



Factors That Influence Student's Decisions In Choosing Universitas Mikroskil

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Abstract: This research aims to determine the factors influencing students' decisions in choosing Mikroskil University. This type of research is associative with a quantitative approach. The variables used in this study to measure students' decisions are service quality, promotion, and facilities of the university. The number of samples used in this research is 310 respondents, namely students from all study programs at Mikroskil University using the probability sampling method with a proportional stratified random sampling approach. From the adjusted R-square value, a value of 0.785 is obtained, which when multiplied by 100 yields 78.500 per cent. This indicates that the contribution of each independent variable to influence the dependent variable is 78.500 per cent, meaning that the variables of service quality, promotion, and university facilities contribute 78.500 per cent to students' decision variables in choosing Mikroskil University, while the remaining 21.500 per cent is influenced by other variables beyond the scope of this research.

Keywords: Service Quality; Promotion; College Facilities; Student Decisions.

Abstrak: Penelitian ini bertujuan untuk menentukan faktor-faktor yang mempengaruhi keputusan mahasiswa dalam memilih Universitas Mikroskil. Jenis penelitian ini merupakan penelitian asosiatif dengan pendekatan kuantitatif. Variabel yang digunakan dalam studi ini untuk mengukur keputusan mahasiswa adalah kualitas layanan, promosi, dan fasilitas perguruan tinggi. Jumlah sampel yang digunakan dalam penelitian ini adalah 310 responden, yaitu mahasiswa dari semua program studi di Universitas Mikroskil menggunakan metode pengambilan sampel probabilitas dengan pendekatan stratified random sampling proporsional. Dari nilai *R-square* yang disesuaikan didapatkan nilai sebesar 0,785, yang jika dikalikan dengan 100 menghasilkan 78,500 persen hal ini mengindikasikan bahwa kontribusi setiap variabel independen untuk memengaruhi variabel dependen adalah 78,500 persen yang memiliki arti bahwa variabel kualitas layanan, promosi, dan fasilitas perguruan tinggi menyumbangkan nilai sebesar 78,500 persen kepada variabel keputusan mahasiswa dalam memilih Universitas Mikroskil, sedangkan sisanya sebesar 21,500 persen dipengaruhi oleh variabel lain yang diluar dalam penelitian ini.

Kata Kunci: Kualitas layanan; Promosi; Fasilitas Perguruan Tinggi; Keputusan Mahasiswa.

INTRODUCTION

The Covid-19 pandemic has had an impact across multiple sectors, affecting the economic growth of many countries, including Indonesia. Indonesia experienced an economic contraction of -2.10 per cent in 2020, leading to deflation (Badan Pusat Statistik (BPS - Statistics Indonesia), 2021).



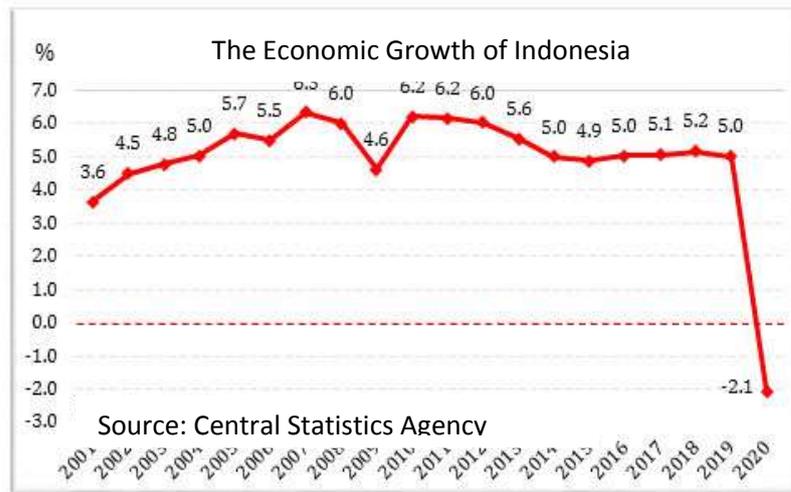


Figure 1. The Economic Growth Rate of Indonesia
Source: Central Statistics Agency

Figure 1 shows The effect of deflation felt by society is the weakening of household consumption or the overall purchasing power of the community. This is also evidenced by a decrease in per capita income, which has caused Indonesia to fall back into the category of lower-middle-income countries. The decrease in per capita income during this pandemic period is inevitable. Deflation, followed by a decrease in per capita income, directly impacts the community's economy and also affects the education sector, especially Private Higher Education Institutions (PHEI) that rely mainly on student tuition fees as their main source of income. The trend of prospective students wishing to continue their education at private university in Indonesia has declined compared to graduating students, which is due to the weakening of the community's economy, as evidenced by the decline in Indonesia's per capita income. Education in Indonesia has several objectives, among them are to enlighten the nation's life, to shape the character and civilization of a dignified nation, to develop the potential of students to become noble individuals, faithful and devout to God Almighty. Not only that, education is also necessary so that students are knowledgeable, competent, creative, and independent. As well as becoming democratic and responsible citizens, with the above objectives, education is very necessary for the progress of an individual. The lack of education received by an individual can reduce the development of their potential and will miss those opportunities especially when entering the workforce. Therefore, all humans must receive education equally, both in school environments, campuses, and other learning places, because every human has the same rights and obligations in conducting a learning process that must be carefully considered, as this can relate to the continuation of every human's life. The problem is the declining trend of prospective students' interest in continuing their education at private university during the COVID-19 pandemic, experienced by several private university in Indonesia, including Mikroskil University (Dewi Nurita, 2021; Erlangga Djumena, 2020).

Mikroskil University is a private higher education institution located in Medan, North Sumatra, Indonesia, which has been affected by the COVID-19 pandemic. This is evident from the significant decrease in the number of Universitas Mikroskil students over the past 4 years during the COVID-19 pandemic.

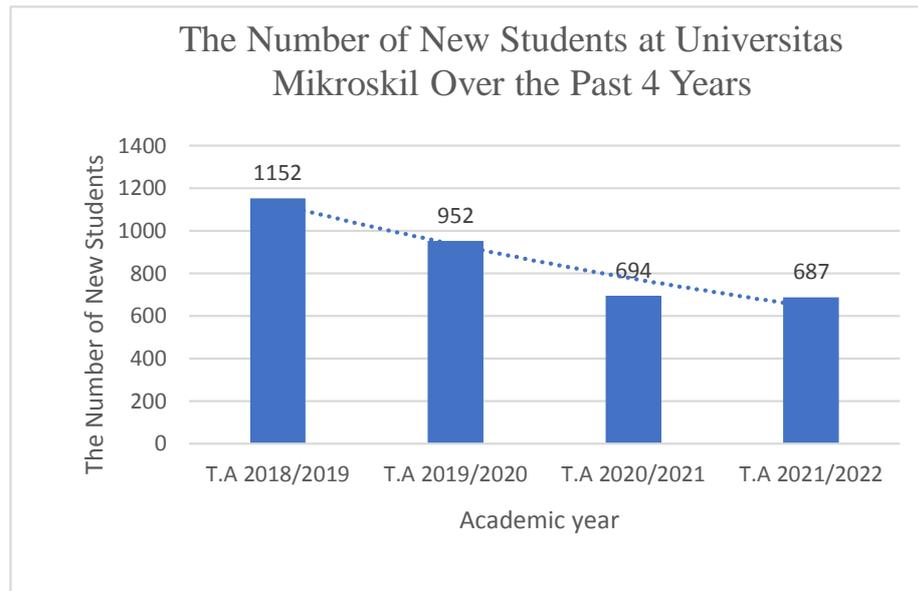


Figure 2. The Number of New Students at Universitas Mikroskil Over the Past 4 Years

Source : <https://pddikti.kemdikbud.go.id/>

Figure 2 shows The drastic decline occurred in the academic years 2020/2021 and 2021/2022, known during which Indonesia was amidst the Covid-19 pandemic, affecting students' decisions to continue their studies at Universitas Mikroskil. Competition among private universities is intensifying, hence Universitas Mikroskil must influence students' and prospective students' decisions to join. Therefore, there are many factors that need to be considered, such as the quality of service affecting students' decisions. Service quality is a dynamic condition related to service products, people, processes, and the environment that can meet and exceed customer expectations (Chandra et al., 2020). The better the service provided by Mikroskil University, the more interested prospective students will be in choosing to continue their education at Mikroskil University. Another factor affecting students' decisions is promotion. Promotion is a specially designed activity with the aim of informing consumers about products and services so that they can be recognized and then make a purchase of the products and services offered (Rinnanik et al., 2021). The next factor that influences students' decisions in choosing a university is the university's facilities. Facilities are the provision of physical equipment to facilitate activities so that students' needs can be met. Facilities are one of the success factors of a campus in attracting prospective students. A representative campus certainly has a number of facilities that support teaching and learning activities. Even campus facilities become one of the considerations for prospective students before deciding to study. The more complete the campus facilities, the higher the quality of the teaching and learning process. According to (Fandy Tjiptono, 2019), The quality and facilities of a campus have a positive and significant relationship with university selection decisions. This means that the availability of study programs, campus facilities, and job prospects are factors that can influence someone's decision to attend a university (Prasetyaningrum & Marlina, 2020). The urgency of this research is expected to help Mikroskil University prepare marketing strategies by considering the influence of service quality, promotion, and university facilities on students' decisions during the deflation caused by the pandemic so that these factors can influence

the decision of prospective students to join Mikroskil University. This study is relevant to the RIRN 2017-2045 in social humanities, arts and culture, and education, with themes that align with the PRN 2020-2024 theme on regional productivity development. The urgency of this research is expected to assist Universitas Mikroskil in preparing marketing strategies by considering the influence of factors such as service quality, promotion, and university facilities on students' decisions during the deflation caused by the pandemic so that these factors can ultimately influence prospective students' decisions to join Universitas Mikroskil.

Referring to the description above, as well as a follow-up to the development of previous research titled Analysis of factors influencing students' decisions in choosing the economics education study program at Nias Raya University (Permata et al., 2024). where the research has added two independent variables, namely promotion and campus facilities, and a different research object where the previous research focused on consumer behavior in a laundry company, while this research focuses on students of a private university, namely Mikroskil University. Therefore, the researcher conducted further research to investigate the influence of service quality, promotion, and campus facilities on students' decisions to continue their education at Mikroskil University.

The novelty of this research lies in the specific approach used to understand the factors influencing students' decisions in choosing Universitas Mikroskil. The study employs a combination of quantitative and qualitative analysis methods to delve deeper into the factors affecting students' decisions. This approach can provide a more comprehensive insight than using only one analysis method. Furthermore, the research emphasizes the specific context of Universitas Mikroskil and its local educational environment. It may introduce or adapt relevant theoretical models to understand consumer behavior or decision-making, offering innovative insights into the factors influencing students' decisions. Additionally, the study places particular emphasis on psychological dimensions, such as perception, motivation, and individual preferences, in students' decision-making processes. This can provide new insights into how these psychological aspects influence the decision to choose Universitas Mikroskil. Through the approaches mentioned above, this research can contribute to a deeper understanding of the factors influencing students' decisions in choosing Universitas Mikroskil.

This research will serve as feedback for Mikroskil University to assess the performance of services, the effectiveness of promotions, and the adequacy of facilities in influencing student decisions. Based on the phenomenon and problem statement presented, the research problem can be formulated as follows: (1) Does service quality influence students' decisions? (2) Does promotion influence students' decisions? (3) Does campus facilities influence students' decisions? Referring to these research problem formulations, the objectives of this study are: (1) To determine the influence of service quality on students' decisions, (2) To determine the influence of promotion on students' decisions, (3) To determine the influence of campus facilities on students' decisions.

THEORITICAL REVIEW

Marketing management is one of the fields of management science that is highly essential in all business line activities. Marketing management is the most important factor for the sustainability of a company or business to achieve its desired goals (Ariyanto et al., 2023).

Consumer behavior is a series of activities, decisions, and preferences made by individuals when purchasing or using products or services. Consumer behavior is a study in business activities that examines how attitudes, actions, or interests of buyer segments of goods or services. This behavior becomes a factor in how consumers can search for, choose, and determine desired purchases. Of course, buyers also do not want to be arbitrary in making purchases of desired goods or services. Consumer behavior can also be interpreted as a study of individuals, groups, or organizations regarding all activities related to the purchase, use, or disposal of goods or services (Kholik et al., 2020). Consumer behavior theory attempt Private University to understand how consumers make purchasing decisions, how brand preferences and awareness are formed, and how products and brands affect consumer satisfaction. The study of consumer behavior is crucial for companies to understand the market and determine effective marketing strategies to attract consumer attention and increase sales.

Student decision-making refers to the process of decision-making carried out by students when purchasing or using products or services. Student decision-making involves a series of stages that students go through before making a purchase decision, such as product awareness, interest, evaluation, purchase, and post-purchase evaluation. Indicators of student decision-making include First, Awareness of needs: students realize that there are needs that need to be fulfilled, whether physiological or psychological needs to continue their education to college. Second, Product information: students seek information about services that can meet their needs in college. Third, Willingness to recommend to others: conveying information to others to encourage them to join the college. Fourth, Repeat purchase: student behavior decides to repurchase services they have previously bought.

Service quality refers to an organization's ability to meet the needs and expectations of customers. Good service quality is measured by how well an organization can provide satisfying service to customers and create positive experiences. Good service quality can enhance customer loyalty and strengthen the organization's image . Indicators of service quality: First, Responsiveness is the organization's ability to respond to customer requests and needs quickly and effectively. Second, Reliability is the organization's ability to provide services that are reliable and consistent in quality. Third, Assurance is the organization's ability to provide assurance of the quality of services provided and demonstrate competence and confidence in providing services. Fourth, Empathy is the organization's ability to understand and respond to customers' feelings and needs effectively. Fifth, Tangibles is the organization's ability to provide facilities, equipment, and environments that are comfortable and meet customers' needs.

Promotion is one element of the marketing mix that serves to introduce products or services to potential customers and influence their purchasing decisions. Promotion includes various activities such as advertising, sales promotion, public relations, and direct marketing. Indicators of promotion. First, Sales frequency is the number of promotions conducted within a certain time frame through sales promotion media. Second, Promotion quality measures how well the promotion is executed, such as content, attractive design, positioning and media used, and so on. Third, Timeliness or targeting accuracy is a factor required to achieve the desired target of the company. Fourth, Promotion duration is the length of time or duration of promotion conducted by the company.

Promotion mix is one of the marketing mix elements aimed at conveying and disseminating information, influencing consumers, and persuading them to increase

consumer awareness about the company's objectives and marketing mix. Promotion mix consists of various types that need to be considered in conducting promotions, namely: First, Mass selling: This is done by communicating publicly through social media and others. This promotional method incurs significant costs. Second, Sales promotion: This is done by providing promotions such as free shipping, cashback, discounts, and others to encourage consumers to make purchases. Third, Public relations: This is done by maintaining long-term relationships with consumers, to maintain reciprocity between the company and consumers.

College facilities are everything provided by a college to support teaching, research, and community service activities. College facilities can include lecture halls, laboratories, libraries, sports facilities, dormitories, cafeterias, and so on. Adequate facilities can improve the quality of education and provide a better learning experience for students (William, 2021). Indicators of facilities: First, Facility availability: This indicator shows whether the required facilities are available or not, such as whether there are lecture halls, laboratories, or reading rooms in a college. Second, Facility quality: This indicator measures the quality of available facilities, and whether the facilities meet standards or still need improvement, such as the quality of laboratory equipment or the quality of lecture halls. Third, Accessibility to facilities: This indicator measures how easy or difficult it is for students to access the required facilities, such as the distance of lecture halls from students' residences. Fourth, Facility security: This indicator measures how safe the facilities are, both from crime and natural disasters, such as the availability of CCTV or fire systems in a lecture hall. Fifth, Facility cleanliness: This indicator measures the level of cleanliness of the facilities used, such as whether dormitory rooms are cleaned regularly or not. Sixth, Availability of facilities for people with disabilities: This indicator measures how inclusive the college is towards people with disabilities by assessing the availability of facilities for them, such as elevators for people with special needs. Seventh, Availability of information and communication technology facilities: This indicator measures the extent to which colleges use information and communication technology to support teaching and learning activities, such as the availability of Wi-Fi or online learning systems.

Referring to the literature review described above, the relevant conceptual framework of the study is constructed regarding the relationship between variables developed on indicators operationalized into an instrument in the form of a questionnaire administered to the research respondents. Presented in **Figure 3**.

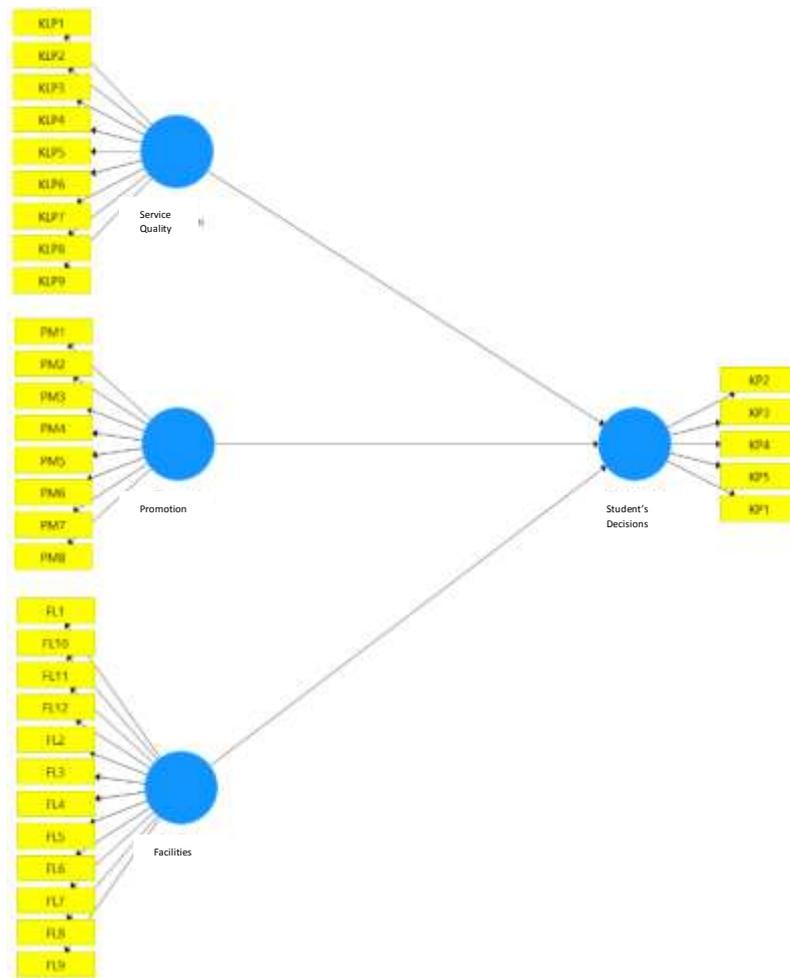


Figure 3. Conceptual Framework of the Study

Source: PLS-3 Data Processing, 2024

From **Figure 3**, the conceptual framework of the study above, the research hypotheses can be formulated as follows:

H1: Service quality influences students' decisions.

H2: Promotion influences students' decisions.

H3: Campus facilities affect decisions.

METHODS

Research Subjects. In this study, the subjects are the decisions of students at Mikroskil University. The research variables are also limited to three independent variables: service quality, promotion, and campus facilities, and one dependent variable, which is students' decisions. The research data used are primary data obtained from the results of questionnaires distributed through Google Forms and interviews. This study also uses a quantitative approach based on positivism philosophy as the basis for processing questionnaire data obtained using statistical data analysis with indicators using Likert scales aimed at testing the established hypotheses using PLS-3 processing tools.

The population of this study consists of students of Universitas Mikroskil registered in 2020 and 2021 with a total of 1381 students.

Table 1. Research Population

No	Entry Year	Population
1	2020	694
2	2021	687
Total		1381

Source: Research Data, 2023

The determination of the research sample uses the Probability Sampling method. Probability Sampling is a sampling technique that provides equal opportunities for every element (member) of the population to be selected as a sample. The technique used in this research is Proportionate Stratified Random Sampling. The determination of the sample size in this study uses the Slovin formula, as follows:

$$n = \frac{N}{1+Ne^2} \dots\dots\dots(1)$$

In this research, the calculation of sample size involves three key symbols: 'n' representing the sample size, 'N' denoting the total population size, and 'e' indicating the margin of error (5 per cent). The margin of error serves as a measure of how much the results from the sample may deviate from the actual results of the population. When conducting surveys or collecting data from a large population, it's often impractical or costly to gather information from the entire population. Instead, a sample, which is a subset of the population, is taken.

$$n = \frac{1381}{1+1381(0,050)^2} = 310,100 = 310 \dots\dots\dots(2)$$

Therefore, the sample size for this study is 310 students. The number of students enrolled in the years 2020 and 2021 constitutes different populations and samples. Thus, the calculation of sub-population and sub-sample will be computed using the proportionate stratified random sampling method. Below is the formula for proportionate stratified random sampling.

$$ni = \frac{Ni}{N} \chi n \dots\dots\dots(3)$$

In this formula, each symbol represents specific parameters: 'ni' represents the number of sample members within each stratum, 'Ni' denotes the size of the population within each stratum, 'n' indicates the total sample size, and 'N' represents the total population size. These parameters are crucial when conducting surveys or studies involving stratified sampling, where the population is divided into distinct groups or strata based on certain characteristics. By considering the size of each stratum and the overall population, researchers can ensure that the sample is representative of the entire population, thereby yielding accurate and reliable results.

Based on the formula above, the number of sub-samples is obtained with the following calculation:

Table 2. Research Sample

No	Entry Year	Population	Sample
1	2020	694	156
2	2021	687	154
Total		1381	310

Source: Research Data, 2023

Through this calculation, the number of samples based on the enrollment year 2020 is 156 students, and the sample based on the enrollment year 2021 is 154 students, totaling the entire population to 310.

Data Analysis Technique, Data Testing, and Model Evaluation. The data analysis technique, data testing, and model evaluation in this research are presented in the following **Table 3.**

Table 3. Data Analysis Technique, Data Testing, and Model Evaluation

Technique, Test and Model Evaluation	Criteria	Description
Outer Model		
<i>Validity Konvergen</i>	Loading factors greater than 0.700	The measures of a construct should have high correlations.
<i>Average Variance Extracted (AVE)</i>	AVE value should be greater than 0.500	Latent variables should explain more than half of the variance of their indicators on average
<i>Validitas Deskriminan</i>	Cross-loading values should be greater than 0.700.	Measures of different constructs should not have high correlations.
<i>Composite Reliability</i>	Composite Reliability value should be greater than 0.700.	Used to demonstrate the accuracy, consistency, and precision of instruments in measuring constructs.
Inner Model		
<i>R-Square</i>	R-Square value of 0.750 (strong), 0.500 (moderate), and 0.250 (weak).	R-Square value is used to measure the level of variation in independent variables affecting dependent variables.
Significance Test (Hypothesis Testing)	P Value should be less than 0.050.	To test the influence of independent variables on dependent variables.
<i>Effect Size</i>	Effect Size value of 0.350 (strong), 0.150 (moderate), and 0.020 (weak).	Interpreted as whether predictor variables have a strong, moderate, or weak influence at the structural level.

Source: Tutorial Partial Least Square dalam PLS SEM, (Hidayat, 2021)

RESULTS

Characteristics of Respondents. Based on the results obtained in this study, the number of respondents who answered various characteristics of respondents can be seen in the **Table 4** below.

Table 4. Characteristics of Respondents

		Employment	Gender	Student ID
N	Valid	310	310	310
	Missing	0	0	0

Source: Results of Primary Data Processing, 2024

The total number of respondents who filled out the respondent characteristic form is 310 respondents for each respondent characteristic in this study, namely based on employment status, gender, and student ID. Below are the detailed results of each respondent characteristic in this study.

Based on Employment Status. Based on the results of this research, a general overview of respondents based on the characteristic of respondents' employment status 146 respondents or 47.100 per cent of respondents are employed, and 164 respondents or 52.900 per cent are unemployed, with a total of 310 respondents. This indicates that in this study, the majority of students who are not employed became respondents.

Based on Gender. Based on the results of this research, a general overview of respondents based on the characteristic of gender consists of 140 respondents or 45.200 per cent male respondents and 170 respondents or 54.800 per cent female respondents, with a total of 310 students. This indicates that in this study, the majority of respondents are female students, supported by the fact that the total number of female students is more dominant than male students.

Based on Student ID. Based on the results of this research, a general overview of respondents based on the characteristic of student ID consists of 156 respondents or 50.300 per cent of respondents from student ID 2020 and 154 respondents or 49.700 per cent of respondents from student ID 2021, with a total of 310 students. This indicates that in this study, the majority of respondents are from student ID 2020, supported by the determination of the sample size in this research.

The results of the overall instrument test conducted based on the conceptual framework model using the PLS-SEM Algorithm method, which focuses on the path (outer model), are presented in **Figure 4**.

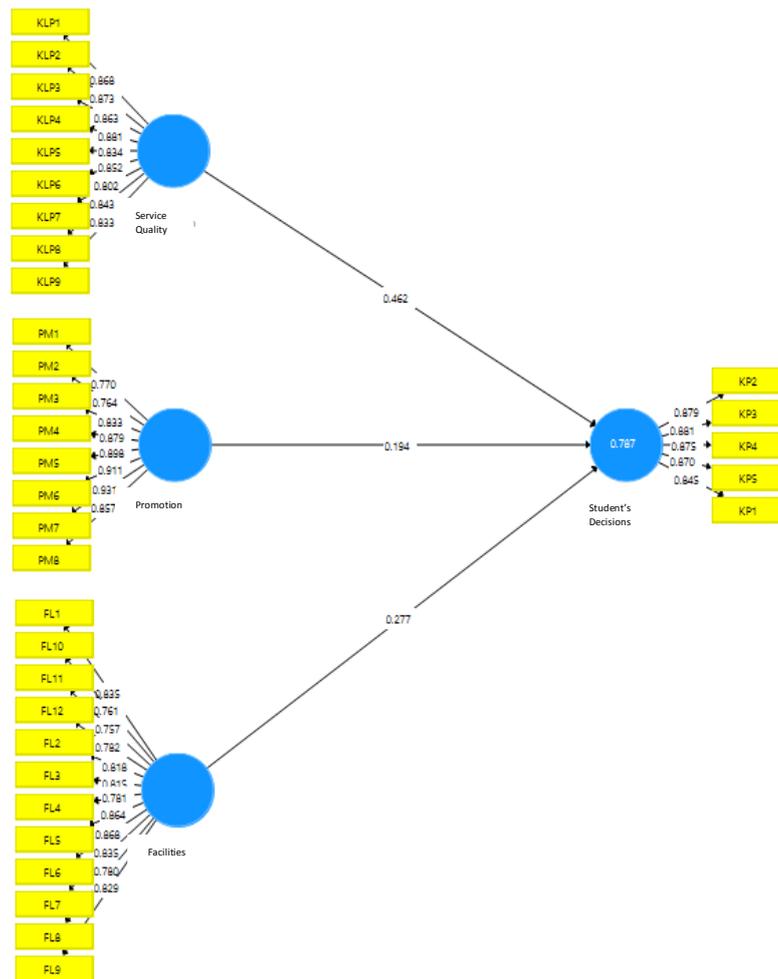


Figure 4. Path (Outer Model) PLS-SEM Algorithm

Figure 4 shows the test results and model display above, it is known that all path values on the load factor are above 0.700, indicating that all indicators of variables meet the criteria. Next, the description will be developed for validity testing, reliability testing, regression testing, and determination coefficient testing.

Validity and Reliability Testing. Validity testing is conducted using the Pearson model approach processed using SmartPLS Ver.3 software. The model test results based on the PLS-SEM algorithm are then elaborated by analyzing the calculation results of construct reliability and validity. Validity testing is explained through two analyses: convergent validity focusing on outer loading results. From the outer loading results, a contrast will be made by comparing the results of discriminant validity testing, which compares the relationship between latent variables/constructs with other constructs. The results of convergent validity testing are presented in **Table 5**.

Table 5. Outer loading- Convergent Validity

Outer Loadings	
KP1	0.845
KP2	0.879
KP3	0.881
KP4	0.875
KP5	0.870
KLP1	0.868
KLP2	0.873
KLP3	0.863
KLP4	0.881
KLP5	0.834
KLP6	0.852
KLP7	0.802
KLP8	0.843
KLP9	0.833
PM1	0.770
PM2	0.764
PM3	0.833
PM4	0.879
PM5	0.898
PM6	0.911
PM7	0.931
PM8	0.857
FL1	0.835
FL2	0.818
FL3	0.815
FL4	0.781
FL5	0.864
FL6	0.868
FL7	0.835
FL8	0.780
FL9	0.829
FL10	0.761
FL11	0.757
FL12	0.782

Source: Data processing results with SmartPLS Ver.3, 2024

Referring to the **Table 5** above, it is known that all indicators of variables have calculated loading factor values greater than the table value of 0.700. This means that all indicators of each variable meet the criteria for being valid. Furthermore, from the results of convergent validity testing, a comparison is made by comparing the calculation results of Average Variance Extracted (AVE). The calculated AVE results are presented in **Table 6**.

Table 6. Construct Reliability and Validity

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
facility	0.953	0.954	0.958	0.658
student decision	0.920	0.920	0.940	0.757
service quality	0.952	0.953	0.959	0.723
promotion	0.948	0.951	0.957	0.735

Source: Data processing results with SmartPLS Ver.3, 2024

Table 6 shows, it is known that the calculated Average Variance Extracted (AVE) for the facility variable is 0.658, for the student decision variable is 0.757, for the service quality variable is 0.723, and for the promotion variable is 0.735. This means that all calculated AVE results for each variable above 0.500, confirm that all variables have good convergent validity. Furthermore, from **Table 6**, it is also known that the Cronbach's Alpha coefficient values for the facility variable are 0.953, for the student decision variable are 0.920, for the service quality variable is 0.952, and for the promotion variable is 0.948. Thus, all Cronbach's Alpha values for each variable are greater than 0.700, indicating that all variables have good reliability.

Multiple Regression Analysis, the data processing results using the path-model PLS-SEM Algorithm show the coefficient values of the relationship between independent variables and dependent variables conducted with the bootstrapping test method. The test results are presented in **Table 7**.

Table 7. T-Statistic

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Facility -> Student Decision	0.277	0.275	0.080	3.457	0.001
Service Quality -> Student Decision	0.462	0.469	0.094	4.938	0.000
Promotion -> Student Decision	0.194	0.189	0.069	2.815	0.005

Source: Data processing results with SmartPLS Ver.3, 2024

From **Table 7** above, it is known that the original sample values (O) have confirmed the results of the path-model test in **Figure 4**. Thus, the regression equation can be formulated as follows:

$$KP = 0.787 + 0.277F + 0.462SQ + 0.194P \dots \dots \dots (4)$$

From the data, it can be seen that each independent variable does not have negative values. This means that all independent variables have a positive relationship with the dependent variable, leading to an increase in student decisions. It can be stated that the higher the quality of service, promotion, and campus facilities, the higher the students' decision to choose Universitas Mikroskil.

Coefficient of Determination Analysis. The coefficient of determination test is conducted by moderating the interdependence between each independent variable and the dependent variable. The results of the R-square test are processed in **Table 8**.

Table 8. Results of the R-Square Test

Variable	R Square	R Square Adjusted
Student Decision	0.787	0.785

Source: Data processing results with SmartPLS Ver.3, 2024

Table 8 shows the adjusted R-square value is 0.785, which when multiplied by 100 results in 78.500 per cent. This means that the contribution of each independent variable to influence the dependent variable is 78.500 per cent, while the remaining 21.500 per cent is influenced by other variables that have not been examined.

Analysis and Hypothesis Testing, referring to **Table 7** above, it can be seen that the T-test value for the facility variable on the student decision variable is 3.457, the T-test value for service quality on the student decision variable is 4.938, and the T-test value for promotion on student decision variable is 2.815. This indicates that the T statistic values for the facility, service quality, and promotion variables are greater than 1.960, meaning that all three independent variables have a significant and positive (+) relationship with the dependent variable. Thus, the alternative hypothesis (H_a) is accepted.

DISCUSSION

The Influence of Service Quality on Students' Decision to Choose Universitas Mikroskil. Students' decisions are the processes undertaken by students when purchasing or utilizing products or services. These decisions involve a series of stages that students go through before making a purchase decision, such as product awareness, interest, evaluation, purchase, and post-purchase evaluation. Service quality is the ability of an organization to meet the needs and expectations of customers. Good service quality is measured by how well an organization can provide satisfactory service to customers and deliver a positive experience. This means that H_1 is accepted, indicating that service quality has a positive and significant influence on students' decisions to choose Universitas Mikroskil. This research is consistent with previous studies that found a positive and significant influence of service quality on buyer decisions (Novita et al., 2023). Stating that service quality influences students' decisions. Service quality is something that Universitas Mikroskil must consider because the research results show a positive and significant influence on students' decision to choose Universitas Mikroskil. Not only for students but also service quality in universities has a positive impact on the institution, by maintaining and continuously improving service quality, Universitas Mikroskil can achieve long-term success, build positive relationships with stakeholders, and ensure a positive contribution to the development of students and society as a whole. The better the service provided by Universitas Mikroskil, the more prospective students will continue to be interested in enrolling at Universitas Mikroskil, and of course, they will become loyal to excel in both academic and non-academic fields, which will then have a positive impact on the development of Universitas Mikroskil's achievements through student achievements.

Students' decision-making in choosing a university is a crucial step that involves various evaluation stages before they decide to enroll. The quality of service provided by a university plays a critical role in influencing this decision. Service quality refers to the university's ability to meet the needs and expectations of students and provide a positive experience throughout their study period. This research indicates that service quality significantly influences students' decisions to choose Universitas Mikroskil. In this context, service quality encompasses aspects such as academic and administrative services, facilities, student support, and overall learning experiences. Students tend to prefer universities that can provide satisfactory and supportive services throughout their studies. Universitas Mikroskil needs to pay attention to the quality of service they provide because it directly impacts the institution's reputation and attractiveness. By maintaining high standards of service and continually improving them, Universitas Mikroskil can build positive relationships with students, alumni, staff, and other stakeholders. This will also help the university to earn student loyalty and support long-term growth. Good service quality also contributes to both academic and non-academic achievements of students. Students who feel supported and valued by the university are more motivated to excel in their studies and participate in extracurricular activities. Therefore, enhancing service quality is not only important for attracting new students but also for ensuring the success and development of the entire academic community. By prioritizing high service quality, Universitas Mikroskil can strengthen its reputation as a leading educational institution committed to providing excellent and supportive learning experiences for its students. This will help the university remain the top choice for prospective students seeking high-quality education and inclusive learning environments.

The Influence of Promotion on Students' Decision to Choose Universitas Mikroskil. Promotion is one element of the marketing mix that serves to introduce products or services to potential customers and influence their purchase decisions. Promotion includes various activities such as advertising, sales promotion, public relations, and direct marketing. Promotion is the activity of informing products to buyers or other parties through media to influence attitudes and behaviors. Previous research results show that promotion has a positive and significant effect on students' decisions in choosing Politeknik Pelayaran Banten as their educational institution (Rikardo et al., 2021). This means that H2 is accepted, indicating that promotion has a positive and significant effect on students' decision to choose Universitas Mikroskil. This research is consistent with previous studies indicating that promotion significantly influences students' decisions to choose Universitas Mikroskil (Erinawati & Syafarudin, 2021). In the context of choosing a major, promotion can provide clear information about the management study programs offered by the university, including details such as the curriculum, faculty, facilities, and career opportunities. This information helps prospective students make educated decisions that align with their needs. Promotion activities are something that Universitas Mikroskil always does to influence students' decisions. This has become a routine organized to influence the decisions of prospective and current students, with various promotion strategies implemented to reach students. With the promotion, Universitas Mikroskil has the opportunity to market and create a positive impression on prospective and current students.

Promotion is a crucial element in marketing aimed at introducing products or services to potential customers and influencing their purchasing decisions. In the context of Universitas Mikroskil, promotion aims to inform prospective students about the various study programs offered, campus facilities, and the benefits of joining the university.

Through promotion, Universitas Mikroskil can attract the attention of prospective students and shape a positive perception of their institution. The results of this research indicate that promotion has a significant influence on students' decisions to choose Universitas Mikroskil. In the context of promotion, information conveyed to prospective students must be clear, relevant, and engaging. For example, promotion can include advertisements in print and online media, social media marketing campaigns, participation in educational events and exhibitions, and campus visits for prospective students. Through promotion, Universitas Mikroskil can communicate the unique values and advantages of their institution, such as innovative curriculum, quality faculty, modern facilities, and extensive career opportunities after graduation. Information conveyed through promotion can also help prospective students better understand what they can expect from their learning experience at Universitas Mikroskil. Furthermore, promotion also plays a crucial role in building a positive image of Universitas Mikroskil in the eyes of prospective students. By introducing various university activities and achievements through effective promotion, Universitas Mikroskil can enhance its attractiveness as the top choice for prospective students. By prioritizing effective and informative promotion, Universitas Mikroskil can continue to enhance its attractiveness and attract high-quality prospective students. Proper promotion can help the university achieve its student recruitment goals and strengthen its position as a leading educational institution.

The Influence of College Facilities on Students' Decision to Choose Universitas Mikroskil. Improving the quality of student learning can be achieved through the management of facilities and infrastructure starting from the planning stage of facilities and infrastructure, procurement, storage, utilization, arrangement, maintenance, disposal or inventory, to reporting on facilities and infrastructure (Dwiputri et al., 2022). Based on hypothesis testing, the results indicate that H1 is accepted, indicating that facilities have a positive and significant influence on students' decisions to choose Universitas Mikroskil. This research is consistent with previous studies showing that campus facilities significantly influence students' decisions to choose Universitas Mikroskil. One of the considerations for students in making decisions to choose Universitas Mikroskil is the abundance of facilities offered, which are often and highly beneficial for students/prospective students, as evidenced by the responses from questionnaire respondents. Universitas Mikroskil considers complete facilities a necessity as they are one of the strategies to reach prospective students, especially. This is a direct relationship where when campus facilities are complete, it positively influences students' decisions. In addition to complete facilities, a comfortable learning environment also has a positive influence on students' decisions in choosing a university. Therefore, facilities and the environment can be considerations for Universitas Mikroskil such as implementing a green campus to provide comfort for students.

Campus facilities play a crucial role in attracting prospective students to choose Universitas Mikroskil. Comprehensive and high-quality facilities can create an optimal and enjoyable learning environment for students. For instance, comfortable lecture halls equipped with modern technology can enhance the quality of learning and facilitate interaction between lecturers and students. Furthermore, facilities such as laboratories equipped with advanced equipment enable students to conduct research and practical activities directly related to their field of study. A well-stocked library with a collection of books and online learning resources also serves as a valuable asset for students to support their academic endeavors. Non-academic facilities such as sports facilities, dormitories, and cafeterias also play an equally important role.

Adequate sports facilities can help students maintain their physical and mental health, while comfortable dormitories provide a safe and supportive living environment for students away from home. Additionally, cafeterias offering healthy and nutritious food can support a healthy lifestyle for students. Not only comprehensive facilities but also a comfortable and supportive learning environment are crucial factors influencing students' decisions. Universitas Mikroskil addresses this by implementing the concept of a green campus, which not only creates a beautiful environment but also provides fresh air and a refreshing atmosphere for students. Overall, comprehensive campus facilities and a comfortable learning environment are important factors influencing students' decisions to choose Universitas Mikroskil. By prioritizing investment in facility development and creating a conducive learning environment, Universitas Mikroskil can continue to strengthen its attractiveness as the top choice for prospective students.

The Influence of Service Quality, Promotion, and College Facilities on Students' Decision to Choose Universitas Mikroskil. Essentially, consumer decision-making is the mental and physical process of individuals or groups in making decisions related to the acquisition, use, and disposal of products, services, ideas, or experiences to satisfy needs and desires. Students' decisions are crucial to influencing students to determine the available choices. This opinion emphasizes that when students' decisions cannot be influenced, private universities will find it difficult to survive in facing increasingly tight competition. The coefficient of determination obtained is 0.759. This indicates that the variables of service quality, promotion, and college facilities explain 75.900 per cent, while the remaining 24.100 per cent is influenced by other factors not examined in this study on students' decisions to choose Universitas Mikroskil.

Service quality can have a significant impact on students' decisions, especially in the context of higher education or educational institutions. Students often consider service quality as one of the important factors in making decisions regarding the selection of universities, as is the case with students at Universitas Mikroskil, where service quality is a crucial consideration for students. Not only service quality, but promotion is also very important for students in choosing Universitas Mikroskil. Promotion at Universitas Mikroskil can have a significant impact on influencing students' decisions in choosing a university. Promotion is a way to convey information about the university, create a positive image, and convince prospective students that Universitas Mikroskil is the right choice. Referring to previous research results, service quality and promotion influence 69.008 per cent of students' decisions to enroll at Universitas Medika Suherman (Baharsyah & Nurhasan, 2023). In addition to promotion, another factor influencing students' decisions in choosing Universitas Mikroskil is college facilities. College facilities are a factor that influences students' decisions in choosing Universitas Mikroskil because the completeness of college facilities supports success in learning at Universitas Mikroskil. Furthermore, it's important to acknowledge that the success of a private university heavily relies on its ability to influence students' decisions effectively. In today's highly competitive environment, where numerous educational institutions vie for students' attention, understanding and catering to their needs and preferences become paramount. Previous research has found that facilities have a positive and significant impact on school choice decisions (Simamora et al., 2023).

The coefficient of determination obtained, which is 0.759, signifies a substantial proportion of the variance in students' decisions explained by the variables studied, service quality, promotion, and college facilities. Service quality holds particular significance in the



realm of higher education. Students place considerable weight on the quality of services provided by universities, viewing it as a crucial factor in their decision-making process. At Universitas Mikroskil, for instance, where service quality is deemed highly important, ensuring excellence in services becomes a strategic imperative to attract and retain students. Moreover, effective promotion plays a pivotal role in shaping students' perceptions and influencing their decisions. By disseminating compelling information and fostering a positive image, promotion endeavors to sway prospective students towards choosing Universitas Mikroskil.

It serves as a means to showcase the university's strengths and offerings, thereby positioning it favorably in the minds of students. Additionally, college facilities emerge as another influential factor in students' decision-making. The availability and adequacy of facilities directly impact the learning experience and overall satisfaction of students. At Universitas Mikroskil, comprehensive facilities not only support academic success but also contribute to creating a conducive environment for holistic development. In the effort to improve services quality, Mikroskil University can conduct training and development for staff and instructors to enhance interpersonal skills and service to students, implement a feedback system from students to continually improve the services provided, and ensure the availability of adequate infrastructure and technology to support students' learning experiences. In terms of enhancing promotion, Mikroskil University can build a positive image through creative promotional campaigns focusing on the university's strengths, increase the university's presence in educational exhibitions and seminars to raise awareness among prospective students, and utilize social media and online platforms to expand the reach of promotions and communicate directly with prospective students. As for the last variable in this study, which is the facilities of the university, Mikroskil University can evaluate existing facilities and improve or upgrade those considered inadequate, invest in physical infrastructure such as laboratories, libraries, sports facilities, and modern and comfortable classrooms, provide good accessibility for students with special needs, and ensure that facilities meet safety and comfort standards. By consistently implementing the findings of this research, Mikroskil University can enhance its attractiveness to prospective students and strengthen its influence in students' decisions to choose Mikroskil University.

CONCLUSION

Service quality has a positive and significant influence on students' decisions to choose Universitas Mikroskil, Promotion has a positive and significant influence on students' decisions to choose Universitas Mikroskil, and college facilities have a positive and significant influence on students' decisions to choose Universitas Mikroskil. Furthermore, the coefficient of determination obtained is 0.759. This indicates that the variables of service quality, promotion, and college facilities explain 75.900 per cent, while the remaining 24.100 per cent is influenced by other factors not examined in this study on students' decisions to choose Universitas Mikroskil.

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