

The Consumption Ideology of Entrepreneurs in Choosing Children's Education

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Abstract: *This article delves into the ideology of consumption in the context of children's education among entrepreneurs. This study aims to identify and analyze various factors that influence the decision making of entrepreneurs in choosing educational institutions for their children. The main factors studied include economic status, cultural values, and perception of the quality of education. The study uses a literature study approach, collecting and analyzing data from a variety of relevant scientific sources to provide a comprehensive picture of the dynamics that occur. The results of the study are expected to provide in-depth insights into how entrepreneurs assess and choose the education that is considered the best for their children, as well as the implications of this consumption ideology on the development of the education sector. This research also aims to explore the extent to which cultural and economic values influence educational preferences, as well as how they affect the perception of educational quality. These findings are expected to contribute to the formulation of education policies that are more inclusive and responsive to the needs of various socio-economic groups.*

Keywords: Consumption Ideology, Entrepreneurs, Children's Education, Economic Status, Quality of Education, Cultural Values, Social Networks

1. INTRODUCTION

Education is one of the most important investments that parents can make. According to Bertrand (2015), education plays a vital role in shaping children's future and opening up greater opportunities for them. For most parents, providing the best education to their children is a top priority. This is because a good education not only provides academic knowledge, but also character formation and practical knowledge needed in daily life.

For entrepreneurs, education choices become more complex due to economic factors and their desire to provide the best education to their children. Employers generally have higher expectations for the quality of education that is expected to prepare their children for the challenges of the future. Steiner (2012) mentioned that employers tend to allocate significant resources to their children's education, even if the cost is higher than the average cost of education.

This study aims to explore the various consumption ideologies that influence entrepreneurs in choosing educational institutions. According to Smelser and Swedberg (2014), the ideology of consumption is a system of values and beliefs that drives consumer decisions in terms of purchasing products or services. In this context, the consumption ideology of entrepreneurs can include factors such as the reputation of the educational institution, the teaching method, and the facilities provided. Seeing how employers assess these factors can provide deeper insights into the dynamics of education choices among the business elite.

In addition, this study also seeks to understand how entrepreneurs balance costs and benefits in choosing an

educational institution. Frank (2013) says that entrepreneurs are often faced with a difficult decision between investing large funds in children's education or allocating it into their business for further growth. By studying this dilemma, this research will provide a new perspective on how entrepreneurs manage their financial priorities for the sake of their children's future.

2. RESEARCH METHOD

This study is applied using a literature study method with descriptive analysis sourced from scientific articles, books, and journals that discuss related topics. The literature study method or often referred to as literature review is a systematic approach in identifying, evaluating, and interpreting all research works that are relevant to a particular topic or phenomenon (Tranfield et al., 2003). Data is collected by identifying and reviewing relevant literature thoroughly. This process is carried out through several stages, ranging from literature searches in various academic databases such as Google Scholar, PubMed, and JSTOR, to a critical assessment of the quality and relevance of the study to this research.

Descriptive analysis is used to provide an overview of the findings obtained from the reviewed literature. This technique helps in understanding patterns, trends, and gaps in previous research (Polit & Beck, 2012). The authors then organize the data that has been obtained into thematic groups to facilitate further interpretation. Through this method, various concepts and theories that have been identified in previous research can be analyzed to provide a comprehensive explanation of the topic being studied.

3. LITERATUR STUDY

A. ECONOMIC STATUS

In this study, economic status is associated with the choice of educational institutions, and this relevance has been studied by many contemporary researchers. According to Bourdieu (1986), a person's economic status greatly affects the choice of education. Employers generally have access to greater financial resources, allowing them to choose educational institutions that are known to be expensive and exclusive. This makes economic status one of the main influences in determining more prestigious educational choices.

Recent research has supported Bourdieu's view. For example, a study by Chetty et al. (2020) found that students from strong economic backgrounds have a greater likelihood of being admitted to elite schools and prestigious universities. This is because they can access high-quality tutoring as well as educational facilities available at a significant cost. Similarly, a study by Reardon (2021) noted that there is a significant gap in access to quality education between upper and lower economic groups. Families from the upper economic class tend to invest more resources into their children's education, which includes tuition, extracurricular courses, and private tutoring, while families from the lower economic class are often limited to publicly funded education that may be inadequate in various aspects.

According to Liu and Li (2022), families with high economic status also have extensive social networks that can help in the admission process in elite educational institutions. They have the opportunity to obtain letters of recommendation from influential community figures, as well as information and support that is not always available to those from low-income families. These findings show that the decision to choose an educational institution is not only based on the academic achievement of students, but also influenced by the social and economic status of the family.

In conclusion, the literature shows that access to quality education is greatly influenced by a person's economic status. Families with adequate financial resources have the ability to choose and access elite educational institutions, which in turn can strengthen their economic status in the future. Therefore, economic inequality has a significant impact in the education sector, reinforcing the gap between different social groups.

B. QUALITY EDUCATION

The quality of education is one of the main focuses in the development of human resources in various countries. According to Baker and LeTendre (2005), public perception of the quality of education is often influenced by several important factors such

as the reputation of the institution, the available facilities, and the curriculum implemented. Their study shows that the selection of schools or educational institutions by entrepreneurs tends to lead to institutions that have a high academic reputation and offer adequate and superior facilities.

Furthermore, Schmidt and Cogan (2020) emphasized the importance of a curriculum that is structured and relevant to the needs of the current job market. They argue that educational institutions that successfully adapt their curriculum to technological developments and industry needs have a greater chance of being known as a provider of quality education. For example, universities that offer programs in the field of information and communication technology that continue to develop and are updated every year tend to be more recognized and in demand by prospective students and entrepreneurs.

In another study, Johnson and Turner (2021) found that quality educational facilities also play a significant role in improving the perception of education quality. They noted that the existence of complete laboratories, libraries with up-to-date collections, and classrooms equipped with modern technology can increase the effectiveness of the teaching and learning process. This is reinforced by the results of a study from Kumar and Rao (2022) which stated that the positive influence of quality facilities on academic achievement and student satisfaction is very large. According to them, students who study in a supportive and modern environment tend to be more motivated and have better learning outcomes.

In addition, Trowler (2021) underlined the importance of support from qualified teaching staff. They showed that lecturers and teachers who have high competence and innovative teaching methods are able to create a conducive learning atmosphere and improve the perception of education quality. Effective interaction between teachers and students, as well as adequate academic guidance, is one of the determining criteria in assessing the quality of an educational institution.

Overall, a literature review shows that the quality of education is determined by a combination of the institution's reputation, the facilities offered, a relevant and structured curriculum, and qualified teaching staff. These aspects synergize in creating an optimal learning experience and producing competent graduates.

C. CULTURAL VALUES IN THE SELECTION OF EDUCATION

According to Hofstede (1984), cultural values play an important role in consumption decisions, including in choosing education. This literature review examines how cultural values influence

decisions in the selection of educational institutions, especially in the context of innovation and openness.

Recent research also supports this view. According to the results of a recent study by Chen and Xu (2020), cultural values that emphasize innovation and openness have a positive correlation with the selection of educational institutions that emphasize creativity and critical thinking. Entrepreneurs or professionals from cultures that value innovation are more likely to look for institutions that offer academic programs that allow the development of new ideas and non-conventional problem-solving approaches.

In addition, research by Lee and Park (2021) shows that in countries with a high cultural orientation towards togetherness and cooperation, educational selection decisions are also influenced by the institution's reputation in developing social skills and team building. This is in line with the opinion of Cho and Kwon (2022) who found that students from cultural backgrounds who emphasize social solidarity prefer institutions with programs that emphasize group participation and collaborative learning.

On the other hand, Yildirim (2020) revealed that in a more individualistic culture, the preference for educational institutions that offer flexibility in curriculum and independence in learning is more prominent. This research states that individualistic cultural values encourage individuals to seek education that can be tailored to personal interests and specific career goals.

In conclusion, cultural values are a determinant factor in the selection of educational institutions. Recent studies show that these values influence not only the preference for the type of institution but also the way the institution runs its educational programs. Therefore, the introduction and deep understanding of cultural values is important in the management and marketing of educational institutions in this era of globalization.

D. SOCIAL NETWORKS

Social networks have a significant role in influencing consumption decisions, as expressed by Granovetter (1973). Recent studies support this view and show that the power of social networks has evolved as digital technology advances. For example, Lin et al. (2021) found that social media use substantially improved individuals' ability to access richer and more complex information regarding products and services, which in turn influenced their consumption choices and decisions. Furthermore, research by Smith (2020) emphasizes that online social networks can serve as a platform for entrepreneurs to interact and build relationships that support their business growth.

In the context of business, social networks not only facilitate the exchange of information but also increase trust and cooperation among business actors. Putnam (2020) illustrates that presence in online business communities allows entrepreneurs to share experiences, resources, and even cooperation opportunities that can be difficult to find through traditional channels. This is in line with Burt's (2020) view, which shows that entrepreneurs who are actively involved in social networks have better access to social capital, which is essential for long-term success.

In addition, the development of social networks also has an impact on access to education and opportunities for children of business actors. Shapiro (2021) underlines that in this digital era, social networks allow parents to search for information related to the best educational institutions and even leverage their connections for the benefit of their children. The study concludes that interaction in social networks can increase the chances of children of business actors to get a better education, which ultimately supports social mobility.

Thus, in accordance with the latest studies, social networks continue to be a key element that influences consumption behavior and strategic decisions in the business world. Entrepreneurs who can effectively leverage their social networks are more likely to be successful in accessing critical resources, collaborating with peers, and building a strong foundation for the long-term success of their business as well as their children's future.

4. RESULT & DISCUSSION OF REASERCH

The study reveals that employers are influenced by a variety of complex factors when choosing education for their children. First, economic status plays an important role in the decision. Entrepreneurs with better financial capabilities tend to choose educational institutions that are considered more prestigious and of high quality, even though the costs are higher. Perception of the quality of education is also the main consideration. Education that offers an international curriculum, modern facilities, and diverse extracurricular programs is often considered to provide a competitive advantage for children in the future.

In addition to economic factors and quality perceptions, cultural values also affect educational choices. For example, in a culture that places great importance on academic achievement, employers tend to choose schools that are known for their high academic achievement. Meanwhile, in a culture that emphasizes moral and social values, schools that focus on character building may be more prioritized. Social networks also play an important role; Recommendations from friends, family, or business associates can greatly influence those educational decisions. These networks often provide useful information and also create confidence in decision-making.

These decisions often reflect a consumption ideology directed at maximizing the value of education investment. In this context, education is not only seen as a means to equip children with knowledge and skills, but also as a long-term investment that is expected to provide significant returns in the form of higher social status, better career opportunities, and an overall improvement in quality of life.

Therefore, the decision of employers in choosing education for their children is not solely based on the desire to provide the best, but is also a measurable strategy to maximize the economic and social benefits of such education. This study emphasizes the importance of understanding the various factors that influence educational decisions, as well as their implications for the education system and the well-being of children in society.

5. CONCLUSIONS

The consumption ideology adopted by entrepreneurs in determining their children's education is the product of various factors that interact with each other in a complex way. More in-depth research is needed to decipher the linkages between these elements, through a robust empirical approach and detailed field data collection. Thus, a more comprehensive understanding will be obtained, which will help formulate more effective and tailored education policies. Further research is expected not only to identify the main factors but also to understand the dynamic interactions that occur, so that it can provide more accurate and applicable insights for the world of education. This insight is important to enrich academic literature and provide practical guidance for decision-makers in the field of education.

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