

THE INFLUENCES OF BRAND IMAGE, MEDIA SOSIAL AND WEBSITE ON STUDENTS' DECISIONS TO CHOSE MALAHAYATI UNIVERSITY

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Abstract : Students' decisions in choosing a university are influenced by the brand image and internet marketing carried out by the agency/company. The use of data collection in this research is the purposive sampling method, with the Heirs formula, namely 20 indicators x 10, namely 200 sampling, the analytical tool used in the research is Smart Pls 3.0, the findings obtained in this research are positive Brand Image and are significant for student decisions Choosing Malahayati University, social media is positive and significant for the decision to choose students at Malahayati University, Website is positive and significant for the decision to choose Malahayati University, advice obtained from research results, website maintenance which is sometimes late compared to social media for the latest information in providing information on the website . The results that have been obtained by websites that do not provide the latest information for information seekers do not provide information that is comprehensive and easy to understand. This must be taken into greater consideration by information seekers in searching for information for universities. The results that have been obtained are that the latest information meets the needs they have Information seekers want via social media to not be able to provide information quickly and accurately.

Keywords : Brand Image, Social Media, Website, Choosing Decisions

INTRODUCTION

Education is one of the basic needs for all levels of Indonesian society. Education also plays an important role in forming the character and quality of human resources to face global competition. Therefore, the government is obliged to fulfill the rights of every citizen to obtain services to improve the quality of life of the Indonesian people as mandated by the 1945 Constitution, which requires the government to be responsible for making the nation's life intelligent and creating general prosperity. Education is one of the keys to a nation's success in competing internationally, this is absolutely necessary because adequate levels will create human resources who are mentally ready and have the ability to compete in global competition according to Sunariani (2017). Government Regulation Number 60 of 1999 concerning Higher Education explains that higher education is a formal pathway at a higher level than secondary school. Higher education is a business organization that produces output in the form of services. Higher education can be viewed as a product process (Kotler, P., & Keller, 2016).

Higher education strategies need to promote campus advantages related to the teaching and learning process, competence of lecturers, curriculum, management services, and knowing what consumers want so that prospective students can determine their future by studying at the university. In this case, higher education strategies need to promote campus excellence related to the teaching and learning process, lecturer competency, curriculum, and internet-based management service facilities. Apart from this, there are other considerations for prospective students to make their choice, namely brand image and accreditation, which are important considerations for prospective students to make their choice. According to Keller (Warni Z et al., 2024), brand image is the perception of a brand as reflected by the brand associations that exist in consumers' memories. The Indonesian smart card phenomenon makes it easier for universities to accept students to enter college.

Internet marketing is a method commonly used by higher education institutions to promote themselves. The aim of this promotion is, apart from building the campus image, it is also a means of building a brand image to attract the attention of prospective new students. In order to get the right

marketing strategy, you need to know the influence of internet marketing in creating brand awareness so that it can then be used as a reason for choosing a university or college (Jan & Ammari, 2016). Jan & Ammari (2016) conducted research on online advertising at Malaysian universities and found that two aspects of online advertising (website and social media) influenced university decisions and choices. Previous research was conducted by Wakinah (2019) and Dewi, N. & Warmika (2017).

Malahayati University (Unmal) is a private university in Indonesia. This university was founded under the Technology Transfer Foundation on 27 August 1993 and ratified based on the Decree of the Minister of Education and Culture of the Republic of Indonesia No.02/D/0/1994 on 28 January 1994. It has faculties of medicine, economics, engineering, and public health.

Research conducted to find out the impact / influence of the university brand image is even on the decision to choose students, the website of the University of Malahayati on the decision of students to choose, and social media to the decision of students to choose the university evenayati, can be known some private universities in Lampung Province, such as UBL, IIB Darmajaya, UTI, and several other private universities, moreover, brand image and information provided by various media platforms such as social media and websites. Private universities in Lampung Province.

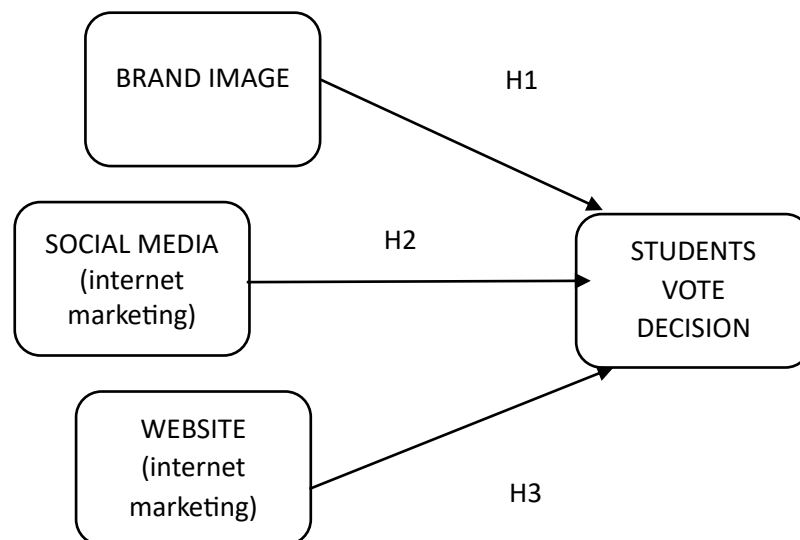
HYPOTHESIS

H1 : THE INFLUENCE OF BRAND IMAGE ON STUDENTS' VOTING DECISIONS

H2 : THE INFLUENCE OF SOCIAL MEDIA ON STUDENTS' VOTING DECISIONS

H3: : THE INFLUENCE OF WEBSITES ON STUDENTS' VOTING DECISIONS

FRAMEWORK OF THOUGHT



LITERATURE REVIEW

Brand Image

Brand image refers to the perception or image formed in consumers' minds regarding a brand. According to Chaudhuri and Holbrook (2021), brand image involves the overall impression that consumers have about a brand based on their experiences and interactions with the product or service. A positive brand image can increase customer loyalty, increase competitiveness, and encourage higher purchasing decisions.

The Role and Importance of Brand Image

In an era of intense competition, brand image has become one of the most valuable assets for a company. A strong brand image can increase consumer trust and provide significant competitive advantages. Batra, Ahuvia, & Bagozzi (2020) revealed that brand image influences consumers' feelings and attitudes towards the brand, which in turn influences purchasing decisions and long-term loyalty.

Brand Image Indicator

There are several indicators used to measure brand image, including:

1. Brand Awareness
2. Brand Associations:
3. Brand Trust:
4. Customer Satisfaction:
5. Brand Loyalty:
6. Social and Ethical Values:

Social Media is an internet-based platform that allows individuals or groups to share information, ideas, content, and interact socially. According to Kaplan and Haenlein (2010), social media is a web-based application that allows users to participate in content creation and interact through comments, likes and shares.

A website, on the other hand, is a collection of web pages that can be accessed via the internet using a specific domain. Websites are an important tool in digital marketing strategies because they function as virtual showcases for brands, product information, customer service, and various other interactions with the audience. Grewal et al. (2020) explained that the website becomes the central point in the brand's digital experience, functioning to provide further information, introduce new products, and build brand credibility.

Social Media Indicator

1. Engagement Rate: Measures the level of audience interaction with shared content, including likes, shares, comments and clicks. Zhao et al. (2021) stated that engagement rate is the main indicator in evaluating the success of a social media campaign.
2. Followers Growth: The growth in the number of followers on a social media platform over time reflects the brand's popularity and appeal among the audience.
3. Brand Awareness: Measures the extent to which the audience recognizes or knows the brand. Active and consistent social media can increase brand awareness.
4. Sentiment Analysis: Assess how the audience responds to content shared through sentiment analysis, whether positive, negative or neutral.
5. Conversion Rate: The degree to which social media interactions encourage the audience to take further action, such as a purchase or filling out a form.
6. Customer Sentiment & Feedback: Analyze consumer reactions to brands, products or services discussed on social media platforms.

Website Indicator

1. Website Traffic: The number of visitors who access the website in a certain period. This metric describes how many people are interested in visiting and exploring existing information.
2. Bounce Rate: The percentage of visitors who leave the website after visiting just one page. A low bounce rate shows that the website has interesting and relevant content.

3. Page Load Time: Website speed in loading pages. Fast load times are important for user experience and SEO.
4. Conversion Rate: Measures how many website visitors take the desired action, such as purchasing, registering, or filling out a form.
5. Time on Site: The average duration visitors spend on the website. The longer visitors spend on the site, the more likely they are to convert.
6. SEO Performance: The website's ability to appear in search engine search results (such as Google). Factors such as relevant keywords, page structure, and page load speed have an impact on SEO performance.

The decision to choose or decision making in a marketing context refers to the process carried out by consumers in choosing a product or service among various available alternatives. This process involves various considerations that are influenced by internal (such as psychological and emotional) and external factors (such as the social environment and marketing). According to Schiffman and Kanuk (2017), purchasing decisions can be viewed as the result of information processing and evaluation of various alternatives faced by consumers.

To understand choosing decisions in more depth, there are several indicators used to measure and analyze consumer behavior, including:

1. Price:
2. Product Quality:
3. Brand Trust and Reputation:
4. Social Influence:
5. Ease of Access:
6. Emotions and Experiences:
7. Availability of Information

RESEARCH METHODOLOGY

This research was conducted at Malahayati University. In this research, the independent variables are brand image, internet marketing, including social media and websites, and the dependent variable is the student's decision to choose. This research uses a quantitative approach, namely to explain the variables that will be studied and the relationship between the variables. (Romadona:2023), and qualitative and uses a Likert scale to measure the influence and perception of a person or group on the phenomenon that occurs. (Sugiyono, 2016) Sample determination was carried out using purposive sampling, namely a sample selection method to determine certain considerations. So the sample is not taken randomly but is determined by the researcher. According to Sugiyono (Nabila: 2023), the sample is part of the population. According to the Hairs Formula (number of indicators x 5-10) The method used in data analysis and hypothesis testing in this research is SEM (Structural Equations Model)—partial least squares. According to Noor (2014), SEM is a statistical technique used to build and test descriptive statistical models and Partial Least Square SEM, namely analysis used to develop or predict existing theories. Descriptive methods are used to obtain a complete or precise picture of the research objectives. In this case, a Likert scale of 5 is used. Data analysis uses SEM (partial least squares). Research is used to develop or predict an existing theory, or measure reliability validity tests and path analysis tests and discuss hypothesis tests. Data processing uses the structural equation model (SEM) with the help of the Smart-Pls v.3.2.9 application.

RESEARCH RESULTS AND DISCUSSION

Researchers will use descriptive analysis techniques to obtain information about the characteristics of respondents. Descriptive analysis is an analytical technique used to explain how and understand it well. There are several discussions of respondent characteristics such as gender, age, school of origin, and gender in this study:

Table 1 Descriptive data analysis

Gender	Frequent	Percentage
Male	45	29.50%
Female	155	70.50%
Total	200	100%
Ages	Frequent	Percentage
18-20 Years	165	77%
20-23 Years	35	23%
23-26 Years	0	0%
Above 26 years	0	0%
Total	200	100%
High School	Frequent	Percentage
SMA LUAR BDL	110	55.70%
SMA Dalam BDL	88	42.60%
SMA Luar Provinsi	2	1.60%
Total	200	100%

Source: Data Processing 2024

This research carries out a validity test and reliability test to test the feasibility of the test of the questionnaire that has been distributed. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire (Warni, Z et al: 2024). The following is a validity test and reliability.

Table 2 Validity and Reliability Test

STATEMENT INDICATORS	ITEM	OUTER LOADING	CRONSTRUC REABILITY	AVE	INFORMATION
I have known the name of Malahayati University for a long time	BI1	0.835	0.889	0.667	Valid and reliable
The Malaayati University logo is known everywhere	BI2	0.857			Valid and reliable
I can quickly and memorize and know the names of unmal symbols and logos	BI3	0.787			Valid and reliable
Mahalayati University is in great demand because of its big name	BI4	0.786			Valid and reliable
Today's students frequently visit university social media pages.	MS1	0.589	0.861	0.51	Valid and reliable
Prospective students often visit university social media pages.	MS2	0.657			Valid and reliable
Using social media to advertise a university reaches a large number of people in a short time.	MS3	0.787			Valid and reliable

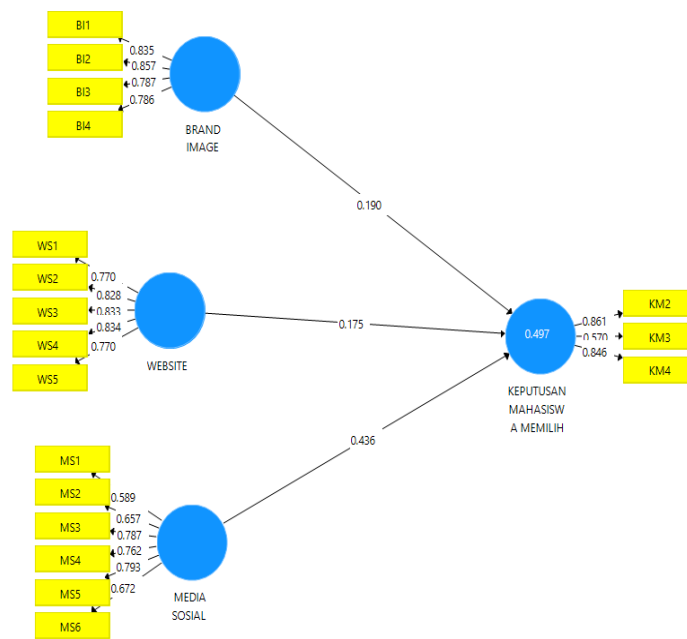
STATEMENT INDICATORS	ITEM	OUTER LOADING	CRONSTRUC REABILITY	AVE	INFORMATION
University pages on social media allow for quick sharing of information.	MS4	0.762			Valid and reliable
Social media creates more communication opportunities between students.	MS5	0.793			Valid and reliable
Using social media networking sites engages students in more detailed communication about the university	MS6	0.672			Valid and reliable
The first image developed about a university is through its website	WS1	0.77	0.903	0.652	Valid and reliable
The university website provides clear information in a simple way.	WS2	0.828			Valid and reliable
The information provided by the university website is easy to access.	WS3	0.833			Valid and reliable
A professional website gives the impression of a good university.	WS4	0.834			Valid and reliable
The flexibility of the website helps provide quick information to students.	WS5	0.77			Valid and reliable
When deciding to choose a university, I try to choose the best.	KM2	0.861	0.74	0.594	Valid and reliable
Online advertising is a space for students to share their experiences at university.	KM3	0.57			Valid and reliable
Sometimes it is difficult to decide which university to choose	KM4	0.846			Valid and reliable

Source : Smart PLS 3.0 2024

Measurement model. To test the proposed research model using Smart PLS software, this research uses covariance-based structural equation modeling (SEM). The validity and reliability of the research model are assessed through factor loading, whose value must be greater than 0.5; average variance extraction (AVE), whose value must be greater than 0.5; Cronbach alpha; and composite reliability. All values meet the recommended value standards, as shown in the predicted value table.

Structure model. After analyzing the measurement model, the next step is to test the proposed hypothesis using a structural model. This study uses Path Coefficients as a research model within an acceptable range.. all three predicted paths are significant. Therefore, H1, H2, H3,. all of which are supported in this study.

Figure 1 Structural SEM model



Source : Smart Pls 3.0 2024

The path analysis test is measuring the independent variable against the dependent variable, the relationship between endogenous and exogenous variables in terms of the strength and direction of the relationship.

Table 3 Path Analysis Test Table

Item	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
BRAND IMAGE_ -> STUDENT'S DECISION TO CHOOSE	0.19	0.192	0.06	3.193	0.001	Supported
SOCIAL MEDIA_ -> STUDENT'S DECISION TO CHOOSE	0.436	0.436	0.083	5.272	0.000	Supported
WEBSITE_ -> STUDENT'S DECISION TO CHOOSE	0.175	0.18	0.089	1.968	0.05	Supported

Source : Smart pls 3.0 2024

DISCUSSION OF RESEARCH RESULTS

The first hypothesis tests that Brand Image has a positive and significant effect on Student Decisions. The test results show a t-statistical value of 3,193 and a p-value of 0.001. From these results it is stated that the t-statistic is significantly positive. because the t-statistic is greater than the t-table >1.96 with a p-value <0.05 so the first hypothesis is supported. The results of the Brand Image research have a direct influence on student decisions, if the brand image increases, it will influence the student's decision to choose Malahayati University

Hypothesis Two tests whether Social Media has a positive and significant effect on Student Decisions. The test results show a t-statistic value of 5.273 and a p-value of 0.000. From these results it is stated that the t-statistic is significantly positive. because the t-statistic is greater than the t-table > 1.96 with a p-value < 0.05 so the second hypothesis is supported by the research results of the direct influence of Social Media which has a positive and significant effect on the decisions of Malahayati University students.

Hypothesis Three tests that websites have a positive and significant effect on student decisions. The test results show a t-statistic value of 1.968 and a p-value of 0.000. From these results it is stated that the t-statistic is significantly positive. because the t-statistic is equal to or greater than the t-table >1.96 with a p-value <0.05 so hypothesis three is supported. Increasing social media will increase students' decisions to choose Malahayati University.

CONCLUSION

Based on the results obtained in the research, the following conclusions were drawn:

1. Brand Image has a positive and significant influence on the decision to select the Malayayati University in Lampung Province.
2. Social media has a positive and significant influence on the decision to choose Malayayati University, Lampung Province.
3. The website has a positive and significant influence on the decision to choose Malahayati University, Lampung Province

SUGGESTION

Based on the results obtained in this research, the following conclusions were drawn:

1. The results obtained by websites that do not provide the most up-to-date information for information seekers do not provide comprehensive and easy-to-understand information. This must be taken into greater consideration by information seekers when searching for information for universities.
2. The results that have been obtained are that the latest information with the needs desired by information seekers via social media cannot provide information quickly and accurately. \
3. Limitations in distributing questionnaires provide more or less in-depth information, suggestions for further research can provide a better contribution to research regarding student selection decisions and intermarketing and brand image at universities

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