

Conference Paper

Customer Preferences for the Use of Tutoring Services

Ita Lusiana and Eric Harianto

Vocational Education Program, Management and business Studies Program, University of Ciputra, Surabaya, Indonesia

ORCID:*Eric Harianto: <http://orcid.org/0000-0003-1844-1368>***Abstract**

This study aimed to determine customer preferences for the use of tutoring services. The attributes studied were teacher (X1), location (X2), facilities (X3) and method (X4). The population were students in Surabaya. The sample of this study was students in NMC in 2019-2020 who had children 7-17 years old and had used another course located in Surabaya. The total number of respondents was 96. Based on the results of conjoint analysis, the main preferences were a teacher with a degree above a bachelor's degree who can speak English, the location in West Surabaya, a facilities exercise module, and an offline method. The most important attribute was the learning method.

Keywords: Course, conjoint analysis, consumer preferences

Corresponding Author:

Ita Lusiana

italusiana1@gmail.com

Published: 22 March 2021

Publishing services provided by

Knowledge E

© Ita Lusiana and Eric

Harianto. This article is

distributed under the terms of

the [Creative Commons](#)[Attribution License](#), which

permits unrestricted use and

redistribution provided that the

original author and source are

credited.

Selection and Peer-review under

the responsibility of the ICOEN

Conference Committee.

1. Introduction

Tutoring is the process of providing assistance from teachers or mentors to students in order to help students out of learning difficulties, develop students' abilities, and provide conducive learning to achieve optimal learning outcomes (Suherman, 2013).

Students are dissatisfied with the result obtained in school and students feel inconsorable with the teacher's in school. Finally students take the decision to follow a tutoring service institution to satisfy the student's dissatisfaction. The institution of course makes the concept that in order to be the best student then students must participate in the tutoring service. Various offers are made by the tutoring service institution, this is what can attract students (Nugroho, 2016).

Information and communication technology (ICT) is widely known by the public. All information is easily accessible. The development of technology from gadgets, laptops, mobile phones is very fast and we can use directly easily to search for information

OPEN ACCESS

online. Usually those who use and utilize information and communication technology we refer to as millennials (Gideon,2018). Therefore, online learning tutoring service was born with an electronic teaching learning system, namely, “Ruang Guru” founded by Iman Usman and Belva Devara that focuses on educational services (Shofi,2019).

We can see from the phenomenon that online learning course suggested by the Government that the “Ruang Guru” in 2019 has the number of students who have reached more 15 million students and have 300,000 teachers although is born on 2018. If we compared with famous offline course such as Ganesha Operation. They are only has 41,000 students in 2019 but they had born since 1984. Seeing the movements of online course dominate the market, this makes the authors conduct research through simple surveys.

Looking at progress of online learning course, the authors made the research and the result is 6 out of 10 students choose online learning course and some students want to move online learning course later, after their tutoring package ends this school year. It supported from other institutions survey that are primagama. They said that The presence of online learning course becomes a challenge for Primagama, even slowly starting to erize its consumers. This is reflected in the number of Primagama Branches that have started to decline since 2015, along with a graph of the number of Primagama Branches throughout Indonesia

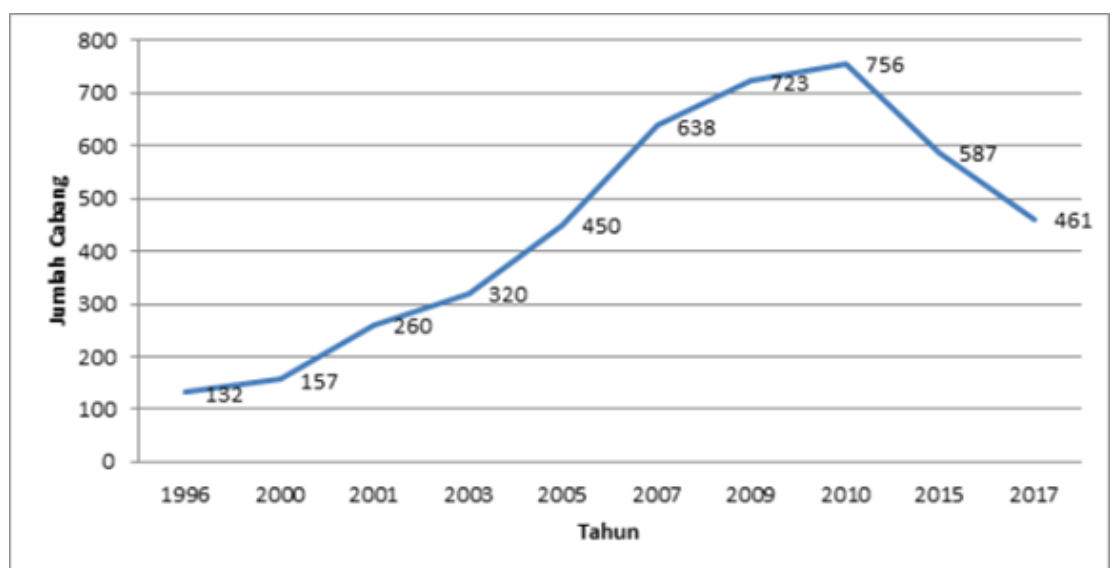


Figure 1: Number of primagama branches throughout Indonesia Source: primagama.co.id

Compare that with one of online learning course “Ruangguru”, a company that is still classified as a Start up in Indonesia and has been established since April 2014, currently has 15 million users. In addition, the data on the evaluation of the number of students of

NMC Surabaya tutoring experienced a significant decrease from 2018-2019 the number of students reached 120 people while in 2019-2020 only reached 45 people.

According to Nurlatifah (2020), generally in the condition of pandemic the change of consumer behaviour happens that consumers will be motivated to be more alert in making purchase decisions. All are more considered before buying because it avoids health risks in the COVID19 pandemic season. It is supported by the Government's recommendation for restrictions on social activities. While the behavior of consumers post Covid (New normal) is also a change is based on 3 views perspective between others more rational, based on experience (ekperiential) and behaviorial which essentially prioritizes availability and ease in obtaining goods, choosing products online because it avoids the crowd. This phenomenon is encouraging to know the preferences of consumers in selecting tutoring service.

2. Methods and Equipment

The research methods used are quantitative and conjoint analysis. The study uses purposive sampling where each individual has been considered based on specific reasons. The research place is in the New Miracle Course that located in Dukuh Kupang Barat 20 no 5 Surabaya. Researchers chose respondents who are domiciled in Surabaya because the author need the results of analyzing the attributes of consumer preferences that used tutoring services. Researchers want to develop teaching methods so that they require consumer preferences. This research was conducted in March-April 2020 by giving questionnaires to respondents who used the services in New Miracle Course Surabaya. Questionnaires shared with respondents via Whatsapp or on the spot during a visit to the office to make it easier to get answers.

Preference theory used conjoint analysis is referred to as a choice-based conjoint analysis (CBC). The theory suggests that in a selection-based conjoint analysis, each respondent must choose one of a number of options at different levels or rank or preference to the various options provided. Respondents chose an option that offered maximum utility. Furthermore, the analysis of conjoint by choice (CBC) as a method of measuring preferences was developed based on the theory of random utility theory. Based on the framework of random utility theory, it is assumed in the CBC that consumers choose an object with characteristics that can provide maximum utility to the consumer (Sumarwan, 2017).

According to Putra (2017) conjoint analysis is a method used to analyze the influence of attributes and their combination levels on products or services according to consumer

preferences. The Steps of using conjoint analysis are starting by formulating problems, compose stimuli, decide the form of input data, select the design of conjoint analysis, collect and interpretation data, assess and interpretation data, asses reliability and validity, and perform of simulations (choice simulators).

According to Pagita (2015) Conjoin analysis obtained results that the preference of high school students in choosing the place of English course is the type of Conversation Class program with total students 10 to 20 people/class, the location is close to the school and the teaching method is using an teacher from expert faculty. Attribute level sizes are teaching methods, location, number of students, and program type. The results of the study have similarities to the authors research. But the attributes and methods used are different.

In this study data collection using questionnaire techniques or often called questionnaires. Questionnaire is a method of collecting data ang give to the respondent so that the respondent gives the answer. In this study, researchers selected their own respondents who have the criteria, actually know or have competence in this study with criteria namely 1) Respondents are parents or guardians of students who are actively students of the academic year 2019-2020. 2) Respondents have at least used other study guidance services. 3) Respondents are parents of students who have children aged 7-17 years in Surabaya.

In this study the formation of stimuli used full profile procedure method with SPSS Generate orthogonal design. This study has 4 attributes and 8 levels, then the possible stimuli formed is $2 \times 2 \times 2 \times 2 = 16$.

The sample size required in this study is determined by the Cochran formula which is the estimated interval method for unknown population size (Suliyanto, 2018)

$$n = \frac{Z^2 \alpha / 2}{4d^2}$$

Where n = minimum sample size

Z = area below normal curve

d = error tolerance level

$$n = \frac{1,96^2}{4(0,10)^2} = 96,04 \approx 96$$

From the calculation of the Cochran formula above, it is known that the number of samples in this study is as many as 96 respondents

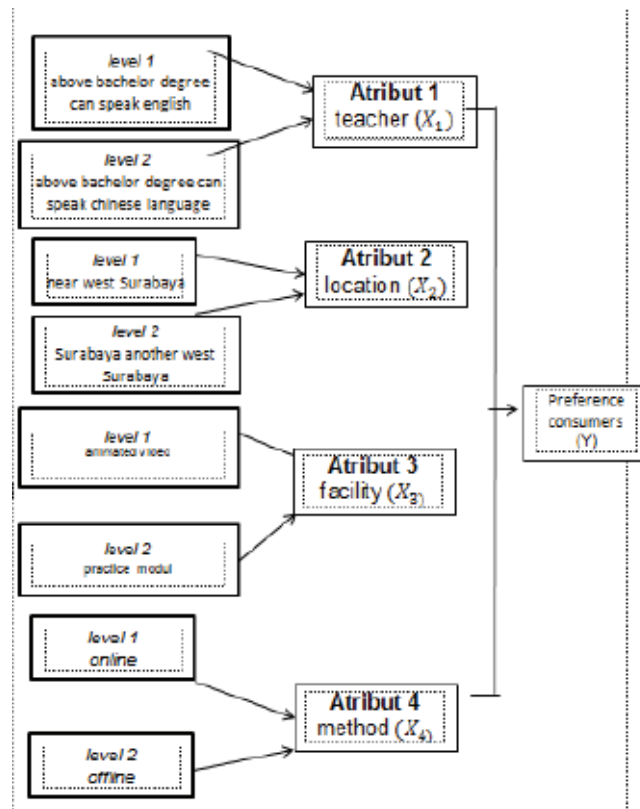


Figure 2: Analysis Model (Source: Processed Data)

3. Results

The average spending on the monthly education costs 500,000 to 1,000,000 of 45 respondents. The second most order is Rp 1 million-Rp 2 million by 26 respondents. The third most order was Rp 2 million-Rp 3 million by 17 respondents. The last order above Rp 3 million is 7 respondents. That the respondents most select teachers above S1 can English as much as 78% from 96 of the cry. In contrast, the S1 can be Mandarin only 37.5% of the total 96 respondents. The respondent’s chosen level is near the West Surabaya area by 75%. Surabaya area besides West Surabaya got the lowest yield of 28%. The most preferred level is the offline method with a percentage of 68.8%.The online method is only 45.8%.

4. Discussion

Respondents who prefer the teachers above bachelor degree that can speak English as much as 78% from 96 of the cry. In contrast, the S1 can be Mandarin only 37.5% of the total 96 respondents. From the location,respondent’s choice is near West Surabaya area of 75%. Surabaya area besides West Surabaya got the lowest yield of 28%. facility

TABLE 1: Overall utilities Utilities

Utilities

		Utility Estimate	Std. Error
teacher	above bachelor degree can speak english	.083	.149
	above bachelor degree can speak chinese language	-.083	.149
location	near west Surabaya	.086	.149
	Surabaya another west Surabaya	-.086	.149
facility	animated video	-.315	.149
	practice modul	.315	.149
metode	online	-.271	.149
	offline	.271	.149
(Constant)		4.505	.149

Source: Processed Data (2020)

TABLE 2: Overall Importance Values Importance Values

Importance Values

teacher	20.987
location	19.517
facility	23.018
methd	36.478

Averaged Importance Score

TABLE 3: Overall Correlations

Correlations^a

	Value	Sig.
Pearson's R	.859	.003
Kendall's tau	.714	.007

a. Correlations between observed and estimated preferences

level that is the choice of respondents is the practice module about 75%. While the Video animation is only 39.6%. From the method attribute, the most preferred level is the offline method with a percentage of 68.8%. While the online method is only 45.8%.

Correlation is used to measure productive accuracy, the purpose is to determine the level of predictive precision of a high and significant correlation between estimates and actual results. In the teacher attribute shows teachers above S1 can be English is the most preferred with a value of 0.083. In the Location attribute near West Surabaya area is the preferred level with a value of 0.086. Furthermore, the training module facility is

more liked with a value of 0.315. On the method attribute, offline is more liked with a value of 0.271 then online less liked can be viewed by-0.271.

The most important attribute order is the method with the highest yield of 36.478, both facilities amounting to 23,018, the three teachers with a value of 20.987, the fourth which gets the lowest result is a location of 19.517. Based on the value of person's R it has a value of 0.859 and Kendall's Tau has a value of 0.714 which means that the level of accuracy is high answer because it is more than 0.5. Based on a significant of the person's R amounting to 0.003 and Kendall's Tau 0.007 This indicates strong correlation between estimates and actual conditions due to a value of less than 0.01 so that H1 is accepted.

5. Conclusion

The combination of preference that can be taken according to the research is the guidance of learning by offline methods, teachers above S1 can be English and accompanied by training module facilities that have a location near West Surabaya area. For the most important attribute based on the results of the conjoint analysis is the teaching method.

Acknowledgement

The authors said thank to their colleague for their contribution and support to the research. They are also thankful to all the reviewers who gave their valuable inputs to the manuscript and helped in completing the paper.

Conflict of Interest

The authors have no conflict of interest to declare.

References

- [1] Besakon, D. A. and Braeutigam, R. R. (2014). *Microeconomic* (5th ed.). New Jersey: John Wiley & Son. Inc.
- [2] Dewi, K. A. (2017). *Penerapan Analisis Konjoin Untuk Menentukan Preferensi Konsumen Terhadap Penggunaan Jasa Ojek Online*. Bogor: Institut Pertanian Bogor.
- [3] Engel, J. F. et. al. (2012). *Consumer Behavior*. Singapore: Cengage Learning Asia Ltd.

- [4] Erinda A., Kumadji S. and Sunarti, S. (2016). Analisis Faktor-Faktor Preferensi Pelanggan Dan Pengaruhnya Terhadap Keputusan Pembelian (Studi Terhadap Pelanggan McDonald's di Indonesia dan Malaysia). *Jurnal Administrasi Bisnis*, vol. 30, issue 1, pp. 87-95.
- [5] Fiah, R. E. and Purbaya, A. P. (2016). Penerapan Bimbingan Belajar Dalam Meningkatkan Hasil Belajar Peserta Didik Di Smp Negeri 12 Kota Bandar Lampung Tahun Pelajaran 2015/2016. *Jurnal Bimbingan dan Konseling*, vol. 03, issue 2, pp. 229-244.
- [6] Gideon, S. (2018). Peran Media Bimbingan Belajar Online "Ruangguru" dalam Pembelajaran Ipa Bagi Siswa Smp Dan Sma Masa Kini: Sebuah Pengantar. *Jurnal Dinamika pemerintahan*, vol. 11, issue 2, pp. 167-182.
- [7] Hair, J. F., et al. (2014). *Multivariate Data Analysis* (7th ed.). New York: Mc Graw- Hill Education.
- [8] Hidayat, B. W. (2013). Membangun Bimbingan Belajar Online Dengan Menggunakan Metoda Scrum. (Undergraduate Thesis, Program Studi Sistem Informasi Institut Teknologi Telkom Bandung, 2013).
- [9] Julianisa, R. D., Safitri, D. and Yasin, H. (2016). Analisis Konjoin Full Profile Dalam Pemilihan Bedak Untuk Mahasiswi Departemen Statistika Universitas Diponegoro. *Jurnal Gaussian*, vol. 5, issue 4, pp. 747-756.
- [10] Jufri, H. (2017). *Pengaruh Kualitas Fasilitas Perpustakaan Dan Kualitas Media Pembelajaran Terhadap Prestasi Belajar Fiqh Siswa Mts Daru'l Hikam Kota Cirebon. (TESIS) Program Magister Manajemen Pendidikan Islam Program Pascasarjana*. Jepara: Universitas Islam Nahdlatul Ulama.
- [11] Kulchitsky, J. (2008). High-tech versus High-Touch Education: Perceptions of Risk in Distance Learning. *International Journal of Educational Management*, vol. 22, issue 2, pp. 151-167.
- [12] Kunandar, K. (2007). *Guru Profesional Implementasi Kurikulum Tingkat Satuan Pendidikan (KTSP) dan Persiapan Menghadapi Sertifikasi Guru*. Jakarta: PT Raja Grafindo Persada.
- [13] Mardiani, S. (2019). *Ilmu Public Speaking untuk Guru*. Yogyakarta: Araska.
- [14] Amirudin, A., Marhadi, Mustofa, Prawito, H., Yuswanti, A, W., Sudarso, Y., and Sumiyati, S. (2015). *Ilmu Geografi dan Pelestarian Lingkungan dalam PIPS*. Modul: Universitas Terbuka.
- [15] Mithula, G, P., Rajan, A, P. (2019). Analysis of Students' Preferences for Teachers Based on Performance Attributes in Higher Education. *TEM Journal*, vol. 8, issue 2, pp. 630-635.

- [16] Mutiu, S (2018). Application of Conjoint Analysis to Customers' Preference of Soap. *World Wide Journal of Multidisciplinary Research and Development*, vol. 4, issue 1, pp. 226-244.
- [17] Mustofa, M. (2017). *Analisis Atribut Yang Menjadi Preferensi Konsumen Dalam Memilih Layanan VIP Di Warnet Jenumaica*. Surabaya: Universitas Ciputra.
- [18] Nugroho, W. A, Budiati, A. C. and Nurhadi, N. (2016). Hegemoni Lembaga Bimbingan Belajar Terhadap Prestasi Belajar Siswa Sma. *Jurnal Fakultas Keguruan dan Ilmu Pendidikan*. Vol 5, issue 2, pp. 1-12.
- [19] Nur, I. (2019). *Analisis Atribut Yang Menjadi Preferensi Konsumen Dalam Memilih Produk Busana Muslim Rajini*. Surabaya: Universitas Ciputra.
- [20] Nurlatifah, H. (2020). *Perubahan Perilaku Konsumen pada Masa Pandemi dan Kemungkinan Setelahnnya*. Retrieved on May 4 from <https://marketeters.com/>.
- [21] Pagita, R. (2015). Analisis Preferensi Konsumen Terhadap Tempat Kursus Bahasa Inggris Di Bandung. *Jurnal e-Proceeding of Management*, vol. 2, issue 3. pp. 3372-3378. *Pipianita*. (2017, November). Retrieved November 26, 2019 from <https://pipianita.wordpress.com/2017/11/02/bimbel-dan-belajar-online/>.
- [22] Putra, J. T. (2017). Sikap Dan Preferensi Konsumen Dalam Pemilihan Raket Bulutangkis Di Surabaya. (Undergraduate Thesis, Fakultas Bisnis Dan Manajemen Teknologi Institut Teknologi Sepuluh Nopember Surabaya, 2017).
- [23] Renova, H. (2006). *Analisis Preferensi Konsumen Terhadap Atribut Jasa Bimbingan Belajar Primagama*. Bogor: Institut Pertanian Bogor
- [24] Reni, R. (2015). Pengaruh Penggunaan Fasilitas Pembelajaran Dan Metode Pembelajaran Terhadap Minat Belajar Siswa Di Lembaga Bimbingan Belajar Neutron Dan Primagama Kota Surakarta. (Thesis, Fakultas Keguruan Dan Ilmu Pendidikan Universitas Sebelas Maret Surakarta, 2015).
- [25] Rozak A., Fathurrochman, I. and Ristianti, D. H. (2018). Analisis Pelaksanaan Bimbingan Belajar Dalam Mengatasi Kesulitan Belajar Siswa. *Journal of Education and Instruction (JOEI)*, vol. 1, issue 1, pp. 10-20.
- [26] Santoso, S. (2018). *Mahir statistik Multivariat dengan SPSS*. Jakarta: PT ELEX Media Komputindo.
- [27] Suherman, U. (2013). *Bimbingan dan konseling karir: Sepanjang Rentang Kehidupan*. Bandung: Rizqi Press
- [28] Suliyanto, S.(2018). *Metode Penelitian Bisnis*. Yogyakarta: CV. Andi Offset.
- [29] Sumargo, B. (2008). Analisis Konjoin Untuk Penentuan Preferensi Siswa Terhadap Atribut Bimbingan Belajar. *Jurnal Mat Stat*, vol. 8, issue 1, pp. 60-71.

- [30] Sumarwan, U. and Palupi, E. (2017). Preferensi Konsumen Terhadap Buah-Buahan Lokal dan Organik Serta Implikasinya Terhadap Pendidikan Konsumen Cinta Produk Nasional. *Jurnal ilmu Keluarga dan Konsumen*, vol. 10, issue 2, pp. 157-168.
- [31] Shofi, S. A. (2019). Analisis Kebutuhan Pengguna Aplikasi Ruangguru Menggunakan Metode Fuzzy Kano. *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, vol. 3, issue 5, pp. 4307-4315.
- [32] Syamsi, K. (2008). Pengaruh Kualitas Pelayanan Jasa Terhadap Kepuasan Konsumen Pada Siswa Bimbingan Dan Konsultasi Belajar Al Qolam Bandarlampung. *Jurnal Ekonomi & Pendidikan*, vol. 5, issue 1, pp. 18-36.
- [33] Wahyu, B. (2013). *Membangun Bimbingan Belajar Online Dengan Menggunakan Metoda Scrum*. Bandung: Universitas Telkom.
- [34] Zaenuddin, Z. and Keumala, C. M. (2018). Blended Learning Method within Indonesian Higher Education Institutions. *Jurnal Humaniora Pendidikan*, vol. 6, issue 2, pp. 69-77.