



## Determination Of Campus Image, Promotion And Education Costs On College Selection Decisions, Through Student Satisfaction As An Intervening Variable At Batam University

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**Abstract,** This study aims to determine the direct and indirect effect of campus image, promotion, education costs on college selection decisions through student satisfaction as an intervening variable at Batam University. This type of research uses quantitative research methods with primary and secondary data sources. The population in this study were all active Batam University students until 2024, namely 2703 students. By using the Slovin formula, the sample size is minimized, so the number of samples (n) in this study was 190.35 people rounded up to 190 people. This research uses Smart-PLS as a data processing tool. The results of this study indicate Campus image has a significant positive effect on student satisfaction in choosing Batam University, therefore Hypothesis 1 in this study is accepted. Promotion has a positive but insignificant effect on student satisfaction choosing at the University of Batam, therefore Hypothesis 2 in this study is rejected. Education costs have a significant positive effect on student satisfaction choosing Batam University, therefore Hypothesis 3 in this study is accepted. Campus image has a positive but insignificant effect on the selection decision at the University of Batam, therefore Hypothesis 4 in this study is rejected. Promotion has a positive but insignificant effect on the selection decision at the University of Batam, therefore Hypothesis 5 in this study is rejected. Education costs have a positive but insignificant effect on selection decisions at Batam University, therefore Hypothesis 6 in this study is rejected. Student satisfaction has a significant positive effect on selection decisions at Batam University, therefore Hypothesis 7 in this study is accepted. Campus image has a positive but insignificant effect on college selection decisions through student satisfaction at Batam University, therefore Hypothesis 8 in this study is rejected. Promotion has a significant positive effect on college selection decisions through student satisfaction at the University of Batam, therefore Hypothesis 9 in this study is accepted. Education costs have a positive but insignificant effect on college selection decisions through student satisfaction at Batam University, therefore Hypothesis 10 in this study is rejected.

**Keywords:** Campus Image, Promotion, Education Costs, College Selection Decisions, Student Satisfaction

### 1. INTRODUCTION

Higher education is an organizing unit for higher education as an advanced level of secondary education in the formal education sector. Universities can take the form of universities, institutes, colleges, academies and polytechnics. In each type of university, there are various study programs offered. For prospective students the college selection process is a major decision, as it involves a long-term decision that affects the student's life. This choice can affect the student's future career, future social life, and personal satisfaction. Currently, one of the underlying reasons for choosing a study program is the accreditation of the study program concerned. Accreditation is the process by which authorized institutions provide formal recognition that an institution has the ability to perform certain activities.

Study program accreditation affects the decision to choose a study program. Accreditation for Study Programs is a form of assessment (evaluation) of the quality and feasibility of higher education institutions or study programs that have been carried out by independent organizations or bodies outside the university. In choosing a study program is a crucial choice for a student.

Because in choosing a study program for a student, it will affect the career and life of the student in the future. Batam University is one of the largest universities in Riau Islands Province established under the Decree of the Director General of Higher Education of the Republic of Indonesia Number 242/D/O/200, Dated November 16, 2001.

Batam University has a wide selection of faculties, namely the faculty of medicine (medical education and medical profession), the faculty of health sciences (nursing science, midwifery, nursing profession and midwifery profession), the faculty of business economics (management and accounting), the faculty of engineering (mechanical engineering, electrical engineering and information systems) and there are also postgraduate programs (management, accounting, law, regional planning and notary profession) and doctoral programs (human resource management), There are also postgraduate study programs (management, accounting, law, regional planning and the profession of notary) and doctoral study programs (human resource management), which is a superior study program, namely medical education which began to open in 2008 and until now it has become a favorite choice for students who want to continue their education to higher education.

With increasingly fierce competition, universities must be more aggressive in promoting and improving quality so that they remain the choice of students to continue their education. Marketing strategy is important for universities which is a way to achieve a goal. In the service industry, the role of marketing strategy is one of the most important things for marketers, in this case the study program at a university to find out the factors that influence student decisions. many negative news related to cases of embezzlement and students who graduated have not received a diploma, in online news and some social media platforms that resulted in a lack of confidence of parents of students entrusting their children to continue their studies at the University of Batam, services provided by the campus is still unsatisfactory. The many choices of study programs and adolescents' ignorance of their own interests sometimes make adolescents confused in choosing a study program. Therefore, in choosing a study program, adolescents usually rely on the opinions of parents, family, following peers or being influenced by several other factors.

Based on the background, several problems can be identified such as, the lack of promotional activities carried out unevenly in every province in Indonesia which results in prospective students not getting clear information about the University of Batam which affects the decision making of prospective students to choose study programs at the University of Batam. And then the brand image of Batam city which is an industrial city becomes the city of Batam is not the main choice of prospective students to continue higher education affects the decision-

making of prospective students to choose study programs at Batam University. Slanted news related to Batam University spread in online media affects prospective students' decision making to choose a college at Batam University. Furthermore, the lack of promotion related to the excellence of study programs at the University of Batam affects the decision making of prospective students to choose universities at the University of Batam, the difference in tuition fees on several campuses is a consideration and affects the decision making of prospective students to choose universities at the University of Batam, the decline in prospective students who enroll in each study program at the University of Batam.

## **2. LITERATURE REVIEW**

### **College Selection Decisions (Y)**

Purchasing decision is a process where consumers recognize certain products or brands and evaluate how well each of these alternatives can solve their problems, which then leads to a purchase decision (Tjiptono, 2020). Purchasing decision is a selection of two or more alternative choices, in other words, choices / alternatives must be available to someone when making a decision. Conversely, if consumers do not have alternatives to choose from and are really forced to make a purchase, then this situation is not a decision (Indrasari, 2019). According to Jian (2017) there are three aspects of decision making, as follows:

- a. The mental process by which one acquires and uses data and inquiries about other things.
- b. The process of selecting alternative courses of action to address a problem. Identifying problems and making decisions.
- c. The ability to analyze a situation by obtaining the most accurate information possible.

### **Student Satisfaction (Z)**

Customer satisfaction is the result of a comparison between desires and expectations to meet the needs of the performance obtained in using a product or service. Student satisfaction as the level of comfort students feel in the learning process, which is influenced by their participation in academic and non-academic activities, as well as interactions with lecturers and classmates (Mulyono *et al.*, 2020; Subandi & Hamid, 2021). Customer satisfaction is a customer feeling in response to goods or services that have been consumed. Although better known in the context of customer satisfaction, the SERVQUAL model developed by them is also often used in the context of education. Student satisfaction here can be interpreted as a match between students' expectations and their perceptions of the quality of services received from educational institutions (Yusoff *et al.*, 2015). Student satisfaction is the level of student feelings after comparing the performance they expect with the performance they receive. If the performance matches or

exceeds expectations, students will feel satisfied (Santos *et al.*, 2020).

### **Campus Image (X<sub>1</sub>)**

Although the brand image will always look for potential new sources of brand power, the top priority is to protect and retain existing customers. Ideally, the key sources of brand image would be sustainable and enduring values. However, this is not easy, as these values can easily be forgotten as marketers try to expand their brand and add new products that are related or unrelated to the brand association (Dam & Dam, 2021; Hien *et al.*, 2020). Campus image is the perception or view held by the community, including students, prospective students, alumni, and other external parties, about an institution of higher education. This image includes various aspects, such as academic reputation, teaching quality, facilities, campus environment, extracurricular activities, student and lecturer achievements, and services provided by the campus.

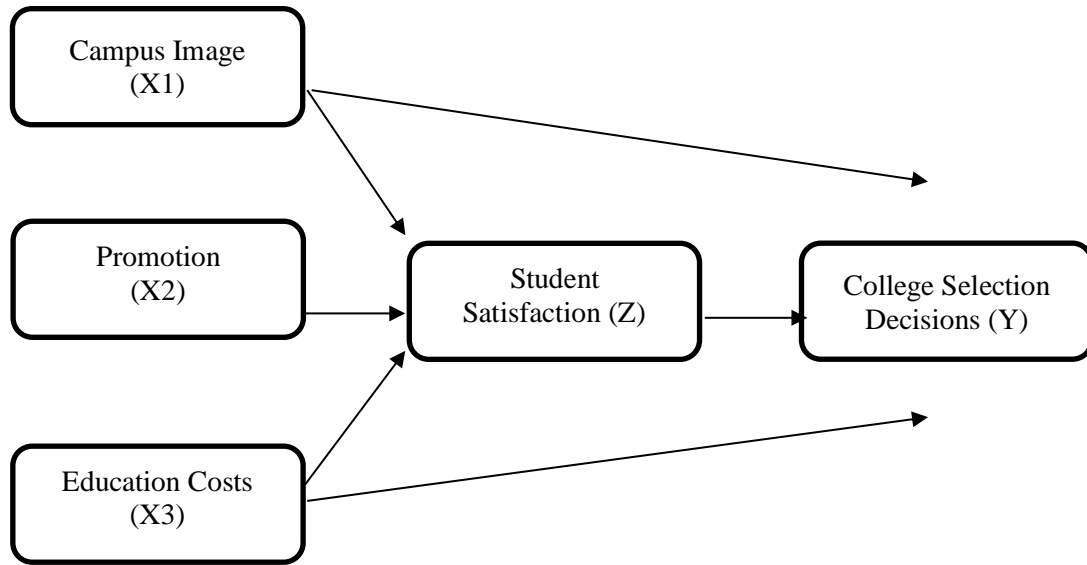
### **Promotion (X<sub>2</sub>)**

One of the ways to help companies communicate with consumers is that promotions can convey information in the form of knowledge about the products offered. Promotion is an activity carried out by companies to communicate product benefits and as a tool to influence consumers in purchasing activities (Arfah, 2022). Promotion is a form of direct solicitation through the use of various incentives that can be arranged to increase the purchase of products and the number of goods to be purchased (Sitorus & Novelia, 2017). Sales promotions can be directed at retailers, customers and sales-people (Kotler & Keller, 2016).

### **Education Costs (X<sub>3</sub>)**

The specific strategies that companies use to set the cost of goods and services. It stems from the marketing strategy formulated to achieve the company's goals. Manufacturers use the cost of goods produced and sold to attract consumers from all segments. Manufacturers also determine the cost to attract consumers in a small segment of a large market. Cost is a set of monetary factors (money) and non-monetary factors that are exchanged to obtain ownership rights and use of a good or service (Tjiptono, 2016). Costs affect a consumer's decision to make a purchase, the higher the cost, the lower the purchasing decision, otherwise if the cost is low the purchasing decision changes to a higher one (Kotler & Armstrong, 2016).

### Conceptual framework



Source: Researcher (2024)

**Figure 2. Conceptual Framework**

## 3. RESEARCH METHOD

### Type of research

The approach in this study is Cross Sectional, which examines the independent variable and the dependent variable simultaneously at a certain time. (Sinulingga, 2016). The nature of this research is research that explains the causal relationship between variables through hypothesis testing. This research was conducted at Batam University at Jalan Uniba No.5 Batam Center, Batam City, Riau Islands 29432.

### Data source

This research uses primary and secondary data sources, as follows:

- a. According to Sugiyono, (2017), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.
- b. According to Sugiyono, (2017), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data. Secondary data referred to in this study is a source of research data obtained through intermediary media or indirectly published or unpublished

in general.

### **Research Population and Sample**

The population in this study were all active batam university students until 2024, namely 2703 students. By using the Slovin formula, the sample size is minimized, so the number of samples (n) in this study was 190.35 people rounded up to 190 people.

## **4. RESULTS AND DISCUSSION**

### **Validity and Reliability Test Results**

**Table 2. Validity Test Results**

| <b>Statement</b> | <b>r-hitung</b> | <b>r-tabel</b> | <b>Description</b> |
|------------------|-----------------|----------------|--------------------|
| X1.1             | 0.894           | 0,361          | Valid              |
| X1.2             | 0.853           | 0,361          | Valid              |
| X1.3             | 0.772           | 0,361          | Valid              |
| X1.4             | 0.898           | 0,361          | Valid              |
| X1.5             | 0.867           | 0,361          | Valid              |
| X1.6             | 0.910           | 0,361          | Valid              |
| X1.7             | 0.897           | 0,361          | Valid              |
| X1.8             | 0.859           | 0,361          | Valid              |
| X1.9             | 0.772           | 0,361          | Valid              |
| X1.10            | 0.805           | 0,361          | Valid              |
| X1.11            | 0.666           | 0,361          | Valid              |
| X1.12            | 0.747           | 0,361          | Valid              |
| X1.13            | 0.854           | 0,361          | Valid              |
| X1.14            | 0.801           | 0,361          | Valid              |
| X1.15            | 0.83            | 0,361          | Valid              |

| <b>Statement</b> | <b>r-hitung</b> | <b>r-tabel</b> | <b>Description</b> |
|------------------|-----------------|----------------|--------------------|
| X2.1             | 0.612           | 0,361          | Valid              |
| X2.2             | 0.761           | 0,361          | Valid              |
| X2.3             | 0.779           | 0,361          | Valid              |
| X2.4             | 0.412           | 0,361          | Valid              |
| X2.5             | 0.864           | 0,361          | Valid              |
| X2.6             | 0.84            | 0,361          | Valid              |
| X2.7             | 0.801           | 0,361          | Valid              |
| X2.8             | 0.865           | 0,361          | Valid              |
| X2.9             | 0.82            | 0,361          | Valid              |
| X2.10            | 0.765           | 0,361          | Valid              |
| X2.11            | 0.801           | 0,361          | Valid              |

|                  |                 |                |                    |
|------------------|-----------------|----------------|--------------------|
| X2.12            | 0.828           | 0,361          | Valid              |
| X2.13            | 0.889           | 0,361          | Valid              |
| X2.14            | 0.672           | 0,361          | Valid              |
| X2.15            | 0.672           | 0,361          | Valid              |
| <b>Statement</b> | <b>r-hitung</b> | <b>r-tabel</b> | <b>Description</b> |
| X3.1             | 0.763           | 0,361          | Valid              |
| X3.2             | 0.545           | 0,361          | Valid              |
| X3.3             | 0.881           | 0,361          | Valid              |
| X3.4             | 0.923           | 0,361          | Valid              |
| X3.5             | 0.686           | 0,361          | Valid              |
| X3.6             | 0.935           | 0,361          | Valid              |
| X3.7             | 0.815           | 0,361          | Valid              |
| X3.8             | 0.861           | 0,361          | Valid              |
| X3.9             | 0.862           | 0,361          | Valid              |
| X3.10            | 0.771           | 0,361          | Valid              |
| X3.11            | 0.643           | 0,361          | Valid              |
| X3.12            | 0.868           | 0,361          | Valid              |
| X3.13            | 0.838           | 0,361          | Valid              |
| X3.14            | 0.776           | 0,361          | Valid              |
| X3.15            | 0.811           | 0,361          | Valid              |

| <b>Statement</b> | <b>r-hitung</b> | <b>r-tabel</b> | <b>Description</b> |
|------------------|-----------------|----------------|--------------------|
| Z1.1             | 0.753           | 0,361          | Valid              |
| Z1.2             | 0.829           | 0,361          | Valid              |
| Z1.3             | 0.914           | 0,361          | Valid              |
| Z1.4             | 0.868           | 0,361          | Valid              |
| Z1.5             | 0.725           | 0,361          | Valid              |
| Z1.6             | 0.799           | 0,361          | Valid              |
| Z1.7             | 0.892           | 0,361          | Valid              |
| Z1.8             | 0.67            | 0,361          | Valid              |
| Z1.9             | 0.91            | 0,361          | Valid              |
| Z1.10            | 0.706           | 0,361          | Valid              |
| Z1.11            | 0.862           | 0,361          | Valid              |
| Z1.12            | 0.831           | 0,361          | Valid              |
| Z1.13            | 0.852           | 0,361          | Valid              |
| Z1.14            | 0.903           | 0,361          | Valid              |
| Z1.15            | 0.794           | 0,361          | Valid              |

| <b>Statement</b> | <b>r-hitung</b> | <b>r-tabel</b> | <b>Description</b> |
|------------------|-----------------|----------------|--------------------|
|------------------|-----------------|----------------|--------------------|

|       |       |       |       |
|-------|-------|-------|-------|
| Y1.1  | 0.895 | 0,361 | Valid |
| Y1.2  | 0.813 | 0,362 | Valid |
| Y1.3  | 0.873 | 0,363 | Valid |
| Y1.4  | 0.734 | 0,364 | Valid |
| Y1.5  | 0.775 | 0,365 | Valid |
| Y1.6  | 0.85  | 0,366 | Valid |
| Y1.7  | 0.937 | 0,367 | Valid |
| Y1.8  | 0.731 | 0,368 | Valid |
| Y1.9  | 0.901 | 0,369 | Valid |
| Y1.10 | 0.895 | 0,370 | Valid |
| Y1.11 | 0.868 | 0,371 | Valid |
| Y1.12 | 0.842 | 0,372 | Valid |
| Y1.13 | 0.787 | 0,373 | Valid |
| Y1.14 | 0.837 | 0,374 | Valid |
| Y1.15 | 0.459 | 0,375 | Valid |

Source: Processed by researchers (2024)

Based on the table above, it is obtained that the r-count value of each statement on the Selection Decision variable is greater than the r-table, namely  $r\text{-count} > r\text{-table} = 0.361$ , meaning that all statement items on the Selection Decision variable are valid.

**Table 3. Reliability Test Results**

| No | Variable                        | Cronbach Alpha | Results  |
|----|---------------------------------|----------------|----------|
| 1  | Campus Image (X1)               | 0,973          | Reliable |
| 2  | Promotion (X2)                  | 0,956          |          |
| 3  | Education Costs (X3)            | 0,965          |          |
| 4  | Student Satisfaction (Z)        | 0,971          |          |
| 5  | College Selection Decisions (Y) | 0,970          |          |

Source: Processed by researchers (2024)

Based on the table above, it can be seen that all variables have a Cronbach Alpha value  $> 0.6$ , so the data is said to be reliable.

### Loading Factor

**Table 4. Loading Factor I**

| Variable         | Statement | Loading Factor | Loading Factor 1 | Description |
|------------------|-----------|----------------|------------------|-------------|
| Biaya Pendidikan | BP1       | 0.700          | 0.786            | Valid       |
|                  | BP2       | 0.700          | 0.725            | Valid       |
|                  | BP3       | 0.700          | 0.785            | Valid       |



|                    |      |       |       |         |
|--------------------|------|-------|-------|---------|
|                    | BP4  | 0.700 | 0.840 | Valid   |
|                    | BP5  | 0.700 | 0.758 | Valid   |
|                    | BP6  | 0.700 | 0.839 | Valid   |
|                    | BP7  | 0.700 | 0.722 | Valid   |
|                    | BP8  | 0.700 | 0.802 | Valid   |
|                    | BP9  | 0.700 | 0.768 | Valid   |
|                    | BP10 | 0.700 | 0.798 | Valid   |
|                    | BP11 | 0.700 | 0.708 | Valid   |
|                    | BP12 | 0.700 | 0.791 | Valid   |
|                    | BP13 | 0.700 | 0.756 | Valid   |
|                    | BP14 | 0.700 | 0.749 | Valid   |
|                    | BP15 | 0.700 | 0.731 | Valid   |
| Citra Kampus       | CK1  | 0.700 | 0.797 | Valid   |
|                    | CK2  | 0.700 | 0.794 | Valid   |
|                    | CK3  | 0.700 | 0.826 | Valid   |
|                    | CK4  | 0.700 | 0.862 | Valid   |
|                    | CK5  | 0.700 | 0.797 | Valid   |
|                    | CK6  | 0.700 | 0.809 | Valid   |
|                    | CK7  | 0.700 | 0.852 | Valid   |
|                    | CK8  | 0.700 | 0.828 | Valid   |
|                    | CK9  | 0.700 | 0.763 | Valid   |
|                    | CK10 | 0.700 | 0.803 | Valid   |
|                    | CK11 | 0.700 | 0.743 | Valid   |
|                    | CK12 | 0.700 | 0.797 | Valid   |
|                    | CK13 | 0.700 | 0.777 | Valid   |
|                    | CK14 | 0.700 | 0.719 | Valid   |
|                    | CK15 | 0.700 | 0.633 | Invalid |
| Kepuasan Mahasiswa | KM1  | 0.700 | 0.764 | Valid   |
|                    | KM2  | 0.700 | 0.819 | Valid   |
|                    | KM3  | 0.700 | 0.766 | Valid   |
|                    | KM4  | 0.700 | 0.832 | Valid   |
|                    | KM5  | 0.700 | 0.821 | Valid   |
|                    | KM6  | 0.700 | 0.809 | Valid   |
|                    | KM7  | 0.700 | 0.844 | Valid   |
|                    | KM8  | 0.700 | 0.742 | Valid   |
|                    | KM9  | 0.700 | 0.846 | Valid   |
|                    | KM10 | 0.700 | 0.821 | Valid   |
|                    | KM11 | 0.700 | 0.859 | Valid   |
|                    | KM12 | 0.700 | 0.735 | Valid   |
|                    | KM13 | 0.700 | 0.817 | Valid   |

|                     |      |       |       |         |
|---------------------|------|-------|-------|---------|
|                     | KM14 | 0.700 | 0.819 | Valid   |
|                     | KM15 | 0.700 | 0.758 | Valid   |
| Keputusan Pemilihan | KP1  | 0.700 | 0.777 | Valid   |
|                     | KP2  | 0.700 | 0.814 | Valid   |
|                     | KP3  | 0.700 | 0.815 | Valid   |
|                     | KP4  | 0.700 | 0.739 | Valid   |
|                     | KP5  | 0.700 | 0.816 | Valid   |
|                     | KP6  | 0.700 | 0.802 | Valid   |
|                     | KP7  | 0.700 | 0.872 | Valid   |
|                     | KP8  | 0.700 | 0.746 | Valid   |
|                     | KP9  | 0.700 | 0.839 | Valid   |
|                     | KP10 | 0.700 | 0.749 | Valid   |
|                     | KP11 | 0.700 | 0.825 | Valid   |
|                     | KP12 | 0.700 | 0.825 | Valid   |
|                     | KP13 | 0.700 | 0.786 | Valid   |
|                     | KP14 | 0.700 | 0.838 | Valid   |
|                     | KP15 | 0.700 | 0.661 | Invalid |
| Promosi             | PO1  | 0.700 | 0.735 | Valid   |
|                     | PO2  | 0.700 | 0.73  | Valid   |
|                     | PO3  | 0.700 | 0.801 | Valid   |
|                     | PO4  | 0.700 | 0.738 | Valid   |
|                     | PO5  | 0.700 | 0.753 | Valid   |
|                     | PO6  | 0.700 | 0.814 | Valid   |
|                     | PO7  | 0.700 | 0.817 | Valid   |
|                     | PO8  | 0.700 | 0.841 | Valid   |
|                     | PO9  | 0.700 | 0.876 | Valid   |
|                     | PO10 | 0.700 | 0.82  | Valid   |
|                     | PO11 | 0.700 | 0.834 | Valid   |
|                     | PO12 | 0.700 | 0.856 | Valid   |
|                     | PO13 | 0.700 | 0.877 | Valid   |
|                     | PO14 | 0.700 | 0.809 | Valid   |
|                     | PO15 | 0.700 | 0.773 | Valid   |

Source: Processed by researchers (2024)

**Table 5. Loading Factor II**

| Variable         | Statement | Muatan Faktor | Loading Factor 1 | Loading Factor 2 | Description |
|------------------|-----------|---------------|------------------|------------------|-------------|
| Biaya Pendidikan | BP1       | 0.700         | 0.786            | 0.785            | Valid       |
|                  | BP2       | 0.700         | 0.725            | 0.725            | Valid       |
|                  | BP3       | 0.700         | 0.785            | 0.784            | Valid       |

|                    |      |       |       |       |       |
|--------------------|------|-------|-------|-------|-------|
|                    | BP4  | 0.700 | 0.840 | 0.840 | Valid |
|                    | BP5  | 0.700 | 0.758 | 0.757 | Valid |
|                    | BP6  | 0.700 | 0.839 | 0.839 | Valid |
|                    | BP7  | 0.700 | 0.722 | 0.722 | Valid |
|                    | BP8  | 0.700 | 0.802 | 0.803 | Valid |
|                    | BP9  | 0.700 | 0.768 | 0.768 | Valid |
|                    | BP10 | 0.700 | 0.798 | 0.798 | Valid |
|                    | BP11 | 0.700 | 0.708 | 0.708 | Valid |
|                    | BP12 | 0.700 | 0.791 | 0.791 | Valid |
|                    | BP13 | 0.700 | 0.756 | 0.757 | Valid |
|                    | BP14 | 0.700 | 0.749 | 0.75  | Valid |
|                    | BP15 | 0.700 | 0.731 | 0.731 | Valid |
| Citra Kampus       | CK1  | 0.700 | 0.797 | 0.806 | Valid |
|                    | CK2  | 0.700 | 0.794 | 0.8   | Valid |
|                    | CK3  | 0.700 | 0.826 | 0.834 | Valid |
|                    | CK4  | 0.700 | 0.862 | 0.866 | Valid |
|                    | CK5  | 0.700 | 0.797 | 0.798 | Valid |
|                    | CK6  | 0.700 | 0.809 | 0.816 | Valid |
|                    | CK7  | 0.700 | 0.852 | 0.856 | Valid |
|                    | CK8  | 0.700 | 0.828 | 0.835 | Valid |
|                    | CK9  | 0.700 | 0.763 | 0.767 | Valid |
|                    | CK10 | 0.700 | 0.803 | 0.811 | Valid |
|                    | CK11 | 0.700 | 0.743 | 0.74  | Valid |
|                    | CK12 | 0.700 | 0.797 | 0.784 | Valid |
|                    | CK13 | 0.700 | 0.777 | 0.767 | Valid |
|                    | CK14 | 0.700 | 0.719 | 0.708 | Valid |
| Kepuasan Mahasiswa | KM1  | 0.700 | 0.764 | 0.765 | Valid |
|                    | KM2  | 0.700 | 0.819 | 0.819 | Valid |
|                    | KM3  | 0.700 | 0.766 | 0.767 | Valid |
|                    | KM4  | 0.700 | 0.832 | 0.833 | Valid |
|                    | KM5  | 0.700 | 0.821 | 0.821 | Valid |
|                    | KM6  | 0.700 | 0.809 | 0.809 | Valid |
|                    | KM7  | 0.700 | 0.844 | 0.844 | Valid |
|                    | KM8  | 0.700 | 0.742 | 0.742 | Valid |
|                    | KM9  | 0.700 | 0.846 | 0.846 | Valid |
|                    | KM10 | 0.700 | 0.821 | 0.82  | Valid |
|                    | KM11 | 0.700 | 0.859 | 0.859 | Valid |
|                    | KM12 | 0.700 | 0.735 | 0.735 | Valid |
|                    | KM13 | 0.700 | 0.817 | 0.817 | Valid |
|                    | KM14 | 0.700 | 0.819 | 0.818 | Valid |

|                        |      |       |       |       |       |
|------------------------|------|-------|-------|-------|-------|
|                        | KM15 | 0.700 | 0.758 | 0.758 | Valid |
| Keputusan<br>Pemilihan | KP1  | 0.700 | 0.777 | 0.78  | Valid |
|                        | KP2  | 0.700 | 0.814 | 0.815 | Valid |
|                        | KP3  | 0.700 | 0.815 | 0.822 | Valid |
|                        | KP4  | 0.700 | 0.739 | 0.733 | Valid |
|                        | KP5  | 0.700 | 0.816 | 0.822 | Valid |
|                        | KP6  | 0.700 | 0.802 | 0.799 | Valid |
|                        | KP7  | 0.700 | 0.872 | 0.869 | Valid |
|                        | KP8  | 0.700 | 0.746 | 0.742 | Valid |
|                        | KP9  | 0.700 | 0.839 | 0.848 | Valid |
|                        | KP10 | 0.700 | 0.749 | 0.757 | Valid |
|                        | KP11 | 0.700 | 0.825 | 0.829 | Valid |
|                        | KP12 | 0.700 | 0.825 | 0.823 | Valid |
|                        | KP13 | 0.700 | 0.786 | 0.785 | Valid |
|                        | KP14 | 0.700 | 0.838 | 0.834 | Valid |
| Promosi                | PO1  | 0.700 | 0.735 | 0.735 | Valid |
|                        | PO2  | 0.700 | 0.73  | 0.73  | Valid |
|                        | PO3  | 0.700 | 0.801 | 0.801 | Valid |
|                        | PO4  | 0.700 | 0.738 | 0.737 | Valid |
|                        | PO5  | 0.700 | 0.753 | 0.753 | Valid |
|                        | PO6  | 0.700 | 0.814 | 0.814 | Valid |
|                        | PO7  | 0.700 | 0.817 | 0.817 | Valid |
|                        | PO8  | 0.700 | 0.841 | 0.841 | Valid |
|                        | PO9  | 0.700 | 0.876 | 0.876 | Valid |
|                        | PO10 | 0.700 | 0.82  | 0.82  | Valid |
|                        | PO11 | 0.700 | 0.834 | 0.834 | Valid |
|                        | PO12 | 0.700 | 0.856 | 0.856 | Valid |
|                        | PO13 | 0.700 | 0.877 | 0.877 | Valid |
|                        | PO14 | 0.700 | 0.809 | 0.809 | Valid |
|                        | PO15 | 0.700 | 0.773 | 0.773 | Valid |

Source: Processed by researchers (2024)

The data shows that the indicators are declared feasible or valid for research use and can be used for further analysis.

### Composite Reliability

**Table 6. Composite Reliability**

|  |                              |
|--|------------------------------|
|  | <b>Composite Reliability</b> |
|--|------------------------------|

|                             |       |
|-----------------------------|-------|
| Campus Image                | 0.961 |
| College Selection Decisions | 0.963 |
| Student Satisfaction        | 0.965 |
| Education Cost              | 0.957 |
| Promotion                   | 0.965 |

Source: Processed by researchers (2024)

Based on the table above, it shows that the good enough category of each construct has met the criteria for assessing the reliability of the outer model with a composite reliability value  $> 0.7$ .

### Average Variance Extracted

**Table 7. Average Variance Extracted (AVE)**

|                             | Average Variance Extracted (AVE) |
|-----------------------------|----------------------------------|
| Campus Image                | 0.64                             |
| College Selection Decisions | 0.648                            |
| Student Satisfaction        | 0.647                            |
| Education Cost              | 0.595                            |
| Promotion                   | 0.65                             |

Source: Processed by researchers (2024)

Based on the table above, it shows that the AVE value of each construct in the final model has reached a value  $> 0.5$ . Thus, the proposed structural equation model has met the convergent validity criteria.

### Structural Model Evaluation (Inner Model)

**Tabel 8. R-Square**

|                             | <i>R Square</i> | <i>Adjusted R Square</i> |
|-----------------------------|-----------------|--------------------------|
| College Selection Decisions | 0.666           | 0.658                    |
| Student Satisfaction        | 0.664           | 0.659                    |

Source: Processed by researchers (2024)

The R Square value for the Choosing Decision variable is 0.666, this means that the percentage of the influence of Campus Image, Promotion and Tuition Fees on Student Satisfaction (Z) is 66.6%, which means it is included in the moderate category, while the remaining 33.4% is explained by other variables not examined in this study and the R Square value for the selection decision variable (Student Satisfaction) is 0.664, 664, this means that the percentage of the

influence of Campus Image, Promotion and Education Costt on Student Satisfaction is 64.4%, which means it is included in the moderate category, while the remaining 35.6% can be explained by other variables not examined in this study.

**Direct Effect Test**

**Table 8. Path Coefficients**

|   | <b>Original Sample (O)</b> | <b>Sample Mean (M)</b> | <b>Standard Deviation (STDEV)</b> | <b>T Statistics ((O/STDEV))</b> | <b>P Values</b> |
|---|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|
| Campus Image → Student Satisfaction           | 0.15                       | 0.153                  | 0.075                             | 2.002                           | 0.046           |
| Promotion → Student Satisfaction              | 0.042                      | 0.047                  | 0.083                             | 0.509                           | 0.611           |
| Education Costs → Student Satisfaction        | 0.682                      | 0.679                  | 0.055                             | 12.435                          | 0               |
| Campus Image → College Selection Decisions    | 0.145                      | 0.147                  | 0.09                              | 1.621                           | 0.106           |
| Promotion → College Selection Decisions       | 0.101                      | 0.089                  | 0.088                             | 1.141                           | 0.254           |
| Education Costs → College Selection Decisions | 0.061                      | 0.065                  | 0.1                               | 0.606                           | 0.545           |
| Student Satisfaction →                        | 0.596                      | 0.6                    | 0.088                             | 6.761                           | 0               |

Source: Processed by researchers (2024)

Based on the table above, it is known that:

1. It is known that the coefficient value of the campus image is 0.15, therefore the campus image has a positive effect on student satisfaction and the significant p value of  $0.046 < 0.05$  is significant. So it can be concluded that campus image has a positive and significant effect on student satisfaction at the University of Batam.
2. It is known that the coefficient value of promotion is 0.042, therefore promotion has a positive effect on student satisfaction at the University of Batam and the significant value of p values  $0.611 > 0.05$  is insignificant. So it can be concluded that promotion has a positive and insignificant effect on student satisfaction at the University of Batam.
3. It is known that the coefficient value of tuition fees is 0.682, therefore tuition fees have a positive effect on student satisfaction at the University of Batam and the significant value of p values  $0.000 < 0.05$  is significant. So it can be concluded that the cost of education has a positive and significant effect on student satisfaction at the University of Batam.
4. It is known that the coefficient value of the campus image is 0.145, therefore the campus image has a positive effect on the selection decision and the significant value of p values

0.106 > 0.05 is insignificant. So it can be concluded that campus image has a positive and insignificant effect on selection decisions at the University of Batam.

5. It is known that the coefficient value of promotion is 0.101, therefore promotion has a positive effect on selection decisions at the University of Batam and the significant value of p values 0.254 > 0.05 is insignificant. So it can be concluded that promotion has a positive and insignificant effect on selection decisions at the University of Batam.
6. It is known that the coefficient value of tuition fees is 0.061, therefore tuition fees have a positive effect on selection decisions and the significant value of p values 0.545 > 0.05 is insignificant. So it can be concluded that the cost of education has a positive and insignificant effect on selection decisions at the University of Batam.
7. It is known that the coefficient value of student satisfaction is 0.596, therefore student satisfaction has a positive effect on selection decisions and the significant value of p values 0.000 < 0.05 is significant. So it can be concluded that student satisfaction has a positive and significant effect on selection decisions at the University of Batam.

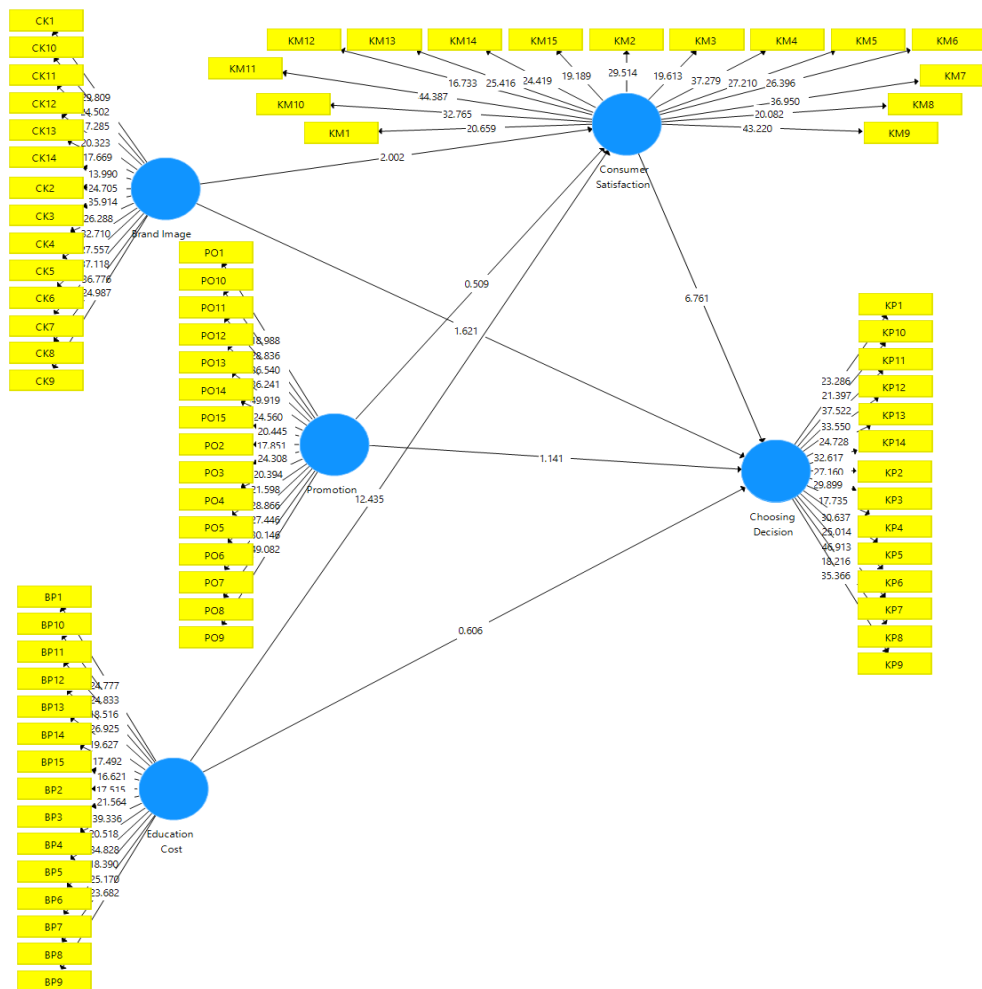


Figure. Path Coefficient between Research Variables

## Indirect Effect Test

**Table 9. Indirect Effect Test**

|   | <b>Original Sample (O)</b> | <b>Sample Mean (M)</b> | <b>Standard Deviation (STDEV)</b> | <b>T Statistics ( O/STDEV )</b> | <b>P Values</b> |
|---|----------------------------|------------------------|-----------------------------------|---------------------------------|-----------------|
| Campus Image → Student Satisfaction → College Selection Decisions     | 0.089                      | 0.091                  | 0.046                             | 1.923                           | 0.055           |
| Promosi → Student Satisfaction → College Selection Decisions          | 0.406                      | 0.408                  | 0.067                             | 6.075                           | 0               |
| Biaya Pendidikan → Student Satisfaction → College Selection Decisions | 0.025                      | 0.029                  | 0.051                             | 0.488                           | 0.626           |

Source: Processed by researchers (2024)

Based on the table above, it is known that:

1. The indirect effect of campus image on selection decisions is 0.089, with a p-value of 0.055 > 0.05, so the campus image indirectly, has an insignificant effect on selection decisions through student satisfaction. In other words, student satisfaction does not significantly mediate the relationship between campus image and selection decisions at Batam University.
2. The indirect effect of tuition fees on selection decisions is 0.406, with a p-value of 0.000 < 0.05, so tuition fees indirectly have a significant effect on selection decisions through student satisfaction. In other words, student satisfaction significantly mediates the relationship between tuition fees and selection decisions at the University of Batam.
3. The indirect effect of promotion on selection decisions is 0.025, with a p-value of 0.0626 > 0.05, then promotion indirectly has an insignificant effect on selection decisions through student satisfaction. In other words, student satisfaction does not significantly mediate promotion on selection decisions at the University of Batam.

## 5. CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the results of the research and discussion, the following conclusions can be drawn:



1. Campus image has a significant positive effect on student satisfaction in choosing Batam University, therefore Hypothesis 1 in this study is accepted.
2. Promotion has a positive but insignificant effect on student satisfaction choosing at the University of Batam, therefore Hypothesis 2 in this study is rejected.
3. Education costs have a significant positive effect on student satisfaction choosing Batam University, therefore Hypothesis 3 in this study is accepted.
4. Campus image has a positive but insignificant effect on the selection decision at the University of Batam, therefore Hypothesis 4 in this study is rejected.
5. Promotion has a positive but insignificant effect on the selection decision at the University of Batam, therefore Hypothesis 5 in this study is rejected.
6. Education costs have a positive but insignificant effect on selection decisions at Batam University, therefore Hypothesis 6 in this study is rejected.
7. Student satisfaction has a significant positive effect on selection decisions at Batam University, therefore Hypothesis 7 in this study is accepted.
8. Campus image has a positive but insignificant effect on college selection decisions through student satisfaction at Batam University, therefore Hypothesis 8 in this study is rejected.
9. Promotion has a significant positive effect on college selection decisions through student satisfaction at the University of Batam, therefore Hypothesis 9 in this study is accepted.
10. Education costs have a positive but insignificant effect on college selection decisions through student satisfaction at Batam University, therefore Hypothesis 10 in this study is rejected.

### **Suggestion**

Based on the conclusions obtained from the above research, the following suggestions are made:

1. University of Batam with a good reputation campus image is important for the University. With a good image and reputation will invite the interest of prospective new students to find out more and enroll at the University of Batam, Maintain good relations with Stakeholders of a university not only with students, media, donors and so on. environment around the campus area. For this reason, it is important to maintain good relations with these 'neighbors' so that Batam University will be considered friendly by the surrounding community.
2. Promotional activities are a priority of campus branding. With the promotion, prospective students will know that the campus has many programs for prospective new students. The lack of promotion carried out only to certain schools outside the city of Batam, the main

target of the nearest promotion should visit schools in the city of Batam has the opportunity to attract new prospective students. Batam University can do a digital marketing strategy, because the current era is known as the era of digitalization, where almost every aspect of our lives depends on digital technology, reaching prospective students who have mostly integrated with the internet in their daily routines. A series of steps, namely website optimization, social media utilization, content marketing and SEO, as well as the use of PMB application from Suteki Technology, can help Batam University achieve its enrollment goals and form relationships with prospective new students.

3. In the education costs variable, the price offered by Batam University can compete with other universities, therefore it must pay attention to the suitability of prices in order to compete with other universities. for example, the University needs to monitor the prices set by competitors so that the price set by the university is not too high or vice versa. If students feel that the price is inappropriate or more expensive than competing places, students will automatically prefer to study at other universities that are cheaper with comparable quality. Therefore, the price offered can create perceptions so that prospective students choose Batam University.
4. With student satisfaction that has been given and that has been carried out is good enough, and in the future the University of Batam must always pay attention to the wishes of students and prospective students who have been carried out by officers on administrative services at the University of Batam campus that have been carried out, this can also increase the decision of prospective students to study at the University of Batam.

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