling or judgmental sampling. Samples are chosen from one reachable location and the process continues until the researcher reach the number of respondent needed. In addition, researcher only contact subject who has the information needed based on the demand of the research and also willing to be a sample.

Research Instrument

The Scale of Decision Making Process

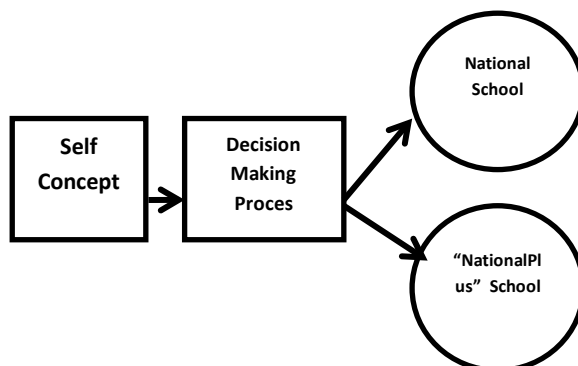
In this study, to scale the decision making process, researcher is using decision making process’s scale which construct according to Solomon (2013) theory, which function to measure the capability of someone to do the decision making process in order to make a decision. This scale is consist of 5 (five) aspects decision making process, which are, problems identification, information collecting, alternatives analyzing, choosing alternative and performing decision. Those five aspects, then, descripted into 40 items which are scale in Likert’s Scale. After the validity test, we gained 31 valid item with the reliability of 0,874, which is means this scale are reliable.

The Scale of Parents Self Concept

In this study, the parents’ self concept were scaled by using Self Concept Scale, that was constructed by the researchers. This scale was constructed based on Fitts theory. Items on this scale are measure someone self concept in two dimensions, which are internal dimension (self aspect, behavior aspect, and judgment aspect) and external dimension (self aspect, moral ethical aspect, personal aspect, family self aspect and social self aspect). All of the items are scaled using Likert’s Scale. After the validity test, wegot 35 valid items with reliability of 0.935, which means that this scale is very reliable.

Conceptual Framework

According to the dynamic correlation between self concept and decision making process, researcher arrange a frame of thought that there is an influenced of parents self concept towards decision making process in choosing national and “national plus” school.



Research's Hypotheses

Hypotheses from this study are:

1. H1 : There is a significant influenced of parents' self concept towards the process of decision making in choosing national and "national plus" school.
 H2 : There is no significant influenced of parents' self concept towards the process of decision making in choosing national and "national plus" school.
2. H1 : There will be a significant difference between self concept of parents who choose national school and "national plus" school
 H2 : There will be no significant difference between self concept of parents who choose national school and "national plus" school.

Research's Result

Questionnaire were distributed to 252 subjects who are the parents of students who school in National and "National Plus" school, whose age are distributed as shown on the table 1.1.

Table 1

<i>Ages Range</i>	<i>National school</i>	<i>National Plus School</i>
44 - 53	44	44
34 - 43	62	57
24 - 33	20	25
Total	126	126

As we can see above, that 34,92% (44 parents) of total parents from national school are in the range of 44 -53 years old. While the other 49,21 % (62 parents) are in the range of 34 – 43 years old and the rest are in the range of 24-33 years old.

For parents who are sending their kids into “national plus” school, there are 34, 92 % (44 parents) who are in the range of 44 – 53 years old, 45,23% who are in the range of 34 – 43 years old and the rest (19,84%) are in the range of 24 -33 years old.

According to the education level of the parents, we can see the distribution on the table 1.2 below.

Table 2

<i>Degree</i>	<i>National</i>	<i>“National Plus”</i>
Master	–	12
Bachelor	48	70
D3	32	16
D1	1	–
High School	45	28
Total	126	126

On the table above, we can see that for National school parents, there are 38,10% of the parents who are graduated from bachelor degrees, 25,40% who are graduated from Diploma and 35, 71% who are graduated from high school.

While among “National Plus” school there are 9,52% of them who are graduated from master degree, 55,56 % who are graduated from bachelor, 12,70% from Diploma and the rest are graduated from high school (22.22%).

Beside that we also considering the job of the parents, For National parents, mostly are employee in the senior level (manager, supervisor), there are 46,8% or 59 parents. 19,84% of them are junior level of employers, 11,11% of having the position in management level, 14,29% are owner of small business and the rest are having moderate business.

The “national plus” school are mostly work in the senior level (58,73%), and 12,7% are in the management level. There are only 1,59% of them who are in junior level. 17,46% of them are having small business and 9,52% are having moderate scale of business.

This study also did normality test to find out if the data from both variables are distributed normally. Normality test in this study is using One Sample Kolmogrov-

Smirnov on the software SPSS with significance 0,05. The data are knowledge as normal distributed if the significance value are more than 0,05.

From the analyzing that have been done, we got the significance 0,200 for the self concept and 0,200 for the decision making process. The results show that both significance value are more than 0,05, so then we can conclude that all the data on both variable are normal distributed.

Besides testing normal distribution, we also did linearity test to find out if these two variables have linear correlation or not. This study is using Test of Linearity on SPSS software with the significance level 0,05. Two variables can be conclude having linear correlation if they have significance value less than 0,05.

From the analysis, we gained significance value between decision making process and self concept about 0,000. Since the value is less than 0,05, so we can conclude that both variables are having linear correlation.

The description of parents self concept hypothetically are gained from 35 items of self concept scale, that are constructed. Each item has score range between 1 to 4, therefore the possible total score for this scale is between 35 to 140, with mean of 87,5 and standard deviation 17,5. Empirically, the highest score is 139 and the lowest score is 74 with mean 111 and standard deviation 15, 54.

According to the hypothetical categorize, acknowledge that 35 parents from national school are categorized as the parents who have high self concept, while 91 parents or 72,22% are categorized in moderate. There are no parents from national school who are categorized in the lower category. In national school 100% parents are categorized in the high category.

Furthermore, in empiric categorize, there are no parent that are categorized as high, 73,02% are categorized in moderate and the rest, 27% are categorized in low category. While 30,15% "national plus" school are match with the high self concept category, and 69,84% are categorized in moderate self concept. There are no "national plus" parents that are categorized as low category.

By these categories, we can see the difference between hypothetical and empirical categorized. It can be happened because of the big difference of the lowest score in hypothetical category compare to empirical. The lowest score for hypothetical is 35, while empirically is 74, so the result will have different range.

The decision making process's score can be described from 31 valid items of decision making process scale. Each item is having the range of score from 1 to 4, so then hypothetically the possible score is 31 to 124 with mean 77,5 and standard deviation 15,5. Empirically, the highest score is 120 and the lowest score is 68, with mean 95,1 and standard deviation 11,44.

Based on the hypothetical result, there are 27 (21,42%) national parents and 120 (95,23%) "National plus" parents" who can be categorized as high category, and 99 (78,57%) parents from national school and 6 (4,76%) parents from "national plus" school are categorized as moderate. There are none of the parents who gained lowest category. From the result above we can conclude that parents from "national plus" school are mostly having a good ability to do the decision making process. In the other hand, mostly parents from national school are categorized in the moderate category, which means that they have enough ability to do the decision making process.

While empirically, there are none of National's parents who can be categorized in the high category, while there are 34 (26.98%) "National plus" parents who are categorized in high category. There are 97 (76,98%) parents from National school and 92 (73,01%) parents from " National Plus" school who are categorize in the moderate category. None of the "national plus" parents are categorized in the low category, but there are 29 (23,01%) parents that can be categorized in this category. So we can conclude that mostly parents from both school are categorized in moderate category of decision making process, which means that they have enough ability to do the decision making process.

The simple linear regression test is tested to test the hypotheses, if the self concept influence decision making process. From the test we got result that the correlation between both variables is 0,665, which shows a substantial correlation. While the R square shows 0,442, which means the self- concept giving influence to the decision making process by 44,2%, and the rest 56,85 are influenced by other variables. $\beta = 42,423$, $t = 14,077 < 0,05$, means there is significant influenced between parents self concept and decision making process.

From the Independent T Test for national and "national plus" school's parents is $F = 0.059$, $t = 17, 117 < t(250) = 1,969$. The result explains that both data are homogeneity and from t result we can conclude that there are significance different for the self concept between this 2 groups of parents.

Conclusion and Discussion

From this study we can state 2 (two) conclusion, which are:

1. There are significance influenced of parents self concept towards decision making process in choosing national and "national plus" school.
2. There is significance different of national and "national plus" school's parents self concept.

From the description of the subjects, we can see that from national school, mostly parents are graduated from high school (35,71%) and Bachelor (38,10%),

while the rest are spread from Diplomas. But “national plus” parents are mostly graduated from their bachelor degree (55,55%), even there are some parents who has their master degree. So generally, the “national plus” schools’ parents have ability to think systematically. Moreover, as we can see on the self concept result, parents with higher education are tending to have higher self concept.

On the occupation field, we can see that, national school parents are mostly work in the senior level or opening small business, but none of them categorized as high category, while there are more national parents who work in the senior level or management level, who have high self concept.

The regression test also supported the description above, that there is significance influence of parents self concept towards, decision making process in choosing national or “national plus” school.

Generally, all of the result has giving answer to the question why there are more parents send their children to “national plus” school, which demand much more fee than the national school. While academically, the national school has achieved good achievement, by sending them to follow some national or international competition.

We can see that 44, 2% of the decision making process has been influenced by the parents self concept. It means that parents, choosing school which is fit in their criteria, so that they can live their “self” or becoming the “self” they want.

It is quite interesting that higher is the education level of parents, then self concept is also be higher. In this days, where education has became one of the main needs, there is not impossible that one day, parents don’t choosing school for its academic quality only, but also for its characteristics.

Generally the main result of this study has added more variances to the researches about self concept which had been done before ((Suhari, 2008; Hong & Zinkhan, 1995; Fatimah, 2013). However, all the studies about self concept are still need to be examine further, since the result of the studies are quite variance so it tends to provoke different assume which still need to be proven empirically.

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