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Analysis of Determinants of Private College Selection by Students

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Abstract

Education is a way to improve the standard of living, and improve the quality of life of the community. One of them is the quality of education which plays an important role in an institution of Higher Education which aims to ensure that the institution has quality attractiveness. This study aims to examine the influence of prestige, the influence of facilities, the influence of attractiveness, the influence of the media, and the influence of brands on students' decisions in choosing universities. The study was conducted on students in the 1st (one) semester of the 2023 batch. The research method used in this study is quantitative. The data collection technique was by distributing an online questionnaire to 155 respondents using Google Form. The data analysis method uses descriptive analysis, factor analysis processed using SPSS software, and Multiple Linear Regression analysis processed using SPSS software. The results of this study show that prestige analysis, facility analysis, attraction analysis, social media analysis, and brand analysis have a positive effect on student decisions.

Keywords: ***Prestige;*** **Facilities; Attractiveness; Advertising Media; Brand; Student Decision.**

INTRODUCTION

Education is a way to improve the standard of living and improve the quality of life of society. Through education, a person learns about knowledge, skills and habits to realize a learning process which aims to develop his potential in terms of religious abilities, intelligence, noble morals and the skills he needs. (Disdikpora, 2014). The quality of education in Indonesia is still relatively low and requires more serious attention. In 2023, based on data released by

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worldtop20.org, Indonesia's education ranking will be 67th out of a total of 209 countries throughout the world. Indonesia's ranking is side by side with Albania which occupies 66th position and Serbia in 68th position (Aprilia, 2023). Educational institutions according to Law no. 20 of 2003 concerning the National Education System, states that education is a conscious and planned effort to create a learning atmosphere and learning process (JDIH BPK, 2023).

Higher Education Institutions are scientific institutions that have the task of providing education and teaching above secondary level tertiary institutions. Higher Education Institutions include two types of institutions, namely Government Higher Education Institutions and Private Higher Education Institutions. Private Universities often have a good reputation for providing high quality education. The following is a graph of prospective students' interest in private universities:

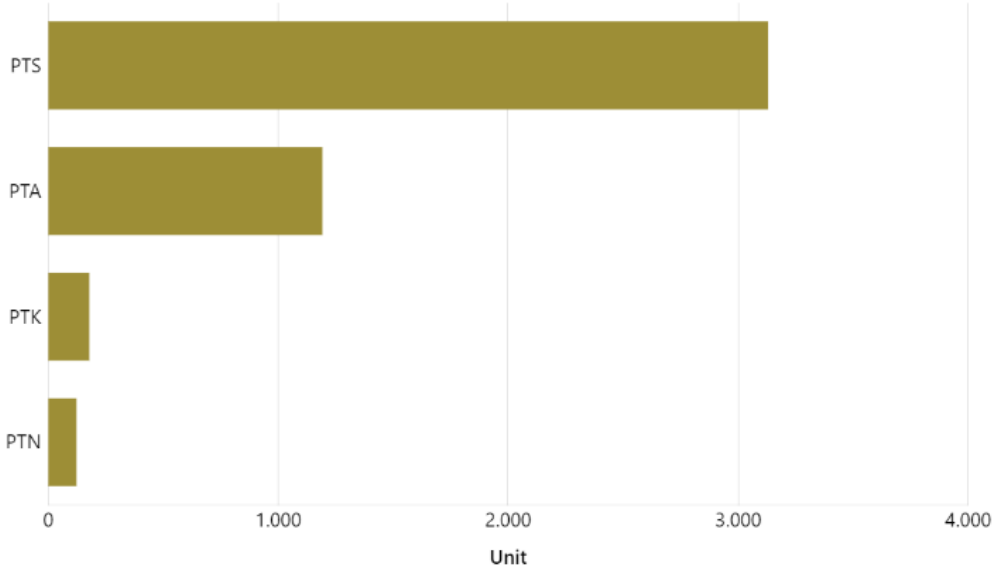


Figure 1. 1. Number of Universities by Institution

Source: Databox 2019

From the graph above, it is known that private universities (PTS) dominate in Indonesia. Based on data from the Higher Education Data Base (PDDIKTI), the number reached 3,129 units or 68% of the total universities throughout Indonesia in 2019. The number of state universities (PTN) was only 122 units or 2%. The number of religious universities (PTA) was recorded at 1,192 (26%). Meanwhile, ministerial higher education institutions (PTK) were 178 (4%). In this way, private universities can become an alternative for people to receive higher education. Asian Development Bank (ADB) research entitled *Private Higher Education Across Asia* in March 2012 stated that

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countries in Asia have a priority in expanding access to higher education, one of which is through the role of the private sector.

Private universities have sufficient resources to create skilled faculties as well as adequate modern facilities to support effective learning (Christy, 2023). This ranking was produced based on five levels of education in Indonesia, namely the early childhood school enrollment rate of 68%, the elementary school (SD) completion rate of 100%, the secondary school completion rate of 91.19%, the high school graduation rate of 78% and the tertiary graduation rate. 19% (Aprilia, 2023). Employees are very important for any organization, whether working in the profit or non-profit sector. Educational institutions are no exception as they need to develop and engage in a competitive environment.

College lecturers play a very important role in supporting the success of an organization. It can be said that the heart and soul of the institution is in their hands. Educational institutions need to safeguard their most important assets so they can continue to contribute (Kristanti, Prasetio, Indiyati, & Mediawati, 2021). This aims to create organizational effectiveness and efficiency in order to achieve educational goals. As a forum for developing potential and specialization (Fitriyani, 2019). Organizations in education are really needed to build a more advanced and quality world of education. Organizations in education are very necessary to improve a more advanced education management system in line with developments in science and technology (Suryaningsih, 2021).

The Islamic University of Indonesia is the oldest and best private university in Indonesia. This is proven by the nomination for the 20 Best Islamic Universities in Indonesia according to UniRank or University Rankings (4ICU) in 2023. The assessment criteria carried out by UniRank are in the form of campus accreditation obtained from organizations related to higher education in each country (such as the National Accreditation Board for Higher Education/BAN- PT), offering undergraduate education programs within a period of three years, master's or postgraduate doctoral levels as well as the availability of courses, especially in face-to-face (offline) learning format.

Indonesian Islamic University is in 1st position out of the 20 best Islamic campuses in Indonesia, and is ranked 14th in the world (Finaka, Nurhanisah, & Devina, 2023). The Indonesian Islamic University was founded on July 8 1945 with the name Islamic College (STI) and then developed into a university called the Indonesian Islamic University (UII) on November 3 1947. (Fecon UII, 2021). Indonesian Islamic University has received Superior Institution Accreditation

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from the National Accreditation Board for Higher Education (BAN-PT) in 2021 (UII, 2021). The Indonesian Islamic University received the title of Number 1 Islamic campus in Indonesia from the Times Higher Education World University Rankings (THE WUR) 2024. This achievement places UII among the best universities in Indonesia with international rankings. UII is one of 24 universities included in THE WUR 2024 ranking. UII is the only Islamic university included in this ranking with position 1,501+ in the world. (UII THE WUR, 2024)

The factor that is thought to influence the decision to choose a private university is *prestige* . This is in line with the total *marketing plan* put forward by Alma (2016), that one of the goals of prospective students studying at the PTS of their choice is *prestige* . According to (Blackmore, 2016), *prestige* is a social phenomenon given by those who have something that is valued. *Prestige* requires more than one person to judge something. *Prestige* may have good or bad effects. The benefit for PTS institutions is that they strive to produce the best research and most educated scholars. *Prestige* may accompany, perhaps even encourage, the desire for quality, and be widely useful. According to the KBBI (Big Indonesian Dictionary), the term *prestige* is defined as authority relating to a person's achievements or abilities. In relation to education, *the prestige* of PTS is *the prestige of* the product brand. Brand *prestige* is defined as the level of product associated with the brand (Steenkamp, Batra and Alden, 2003).

prestige is one of the basic reasons for consumers' desire to buy a brand (Dubois and Czellar, 2002). This is in line with research by (Brewer, Gates, & Goldman, 2015), that *prestige* benefits institutions to increase the ability to generate market income, public fiscal support and private support. *Prestige* may also provide an opportunity for institutions to increase revenue through the market to students/students. This is in line with research conducted by (Brewer, Gates, & Goldman, 2015) showing the results that *prestige* has a positive influence on private higher education institutions as a result of prospective students' decisions to choose the PTS they want.

Apart from considering the *prestige aspect* , another factor that someone considers when choosing a private university is the facilities. One way to find out consumer behavior is to analyze consumer perceptions of products (Harjati & Sabu, 2014). Basically, a person's behavior in making decisions about what they want will be related to perception. Perception will be related to a person's behavior in making decisions about what they want.

Perceived quality is the overall feeling that consumers tend to have about a brand, which is generally based on several underlying quality dimensions in which customers perceive the

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performance or delivery of the product (Kandasamy, 2014). Meanwhile, according to Lomboan (2017), *perceived quality* is a consumer's subjective assessment of product quality, this can be seen from the facilities provided by PTS to consumers or students. Facilities are likened to product concepts that believe consumers will favor products that offer the best quality, performance or innovative features. The better and more complete the facilities a private university has, the more interested a prospective student will be in choosing that private university, perhaps due to comfort and efficiency factors. The facilities in question include classrooms, laboratories, dormitories, educational facilities and also library facilities which are important in supporting education.

From considerations of prospective students through *prestige* , facilities and *brand* factors regarding the decision in choosing a private university, especially the Indonesian Islamic University. This will create a special attraction for prospective students because the facilities provided by PTS Islamic University of Indonesia are very capable, and also in terms of *brand,* Islamic University of Indonesia is a university that has a lot of achievements, this is proven by the ranking obtained by UII. A good image arises in the eyes of society and is also able to produce alumni who are superior and proven to be successful, and have good job prospects. Apart from that, UII is also a private university that instills more moral and Islamic values to shape personality.

To introduce the advantages of the Indonesian Islamic University, media assistance is needed. This is because in making a decision to choose a university, students must have confidence in themselves, which belief is influenced by several factors, one of which is information about universities obtained from marketing carried out by universities via social media networks. Social media marketing is defined as a commercial marketing event or process that uses social media in an effort to positively influence consumer purchasing behavior (Chen & Lin, 2019).

Nowadays social media has become more convenient and more important, leading many organizations or companies to use it in external promotions, marketing, customer management, and as an internal channel for employee communication (Seo & Park, 2018). The rise of social media today is creating a new era that is forcing businesses to look for new interactive ways to reach and engage their customers. Social media provides marketers with a tremendous opportunity to reach consumers and build more personal relationships with them (Godey et al., 2016).

By considering the factors of *prestige* , facilities, attractiveness, media, *brand* of course will end in the student's decision to choose PTS. According to Turban (2014), decision making is a

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process of choosing an action (among various alternatives) to achieve a goal or several goals. To confirm this argument, there are several studies that can be used as a basis. Mileva (2019), stated in their research that *social media marketing* has an influence on purchase intentions. Research conducted by Prakoso et al., (2016), also shows similar results which state that *social media advertising* has an influence on purchasing decisions. Meanwhile, research conducted by Nurohman, Yahya, and Qurniawati (2018), regarding the influence of social media promotion as proxied by *personal relevance, interactivity, message, and familiarity* , shows that all of these proxies have a positive impact on students' decisions in choosing study programs, except *interactivity*.

This study aims to examine the factors that influence students' decisions in the context of choosing a university. By explaining factors such as aspects of *prestige* , facilities, attractiveness, social media used, and also *brand* on students' decisions in choosing private universities. Based on the background above, the author raises the research title "Analysis of the Determinants of Selecting Private Higher Education by Students **"** . Through this title, it is hoped that this research can answer questions regarding the forming factors that influence students' decisions in choosing private universities.

THEORETICAL INSIGHTS

Interest in Choosing a College

Higher education institutes as providers of Indonesian higher education can be divided into five organizations, namely academies, polytechnics, high schools, institutes and universities (Adriza, 2015). In accordance with Government Regulation (PP) no. 66 of 2010, a university can provide professional and/or academic vocational education, where each type of implementation has different objectives.

In the world of higher education today, there is a paradigm shift where in the past, lecturers were required to only *transfer knowledge* to their students. However, currently lecturers are also mandated to carry out *a transfer of value* so that students, apart from having *hard skills,* must also have *soft skills* . Each university is expected to be able to develop uniqueness as a characteristic that does not exist in other universities, so that it will become a differentiator and advantage that attracts people's interest in choosing that university (Subagyo, 2021).

Interest occurs because there is encouragement from feelings of pleasure and attention to an object or activity, so that there is a tendency to do something about that object, and gives rise

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to satisfaction that is beneficial for oneself (Kamisa, 2017). Interest is something that remains within a person. This interest has a huge influence on learning because with interest a person will do something they are interested in (Agusti & Putra, 2018). In general, the definition of interest is attention that contains elements of feeling. Interest is a drive or desire within a person for a particular object. For example, interest in studies, sports or hobbies.

Interests are personal (*individual*), meaning that each person has interests that may be different from the interests of other people. Interests are closely related to a person's motivation, what they learn and what they see and like. Interests can also change depending on needs, experiences, and current fashions, not what you are born with. This means that something that was previously not of interest can turn into something that is of interest because of certain input or new insights and new patterns of thinking (Nurazizah *et al.,* 2023).

The variety of tertiary institutions offered to the public makes prospective students more selective in choosing a tertiary institution that is best able to meet their needs. The existence of a very high level of competition among universities in attracting prospective new students is very important for universities to know the student decision-making process in choosing a university. The dynamics of modern society are always faced with situations full of complexity, problems and challenges as well as opportunities and threats.

This situation then gives birth to a group of people who have character, are able to produce and reproduce *knowledge* , are enthusiastic about increasing knowledge and intensively use advances in information technology to achieve prosperity and glory. This is what is then called a competitive society (*knowledge based society*), namely a society that bases itself on science for prosperity (Latif et al., 2020).

This condition shows the context of the situation of the existence of higher education institutions in an era called the era of globalization. Hitt *et al.,* (2020), explains *hypercompetition* as new competition in this era including increasing strategic disconnection, blurring industry boundaries, highly competitive markets, extraordinary emphasis on price, improving quality and customer satisfaction, increasing focus on innovation and learning about sustainability and so on. It is still related to *hypercompetition,* in line with the fact that the number of higher education institutions is increasing. However, this is not commensurate with its superiority and quality (Latif *et al.,* 2020). Because we are faced with many choices of universities with various conditions (different advantages and qualities), this will give rise to a choice context, which in this case is choosing a university.

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According to Masruroh (2019), choosing the right university is not a trivial matter. Lack of information about higher education and recognition of one's talents, interests and abilities can result in regrets later in life. For example, the quality decreases because the material does not match your interests, resulting in delays in the lecture period and resulting in *dropping out* . For this reason, choosing and determining majors and universities must be prepared as early as possible so that there are no regrets and can guarantee life in the future.

Almost all state and private universities at the beginning of the year will compete to find students. They target great candidates with a number of criteria. Apart from high scores, the selection process requires candidates to have a track record of achievements, which are recorded in a report card. These conditions apply to registration at higher education via one of the admission routes, namely SNMPTN or the invitation route. Of course, in choosing a good university you have to consider several things, such as understanding the types of universities available (for example, universities, institutes, polytechnics, academies or high schools, both public and private), where each term of higher education has its own specifics. Therefore, before making a choice, prospective students must dig up as complete information as possible.

Furthermore, it is also important to understand and determine job/career prospects or further studies from the chosen study program. Study programs from state or private universities have accreditation status from the National Accreditation Board for Higher Education (BAN-PT). Meanwhile, for private universities, prospective students can seek additional information at the LLDIKTI in their local area or via their official website. Apart from that, before choosing a university, students can also check the number of lecturers, how many have doctoral degrees, how many professors and the facilities and infrastructure they have.

It doesn't stop there, other important information regarding tuition fees per semester and opportunities to get scholarships also needs to be explored. Likewise, the campus location can be accessed by any vehicle, especially public transportation. Furthermore, in campus hunting there is no harm in finding out about collaboration between universities and industry or the world of work. How many college graduates are absorbed into companies, especially those who become partners (Tempo, 2015).

Prestige

In sociology there are components of social class proposed by Max Weber (1968), one of which is *prestige* . The second element in Weber's analysis often originates from ownership because people tend to worship rich people. However, prestige itself can be based on other

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factors. The analogy is like the Olympic medalists. They may not have ownership (property) but they have high prestige. Some people are even able to exchange their prestige for ownership. In other words, ownership and prestige are not a one-way street. Although ownership can bring prestige, prestige can also bring ownership (Henslin, 2006).

Kartikasari (2008) believes that prestige or self-respect and pride is the natural human ego. As normal humans, individuals will always want to be appreciated. In society, a bachelor's degree can increase a person's prestige. According to Hidayat (2021), in the context of science, in society sciences have different prestige. Economics in Indonesia, for example, has higher prestige than physics and both have higher prestige than educational psychology.

Facility

According to the Big Indonesian Dictionary (KBBI), facilities are a means to facilitate the implementation of functions. Apart from that, according to KBBI, facilities can also be interpreted as convenience. Facilities include infrastructure and everything that can be used as a tool to achieve aims or objectives (Mico, 2020).

If related to the educational context at the tertiary level, facilities are educational facilities and infrastructure. According to Mico (2020), in Indonesia itself there are laws relating to the control and maintenance of educational administration in the form of educational facilities and infrastructure, namely the National Education System Law No. 20 of 2003 Chapter XII Article 45 concerning educational facilities and infrastructure.

Sourced from this law, it is hoped that it can protect the education administration from all existing obstacles. However, if you look closely at the current condition of education in Indonesia, it is still far from the government's attention. In particular, many of the facilities and infrastructure are not up to standard or inadequate. The lack of facilities is one of the obstacles that is often faced regarding infrastructure in higher education.

Attractiveness

Attraction is an important factor in communication because attraction is the initial process of creating an impression from a form of communication and plays a very important role in forming the communicant's enthusiasm. Attraction can be a psychological process that can develop into providing a positive or negative response to the communication message given. As a psychological aspect, attraction can not only color a person's behavior but more than that, it can

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encourage a person to carry out an activity and cause a person to pay attention and allow himself to be attached to an activity (Yanuarti, 2019).

According to the Big Indonesian Dictionary (KBBI), attractiveness is the ability to attract (attract) attention. Meanwhile, Effendy (1998) stated that attractiveness is the strength or appearance of a communicator in attracting attention, so that a person is able to re-express the message he received from communication media. From various literature searches, it is known that the factor that most determines the basis for choosing something is interest or attractiveness.

Online Media Advertising

The internet has become the largest advertising medium replacing printed newspapers (Ummah, 2021). Online advertising is a type of advertising placed on the internet with the aim of promoting products or services. Online advertisements can appear on various websites or digital platforms such as Google search results pages, social media sites, news sites and e-commerce websites (Safitri *et al.,* 2023).

Online advertisements can be text, images, videos or a combination of these. Online advertising can also be targeted to specific users based on geographic location, interests, behavior and demographic data. Online advertising can be managed with more flexible costs and its performance can be measured more accurately (Sudaryo *et al.,* 2020).

Rahajeng (2021) suggests that online advertising is a very important part of digital marketing. This is also known as internet advertising where the Company can convey messages about products or services. Internet-based advertising provides content and advertisements that best match consumer interests. Companies/advertisers can write and promote about their products or services on their websites so that consumers or users get free information. Advertisers must place more effective and relevant online advertisements. Through online advertising, companies can control their budget well.

The advantage of online advertising is that advertisers can reach a larger audience at lower costs compared to traditional advertising such as advertisements in print media or television (Safitri et al., 2023). Online advertising can also be tailored to business marketing needs and objectives, and its performance can be monitored and evaluated in real time. The main purpose of online advertising is to promote a business's products or services and increase sales.

Aryanto and Wismantoro (2020) stated that online advertising has the ability to target markets based on country, province or city and can even narrow it down to something specific

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such as an IP address. To achieve success in an advertising campaign, the first thing that needs to be done is to determine the target (*goal*) of the advertising campaign. Next, identify KPIs (*key performance indicators*). This must be done to find out how an advertisement will achieve success. Because online advertising is an acquisition channel, users do not have to actively seek engagement, as email types of advertising do. Therefore, it is very important that advertisements are placed in front of users who are most likely to make transactions.

Brand

Tjipno & Diana (2016), stated that *a brand* is a name, term, symbol, or design, or a combination of these, which is intended to identify the goods or services of a seller or group of sellers and differentiate them from the goods or services of competitors. According to Kotler & Keller (2009), a brand is a product or service that adds dimensions that in some way identifies it from other products or services designed to satisfy the same needs. *Brands* are ideas, design words, graphics and sounds that symbolize products, services and the company that produces these products and services (Sumarwan et al., 2012). From the definition above, it can be concluded that brand image is a name, design or combination of them used as an individual or company identity for the goods and services they create in order to differentiate them from other company products.

Student Decision

Consumer decisions don't just happen. There is a process flow of an action or behavior on the part of a consumer to ultimately decide whether to buy or not buy something. Ling et al., (2015), explained that there is a hierarchy of consumer actions as a problem solving framework starting from problem recognition, information search, alternative evaluation, purchasing decisions, to post-purchase behavior.

According to Kotler and Keller (2016), purchasing decisions made by consumers also vary according to purchasing decision behavior.

Prestige and Students' Decisions in Choosing Higher Education

DISCUSSION

The Influence of *Prestige* on Student Decisions

The results of testing the first hypothesis show that Prestige Influences Student Decisions

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. So the hypothesis which states that " *Prestige* has a Positive and Significant Influence on Student Decisions " is accepted.

The results of this research are supported by previous research conducted by Sopian *et al* . (2023) which proves that prestige has a positive and significant effect on students' decisions in choosing a university. Winkler (2014) explains that prospective students tend to choose universities that have high rankings. Prospective students often assume that universities with high rankings have high prestige and good educational quality (Campbell *et al* ., 2019). Dearden *et al* ., (2019) prove that prestige plays a crucial role in choosing a college.

The Influence of Facilities on Student Decisions

The results of testing the second hypothesis show that facilities influence student decisions. So the hypothesis which states that "Facilities have a Positive and Significant Influence on Student Decisions" is accepted.

The results of this research are supported by previous research conducted by Puspasari (2022) which proves that campus facilities influence campus selection decisions. These facilities are in the form of a system consisting of various physical and technical elements such as campuses, dormitories, libraries, educational facilities and other facilities used for education and training purposes (Muhyidin, 2021). Prasetyaningrum & Marliana (2020) also prove that the facilities and quality of universities is one of the factors considered in determining the choice of university so that it has a positive relationship with the decision to choose a university. Pardiyono & Puspita (2021) prove that facilities such as classrooms, study areas, etc. is the dominant factor influencing the decision to choose a private university. Putri & Ratnawati (2011) show that the availability of adequate facilities will have a significant influence on students' decisions to choose to study at a university.

The Effect of Attractiveness on Student Decisions

The results of testing the third hypothesis show that attractiveness influences student decisions . So that hypothesis which stated that " Attractiveness Has a Positive and Significant Influence on Student Decisions " was accepted.

The results of this research are in line with the results of previous research by Prabowo (2013) showing that the perceived attractiveness of products (schools) to high school graduates/equivalents greatly influences people's interest in choosing a further education major.

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Muhyidin (2021) found that university education service products have a significant influence on prospective students' decisions in choosing a university. The attractiveness of a study program and the potential to graduate on time are dominant factors that influence a person's decision in choosing a university (Pardiyono & Puspita, 2021). Apart from that, the attraction of accreditation and the ease of getting a job after graduating also influence prospective students' decisions in choosing a campus (Riwoe & Purba, 2021).

Influence Online Media Advertising on Student Decisions

The results of testing the fourth hypothesis show that online media advertising has an influence on student decisions . So the hypothesis who mentioned that "Online Media Advertising Has a Positive and Significant Influence on Student Decisions" accepted.

The results of this research are in line with the results of previous research conducted by Puspasari (2022) which found that campus marketing had a positive effect on campus selection decisions. In accordance with Sopian *et al* ., (2023) found that communication in marketing through advertising had a positive and significant effect on students' decisions in choosing higher education. In fact, Pardiyono & Puspita (2021) stated that advertising is the main factor that determines the choice of a private university. Prasetyaningrum & Marliana (2020) found that marketing factors have a stronger role than quality factors and campus facilities.

Marketing in a digital context through online media has a significant influence on purchasing decisions for higher education services, where through digital media people will become more familiar with the name of the college being advertised (Azmar & Laksamana, 2018). Marketing through advertising on *online media* is included in the marketing communication strategy, where this strategy has a 67% influence on decision making to continue studying at university (Helmi & Nurhayati, 2019). Thus, marketing strategies through advertising on online media can be used as a marketing tool as a strategy for universities to increase the number of students.

The Influence *of Brand* on Student Decisions

The results of testing the fifth hypothesis show that *brands* have an influence on student decisions . So that hypothesis Which mention that " *Brands* Have a Positive and Significant Influence on Student Decisions" accepted.

The results of this research are in line with the results of previous research conducted

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by Puspasari (2022) which found that *brand image* has an influence on choosing a university. Harjadi (2021) states that *brands* have become the main differentiator for business and a powerful marketing tool, including the brand image created by universities. Setiawan et al. (2022) proves that *brand* is one of the determinants that influences consumers in choosing which university to pursue further studies. *Brand* in the context of higher education can be interpreted as the reputation of the higher education institution, where Wati et al., (2019) found that this has an influence on determining the choice of higher education institution by 0.43%, the highest compared to other factors.

Overall (*prestige* , facilities, attractiveness, media, *brand*) have a significant influence on students' decisions in choosing a university

The results of testing the sixth hypothesis show that simultaneously (*prestige* , facilities, attractiveness, media, *brand*) have a significant effect on students' decisions in choosing a university. The results of this research are in line with the results of previous research conducted by Pardiyono & Puspita (2021) which found that advertising, facilities and attractiveness factors simultaneously influenced students' decisions in choosing a university. Puspasari (2022) also found that *brand factors* , campus facilities, and marketing through advertising had a significant influence on campus selection. Prasetyaningrum & Marliana (2020) prove that facilities, advertising, *brand* and attractiveness are the main factors in making decisions about choosing a university. Campbell et al. (2019) added that the prestige of a campus with a good ranking influences decision making for further studies, apart from facilities and advertising factors.

CONCLUSION

Based on the results of the research carried out above, there are several conclusions in this research, which are as follows:

1. The results of the research above prove that *prestige* has a significant positive influence on student decisions. Therefore, it can be interpreted that students' decisions in choosing a university can increase in terms of *prestige factors* .
2. The results of the research above prove that facilities have a significant positive effect on student decisions. Therefore, it can be interpreted that the facilities owned by the university ranging from learning support, class facilities, facilities for comfortable rest are considered by students in deciding to enter the university. So that universities that have complete, good and

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adequate facilities tend to be chosen by their students, therefore it is important for universities to pay attention to their facilities.

3. The results of the research above prove that attractiveness has a positive and significant effect on student decisions. Therefore, it can be interpreted that the good attractiveness of a university will directly increase students' decisions to choose that university.
4. The results of the research above prove that the media has a positive and significant influence on student decisions. Therefore, it can be interpreted that marketing through online media will directly increase students' decisions to choose that university. This is because marketing via social media has a wide reach, so that many prospective students get information about the university, starting from the university's accreditation, the benefits they get, the facilities the university has, the job prospects of alumni from the university's graduates, as well as payments for entering the university. that can be accepted by prospective students.
5. The results of the research above prove that brands have a positive and significant influence on student decisions. Therefore, it can be interpreted that having a university brand that is well known in the eyes of the public can increase students' decisions to choose that university.
6. The results of the research above prove that all variables (*prestige* , facilities, attractiveness, media, and *brand*) have a positive and significant effect on student decisions.

FUTURE DIRECTIONS

Universities must invest in developing online media advertising to push universities to be one step ahead of competitors. Considering the fact that developments in terms of internet use are developing very rapidly. So that many people spend more time using social media, this will have a positive impact on marketing strategies through social media. Because doing this is felt to save more time and also save costs incurred in terms of promotion. Apart from that, from a managerial perspective, the research results encourage universities to further optimize their facilities so that their university *brand* can increase. Because the better and more complete the facilities on the campus and the good *prestige factor* , the more students will decide to continue their studies at the university.

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