

THE ROLE OF UNIVERSITY IMAGE AND BRAND AWARENESS IN MEDIATING ANTECEDENTS OF STUDENTS' DECISION TO CHOOSE A UNIVERSITY

¹Alfin Yoga Kharisma, ²Tulus Haryono

^{1,2}Universitas Sebelas Maret

[1kharismaalfin0@gmail.com](mailto:kharismaalfin0@gmail.com), [2Tulus_fe_uns@yahoo.com](mailto:Tulus_fe_uns@yahoo.com)

ABSTRACT

In today's highly competitive environment, branding has become a major strategy for universities to differentiate themselves from competitors. By creating a strong and distinct brand image, universities can effectively control the level of competition and attract the attention of prospective students and stakeholders. This research analyzes the influence of promotions on social media, accreditation, study program prospects, facilities, education costs, and location on students' decisions in choosing a private university with brand awareness and university image as mediating variables. The sample used in this research were new students at a private university, namely Duta Bangsa University, Surakarta, Indonesia. The sampling technique used was proportional random sampling, and the number of samples taken was 318 new students. The analysis tool used is PLS-SEM. The findings in this research are that accreditation, study program prospects, location, and image influence students' decisions when choosing a university. Social media promotions, study program prospects, facilities, education costs, and location influence the university's image. Social media promotion, accreditation, and location influence brand awareness. Image mediates the influence of social media promotion, study program prospects, educational facilities, educational costs, and location on choosing a university. The implications of this research provide direction for university policies in carrying out effective branding strategies to improve prospective students' decisions in choosing a university.

Keywords: university image, brand awareness, decision to choose a university.

ABSTRAK

Pada era lingkungan yang sangat kompetitif saat ini, branding telah menjadi strategi utama bagi perguruan tinggi untuk membedakan diri mereka dari para pesaing. Dengan menciptakan citra merek yang kuat dan berbeda, perguruan tinggi dapat secara efektif mengendalikan tingkat persaingan dan menarik perhatian calon mahasiswa dan pemangku kepentingan. Penelitian ini bertujuan untuk menganalisis pengaruh promosi di media sosial, akreditasi, prospek program studi, fasilitas, biaya pendidikan, dan lokasi terhadap keputusan mahasiswa dalam memilih Universitas dengan kesadaran merek dan citra universitas sebagai variabel mediasi. Sampel yang digunakan dalam penelitian ini adalah mahasiswa baru Universitas Duta Bangsa Surakarta. Teknik pengambilan sampel menggunakan proporsional random sampling dan jumlah sampel yang diambil sebanyak 318 mahasiswa baru. Alat analisis yang digunakan adalah PLS-SEM. Temuan pada penelitian ini akreditasi, prospek program studi, lokasi dan citra berpengaruh terhadap keputusan mahasiswa memilih universitas. Promosi media sosial, prospek program studi, fasilitas, biaya pendidikan, dan lokasi berpengaruh terhadap citra universitas. Promosi media sosial, akreditasi, dan lokasi berpengaruh terhadap kesadaran merek. Citra memediasi pengaruh promosi media sosial, prospek program studi, fasilitas pendidikan, biaya pendidikan, dan lokasi terhadap keputusan memilih universitas. Implikasi penelitian ini memberikan arahan pada kebijakan universitas dalam melakukan strategi branding yang efektif untuk meningkatkan keputusan calon mahasiswa memilih universitas.

Kata kunci: citra universitas, kesadaran merek, keputusan memilih universitas.

INTRODUCTION

Public or private universities' reputations are currently crucial and the primary asset for educational administration since they serve as a reflection of the caliber of the institution. That being said, given the fierce rivalry among Indonesian universities, it is not a simple

task for any university to grow its higher education institutions (Harahap et al., 2018). Sustainability and competitiveness are two main issues in the implementation of higher education, this is very important for the development and progress of the education system in Indonesia. Sustainability and competitiveness are closely linked, as sustainability ensures the long-term viability of the education system, while competitiveness enables continuous improvement and adaptation to global standards (Filho et al., 2020).

According to data from the Central Statistics Agency for 2022, 3,107 higher education institutions are spread throughout Indonesia (PD Dikti 2022). This large number of higher education institutions reflects the government's commitment to expanding access to quality education throughout the country. This increasing number of higher education institutions provides many options for students to pursue their academic and career goals. Of the 3,107 universities, 2,982 (96%) are private and 125 (4%) are state universities. These educational institutions compete for the same pool of local and regional students.

In the competition to get new students at State Universities, there is no need to compete because of the many facilities provided by the government such as building construction, salaries for lecturers and education staff, assistance with operational costs, further studies for lecturers, position allowances, laboratory facilities, libraries, remuneration, pension funds. etc. Meanwhile, private universities all have to be self-financed. Therefore, in today's highly competitive environment, private universities must be able to brand their institutions. Branding has become a key strategy for private colleges and universities to differentiate themselves from competitors. By creating a strong and distinct brand image, educational institutions can effectively control the level of competition and attract the attention of prospective students and stakeholders. This can result in increased registrations, improved reputation, and a stronger position in the market. Additionally, an established brand can also help institutions build trust and loyalty among students, alumni, faculty and other stakeholders. Additionally, a strong brand can support institutions in developing strategic partnerships, securing funding, and attracting the best faculty and staff (Fang & Liu, 2020).

Overall, building a strong brand is critical for colleges and universities as it gives them a competitive advantage and allows them to navigate the challenging competitive environment effectively (Lim et al., 2018). A strong reputation sets the university apart from the competition and sends the right message to potential students (Panda et al., 2019). Positive word-of-mouth and brand loyalty will eventually come from having a strong reputation and a positive brand image, which should help raise student satisfaction levels. Through this procedure, the university will establish a unique selling point and strengthen its competitive edge (Panda et al., 2019). Originally reserved for products, brand images are now an essential component of services and non-profit organizations as well. A service industry must take into account developing unique qualities, demonstrating the significance of brand image in fostering robust brand equity across all service sectors (Endo et al., 2019). Higher education institutions engage in brand building initiatives to maintain their long-term competitive advantage over their rivals, according to a review of the literature. A favorable brand equity-based image can now be achieved and maintained for reasons other than history and tradition. Thus, utilizing marketing communication technologies to their fullest potential is a crucial tactic for any marketer (Šerić, 2017).

To establish their distinct identities, a lot of these universities use a variety of promotional strategies, including public relations, online communication, advertising, and direct marketing. Numerous studies have failed to demonstrate the significant impact of internet-based marketing communications-based strategic coordination in building the higher education services' brand image in relation to overall consumer brand equity (Momen et al., 2020). Positive brand equity is a fundamental indicator that shows the effectiveness of each communication tool used (Raji et al., 2019).

Choosing the right pathway for further education is an important decision that requires careful consideration for prospective students. This involves exploring one's personal identity, ambitions, and long-term vision. During this process, it is important for

students to utilize multiple sources of information to evaluate their options and make informed decisions (Rachmadhani et al., 2018). The research results show that adult students decide their own educational problems (Rutter et al., 2016). The research results show that students' decisions in choosing a university are influenced by promotions on social media (Masduki et al., 2023). This shows that the role of social media in the current digital era is very important. Apart from promotion, other factors influence university selection, including university accreditation (Bakar et al., 2022; Indryati & Setyawan, 2020; Purwantoro & Buulele, 2022). This demonstrates that prospective students view university accreditation as a crucial consideration when making their institution choice.

The prospects of the university's study program are also a consideration for prospective students in deciding to choose a university (Amaliya, 2019). This indicates that prospective students take into account the potential of future study programs while making their university choice. The choice of university is also influenced by the fees offered by the university (Akhiri, 2021; Purwantoro & Buulele, 2022; Puspitasari & Patrikha, 2018; Putra & Meilisa, 2018; Rufial, 2022). These results indicate that educational costs are an important consideration in deciding to choose a university. The results of the study show that the location or location of the university is also a consideration in choosing a university by prospective students (Triyono, Dasmadi and Ariestanto, 2021). This shows that the location of the university is a consideration in deciding to choose a university for prospective new students. Apart from the factors above, the educational facilities provided by the university also influence the decision to choose a university (Akhiri, 2021; Prasetyaningrum & Marlina, 2020; Puspitasari & Patrikha, 2018; Suryani & Ginting, 2013; Triyono et al., 2021).

Based on the literature review above, this research aims to analyze the influence of promotions on social media, accreditation, study program prospects, facilities, education costs and location on students' decisions in choosing Duta Bangsa University Surakarta with brand awareness and university image as mediating variables. The choice of UDB as the research object was due to the very progressive development of this university in the last five years compared to other private universities, including the increase in the university's image in the eyes of the public, the increase in the number of students, the addition of significant new study programs, the increase in the accreditation ranking of its study programs, the addition of better educational facilities, increasing academic and non-academic achievements, an increasing number of graduates, more collaboration with foreign universities, increasing publications by lecturers in scientific journals and university rankings on the UniRank higher education ranking institution so that it is attractive to examine the factors that influence it.

LANDASAN TEORI

Decision making in choosing a university can be considered as a form of consumer behavior (Rachmadhani et al., 2018). This decision-making process involves evaluating factors such as reputation, location, programs offered, and financial considerations. Apart from that, this is also influenced by personal preferences and external influences, such as suggestions from family and friends. These factors and influences ultimately shape consumers' choices of higher education institutions.

The decision-making process in choosing a university involves three main stages (Hermawan & Suryadi, 2019). First, the information gathering stage. At this stage, prospective students gather relevant information about various universities, such as programs offered, tuition fees, location, and facilities. They can also ask for advice and input from family, friends, and teachers who can provide insights and recommendations (Simões & Soares, 2010). The second stage is evaluation, prospective students critically analyze and compare the information that has been collected. They assess each university's strengths and weaknesses, weigh the importance of various factors, and prioritize their preferences. The third stage, there is the decision making stage. Prospective students make the final decision about which university to choose based on their evaluation of the

information they have gathered. They consider factors such as the university's reputation, their personal goals and interests, financial considerations, and additional criteria that are important to them such as extracurricular activities or internship opportunities. In conclusion, the decision-making process in choosing a university involves gathering information, evaluating options, and making a final decision based on personal preferences and priorities (Rachmadhani et al., 2018).

There are various factors that are taken into consideration as a basis for choosing a place to study. This has been attempted to be studied by previous researchers (Akhiri, 2021; Ambarwati, Sunarti, & Mawardi, 2015; Chen & Zimitat, 2006; Fakhri, Gilang, & Ratnayu, 2017; Indryati & Setyawan, 2020). These factors include university characteristics, campus quality and facilities, external factors, and marketing (communication) factors. University characteristic factors provide a general description of the general conditions inherent in the campus (Fakhri et al., 2017). Research by Ruslan, Ariffin, Islam, & Zaidi (2014) attempted to determine the determinants of students' choices in Malaysia to pursue higher education. In this research, environmental characteristics include the location and reputation of the institution as indicators of university characteristics. Meanwhile, Ming (2010) included location, academic programs, campus reputation, educational facilities, costs, availability of financial aid, employment opportunities in terms of university characteristic factors.

Based on the study literature above, it can be concluded that many factors influence students' decisions in choosing a university, however in this research it is limited to the variables of promotion on social media, accreditation, study program prospects, facilities, education costs and location. Based on the results of the review of previous studies, the conceptual framework of this research can be seen in Figure 1.

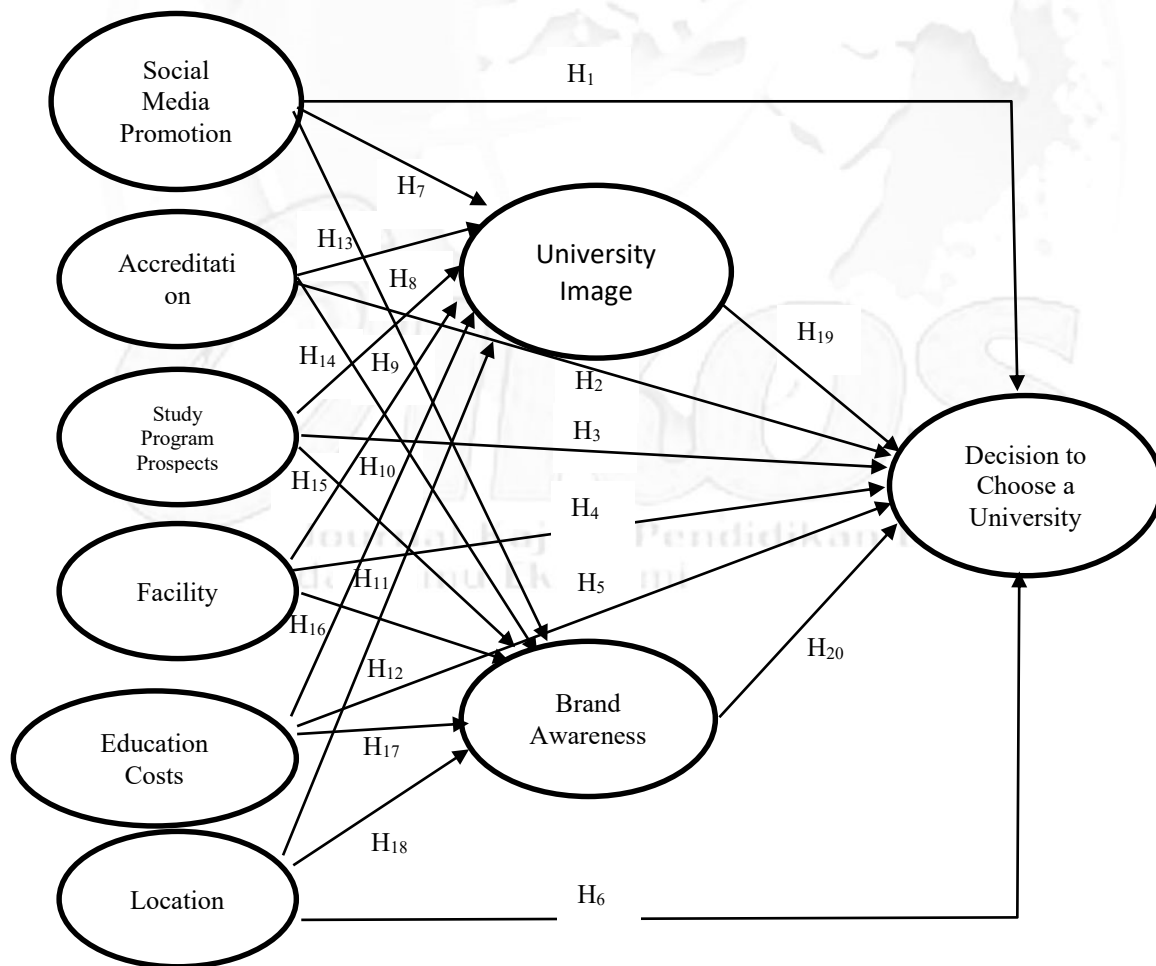


Figure 1. Conceptual Model

METHODOLOGY

This study uses a quantitative approach. Creswell and Creswell (2017) stated that quantitative methods are methods for testing a particular theory by examining the influence between variables. Proportional random sampling was the method used for sampling. Based on the quantity of samples that had been computed, sampling was done at each faculty in a proportionate manner using the study programs that were already in place. The Slovin formula is used in example calculations. 318 pupils' samples were collected. An online questionnaire was utilized to acquire primary data, which came directly from respondents who are new students at Duta Bangsa University in Surakarta. The study employed a five-point Likert scale to measure the variables, with 5 representing Strong Agree and 1 representing Strong Disagree. Partial Least Square - Structural Equation Modeling (PLS-SEM) is the data analysis method used in this study, while Smart PLS version 2.3.8 is the data analysis tool. Tests were conducted on the structural model to examine the connection between latent components (Sekaran & Bougie, 2016).

RESULTS AND DISCUSSION

1. Results

Model evaluation in PLS consists of measurement model evaluation, structural model evaluation, and model goodness and fit evaluation.

a. Evaluation of Measurement Models

The results of the construct validity and reliability tests for each variable are explained below.

Table 1. Construct Validity and Reliability

Code	Variable	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
MS	Social Media Promotion	0,832 – 0,909	0.923	0.942	0.766
AK	Accreditation	0,819 – 0,885	0.908	0.931	0.731
PS	Study Program Prospects	0,885 – 0,924	0.925	0.947	0.817
FAS	Educational Facilities	0,839 – 0,879	0.913	0.935	0.742
BP	Cost of education	0,868–0,915	0.929	0.946	0.779
LO	Location	0,797 – 0,872	0.887	0.917	0.690
CU	University Image	0,887 – 0,948	0.955	0.965	0.847
BA	Brand Awareness	0,812 – 0,927	0.926	0.945	0.774
KEP	Decision to Choose a University	0,837 – 0,939	0.938	0.953	0.801

In Table 1 it is known that all indicators in the variables have outer loadings above 0.5, Cronbach alpha and Composite Reliability values above 0.7 and AVE values above 0.5. This shows that all the indicators used in this research are valid and reliable. Discriminant validity was tested using the Fornell and Lacker Test, HTMT and Cross Loading. The results of the discriminant validity test can be seen in the table below.

Table 2. Fornell dan Lacker Criteria

	AK	BP	CU	FASS	KEP	BA	LO	MS	PS
AK	0.855								
BP	0.639	0.882							
CU	0.775	0.702	0.920						
FAS	0.754	0.663	0.771	0.861					
KEP	0.783	0.678	0.893	0.714	0.895				
BA	0.776	0.652	0.769	0.734	0.749	0.880			
LO	0.757	0.707	0.776	0.743	0.779	0.762	0.830		
MS	0.773	0.577	0.739	0.717	0.690	0.747	0.665	0.875	
PS	0.791	0.634	0.814	0.707	0.819	0.703	0.749	0.740	0.904

The variable's root AVE must be bigger than the correlation between the variables in order to meet Fornell and Lacker's criteria. This means that the accreditation variable (AK) has a higher correlation with other variables (see correlation values for other variables). Other variables that have higher correlations with other variables include the AVE values of the following: BP (0.882), CU (0.920), FAS (0.861), KEP (0.895), BA (0.880), LO (0.830), MS (0.875), and PS (0.904).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	AK	BP	CU	FAS	KEP	BA	LO	MS	PS
AK									
BP	0.691								
CU	0.830	0.743							
FAS	0.823	0.714	0.823						
KEP	0.847	0.723	0.841	0.768					
BA	0.841	0.698	0.813	0.792	0.799				
LO	0.843	0.776	0.843	0.823	0.854	0.838			
MS	0.842	0.619	0.786	0.781	0.740	0.805	0.734		
PS	0.862	0.681	0.865	0.765	0.879	0.755	0.827	0.800	

According to the test results, discriminant validity is obtained because the variable pair's HTMT value is less than 0.90. This demonstrates that the variable on the measuring item is more powerful than breaking the variation down into different variable items.

b. Evaluation of the structural model

Evaluation of the structural model is related to testing the hypothesis of influence between research variables.

Table 4. Inner VIF

	CU	KEP	BA
AK	4.016	4.226	4.016
BP	2.235	2.347	2.235
CU		4.636	
FAS	3.119	3.307	3.119
BA		3.655	
LO	3.405	3.723	3.405
MS	2.987	3.256	2.987
PS	3.439	3.952	3.439

The inner VIF value between variables is less than 5, which suggests that there is either no multicollinearity between variables or a low level of multicollinearity. These assessment findings of the measurement model with inner VIF show this. The robustness (i.e., lack of bias) of the parameter estimate results in SEM PLS is confirmed by these findings.

Table 5. Hypothesis Testing

	Original Sample	T Statistics	P Values	Kesimpulan
Social media -> Decision	-0.085	1.811	0.071	H1 rejected
Accreditation -> Decision	0.140	2.275	0.023	H2 accepted
Study program -> Decision	0.202	3.253	0.001	H3 accepted
Facility -> Decision	-0.068	1.463	0.144	H4 rejected
Education cost -> Decision	0.028	0.598	0.550	H5 rejected
Location -> Decision	0.109	2.131	0.034	H6 accepted
Social media -> University image	0.119	2.208	0.028	H7 accepted
Accreditation -> University image	0.073	0.964	0.335	H8 rejected
Study program -> University image	0.327	4.970	0.000	H9 accepted
Facility -> University image	0.189	2.572	0.010	H10 accepted
Education cost -> University image	0.146	2.869	0.004	H11 accepted
Location -> University image	0.153	2.336	0.020	H12 accepted
Social media -> Brand awareness	0.260	3.260	0.001	H13 accepted
Accreditation -> Brand awareness	0.240	2.822	0.005	H14 accepted
Study program -> Brand awareness	-0.029	0.412	0.680	H15 rejected
Facility -> Brand awareness	0.124	1.851	0.065	H16 rejected
Education cost -> Brand awareness	0.094	1.509	0.132	H17 rejected
Location -> Brand awareness	0.270	3.807	0.000	H18 accepted
University image -> Decision	0.584	7.565	0.000	H19 accepted
Brand awareness -> Decision	0.061	1.109	0.268	H20 rejected

Twelve hypotheses are known to be accepted or to have a substantial impact based on the above hypothesis testing results; these are H2, H3, H6, H7, H9, H10, H11, H12, H13, H14, H18, and H19, as they all have p-values less than 0.05. The p-value > 0.05 of the hypotheses H1, H4, H5, H8, H15, H16, H17, and H20 indicated that they had no significant effect and were therefore discarded.

c. Evaluation of Model Goodness and Fit

PLS is a variance-based SEM technique used to evaluate prediction study-focused model theory. In order to demonstrate that the suggested model was appropriate, a number of metrics were created, including R square, Q square, and SRMR (Hair et al, 2019).

Table 6. R Square Value

	R Square	R Square Adjusted	SRMR
University Image	0.778	0.773	0,047
Decision to Choice University	0.839	0.835	
Brand awareness	0.718	0.713	

According to Chin (1998) the qualitative interpretation value of R square is 0.19 (low influence), 0.33 (moderate influence), 0.66 (high influence). Based on the processing results above, it can be said that the joint influence of social media promotion, accreditation, study program prospects, educational facilities, educational costs and location on the university's image is 0.773 or 77.3% (high influence). The joint influence of social media promotion, accreditation, study program prospects, educational facilities, educational costs and location on brand awareness is 0.713 or 71.3% (high influence). The magnitude of the influence of the university image on the decision to choose a university is 83.5% (high influence).

Standardized Root Mean Square is known as SRMR. This value, which is the difference between the data correlation matrix and the model estimated correlation matrix, is a measure of model fit according to Yamin (2022). A fit model is indicated by an SRMR value less than 0.10, according to Hair et al. (2021). The model fits the data reasonably well, as indicated by the model estimation result of 0.047. This indicates that the relationship between the model's variables may be explained by actual data.

d. Mediation Analysis

To analyze the influence of the university's image on the relationship between websites, social media, advertising, public relations and direct selling with the decision to choose a university, it can be seen from the significance of the indirect influence. Based on the interpretation of Ogbeibu et al (2022) and Lachowicz et al (2018), the mediation effect is classified as low if the coefficient is less than 0.02, medium if it is 0.075, and strong if it is 0.175. Table 8 below displays the findings from the mediation analysis.

Table 7. Indirect Effects

	Coefficient	P Values	Conclusion
Social media -> University image -> Decision	0.070	0.029	Mediate
Accreditation -> University image -> Decision	0.043	0.359	Not mediate
Study program -> University image -> Decision	0.191	0.000	Mediate
Facility -> University image -> Decision	0.110	0.007	Mediate
Education cost -> University image -> Decision	0.085	0.015	Mediate
Location -> University image -> Decision	0.090	0.029	Mediate
Social media -> Brand awareness -> Decision	0.016	0.294	Not mediate
Accreditation -> Brand awareness -> Decision	0.015	0.353	Not mediate
Study program -> Brand awareness -> Decision	-0.002	0.753	Not mediate
Facility -> Brand awareness -> Decision	0.008	0.349	Not mediate
Education cost -> Brand awareness -> Decision	0.006	0.466	Not mediate
Location -> Brand awareness -> Decision	0.016	0.291	Not mediate

In Table 7, the image of the university significantly mediates the relationship between social media promotion, study program prospects, educational facilities, educational costs and location with the decision to choose a university, this is shown by the p value <0.05. This means that the university's image can increase the influence of social media promotions, study program prospects, educational facilities, educational costs and location indirectly on the decision to choose UDB. Based on the path coefficient value, it shows that the mediation effect is generally categorized as moderate.

The findings of the brand awareness mediation analysis demonstrate that, as indicated by the p value > 0.05, brand awareness does not significantly mediate the relationship between social media promotion, accreditation, study program prospects, educational facilities, costs of education, and location with the decision to attend universities. It follows that social media promotion, accreditation, study program opportunities, educational facilities, educational fees, and location cannot be made to tangentially impact a decision to attend UDB by brand awareness.

2. Discussion

The Influence of Promotion via Social Media on the Decision to Choose a University

Social media has now become a necessity for people's lives, including students. This is an opportunity for educational institutions to utilize social media as part of their marketing channels. Brand intimacy can be increased by consumers enjoying marketing activities more on social media, such as viewing videos from certain brands, taking part in games

and contests, and receiving freebies (France et al., 2016; Malarvizhi et al., 2022). Additionally, users of social media material utilize it for a range of recreational purposes, such as diverting attention from their daily schedules, relieving stress and emotions, enjoying creative or cultural pursuits, or just killing time (Muntinga et al., 2011).

According to the research's findings, students' decisions to attend Duta Bangsa University were not significantly influenced by social media advertising. The study of Malarvizhi et al., (2022) and Cheung et al., (2020), which discovered the impact of social media engagement on customer behavior, is not supported by these findings. Additionally, this study contradicts the findings of Masduki et al. (2023), who discovered that social media promotions had an impact on students' decisions to attend particular universities. This could be because the content and distribution of social media promotions carried out at this university have not attracted the attention of prospective new students or have not reached the right targets. However, indirectly promotion via social media has a significant influence on students' decisions in choosing a university. This is provided that it is bolstered by a positive perception of the university, which implies that the reputation of the university can affect social media promotion and ultimately impact students' decisions to attend the university of their choice.

The Influence of University Accreditation on Student Decisions

The act of accreditation demonstrates that universities with this designation are held in higher regard by the public than those without it. A type of examination (evaluation) of the caliber and acceptability of study programs or higher education institutions conducted by organizations or independent agencies outside of universities is known as accreditation. The goal of supporting this is to symbolize high-quality accreditation in the field of education. The more accredited a study program is, the more strongly people decide to enroll in it (Kamal & Rahmadiane, 2017).

The results of this research show that accreditation has a significant influence on students' decisions in choosing a university. The results of this research support research conducted by Bakar et al. (2022), Indryati & Setyawan (2020), Mahmudah & Faidah (2021), and Purwantoro & Buulele (2022). This indicates that prospective students give accreditation to universities a lot of weight when making their decision. Compared to other indicators that students also think are significant, professional lecturers and an adaptive curriculum are the ones that have the greatest impact or are deemed to be the most significant in influencing respondents' perceptions of accreditation, according to the accreditation indicator's outer loading value.

Influence of Study Program Prospects on Student Decisions

In higher education, academics call this division of education the term study program or what is abbreviated as study program. After fulfilling the minimal standards for accreditation, study programs are arranged with the Minister of Education and Culture's approval and overseen by a management unit chosen by the organizing university. The study program aims to enable students to master knowledge, skills and attitudes in accordance with the educational curriculum targets used (Higher Education Law Number 12 of 2012). Study program prospects are the availability of work opportunities that can be done for a graduate to produce goods or services and receive rewards in the form of wages or salaries (Amaliya, 2019).

The results of this research found that the prospects of the study program had a positive and significant effect on students' decisions in choosing UDB. The positive influence shows that the better the prospects of a university's study program, the more it will improve students' decisions in choosing a university. The results of this study support research conducted by Amaliya (2019) which found that the prospect of a university's study program is a consideration for prospective students in deciding to choose a university. Four factors were used in this research to assess the study program's chances: goals, graduate employment prospects, alumni success, and study period. The respondents rated these

four qualities as extremely good, indicating that the university's academic program is thought to have promising futures. Graduate employment prospects have the largest outer loading among these four factors, suggesting that respondents place a high value on them.

The Influence of Educational Facilities on Student Decisions

Educational facilities are all the facilities and infrastructure available to facilitate and support learning activities. To support the process of teaching and learning activities at both the primary and higher education levels, educational institutions require adequate and full infrastructure. The results of this study show that the educational facilities owned by UDB do not have a significant influence on students' decisions in choosing UDB. The results of this study do not support the research conducted by Akhiri (2021), Amaliya (2019), Prasetyaningrum & Marliana (2020), and Triyono et al., (2021). Although students think highly of the educational facilities at this university, the fact that they are not significantly better than those at other universities may account for the educational facilities' negligible impact on students' decision to attend a particular university. Of the five indicators of educational facilities, new students place the most value on supporting amenities like air conditioning and hands-on labs.

The mediation analysis's findings indicate that there is a considerable mediating role played by university image in the relationship between educational resources and students' college selection decisions. This demonstrates that educational facilities have an indirect impact on student decisions, i.e., if educational facilities are bolstered by a positive university reputation, students will use them to make more judgments when selecting a university.

The Influence of Tuition Fees on Student Decisions

The total amount of money that customers (student parents or students) forego in order to meet their demands from the start of their education to the finish is known as the education costs. These expenses consist of living expenses, registration fees, and study-related educational charges. The results of this study show that the decision to choose a university is not influenced by the cost of education offered. The results of this study do not support the research conducted by Akhiri (2021), Purwantoro & Buulele (2022), Puspitasari & Patrikha (2018), Putra & Meilisa (2018), and Rufial, 2022) who found that the cost of education influences the decision to choose a university. This indicates that prospective students consider that the cost of education at the university is quite affordable, but it is not the main consideration in choosing a university or there are other considerations that are more significant.

This can be seen from the results of the mediation analysis, which shows that the cost of education indirectly influences the decision to choose a university through the university's image. This means that educational costs are affordable and supported by a good university image, increasing students' decisions in choosing a university. Affordable practice costs are regarded by respondents as the most significant of the five indicators of educational costs, according to the outer loading value.

The Influence of University Location on Student Decisions

The choice of location for a university is very important, especially in its management and marketing strategy. The strategic location allows prospective students to decide to study at this university, due to considerations of efficiency, environment and accessibility. The study results show that university location is also a consideration in choosing a university by prospective students. The results of this study support research conducted by Masnawati & Darmawan (2023) and Triyono et.al (2021) who found that location influences students' decisions to choose a university. This shows that the location of the university is a consideration in deciding to choose a university for prospective new students.

The mediation analysis's findings demonstrate that image has a substantial impact on the relationship between location and students' university selection decisions. This implies

that if an institution has a desirable location and a positive reputation, students will be more inclined to choose it. The respondents have a positive perception of the university's location; the five location indicators indicate that respondents value comfortable environmental conditions above everything else.

The Influence of Social Media Promotion on the University's Image

In the current era of digital technology, it is necessary to adopt technology in carrying out promotions, one of which is promotion through social media. Because currently in Indonesia, social media has become a daily necessity and has many users, so it is very appropriate for universities to promote via social media to improve their image. Lack of promotion causes the brand image of an institution or company to fade. Universities must build their image through large-scale communication strategies (Kurniawan et al., 2022).

The results of this research show that the university image has a positive and significant effect on students' decisions in choosing UDB. The positive influence shows that the better the image that UDB has, the more it will improve students' decisions in choosing UDB. The image of universities in the context of this research is the perception of prospective students regarding the services offered by the university. The image of a brand can always be remembered in the minds of consumers (prospective students) quickly and through media. The university's image must be conveyed to customers through available communication means and spread continuously because without a strong brand it is very difficult for a university to be able to achieve success. attract new customers (Kotler, 2008). The results of this research support research conducted by Kurniawan et.al (2022) who found that promotion had a significant effect on the image of a brand.

The respondents rated the institution's image as good based on five characteristics, indicating that the university enjoys a positive reputation in the community, particularly among potential new students. Based on the outer loading value, the five indicators indicate that the university ranking is the most significant and affects the evaluation of the university's reputation.

Effect of Accreditation on University Image

Good accreditation has a significant influence on prospective students' intentions to choose private university. The key to a college's competitive advantage lies in its accreditation (Masnawati & Darmawan, 2023). Hou (2011) explained that private universities must be encouraged to immediately have good accreditation. Private universities must realize that accreditation is a component for improving the quality of education and strengthening their reputation (Masnawati & Darmawan, 2023). According to Migin, Falahat, Shukri, Yajid, & Khatibi (2020), the reputation of a university can give a positive impression in the minds of students.

The results of this research found that accreditation did not have a significant effect on the university's image. This could be because this university does not have good accreditation which differentiates it from other private universities, but new students at this university have a good perception of the accreditation that this university has. The positive perception of students regarding accreditation shows that good accreditation is an important indicator of the quality of education they will receive. New students at a university believe that universities with good accreditation have a better teaching system, quality faculty, adequate facilities, and a conducive learning environment, this is in accordance with the opinion expressed by Kamal & Rahmadiane (2017), Sunariani (2017), dan Triyono et al (2021).

Influence of Study Programs on University Image

Image from a higher education perspective is the overall impression or experience felt by the community, prospective students, students and other institutions towards a higher education institution (Harahap et al., 2020). Image is associated with educational facilities, the good name of the college, the quality of education such as: college accreditation, faculties and study programs on the campus. The image of a university is very important as

a consideration for prospective students in determining the right attitude in choosing to continue their studies at a university according to their needs and desires. One of the factors that influences the image of higher education is the prospect of the study programs offered to students in achieving their goals (Buchori, 2021; Kurniatun & Rosalin, 2018).

The findings in this research are that the prospects of study programs have a positive and significant effect on the university's image. This shows that the more prospects a study program has, the more it will improve the image of a university. New students' perceptions of the study program are considered very good in terms of all indicators, namely being able to realize students' dreams, job prospects for graduates, success of alumni, and timely study periods. New students appreciate each of these indications, but the ones that matter most are the graduates' employment chances, which are determined by the outer loading value of these variables.

The Influence of Educational Facilities on the Image of the University

The characteristics of educational services so far are services that have a high intensity of contact with their users, namely that service providers carry out active interaction with the public, especially the public as students. In service conditions like this, marketing activities become an alternative for building a university's image. Marketing is designed to increase the opportunity for consumers to have positive assumptions and feelings towards services or products (Karsono et al., 2021; Setiadi & Basri, 2022; Sunariani, 2017). One of the services at a college is the facilities it has. The better the facilities a college has, the better the image of the college.

The results of this research show that educational facilities have a positive and significant effect on the university's image. The positive influence shows that the better the educational facilities a university has, the more it will improve the image of the institution in the eyes of the community. The results of this research support research conducted by Hadi, Kumadji, & Yulianto (2015) and Kurniatun & Rosalin (2018), which concludes that physical facilities have a significant effect on the brand image or image of higher education. Students at this university had positive perceptions of the educational facilities, with learning support facilities including labs, cozy accommodations, and other amenities deemed the most significant indications.

The Influence of Tuition Fees on the University's Image

Marketing programs can play an important role in brand image (Hadi et al., 2015). The characteristics of educational services so far are services that have a high intensity of contact with their users, namely that service providers carry out active interaction with the public, especially the public as students. In service conditions like this, marketing activities become an alternative for building a university's image. Marketing is designed to increase the opportunity for consumers to have positive assumptions and feelings towards services or products through marketing strategies, one of which is the price offered (Kurniatun & Rosalin, 2018; Prasetyo, 2014; Sunariani, 2017). In the educational context, prices are associated with educational costs. The entire amount of money that students forgo to meet their demands from the start of their study to the finish is known as the "education costs." These expenses consist of living expenses, registration fees, and study-related educational charges.

The results of this research show that education costs have a positive and significant effect on the university's image. The positive influence shows that the more affordable the cost of education will further improve the university's image. Students at this university have relatively positive perceptions of the cost of education, which indicates that the cost of education is commensurate with their judgment. Reasonable tuition costs and reasonable fees are indicators that students value highly. The results of this study support the research of Hadi et al. (2015) and Kurniatun & Rosalin (2018), who concluded that price or costs have a significant effect on the image of a brand

Influence of Location on University Image

The placement of a business in an urban area, as well as the route and duration of trip, are critical considerations in its development. The aforementioned opinions lead one to the conclusion that a company's or an educational institution's decision on the site of the firm, its operations, or its business activities constitutes the meaning of location. A college's reputation can also be influenced by its location (Rufial, 2022).

The results of this research show that location has a positive effect on the university's image. The positive influence shows that the more strategic the location of the university, the more it will improve the image of this institution in the eyes of the public. Students have a positive impression of this university's location because it is conveniently located in the heart of the city, in a transit-friendly area, and offers a nice atmosphere for learning. When it comes to respondents' evaluations of campus location, a comfortable environment is deemed the most significant of the five location factors. The research results support research conducted by Kurniatun & Rosalin (2018) which found that location influences image.

Effect of social media promotion on brand awareness

Brand awareness is a consumer's memory of a product that has become embedded in the consumer's mind for a particular need. Rahmadani & Roni (2022) state that a general objective of marketing communications is brand recognition. When a brand has a high level of awareness, the expectation is that it will be easily recalled and taken into account when making decisions, along with other options. Sales promotion is an action that companies often take in offering their products to consumers. Sales promotions are mostly short term. This condition is intended to provide added value for the company so that it can encourage the purchase of a product more quickly.

The results of this research indicate that social media promotion has a positive effect on brand awareness. The positive influence shows that the better the promotion carried out on social media, the more brand awareness will be increased among prospective students. The results of this research support research conducted by Istijarno (2021), Paini & Indahingwati (2020), and Rahmadani & Roni (2022) which found that sales promotions have a positive effect on brand awareness. Rini & Hasbi (2015) stated that advertising, sales promotion and direct marketing have a unidirectional and significant effect on brand awareness.

Effect of Accreditation on Brand Awareness

Brand awareness is the strength of a brand's presence in the minds of consumers. When consumers are not aware of the existence of a brand, the brand will have no value or equity. The visual identity and symbols of a brand can have a significant influence on brand awareness (Marques et al., 2020). Brand awareness has an impact on consumer choices, perceptions, attitudes and loyalty (Setiadi & Basri, 2022).

The study's findings indicate that brand awareness is positively and significantly impacted by accreditation. This means that the better the accreditation you have, the more brand awareness will grow in the community or prospective students. In the context of higher education, accreditation is the acknowledgement of an educational establishment that provides bare minimum criteria to ensure that its graduates are qualified for employment or become well-known in the community and workplace. The results of this research support research conducted by Sunariani (2017) which states that universities that have good accreditation will be recognized by the public as quality universities, thus having an impact on choices, perceptions, attitudes and loyalty to these universities or in other words awareness. the brand of the college will improve.

The influence of the Prospect Study program on brand awareness

Brand awareness is closely related to how a brand can survive in the minds of the public. By strengthening the brand, it is hoped that the community as one of the stake

holders will have brand awareness of the university. It's not just companies that have to form and increase "brand awareness", but universities today also have to think about this as part of improving services to the community. The results of this research indicate that the prospect of the study program does not have a significant effect on brand awareness. This shows that the study program owned by this university has not been able to increase brand awareness in the eyes of the public. The reason for this could be that, in addition to the fact that the study programs offered here do not yet have benefits that are well-known to the general public, the university is very new, having only been in existence for less than ten years.

The formation of brand awareness for each study program is largely determined by the target students, who the competitors are, how to ensure that the study program in question has higher credibility when compared to similar study programs on other campuses (Purwani, 2015). A study program that has good prospects and provides high employment opportunities for graduates of the study program will remain firmly in the minds of students.

Effect of Educational Facilities on Brand Awareness

One of the main objectives of marketing communications is to raise brand awareness. The idea is that when a need for a certain category emerges, consumers will be able to recall the brand and use it as a basis for weighing their options when making decisions. Therefore, brand awareness is important for the public or consumers to pay attention to so that they can follow technological developments regarding a product or service with the brand being offered (Wicaksono & Seminari, 2016). At a college or university, educational facilities must be able to meet the needs of students and keep up with the latest technological developments in order to raise brand awareness among students. Because brand awareness influences the decision-making process, because brand fame is associated with the possibility of the brand being part of a higher set of options, which ultimately impacts market outcomes (Rahmadani & Roni, 2022).

The results of this research indicate that educational facilities do not have a significant effect on brand awareness. This could be because the educational facilities at this university are not yet well known to the public compared to other universities. The university's educational facilities are regarded favorably by respondents; their public recognition might be enhanced by making them more widely known in comparison to other universities.

Effect of Education Costs on Brand Awareness

Supriadi (2007) states that one of the instrumental inputs (components) that is crucial to the implementation of education is the cost of education. The educational process will not function effectively without sufficient educational support. Hence, in their capacity as providers of education, colleges need to be adept at controlling their educational expenses. Universities need to be able to raise the necessary cash to carry on with their teaching and learning activities without having to charge their students for all of their educational expenses in order to allow students from low-income backgrounds to finish their education. Universities will become more well-known to the general public and potential students if they are able to accomplish this.

The results of this research indicate that education costs do not have a significant effect on brand awareness. This could be because the information regarding education costs at this university is not yet well known to the wider community so that it has not created brand awareness in the community that differentiates it from its competitors' private universities. The results of this research do not support research conducted by Liem (2023) which shows that costs have a positive effect on brand awareness.

Effect of Location on Brand Awareness

Location can be an important consideration for someone when choosing a campus. Anggia (2017) stated that choosing a location is an important decision for a student to make, because a strategic location can make students consider the time to go to campus. Having

a location that is deemed suitable by new students will make them stronger in deciding to study at a private university (Ersalena & Rivai, 2023). The results of this research show that location has a positive and significant effect on brand awareness. The positive influence shows that the more strategic a university's location is, supported by a comfortable environment, the more awareness of a university's brand will increase. Access is easy to reach and easily visible from the main road, making the campus easy to reach using public transportation. The campus has a fairly large parking area, which makes it easy for students who bring private vehicles to park. The environment around the campus is safe and comfortable, making new students determined to choose a university as a place to study.

The Influence of University Image on the Decision to Choose a University

According to Kazmi and Mehmood (2016), a negative brand image will tangentially foster negative consumer attitudes, which will lead to the majority of consumers declining to interact with the business. Conversely, a positive brand image should have additional benefits and a positive impact on customer behavior. Li et al. (2021) postulate the influence of a strong brand image on consumer perception, resulting in higher brand loyalty. A good brand image must be immediately accepted by consumers, because it results in increased customer satisfaction and brand loyalty (Murtiasih et al., 2021). Image from a higher education perspective is the overall impression or experience felt by the community, prospective students, students and other institutions towards a higher education institution (Ningsih, 2019).

The results of this research show that image has a positive and significant effect on students' decisions in choosing a university. The positive influence shows that the better the image a university has, the more it will increase students' decisions to choose their further studies. Students have a positive perception of this university across the board, with the university's image being the one taken into account the most when evaluating the overall impression. The results of this research support research conducted by Harahap et al., (2020) which stated that university image is an important thing in considering new students when choosing a university. The image of a university is very important as a consideration for prospective students in determining the right attitude in choosing to continue their studies according to their needs and desires. Having a better image of higher education will make it easier for students to choose a private university (Harahap et al., 2020).

The Influence of Brand Awareness on the Decision to Choose a University

According to Barreda et al. (2020), brand awareness is a strategy used to help people recognize, understand, and recall a specific brand. Brand-related elements, such as brand image and brand loyalty, are influenced by significant brand awareness (Barreda et al., 2020). Furthermore, Anselmsson, Bondesson, & Johansson (2014) discovered that brand awareness positively impacted both brand loyalty and the willingness to pay a premium. Customers are more inclined to suggest a brand and are willing to pay a premium for its goods or services if they can recognize its logo (Malarvizhi et al., 2022).

The results of this study found that brand awareness did not have a significant effect on the decision to choose a university. This could be because the public or prospective students do not yet have high brand awareness of this university. This is because this university is relatively young, so its brand image is not yet well known in the eyes of the wider community. The study's findings contradict earlier research, most notably Firmansyah (2019), which clarifies that a major objective of marketing communications is brand recognition. When a brand has a high level of awareness, the expectation is that it will be easily recalled and taken into account when making decisions, along with other options.

CONCLUSION

The findings in this research show that accreditation, study program prospects, location and image influence students' decisions in choosing a university. Social media promotions, study program prospects, facilities, education costs and location influence the

university's image. Social media promotion, accreditation and location influence brand awareness. Image mediates the influence of social media promotion, study program prospects, educational facilities, educational costs, and location on the decision to choose a university. The implications of this research provide direction for university policies in carrying out effective branding strategies to improve prospective students' decisions in choosing a university.

This study is limited in scope, namely only at Duta Bangsa University so it cannot be generalized and this study only uses questionnaires as a data collection tool, so it can cause an element of subjectivity in the respondents' answers. Other research is recommended to expand the research object, so that the research results can be generalized and use the interview method to complete the questionnaire results, so that there is no bias in the respondents' answers.

REFERENCES

- Akhiri, S. (2021). Faktor-Faktor Yang Mempengaruhi Keputusan Mahasiswa Kuliah Di STIE Prabumulih Samron. *Management Studies and Entrepreneurship Journal*, 2(2), 123–132.
- Amaliya, R. (2019). Faktor-Faktor Yang Mempengaruhi Keputusan Mahasiswa Memilih Pendidikan Pada Program Studi Pendidikan Ekonomi FE UNY Rizqi ' Amaliya. *Jurnal Pendidikan Dan Ekonomi*, 8(1), 34–43.
- Anselmsson, J., Bondesson, N. V., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product and Brand Management*, 23(2), 90–102. <https://doi.org/10.1108/JPBM-10-2013-0414>
- Bakar, A., Jhon, D., Butarbutar, A., Hasanudin, A., Mukhlisah, N., Sakiana, D., Tinggi, S., Ekonomi, I., Makassar, C., Pertanian, T., Timur, U. I., & Pacet, C. (2022). Pengaruh promosi dan akreditasi terhadap minat mahasiswa baru. *Al-Mada: Jurnal Agama Sosial Dan Budaya*, 5(4), 491–500. <https://doi.org/DOI:https://doi.org/10.31538/almada.v5i4.2738>
- Barreda, A. A., Nusair, K., Wang, Y., Okumus, F., & Bilgihan, A. (2020). The impact of social media activities on brand image and emotional attachment: A case in the travel context. *Journal of Hospitality and Tourism Technology*, 11(1), 109–135. <https://doi.org/10.1108/JHTT-02-2018-0016>
- Buchori, A. (2021). Pengaruh Citra Dan Prospek Prodi Terhadap Keputusan Studi Mahasiswa Pada Program Pendidikan Pariwisata. *Kepariwisata: Jurnal Ilmiah*, 15(2), 88–96.
- Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Ting, H. (2020). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, xxx. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Endo, A. C. B., de Farias, L. A., & Coelho, P. S. (2019). Service branding from the perspective of higher education administrators. *Marketing Intelligence and Planning*, 37(4), 401–416. <https://doi.org/10.1108/MIP-06-2018-0237>
- Ersalena, H., & Rivai, A. R. (2023). Pengaruh Citra Perguruan Tinggi, Lokasi, Kelompok Referensi Dan Biaya Pendidikan Terhadap Keputusan Mahasiswa Baru Memilih Berkuliah Di Universitas Stikubank Tahun Ajaran 2022 / 2023. *Management Studies and Entrepreneurship Journal*, 4(1), 673–686.
- France, C., Merrilees, B., & Miller, D. (2016). An integrated model of customer-brand engagement: Drivers and consequences. *Journal of Brand Management*, 23(2), 119–136. <https://doi.org/10.1057/bm.2016.4>
- Hadi, D. L., Kumadji, S., & Yulianto, E. (2015). Pengaruh Service Marketing Mix (Bauran Pemasaran Jasa) Terhadap Citra Merek Dan Dampaknya Pada Keputusan Pembelian (Survei pada Peserta Lembaga Kursus dan Pelatihan Royal English TOEFL & TOEIC Center Malang). *Jurnal Administrasi Bisnis*, 24(1), 1–8.

- Harahap, D. A., Amanah, D., Gunarto, M., Purwanto, & Umam, K. (2020). Pentingnya Citra Universitas Dalam Memilih Studi Di Perguruan Tinggi. *Niagawan*, 9(3), 191–196.
- Harahap, D. A., Hurriyati, R., Gaffar, V., & Amanah, D. (2018). The impact of word of mouth and university reputation on student decision to study at university. *Management Science Letters*, 8(6), 649–658. <https://doi.org/10.5267/j.msl.2018.4.027>
- Hou, A. Y. (2011). Quality assurance at a distance : international accreditation in Taiwan higher education. *Higher Education*, 61(2), 179–191. <https://doi.org/10.1007/s10734-010-9331-9>
- Indryati, R., & Setyawan, S. (2020). Faktor-Faktor Penentu Dalam Mengambil Keputusan Memilih Perguruan Tinggi Swasta Politeknik Bumi Akpelni Semarang. *Jurnal Ekonomika Dan Bisnis*, 7(2), 37–45.
- Istijarno, A. A. (2021). Pengaruh Iklan Terhadap Kesadaran Merek Dompot Digital Dana. *Jurnal Ilmiah Manajemen Forkamma*, 5(1), 80–89.
- Kamal, B., & Rahmadiane, G. D. (2017). Pengaruh Persepsi, Akreditasi Prodi, Dan Promosi Terhadap Keputusan Memilih Program Studi Akuntansi Pada Politeknik Harapan Bersama. *Jurnal Inspirasi Bisnis Dan Manajemen*, 1(9), 145–158.
- Karsono, Purwanto, & Salman, A. M. Bin. (2021). Strategi Branding Dalam Meningkatkan Kepercayaan Masyarakat Terhadap Madrasah Tsanawiyah Negeri. *Jurnal Ilmiah Ekonomi Islam*, 7(02), 869–880.
- Kazmi, A., & Mehmood, Q. S. (2016). The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan. *Management Science Letters*, 6, 409–508. <https://doi.org/10.5267/j.msl.2016.5.003>
- Kotler, P. (2008). *Manajemen Pemasaran* (12th ed.). Indeks.
- Kurniatun, T. C., & Rosalin, E. (2018). Optimalisasi citra perguruan tinggi swasta melalui penguatan interelasi pemasaran jasa satuan pendidikan. *Jurnal Administrasi Pendidikan*, 25(1), 48–53.
- Kurniawan, A., Sofyanty, D., Yusuf, F., & Syarief, F. (2022). Pengaruh Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening Pada Sepatu Bata Di DKI Jakarta. *Jurnal Ilmu Sosial Dan Pendidikan*, 6(2), 2441–2451.
- Li, T. (Tina), Liu, F., & Soutar, G. N. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of Destination Marketing and Management*, 19(January), 100547. <https://doi.org/10.1016/j.jdmm.2020.100547>
- Liem, C. (2023). Impact of digital marketing and price towards intention to buy mediating by brand awareness in interior design business. *Fair Value : Jurnal Ilmiah Akuntansi Dan Keuangan*, 5(7), 3111–3122.
- Mahmudah, N., & Faidah, Y. A. (2021). Pengaruh Akreditasi Prodi, Motivasi, Fasilitas Pendidikan Dan Reputasi Pendidik Terhadap Keputusan Mahasiswa Dalam Memilih Program Studi Sarjana Terapan Akuntansi Sektor Publik Pada Politeknik Harapan Bersama Tegal. *Account; Jurnal Akuntansi, Keuangan Dan Perbankan*, 7(1), 1196–1203.
- Malarvizhi, C. A., Al Mamun, A., Jayashreem, S., Naznen, F., & Abir, T. (2022). Modelling the Significance of Social Media Marketing Activities, Brand Equity and Loyalty to Predict Consumers' Willingness to Pay Premium Price for Portable Tech Gadgets. *Heliyon*, 118159. <https://doi.org/10.1016/j.heliyon.2022.e10145>
- Marques, C., Vinhas, R., Davcik, N. S., & Tamagnini, R. (2020). The role of brand equity in a new rebranding strategy of a private label brand. *Journal of Business Research*, 117(June), 497–507. <https://doi.org/10.1016/j.jbusres.2020.06.022>
- Masduki, Prihartini, E., & Abdullah, D. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Kuliah Di Perguruan Tinggi Swasta. *Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan*, 4(1), 205–219.
- Masnawati, E., & Darmawan, D. (2023). Pengaruh Lokasi , Akreditasi dan Biaya Kuliah

- terhadap Niat Memilih Perguruan Tinggi Swasta di Surabaya. *Journal on Education*, 06(01), 1326–1336.
- Migin, M. W., Falahat, M., Shukri, M., Yajid, A., & Khatibi, A. (2020). Impacts of Institutional Characteristics on International Students' Choice of Private Higher Education Institutions in Malaysia. *Higher Education Studies*, 5(1). <https://doi.org/10.5539/hes.v5n1p31>
- Momen, M. A., Sultana, S., & Haque, A. K. M. A. (2020). Web-based marketing communication to develop brand image and brand equity of higher educational institutions: A structural equation modelling approach. *Global Knowledge, Memory and Communication*, 69(3), 151–169. <https://doi.org/10.1108/GKMC-10-2018-0088>
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/ija-30-1-013-046>
- Murtiasih, S., Hermana, B., & Febriani, W. (2021). The Effect of Marketing Communication on Brand Equity with Brand Image, Brand Trust, and Brand Loyalty as the Intervening Variables. *Journal of International Business Research and Marketing*, 7(1), 7–16. <https://doi.org/10.18775/jibrm.1849-8558.2015.71.3001>
- Paini, & Indahingwati, A. (2020). Pengaruh Iklan, Brand Activation, Dan Promosi Penjualan Terhadap Brand Awareness Susu Zee. *Jurnal Ilmu Dan Riset Manajemen*, 9(8), 1–17.
- Panda, S., Pandey, S. C., Bennett, A., & Tian, X. (2019). University brand image as competitive advantage: a two-country study. *International Journal of Educational Management*, 33(2), 234–251. <https://doi.org/10.1108/IJEM-12-2017-0374>
- Prasetyaningrum, I. D., & Marliana, E. (2020). Faktor yang Mempengaruhi Keputusan Pemilihan Perguruan Tinggi Swasta (Studi pada Universitas Muria Kudus). *Jembatan: Jurnal Ilmiah Manajemen*, 17(1), 61–72.
- Prasetyo, H. (2014). Dampak Kebijakan Akreditasi Perguruan Tinggi Terhadap Daya Saing (Competitiveness) Perguruan Tinggi Swasta Di Kabupaten Kebumen. *Jurnal Fokus Bisnis*, 13(01).
- Purwanto, & Buulele, A. diani. (2022). Analisis Akreditasi, Teman Sebaya, Dan Biaya Pendidikan Terhadap Keputusan Mahasiswa Baru Memilih Prodi Manajemen Universitas Pasir Pengaraian. *Hirarki: Jurnal Ilmiah Manajemen Dan Bisnis*, 04(01), 610–625.
- Puspitasari, A., & Patrikha, F. D. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pemilihan Universitas Pada Siswa Kelas XII SMA Negeri 22 Surabaya. *Jurnal Pendidikan Ekonomi, Manajemen dan Keuangan*, 2(1), 1–10.
- Putra, T. H. A., & Meilisa, M. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Mahasiswa Untuk Melanjutkan Pendidikan Ke Universitas Muhammadiyah Sumatera Barat. *Menara Ilmu*, XII(6), 159–169.
- Rahmadani, D. A., & Roni, M. (2022). Pengaruh Iklan dan Promosi Penjualan terhadap Kesadaran Merek Lemari Es. *Jurnal Pendidikan Dan Kewirausahaan*, 10(3), 922–936. <https://doi.org/https://doi.org/10.47668/pkwu.v10i3.579> Volume
- Raji, R. A., Mohd Rashid, S., & Mohd Ishak, S. (2019). Consumer-based brand equity (CBBE) and the role of social media communications: Qualitative findings from the Malaysian automotive industry. *Journal of Marketing Communications*, 25(5), 511–534. <https://doi.org/10.1080/13527266.2018.1455066>
- Rini, B. C., & Hasbi, I. (2015). Pengaruh Advertising, Sales Promotion, Dan Direct Marketing Rakuten. Co. Id Di Instant Messaging Line Terhadap Brand Awareness. *E-Proceeding of Management*, 2(2), 1335–1342.
- Rufial. (2022). Pengaruh Citra Lembaga Biaya Dan Lokasi Pendidikan Terhadap Pengambilan Keputusan Masuk Perguruan Tinggi pada Mahasiswa Program Studi Manajemen S1 - STIE Swasta Terakreditasi B LLDIKTI Wilayah III Di DKI Jakarta Fakultas. *Ikraith-Ekonomika*, 5(1), 142–151.
- Rutter, R., Roper, S., & Lettice, F. (2016). Social media interaction, the university brand and recruitment performance. *Journal of Business Research*, 69(8), 3096–3104. <https://doi.org/10.1016/j.jbusres.2016.01.025>

- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach* (7th ed.). Wiley & Son.
- Šerić, M. (2017). Relationships between social Web, IMC and overall brand equity. *European Journal of Marketing*, 51(3), 646–667. <https://doi.org/10.1108/ejm-08-2015-0613>
- Setiadi, D., & Basri, A. I. (2022). Pengaruh Elemen Pemasaran Media Sosial Terhadap Brand Awareness Pada Instagram Hmp Prodi Pendidikan Matematika Universitas Pgrri Yogyakarta. *Bisman*, 5(2), 227–243.
- Sunariani, N. N. (2017). Marketing Mix Dan Akreditasi Terhadap Keputusan Memilih Dengan Brand Image Sebagai Variabel Intervening. *Jurnal Ilmiah Manajemen & Bisnis*, 2(2), 368–377.
- Suryani, W., & Ginting, P. (2013). Universitas Islam Sumatera Utara Al Munawaroh Medan. *Modernisasi*, 9(1), 33–48.
- Triyono, Dasmadi, & Ariestanto TNK, A. F. (2021). Pengaruh promosi, biaya, fasilitas, akreditasi, dan lokasi universitas boyolali terhadap minat calon mahasiswa baru. *Ekobis: Jurnal Ilmu Manajemen Dan Akuntansi*, 9(2), 220–229.
- Wicaksono, M. P., & Seminari, A. N. K. (2016). Pengaruh Iklan Dan Word Of Mouth Terhadap Brand Awareness Traveloka. *E-Jurnal Manajemen Unud*, 5(8), 5098–5127.

