

DEVELOPMENT OF A STUDENT DECISION-MAKING MODEL IN COLLEGE SELECTION: THE ROLE OF STUDENT INTEREST AS A MEDIATOR OF WORD OF MOUTH (WOM), PRICE AND PROMOTION AT STIE MBI DEPOK

Oleh :

Aan Yulianto¹⁾, Zaharuddin²⁾, Sitta Kusuma³⁾

^{1,2,3} Universitas Mitra Bangsa

¹email: parkchubee@gmail.com

²email: Zaharuddin@umiba.ac.id

³email: sittakusuma@umiba.ac.id

Informasi Artikel

Riwayat Artikel :

Submit, 22 November 2025

Revisi, 10 Februari 2026

Diterima, 2 April 2026

Publish, 15 Mei 2026

Kata Kunci :

Word of Mouth (WOM),

Price,

Promotion,

Interest,

Decision.

ABSTRACT

This study aims to determine the influence of word of mouth (WOM), price, and promotion on students' decisions in choosing a college through student interest at STIE MBI Depok. The method used in this study is a descriptive verification method with a quantitative approach. The sample in this study was 125 students from the 2024/2025 academic year. The data analysis technique used the SEM-PLS method with the help of the computer application program Smart-PLS Version 3.0. The research results show that word of mouth (WOM) has a significant influence on students' interest and decisions in choosing a university. Price does not directly influence students' decisions in choosing a university, but indirectly, price influences students' decisions in choosing a university through student interest. Promotion does not directly influence students' decisions in choosing a university, but indirectly, promotion influences students' decisions in choosing a university through student interest. Thus, student interest plays a crucial mediating role in bridging the influence of word of mouth (WOM), price, and promotion on prospective students' final decisions in choosing a university. This strategic role of interest indicates that increasing word of mouth (WOM), perceptions of competitive prices, and effective promotional strategies need to be directed at generating interest first to generate positive actual decisions regarding university selection.

This is an open access article under the [CC BY-SA](#) license



Corresponding Author:

Nama: Aan Yulianto

Afiliasi: Universitas Mitra Bangsa

Email: parkchubee@gmail.com

1. INTRODUCTION

Competition in the higher education industry, particularly among private universities (PTS), is becoming increasingly intense year after year. Each PTS strives to attract prospective students, who are essentially the “customers” in the context of educational business. In this situation, prospective students have many options — from public universities (PTN), which often have advantages in terms of cost and reputation, to other private universities that offer a

variety of study programs and facilities. This condition requires every PTS to design and implement effective marketing strategies to enhance the attractiveness of their institution. A well-designed marketing strategy not only serves to increase an institution’s visibility and appeal but also plays a crucial role in influencing students’ decisions when choosing a university.

According to Kotler and Keller (as cited in Mauluddin et al., 2024), the decision to choose can be defined as a decision made by a prospective buyer or

selector regarding the certainty of whether or not to make a purchase. In the context of higher education, students' decisions in choosing a university have significant implications, both for the individuals themselves and for the development of human resources in a country. The university chosen by students functions not only as an educational institution but also as a place that shapes their knowledge, skills, and values — which will serve as the foundation for facing future challenges in the professional world..

The process of choosing a university is a highly strategic and crucial step, considering its long-term impact on students' lives — including their career prospects, personal development, and contributions to society. Universities play a vital role in preparing graduates with relevant and competitive skills; therefore, students who are able to select the right institution will be better positioned to develop their careers and contribute to future economic and social development. Consequently, making a well-considered decision when choosing a university is a strategic investment that not only determines a student's academic journey but also shapes their future as competent and highly competitive professionals.

One such private higher education institution is the Sekolah Tinggi Ilmu Ekonomi Manajemen Bisnis Indonesia (Indonesian College of Economics and Business Management), which focuses on the field of economics. Over the past five years, this institution has experienced a decline in student enrollment, as illustrated in Figure 1.

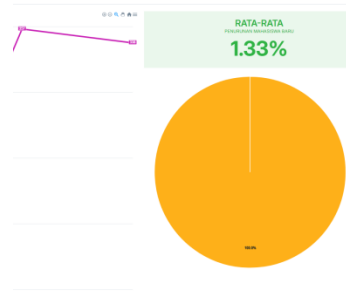


Figure 1. The Decline in the Number of Students at STIE MBI Depok Over the Past Five years

Sumber: <https://pemutu.kemdikbud.go.id/>

Based on Figure 1, the average decrease of 1.33% in new student enrollment indicates a fluctuating trend in the interest of prospective students at the Sekolah Tinggi Ilmu Ekonomi Manajemen Bisnis Indonesia (STIE MBI). This decline suggests the presence of challenges that influence prospective students' decisions in choosing STIE MBI as their educational institution.

This phenomenon needs to be further analyzed to identify the factors affecting prospective students' decisions to enroll amid the increasingly competitive higher education landscape. The decline also highlights the need for strategic actions to enhance the attractiveness of study programs and address potential barriers in the student recruitment process. These influencing factors may include price, university image,

word of mouth (WOM), location, promotion, facilities and infrastructure, accreditation quality of the study programs, and the use of social media.

Among the various factors influencing students' decisions to enroll at the Sekolah Tinggi Ilmu Ekonomi Manajemen Bisnis Indonesia (STIE MBI), the researcher conducted a preliminary questionnaire to determine the variables to be used in this study. The preliminary questionnaire was distributed to 30 new semester students at STIE MBI. The following is Table 1. Questionnaire on Factors Influencing Students' Decision-Making.

Table 1. Student Decision-Making Variable Questionnaire

No	Statement	Frequency	%
1	Did you decide to choose STIE MBI based on the price?	6	20
2	Did you decide to choose STIE MBI based on the institution's image?	3	10
3	Did you decide to choose STIE MBI based on recommendations from others (family, friends, alumni, and others)?	9	30
4	Did you decide to choose STIE MBI based on promotion?	5	16,67
5	Did you decide to choose STIE MBI based on facilities and infrastructure?	2	6,67
6	Did you decide to choose STIE MBI because of its location?	1	3,33
7	Did you decide to choose STIE MBI based on the quality of the study program (its accreditation)?	3	10
8	Did you decide to choose STIE MBI after finding out about it from social media?	1	3,33
Total		30	100

Source: Processed, 2025

Based on Table 1, among the eight factors influencing students' decisions, it can be seen that recommendations from family, friends, and alumni—commonly referred to as word of mouth (WOM)—along with price and promotion, are the most dominant factors affecting students' decisions to choose STIE MBI. Word of Mouth has the greatest influence, accounting for 30%, followed by price and promotion, with 20% and 16.67% respectively. Therefore, the researcher selected the three factors with the highest percentages—Word of Mouth, price, and promotion—as the primary variables influencing students' decision-making.

This finding is consistent with previous studies. Wijaya et al. (2023) found that Word of Mouth significantly influences university selection decisions at Telkom University. Puspitasari (2024) reported that price perception has a positive and significant effect on students' decisions in choosing study programs among management students. Similarly, Aldini et al. (2024) stated that promotion significantly affects students' decisions to continue their education at Universitas PGRI Sumatera Barat.

However, there are also previous studies with differing results. Anwar (2024) found that Word of Mouth had a negative and insignificant influence on university selection decisions. Wulandari et al. (2020) reported that price had a negative and significant effect

on students' decisions to choose a university. Meanwhile, Tanti et al. (2019) concluded that promotion had no significant influence on students' decisions in selecting a higher education institution.

With the research gap identified from previous studies—where the direct relationship between external factors such as Word of Mouth (WOM), price, and promotion and students' decision-making has not fully explained the variability in their behavior when choosing a university—it is suspected that a mediating variable plays a role in bridging these effects. Several prior studies have shown inconsistent or weak direct relationships, suggesting the existence of an underlying mechanism influencing decision-making. Therefore, interest (intention) is introduced as a mediating variable to fill this theoretical gap and provide a more comprehensive understanding of the psychological mechanisms that drive students' decisions in selecting a higher education institution.

The Theory of Planned Behavior (TPB) serves as the theoretical foundation for this study. This theory is based on the assumption that humans are rational beings who systematically use available information to make decisions. Before taking an action, individuals consider the implications or intentions of that action before deciding whether to engage in it (Ajzen, as cited in Saputra, 2019). The Theory of Planned Behavior posits that a person's decision is influenced by their intention, which in turn is shaped by three main components: attitude, subjective norms (influence of others), and perceived behavioral control.

In the context of higher education, students choose a university based on their intentions, which are formed through their perceptions of the institution, recommendations from parents or friends, and their perceived ability to access that education. Understanding consumer behavior thus becomes crucial for universities in developing effective marketing strategies. Consumer behavior encompasses the processes and activities involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires (Kotler & Keller, 2016).

Therefore, this study enriches the existing literature by introducing student interest as a mediating variable within the research model. This inclusion allows for a deeper analysis of how student interest mediates the relationship between the independent variables—Word of Mouth, price, and promotion—and the dependent variable, namely students' decision-making. By incorporating student interest, this study provides a more comprehensive understanding of the factors influencing students' decisions in choosing a university in today's digital era. The study not only examines the direct effects of the independent variables but also explores their indirect effects through student interest, offering a more holistic perspective on the decision-making process of students in higher education selection.

Theoretical Basis

Word Of Mouth (WOM)

World of Mouth (WOM) is an interaction within marketing strategies that can be carried out very effectively without requiring additional costs, as it only depends on the perception of products and services that have been previously experienced (Haksanggulawan et al., 2023). Recommendations from friends, family, or university alumni are considered more credible compared to information conveyed through advertisements or official promotions. Students tend to trust the opinions of those closest to them, which can influence their perceptions of a university.

The delivery of verbal information, also known as Word of Mouth (WOM), is the spread of information verbally from one user to another, capable of influencing others positively or negatively based on the experiences of users after purchasing a product or service (Tarigan et al., 2023:73).

According to Priansa in (Diah & Vercelli, 2023:201), Word of Mouth (WOM) is a marketing activity that conveys information about products or services from one consumer to another in order to discuss, promote, and sell the brand to others.

According to Kotler & Keller (2016:645), Word of Mouth (WOM) is a powerful marketing tool and one of the most effective drivers of sales, alongside advertising awareness. Some brands have been built almost entirely through word of mouth. Word-of-mouth marketing finds ways to engage customers so that they choose to speak positively to others about the products, services, and brands.

Based on the definitions from the experts above, it can be concluded that Word of Mouth (WOM) is a marketing activity involving the verbal dissemination of information by consumers about their experiences with certain products or services, with the aim of influencing other consumers.

In this study, the dimensions used are based on Sernovitz (2014:19), who proposed five elements (the Five Ts) required for word of mouth to spread effectively, namely: Talkers, Topics, Tools, Talking Part, and Tracking.

Price

Setting the right price can help higher education institutions attract new students in their decision-making process when choosing an institution, as price is one of the main factors considered by prospective students and their parents. A competitive price that aligns with the quality offered will create a good perception of value, making prospective students feel that their educational investment is proportional to the benefits they will receive, such as career prospects and the quality of education. In addition, affordable tuition fees—especially when supported by scholarships or flexible payment schemes—can enhance accessibility and attract students from various economic backgrounds, strengthening the institution's appeal in an increasingly competitive education market.

According to Hasan in (Fikri et al., 2022:164), price is any form of monetary cost sacrificed by

consumers to acquire, own, and utilize a combination of goods and services from a product.

According to Tjiptono (2019:290), price is a monetary unit or other measure (including other goods and services) exchanged to obtain ownership or usage rights of a product or service.

According to Lisdiyawati & Aribowo (2024), price represents the amount of value paid by consumers for the benefit of owning and using a product or service, allowing companies to earn a fair profit in return for the customer value they create.

Based on the definitions from the experts above, it can be concluded that price is the amount of monetary value sacrificed by consumers to acquire, own, and utilize a product or service, where this value serves as the medium of exchange for obtaining ownership or usage rights of the goods or services.

In this study, the dimensions used are based on Kotler & Keller (2016:492), which consist of four dimensions of price, namely: price affordability, price conformity with product quality, price conformity with benefits, and price suitability with ability or price competitiveness.

Promotion

Promotion is one of the key elements in marketing that serves to deliver information, build an image, and attract prospective students' interest toward a higher education institution. The right promotional strategy can increase prospective students' awareness of the institution and the study programs offered. Through various promotional channels—such as advertisements, social media, and campus events—universities can reach a wider audience and ensure that information about their institution reaches potential students. Through promotion, universities can communicate their values and strengths, such as the quality of teaching, facilities, academic support, and alumni achievements. This information helps prospective students understand what differentiates the institution from others and why they should choose it.

According to Malau (2017:103), promotion is a form of marketing communication. Marketing communication refers to marketing activities that aim to disseminate information, influence, persuade, and/or remind target markets about a company and its products so that they are willing to accept, purchase, and remain loyal to the company's offerings.

According to Nurhayati in (Nurhalim, 2022:53), promotion is an effort to inform or offer products or services with the aim of attracting potential consumers to buy or use them.

According to Tjiptono in (Marlius & Jovanka, 2023:478), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers about the company's brand and products.

Based on the definitions from the experts above, it can be concluded that promotion is a marketing communication activity carried out by companies to disseminate information, influence, persuade, and

remind consumers about the products or services offered. The main objectives of promotion are to attract potential consumers' interest, encourage purchases, and build loyalty toward the company's products or brands. Promotion is an essential element of the marketing mix that helps companies create and maintain positive relationships with their target markets.

In this study, the dimensions used are based on Kotler in (Yuliana et al., 2024:203), which identifies five main components of promotion for consumer markets to achieve sales goals, namely: Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct & Online Marketing

Student Interests

Interest is one of the key elements in marketing theory, closely related to the consumer decision-making process. In the context of higher education, prospective students' interest can be understood as an integral part of the initial stage in the decision-making process of choosing an educational institution. This interest is formed as a response to external stimuli, particularly marketing strategies designed and implemented by the university.

According to Firza et al. (2022:1441), interest (intention) is a desire possessed by an individual to initiate an action; a person will have a high level of interest (intention) in performing a behavior if they perceive positive outcomes or benefits from doing so.

According to Kadek & Sulindawati (2022:60), interest is an individual's conscious intention or desire to perform a behavior as a foundation for achieving a specific goal.

According to Jogiyanto in Asja et al. (2021:313), interest or intention is the willingness to engage in a certain behavior; interest is not always static because it can change over time.

Based on the definitions from the experts above, it can be concluded that interest (intention) is a conscious desire or intention within an individual to perform a particular behavior, driven by the expectation of achieving positive results or benefits from that behavior. Interest is dynamic and may change over time, depending on the individual's perception of the situation, goals, and external factors that influence it.

In this study, the dimensions used are based on Firza et al. (2022:1439). To measure student interest, this research applies the Theory of Planned Behavior (TPB), which explains behavioral patterns influencing chosen interests. In measuring interest, three dimensions are used: attitude, subjective norms, and perceived behavioral control.

Student Decision

The decision to choose can be defined as the decision made by a prospective buyer or selector regarding the certainty of whether or not to make a purchase. In the context of higher education, a student's decision to choose a university has significant implications, both for the individual and for the development of human resources in a country.

According to Kotler and Armstrong (2012:181), a purchase decision is the buyer's decision regarding which brand to purchase after considering several factors, in which they choose one among several available alternatives.

Consumer decision-making is a goal-directed problem-solving process. The essence of consumer decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors and select one of them (Peter and Olson in Handayani et al., 2020:93).

According to Tjiptono in (Winarsih et al., 2022:390), a purchase decision is a series of processes that begin when consumers recognize a problem, search for information about certain products or brands, and evaluate how well each alternative can solve their problem. This series of processes then leads to a purchasing decision.

Based on the definitions from the experts above, it can be concluded that a consumer decision is a series of problem-solving processes involving the recognition of needs or problems, information searching, evaluation of various alternatives, and selection of one alternative that leads to a purchasing decision.

In this study, the dimensions used are based on Kotler & Armstrong (2012:188), which identify six types of consumer decisions in determining the purchase of a product or service, namely: Product Choice, Brand Choice, Dealer Choice, Purchase Timing, Purchase Quantity, and Payment Method..

Conceptual Framework

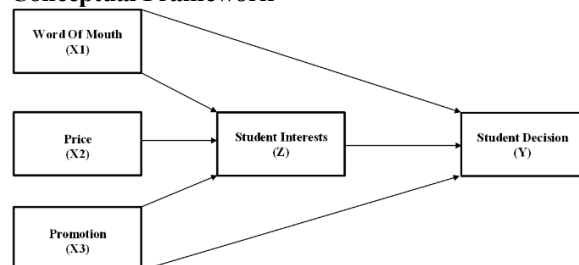


Figure 2. Conceptual Framework
Source: Processed, 2025

	(WO M)	(Price)	(Promotion)	(Interests)	(Student Decision)
X1.1	0.803				
X1.10	0.843				
X1.2	0.889				
X1.4	0.710				
X1.5	0.867				
X1.6	0.859				
X1.7	0.798				
X1.9	0.848				
X2.1		0.901			

Hipotesis

1. There is a direct influence of Word of Mouth on Students' Interest.
2. There is a direct influence of Price on Students' Interest.
3. There is a direct influence of Promotion on Students' Interest.
4. There is a direct influence of Word of Mouth on Students' Decision.
5. There is a direct influence of Price on Students'

Decision.

6. There is a direct influence of Promotion on Students' Decision.
7. There is a direct influence of Students' Interest on Students' Decision.
8. There is an indirect influence of Word of Mouth on Students' Decision through Students' Interest.
9. There is an indirect influence of Price on Students' Decision through Students' Interest.
10. There is an indirect influence of Promotion on Students' Decision through Students' Interest.

2. RESEARCH METHODS

The method used in this research is a descriptive-verify method with a quantitative approach. According to Hair in (Widiawati et al., 2021), the sample size should preferably be 100 or more. Based on the total population and references from experts, the number of samples used in this study is 125 students of the Sekolah Tinggi Ilmu Ekonomi Manajemen Bisnis Indonesia (STIEMBI) Class of 2024/2025.

The sampling technique is a method used to determine which samples will be included in the research. In this study, saturated sampling was used because the entire population was included as the sample, with a convenience sampling approach. Convenience sampling is a sampling technique based on ease of access, where samples are selected because they are available at the right place and time. This technique was used due to its efficiency in terms of time and cost, making it easier for the researcher (Sugiyono in Zahra et al., 2024).

The data were further analyzed using the Structural Equation Modeling (SEM) method with the assistance of SmartPLS software. The analysis was presented objectively with the aim of answering research questions related to ongoing processes to obtain a comprehensive understanding of the research object and to draw conclusions regarding the studied problem.

3. RESULTS AND DISCUSSION

A. Convergent Validity

1. Outer Loading

Table 2. Outer Load

	(WOM)	(Price)	(Promotion)	(Interests)	(Student Decision)
X1.1	0.803				
X1.10	0.843				
X1.2	0.889				
X1.4	0.710				
X1.5	0.867				
X1.6	0.859				
X1.7	0.798				
X1.9	0.848				
X2.1		0.901			
X2.10		0.915			
X2.2		0.849			
X2.3		0.822			
X2.4		0.887			
X2.5		0.824			
X2.6		0.852			
X2.7		0.864			
X2.8		0.847			

X2.9		0.850			
X3.1			0.867		
X3.10			0.880		
X3.2			0.756		
X3.3			0.901		
X3.5			0.860		
X3.6			0.719		
X3.7			0.818		
X3.8			0.776		
X3.9			0.815		
Y1.1				0.842	
Y1.10				0.781	
Y1.2				0.783	
Y1.3				0.742	
Y1.4				0.861	
Y1.5				0.785	
Y1.6				0.844	
Y1.7				0.824	
Y1.8				0.807	
Y1.9				0.858	
Y2.10					0.723
Y2.2					0.705
Y2.3					0.752
Y2.4					0.853
Y2.5					0.792
Y2.6					0.794
Y2.7					0.811
Y2.8					0.814
Y2.9					0.746
Y2.6					0.792
Y2.7					0.812
Y2.8					0.805
Y2.9					0.741

Source: Smart PLS Version 3.0 Output results, 2025

The results of the instrument validity test through outer loading analysis show that all indicators have loading factor values above 0.7. This value indicates that each indicator has a strong correlation with the latent construct it measures. Therefore, all indicators in the questionnaire are declared valid and appropriate to be used as representations of the variables in this study.

B. Discriminant Validity

1. Cross Loading

Table 3. Cross Loading

	(WOM)	(Price)	(Promotion)	(Interests)	(Student Decision)
X1.10	0.877	0.427	0.668	0.634	0.646
X1.2	0.886	0.523	0.838	0.702	0.661
X1.5	0.896	0.457	0.696	0.655	0.660
X1.7	0.836	0.299	0.613	0.562	0.635
X1.9	0.855	0.519	0.788	0.685	0.625
X2.1	0.567	0.901	0.506	0.658	0.594
X2.10	0.410	0.915	0.377	0.606	0.534
X2.2	0.545	0.849	0.489	0.606	0.591
X2.3	0.340	0.822	0.326	0.505	0.440
X2.4	0.410	0.887	0.367	0.557	0.490
X2.5	0.452	0.824	0.471	0.575	0.464
X2.6	0.379	0.852	0.377	0.524	0.452
X2.7	0.464	0.864	0.482	0.580	0.445
X2.8	0.321	0.847	0.331	0.467	0.381
X2.9	0.481	0.850	0.493	0.594	0.492
X3.1	0.849	0.527	0.869	0.715	0.636
X3.10	0.758	0.356	0.880	0.636	0.590
X3.2	0.579	0.489	0.783	0.703	0.524
X3.3	0.742	0.345	0.894	0.645	0.604
X3.5	0.711	0.407	0.877	0.566	0.531
X3.6	0.503	0.377	0.749	0.583	0.479
X3.9	0.727	0.402	0.839	0.534	0.531
Y1.1	0.715	0.561	0.706	0.841	0.762
Y1.10	0.583	0.507	0.597	0.781	0.620
Y1.2	0.639	0.582	0.588	0.782	0.671
Y1.3	0.538	0.553	0.539	0.742	0.601
Y1.4	0.612	0.552	0.659	0.862	0.717
Y1.5	0.641	0.488	0.668	0.785	0.628
Y1.6	0.602	0.516	0.596	0.843	0.697
Y1.7	0.607	0.543	0.601	0.824	0.650
Y1.8	0.496	0.552	0.453	0.807	0.633
Y1.9	0.610	0.547	0.650	0.858	0.707
Y2.10	0.495	0.464	0.471	0.610	0.725
Y2.2	0.501	0.636	0.400	0.683	0.706
Y2.3	0.604	0.300	0.498	0.590	0.751

Y2.4	0.703	0.517	0.674	0.754	0.854
Y2.5	0.612	0.314	0.546	0.583	0.790
Y2.6	0.499	0.361	0.426	0.641	0.794
Y2.7	0.566	0.453	0.526	0.693	0.810
Y2.8	0.595	0.515	0.595	0.636	0.813
Y2.9	0.600	0.426	0.488	0.553	0.747

Source: Smart PLS Version 3.0 Output results, 2025

The results of the discriminant validity test through cross-loading analysis show that each indicator has the highest loading value on its intended latent construct compared to other constructs. This finding confirms that each indicator specifically reflects the variable being measured, thus meeting the criteria for discriminant validity. Therefore, it can be concluded that all indicators used in this study have well-established discriminant validity for each construct variable.

2. Uji Heterotrait-Monotrait Ratio of Correlations (HTMT)

After conducting the Cross-Loading Test, the next step is to examine the results of the Heterotrait-Monotrait Ratio of Correlations (HTMT) test to ensure that the discriminant validity assessment in the measurement model is more sensitive and accurate. The HTMT value that meets the discriminant validity criterion should ideally be below 0.90. This value indicates that the tested constructs are truly distinct from one another conceptually. If the HTMT value exceeds this threshold, it suggests a problem with discriminant validity, meaning that the constructs in the model are too highly correlated and cannot be empirically distinguished.

Table 4. Heterotrait-Monotrait Ratio of Correlations (HTMT)

	(WOM)	(Price)	(Promotion)	(Interests)	(Student Decision)
(WOM)					
(Price)	0.536				
(Promotion)	0.890	0.515			
(Interests)	0.797	0.693	0.790		
(Student Decision)	0.806	0.600	0.712	0.881	

Source: Smart PLS Version 3.0 Output results, 2025

Based on Table 4, the HTMT values for each pair of variables are below 0.90, indicating that the requirements for discriminant validity using the HTMT method have been met. The variance explained by each variable is more dominant toward its own measurement items than toward items from other variables. Therefore, the criteria for evaluating discriminant validity using HTMT have been satisfactorily fulfilled.

3. Average Variance Extracted (AVE)

To test the second level of discriminant validity, the Average Variance Extracted (AVE) method is used for each construct or latent variable. The discriminant validity is considered satisfactory if the square root of the AVE for each construct is higher than the correlation between the latent constructs. In addition, the AVE value for all latent constructs must be greater than 0.5.

Table 5. Average Variance Extracted (AVE)

	Rata-rata Varians Dickstrak (AVE)
(WOM)	0.757
(Price)	0.742
(Promotion)	0.711
(Interests)	0.662
(Student Decision)	0.605

Source: Smart PLS Version 3.0 Output results, 2025

Based on Table 5, the Average Variance Extracted (AVE) values for all variables in this study are above 0.5. Therefore, all variables in the model meet the criteria for good discriminant validity, indicating that the measurement instruments used in this study have an adequate level of quality in representing the intended constructs.

C. Reliability

1. Composite Reliability

Tabel 6. Composite Reliability

	Reliabilitas Komposit
(WOM)	0.940
(Price)	0.966
(Promotion)	0.945
(Interests)	0.951
(Student Decision)	0.932

Source: Smart PLS Version 3.0 Output results, 2025

Based on the data presented in Table 6, all constructs in this study show composite reliability values exceeding 0.70. This value indicates that each construct meets the required criteria for internal reliability. Therefore, it can be concluded that all variables in the research model have a high level of reliability, reflecting strong internal consistency among the indicators in measuring their respective constructs.

2. Cronbach Alpha

Table 7. Cronbach Alpha

	Cronbach's Alpha
(WOM)	0.920
(Price)	0.961
(Promotion)	0.931
(Interests)	0.943
(Student Decision)	0.918

Source: Smart PLS Version 3.0 Output results, 2025

Based on the data presented in Table 7, it can be seen that the Cronbach's Alpha value for each research variable is greater than 0.7. Therefore, the results indicate that all research variables meet the required Cronbach's Alpha criteria. Consequently, it can be concluded that all variables possess a high level of reliability.

D. R-Square

Table 8. R-Square

	R Square	Indikasi
(Interests)	0.698	Moderat
(Student Decision)	0.720	Moderat

Source: Smart PLS Version 3.0 Output results, 2025

Based on Table 8, the R-Square value for the Interest variable falls into the moderate category, with a value of 0.698, which is greater than 0.50 but less than 0.75. Therefore, it can be concluded that simultaneously, the influence of the independent variables (WOM, Price, and Promotion) accounts for 69.8% of the variation in students' interest, while the remaining 30.2% is influenced by other variables not examined in this study.

The R-Square value for the Students' Decision variable also falls into the moderate category, with a value of 0.720, which is greater than 0.50 but less than 0.75. Thus, it can be concluded that simultaneously, the impact of the independent variables (WOM, Price, and Promotion) mediated by Interest is 72%, while the remaining 28% is influenced by other variables not included in this study.

E. F-Square

Table 9. F-Square

	(WOM)	(Price)	(Promotion)	(Interests)	(Student Decision)
(WOM)				0.079	0.120
(Price)				0.291	0.002
(Promotion)				0.115	0.012
(Interests)					0.419
(Student Decision)					

Source: Smart PLS Version 3.0 Output results, 2025

The results show that the Effect Size value of WOM on Interest is 0.079, which falls within the range of 0.02 to 0.15, indicating a moderate effect. The Effect Size value of WOM on Students' Decision is 0.120, which also falls within the 0.02 to 0.15 range, thus indicating a moderate effect.

The Effect Size value of Price on Interest is 0.291, which falls within the range of 0.15 to 0.35, indicating a strong effect. Meanwhile, the Effect Size value of Price on Students' Decision is 0.002, which is below 0.02, indicating a weak effect.

The Effect Size value of Promotion on Interest is 0.115, which falls within the 0.02 to 0.15 range, indicating a moderate effect. The Effect Size value of Promotion on Students' Decision is 0.002, which is below 0.02, indicating a weak effect.

Lastly, the Effect Size value of Interest on Students' Decision is 0.419, which is greater than 0.35, indicating a strong effect.

F. Q Square

o validate the model's predictive capability, the Q-Square test is used, which applies when endogenous variables have a reflective measurement model. A Q-Square value is considered good if it is greater than 0 — the higher the value, the better the model's predictive relevance. The test is conducted based on the R-Square values calculated as follows:

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$$

$$Q^2 = 1 - (1 - 0.698)(1 - 0.720)$$

$$Q^2 = 1 - (0.302)(0.280)$$

$$Q^2 = 1 - 0.084$$

$$Q^2 = 0.915$$

The Q-Square calculation result is 0.915 or 91.5%, indicating that the model's predictive value is quite good. Since the Q-Square value is greater than 0, it can be concluded that the model used in this study can explain 91.5% of the information contained in the research data, while the remaining 8.5% is explained by other variables not included in this study.

G. Goodness Of Fit (GoF)

To determine whether the overall model data is valid (a combination of the outer and inner

models), the Goodness of Fit (GoF) test is used. This test has a value range between 0 and 1, where a GoF value of 0.1 is categorized as small, 0.25 as moderate, and 0.36 as large. The GoF test is calculated as follows:

$$GoF = \sqrt{(AVE \times R^2)}$$

$$GoF \text{ for } Z = \sqrt{(0.662 \times 0.698)} = 0.679$$

$$GoF \text{ for } Y = \sqrt{(0.605 \times 0.720)} = 0.660$$

The calculation results show that the GoF value for the Interest variable is 0.679, which indicates a large category since it is greater than 0.36. Meanwhile, the GoF value for the Student Decision variable is 0.660, which also falls into the large category. Therefore, this study concludes that both the Interest and Student Decision variables demonstrate a high level of Goodness of Fit.

Furthermore, the researcher conducted another test using the Standardized Root Mean Residual (SRMR). Ideally, an SRMR value should be less than 0.08, indicating a good model fit; however, if the value is between 0.08 and 0.10, the model is still considered acceptable.

Furthermore, the researcher conducted another test using the Standardized Root Mean Residual (SRMR). Ideally, the SRMR value should be less than 0.08, indicating a good model fit. However, if the value is greater than 0.08 but less than 0.10, the model can still be considered acceptable.

Table 10. SRMR Model

	Saturated Model	Estimated Model
SRMR	0.088	0.088

Source: Smart PLS Version 3.0 Output results, 2025

Based on the calculation results, it is known that the SRMR value is 0.088, which is greater than 0.08 but still below 0.1. Therefore, based on the above results, it can be concluded that the model in this study is still acceptable, indicating a goodness of fit or that the model is fit.

H. Partial Hypothesis Testing

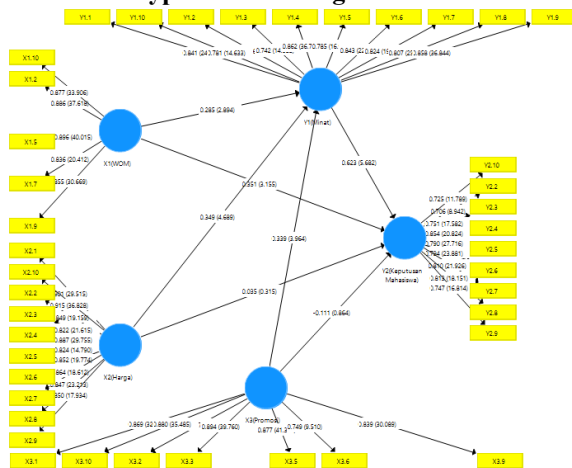


Figure 3. Coefficient and Hypothesis Test
Source: Smart PLS Version 3.0 Output results, 2025

Tabel 11. Partial Hypothesis

	Original Sample (O)	T Statistik (O/STDEV)	P Values	Category
H1 (WOM) -> (Interests)	0.285	2.894	0.004	Accepted

H2 (Price) -> (Interests)	0.349	4.689	0.000	Accepted
H3 (Promotion) -> (Interests)	0.339	3.964	0.000	Accepted
H4 (WOM) -> (Student Decision)	0.351	3.155	0.002	Accepted
H5 (Price) -> (Student Decision)	0.035	0.315	0.753	Rejected
H6 (Promotion) -> (Student Decision)	-0.111	0.864	0.387	Rejected
H7 (Interests) -> (Student Decision)	0.623	5.682	0.000	Accepted

Source: Smart PLS Version 3.0 Output results, 2025

Based on the hypothesis testing results above, the path coefficient, T-statistic, and P-value indicate the significance level of the path coefficients as explained below:

1. H1 Test: The Influence of Word of Mouth on Student Interest

It is known that the original sample value of the path coefficient for the effect of word of mouth (WOM) on Interest is positive, at 0.285, which means that word of mouth (WOM) has a positive influence on student interest. This implies that if word of mouth (WOM) increases by one unit, Student Interest will increase by 0.285 units. Meanwhile, the T-statistic value is 2.894, which is greater than the T-value of 1.9, and the P-value is 0.004, which is less than 0.05. Thus, H1 is accepted and H0 is rejected. WOM is proven to have a significant effect on student interest. These results are consistent with the research conducted by Paing et al. (2025), which stated that word of mouth (WOM) has a significant influence on student interest. Therefore, it can be concluded that Word of Mouth (WOM) plays a crucial role in shaping and enhancing students' interest in choosing a university. Students tend to trust recommendations from close individuals—such as friends, family, or peers—more than promotional messages delivered through advertisements. This is because WOM is typically based on personal experiences, which are perceived as more authentic, objective, and convincing. The high level of trust in such information contributes to the formation of positive perceptions toward the recommended educational institution, which in turn stimulates interest in choosing that institution. Hence, universities that strategically manage and strengthen Word of Mouth (WOM)—both directly and through digital media—have a greater opportunity to increase prospective students' interest in selecting their higher education institution.

2. Uji H2: The Influence of Price on Student Interest

It is known that the original sample value of the path coefficient for the effect of Price on Interest is positive, at 0.349, which means that Price has a positive influence on Interest. This implies that if Price increases by one unit, Interest will increase by 0.349 units. Meanwhile, the T-statistic value is 4.689, which is greater than the T-value of 1.9, and the P-

value is 0.000, which is less than 0.05. Therefore, H2 is accepted and H0 is rejected. This means that Price has a significant influence on Interest. The results of this study are consistent with the findings of Nusyirwan et al. (2023), which state that price has a positive and significant partial effect on interest. In general, students tend to consider the price aspect seriously before deciding to choose a service, including in the context of selecting a product or an educational institution. A price that is perceived as affordable and aligned with their financial situation will encourage interest, as it does not impose an excessive economic burden. Moreover, students are likely to be more attracted when the price offered is considered proportional—or even lower—than the benefits received. When the price is viewed as reasonable and rational, it forms a positive perception of the offered service, ultimately increasing students' interest in making a decision. Therefore, a competitive, transparent, and value-equivalent price tends to enhance the appeal and interest of students toward a particular product, service, or institution..

3. Uji H3: The Influence of Promotion on Student Interest

It is known that the original sample value of the path coefficient for the effect of Promotion on Interest is positive, at 0.339, which means that Promotion has a positive influence on Interest. This implies that if Promotion increases by one unit, Interest will increase by 0.339 units. Meanwhile, the T-statistic value is 3.964, which is greater than the T-value of 1.9, and the P-value is 0.000, which is less than 0.05. Therefore, H3 is accepted and H0 is rejected, meaning that Promotion has a significant influence on Interest. The findings of this study are consistent with those of Bakar et al. (2022), who state that promotion partially has a significant effect on the interest of new students. For university students, informative promotional efforts play an important role in helping them understand the features, benefits, and advantages of a product or service being offered. Promotional messages that are clear, engaging, and well-targeted can enhance awareness and encourage curiosity, which in turn stimulates interest. Creative, consistent, and audience-relevant promotion strategies also help shape a positive image of the product or institution in students' minds. Various promotional media—such as social media platforms, digital advertising, campus events, or endorsements from figures relevant to the student community—strengthen the perception that the product or institution is credible, professional, and aligned with their needs. This positive perception directly contributes to increasing students' interest in the promoted product or institution. Furthermore, promotion strategies involving special offers—such as discounts, scholarships, giveaways, or referral programs—have proven effective in attracting student attention. These incentives enhance perceived value and urgency, influencing students'

considerations and motivating them to make decisions that reflect interest in the product or institution. With the support of various communication channels such as Instagram, TikTok, YouTube, and campus platforms, promotional activities gain wide and rapid reach. The mass dissemination of relevant and persuasive information through these media enables students who previously had no awareness of a product or institution to become interested after exposure to effective promotions. Therefore, an effectively designed promotional strategy plays a crucial role in increasing the interest of prospective students in the offered product or service, particularly in the context of choosing a higher education institution. Promotions that communicate information accurately, attractively, and relevantly will help shape a positive perception, thereby fostering the interest of prospective students.

4. Uji H4: The Influence of Word of Mouth on Student Decision

It is known that the original sample coefficient for the path analysis of Student Decision influenced by Word of Mouth (WOM) has a positive direction, with a value of 0.351, which means that Word of Mouth (WOM) has a positive effect on Student Decision. If Word of Mouth (WOM) increases by one unit, then Student Decision will increase by 0.351 units. Meanwhile, the T-Statistic value of 3.155 > T-value 1.9 and the P-Value of 0.002 < 0.05, indicate that H4 is accepted and H0 is rejected. This means that Word of Mouth (WOM) has a significant effect on Student Decision. These results are consistent with the findings of Murtiningsih & Hendrawan (2022), who stated that Word of Mouth (WOM) has a partially positive and significant influence on the decision to choose a university. Word of Mouth (WOM) plays an important role in shaping the image of a higher education institution. Students tend to trust information derived from the experiences of others—such as alumni, peers, or family—since it is perceived as more genuine and unbiased compared to promotional messages. The positive perception formed through Word of Mouth (WOM) becomes one of the determining factors in the student decision-making process. Choosing a university is a complex and long-term decision. Students often face uncertainty regarding educational quality, graduate prospects, facilities, or campus environment. Word of Mouth (WOM) serves as a valuable source of information that helps them understand real experiences from others, thereby reducing doubt and increasing confidence in making a decision. Therefore, universities that are able to create positive experiences for their students and alumni are more likely to generate strong Word of Mouth (WOM), ultimately leading to an increase in the number of applicants and enrolled students.

5. Uji H5: The Influence of Price on Student Decision

It is known that the original sample coefficient in the path analysis of Student Decision influenced by Price has a positive direction with a value of 0.035, which means that Price has a positive effect on Student Decision. If Price increases by one unit, Student Decision will increase by 0.035 units. Meanwhile, the T-Statistic value of $0.315 < T\text{-value } 1.9$ and the P-Value of $0.753 > 0.05$ indicate that H5 is rejected and H0 is accepted. This means that Price does not have a significant effect on Student Decision. This finding is consistent with the study conducted by Wulandari et al. (2020), which stated that price has a negative and significant effect on students' decisions to choose a university. In the context of higher education selection, student decisions tend to be more influenced by normative and social factors—such as recommendations from friends, teachers, family, or alumni—that emphasize academic quality, institutional reputation, and the overall learning experience rather than financial considerations. This shows that decisions in choosing a university are not solely based on rational factors like price but are also influenced by perceptions and experiences shared by significant others. Moreover, many universities offer various forms of financial support, such as scholarship programs, installment payment schemes, or educational subsidies, which can directly ease students' financial burdens. The availability of these financial solutions makes the price factor relatively less decisive in the final decision-making process. As a result, students tend to focus more on other crucial aspects, such as academic quality, supporting facilities, learning environment, and future career prospects. Therefore, although price is considered, it is not always the main determining factor. This occurs because students prioritize the quality, reputation, and long-term value of the educational institution they choose. Furthermore, perceptions of price, available financial aid, and social influence collectively diminish the dominance of the price factor in the decision-making process.

6. Uji H6: The Influence of Promotion on Student Decision

It is known that the original sample coefficient in the path analysis of Student Decision influenced by Promotion has a negative direction with a value of -0.111, which means that Promotion has a negative effect on Student Decision. If Promotion increases by one unit, Student Decision will decrease by 0.111 units. Meanwhile, the T-Statistic value of $0.864 < T\text{-value } 1.9$ and the P-Value of $0.387 > 0.05$ indicate that H6 is rejected and H0 is accepted. This means that Promotion does not have a significant effect on Student Decision. This finding is consistent with the study conducted by Tanti et al. (2019), which found that promotion has no significant influence on students' decisions in choosing a university. The decision to choose a higher education institution is generally based on perceptions of quality,

accreditation, institutional achievements, and career prospects, rather than the extent or attractiveness of promotional activities. If promotional efforts are not supported by a strong institutional image or proven academic quality, their effectiveness tends to be low. In such cases, even intensive promotional campaigns may have little or no impact on students' decisions. Moreover, when there is a discrepancy between the promotional message and the actual experience perceived by students (for example, inadequate facilities, low teaching quality, or poor service), the promotion may actually reduce trust and harm the institution's image. In the long term, this can make promotional activities counterproductive and negatively affect potential students' decision-making. Therefore, promotional strategies that do not align with the expectations and values of prospective students risk losing their effectiveness. In the decision-making process for higher education, students tend to prioritize credibility, reputation, and trustworthy sources of information over commercial promotional messages.

7. Uji H7: The Influence of Interests on Student Decision

It is known that the original sample coefficient in the path analysis of Student Decision influenced by Interest has a positive direction with a value of 0.623, which means that Interest has a positive effect on Student Decision. If Interest increases by one unit, Student Decision will increase by 0.623 units. Meanwhile, the T-Statistic value of $5.682 > T\text{-value } 1.9$ and the P-Value of $0.000 < 0.05$ indicate that H7 is accepted and H0 is rejected. This means that Interest has a significant effect on Student Decision. This finding is consistent with the research conducted by Yogaswara et al. (2023), which revealed that the Interest variable has a partially positive and significant effect on students' decisions in choosing a management study program. Interest reflects students' attraction and desire to explore and select educational institutions that align with their needs, expectations, and academic aspirations. When students' interest in a particular university increases, it encourages them to conduct a more thorough evaluation and take concrete steps in the registration and selection process. Moreover, a high level of interest often correlates with positive perceptions of the university's quality, reputation, and excellence. These positive perceptions further strengthen students' confidence in making the right decision. Therefore, Student Interest has a significant and positive influence on their final decision in choosing a higher education institution.

I. Simultan Hypothesis Testing

Table 12. Mediation Hypothesis

		Original Sample (O)	T Statistik (O/STDEV)	P Values	Category
H8	(WOM) -> (Interests) -> (Student Decision)	0.177	2.431	0.015	Accepted
H9	(Harga) ->	0.218	3.900	0.000	Accepted

	(Interests) -> (Student Decision)				
H10	(Promosi) -> (Interests) -> (Student Decision)	0.211	3.586	0.000	Accepted

Source: Smart PLS Version 3.0 Output results, 2025

8. Uji H8: The Influence of Word of Mouth on Student Decision through Student Interest

The original sample coefficient for the path from word of mouth (WOM) to Student Decision through Student Interest is positive at 0.177, which means that WOM has a positive effect on Student Decision via Interest. If WOM affecting Interest increases by one unit, Student Decision will increase by 0.177 units. The T-Statistic value is 2.431 > T-value 1.9 and the P-Value is 0.015 < 0.05, therefore H8 is accepted and H0 is rejected. This indicates that WOM significantly influences Student Decision through Student Interest. Based on the results, the model can be described as a partial mediation, because WOM influences Student Decision both directly and indirectly via Interest. The more frequent or more positive the WOM received by prospective students, the more likely they are to pay attention, explore further, and ultimately develop interest in a university. Information gained through WOM acts as an initial trigger that fosters cognitive and affective attraction. Once interest emerges, students are more likely to engage in deeper information search—such as investigating campus facilities, available study programs, institutional accreditation, graduate prospects, and academic or extracurricular activities. This formed interest then develops into a more concrete desire to join the institution and gradually drives the individual toward an actual decision. Therefore, student interest functions as an important bridge linking the effect of WOM to the final decision in choosing a university.

9. Uji H9: The Influence of Price on Student Decision through Student Interest

The original sample coefficient for the path from Price to Student Decision through Student Interest is positive at 0.218, which means that Price has a positive effect on Student Decision via Interest. If Price (as it affects Interest) increases by one unit, Student Decision will increase by 0.218 units. The T-Statistic is 3.900 > T-value 1.9 and the P-Value is 0.000 < 0.05, therefore H9 is accepted and H0 is rejected. This indicates that Price has a significant effect on Student Decision through Student Interest. Based on the results, the analysis model can be described as full mediation, because Price does not have a significant direct effect on Student Decision, but it does have a significant indirect effect via Interest. Price is a rational consideration in the decision-making process, especially for prospective students with financial constraints. However, the influence of price on the selection of a university is not always direct. Perceptions that the price is affordable, competitive, or commensurate with the benefits offered tend to generate initial interest in the

institution. Prospective students may perceive that the institution provides good economic value without sacrificing educational quality. A fair and reasonable price creates a positive perception that can trigger early interest to learn more about the university. That interest then motivates deeper exploration—such as reviewing study programs, accreditation, available facilities, and graduate prospects. This process strengthens cognitive and affective engagement with the institution, turning initial interest into a concrete desire to apply or join, which ultimately leads to the actual decision to choose the university

10. Uji H10: The Influence of Price on Student Decision through Student Interest

The original sample coefficient for the path from Promotion to Student Decision through Student Interest is positive at 0.211, which means that Promotion has a positive effect on Student Decision via Interest. If Promotion (as it affects Interest) increases by one unit, Student Decision will increase by 0.211 units. The T-Statistic is 3.586 > T-value 1.9 and the P-Value is 0.000 < 0.05, therefore H10 is accepted and H0 is rejected. This indicates that Promotion has a significant effect on Student Decision through Student Interest. Based on the results, the analysis model can be described as full mediation, because Promotion does not have a significant direct effect on Student Decision, but it does have a significant indirect effect via Interest. Promotion that is informative, engaging, and relevant plays an important role in shaping prospective students' positive perceptions of a higher education institution. Information communicated through various media—such as social media, digital brochures, and direct promotional activities—about campus facilities, flagship study programs, scholarship availability, and career prospects of graduates contributes to arousing initial attention and interest among prospective students. When promotion is perceived as effective and aligned with prospective students' needs and expectations, it can spark deeper interest in the institution. This interest is manifested by increased cognitive and affective engagement, reflected in activities such as searching for additional information, comparing alternative institutions, participating in promotional events (e.g., webinars, open houses), or visiting the campus. Interest formed from positive perceptions of promotion then develops into a concrete desire to join the promoted institution. Therefore, interest serves as an important bridge between promotional exposure and actual decision-making by prospective students. In conclusion, effectively managed promotion not only increases interest but also contributes significantly—indirectly through interest—to students' decisions when choosing a university.

4. CONCLUSION AND SUGGESTION

1. The results of the study indicate that there is a positive and significant effect of the Word of

- Mouth (WOM) variable on Student Interest. Thus, it can be concluded that WOM plays an important role in shaping students' interest in choosing a university. Students tend to trust recommendations from friends, family, or peers more than promotional messages through advertisements, as WOM is perceived as more authentic, objective, and convincing. This level of trust fosters a positive perception of the recommended institution, thereby increasing students' interest in applying. Therefore, universities that are able to manage and strengthen WOM—both directly and through digital media—have a greater opportunity to attract prospective students.
2. The results of the study show that there is a positive and significant effect of the Price variable on Student Interest. In general, students take price aspects seriously in their decision-making process, including in the selection of products or educational institutions. Affordable prices that are proportional to the benefits offered are perceived as financially manageable and help form a positive perception of the service. Therefore, competitive, reasonable, and transparent pricing contributes significantly to increasing students' interest in choosing a product, service, or educational institution.
 3. The results of the study show that there is a positive and significant effect of the Promotion variable on Student Interest. For students, informative and engaging promotion plays a key role in enhancing understanding, awareness, and interest in a product or institution. Delivering information that is clear, creative, and tailored to the characteristics of the target audience helps build a positive image and strengthen credibility. The use of various promotional media—both digital and on-campus activities—along with incentives such as discounts or scholarships, adds value and urgency for students. Thus, a well-designed promotional strategy can effectively enhance positive perceptions and increase student interest in selecting a product or higher education institution.
 4. The results of the study indicate that there is a positive and significant effect of Word of Mouth (WOM) on Student Decision. WOM plays a vital role in shaping the image of a university, as it is considered more honest and trustworthy compared to formal promotional efforts. Information obtained from alumni, peers, or family helps students reduce uncertainty regarding educational quality, graduate prospects, and campus environment. The positive perceptions formed through WOM strengthen students' confidence in making decisions. Therefore, universities that can create positive experiences for their students and alumni have a greater potential to attract more applicants.
 5. The results of the study show that there is no positive and significant effect of the Price variable on Student Decision. In the context of university selection, students' decisions are more influenced by normative and social factors—such as recommendations from friends, family, teachers, or alumni—rather than cost considerations. The availability of scholarships, installment payment schemes, and other financial support makes price a less decisive factor. Consequently, students tend to focus more on academic quality, facilities, learning environment, and graduate prospects. Thus, although price remains a consideration, factors such as institutional quality, reputation, and long-term value play a more dominant role in the decision-making process.
 6. The results of the study show that there is no positive and significant effect of the Promotion variable on Student Decision. The decision to choose a university is primarily based on factors such as quality, accreditation, achievements, and career prospects, rather than the intensity of promotional activities. Promotion without the support of a strong institutional image or proven academic quality tends to be less effective and may even reduce trust if the message does not align with reality. Therefore, in the decision-making process, students place greater emphasis on credibility, reputation, and information from trusted sources rather than on commercial promotional messages.
 7. The results of the study indicate that there is a positive and significant effect of the Interest variable on Student Decision. Student interest reflects their attraction and desire to choose a university that aligns with their needs and aspirations. A high level of interest encourages deeper evaluation, strengthens positive perceptions of institutional quality and reputation, and increases confidence in making a decision. Thus, student interest plays a significant role in determining their final decision to choose a university.
 8. The results of the study show that Interest has a positive and significant mediating role in the effect of Word of Mouth (WOM) on Student Decision. The more positive the word of mouth (WOM) received by prospective students, the greater their tendency to pay attention, explore further, and develop interest in the university. The interest that arises serves as an important bridge connecting WOM to the final decision, as it motivates students to seek additional information and ultimately choose the institution that best fits their expectations.
 9. The results of the study indicate that Interest has a positive and significant mediating role in the effect of Price on Student Decision. Price represents an important rational consideration,

especially for prospective students with financial limitations. Perceptions of affordable, competitive, and value-appropriate pricing create a positive image and stimulate initial interest in the university. This interest subsequently encourages students to explore academic aspects, facilities, and graduate prospects more deeply, eventually developing into a concrete desire to apply, leading to the actual decision to choose the university.

10. The results of the study show that Interest has a positive and significant mediating role in the effect of Promotion on Student Decision. Informative, engaging, and relevant promotional activities play an important role in shaping prospective students' positive perceptions of the university. The dissemination of information through various media—covering campus facilities, study programs, scholarships, and graduate prospects—helps attract attention and trigger initial interest. This interest then drives further information seeking and develops into a concrete desire to join the institution, thus serving as a link between promotion and actual decision-making. Therefore, effectively managed promotion not only increases student interest but also contributes significantly to students' final decisions in choosing a university.

Implications

1. Based on the empirical testing and data analysis of the research on “Developing a Decision-Making Model of Students' Enrollment Choice in Higher Education: The Mediating Role of Student Interest in Word of Mouth, Price, and Promotion”, several conclusions have been drawn. Accordingly, this study also provides several implications for the Sekolah Tinggi Ilmu Ekonomi Manajemen Bisnis Indonesia (STIEMBI) Depok, as well as for companies related to the education sector. Word of Mouth (WOM) has a significant influence on Student Interest and Students' Enrollment Decisions in choosing a university, particularly in the Talking dimension, where the highest indicator value is “Response Level.” Therefore, higher education institutions need to enhance their responsiveness across all communication channels, including social media, WhatsApp, email, and other digital platforms. Quick and high-quality responses can strengthen the institution's image as a caring and professional campus.
2. The results show that Price does not have a direct influence on students' enrollment decisions but has an indirect influence through Student Interest, especially in the dimensions of Affordability and Price Competitiveness, with indicators such as “consumer income” and “price compared to competitors.” Since price acts more as an initial trigger of interest, the university needs to communicate tuition fees transparently to shape

the perception of affordability. Marketing strategies should emphasize price as an attraction factor, not the final determinant of decision-making. Information regarding tuition fees, installment plans, scholarships, and supporting facilities must be conveyed clearly and openly to encourage further exploration by prospective students. In addition, referring to the price comparison indicator, the university should conduct periodic benchmarking against tuition fees of similar institutions, especially in the Depok area and its surroundings. Strategic adjustments to the cost structure will increase competitiveness without compromising the quality of educational services.

3. The research results indicate that Promotion does not have a direct influence on enrollment decisions but has an indirect effect through Student Interest, particularly in the Personal Selling dimension, with the “knowledge sales” indicator. This finding implies that the effectiveness of promotion depends on its ability to generate interest first. Therefore, the university should strengthen personal interaction between institutional representatives and prospective students through activities such as school visits, education fairs, interactive webinars, and consultation sessions with prospective students and their parents. Since knowledge is a crucial factor in successful personal selling, marketing personnel, academic staff, and alumni involved in promotional activities should be equipped with comprehensive knowledge of study programs, facilities, accreditation, graduate career prospects, and institutional advantages. Delivering information in a convincing and professional manner will enhance the interest of prospective students and encourage more informed decision-making.
4. Considering that the Attitude dimension, with the “Career Prospects” indicator, has the highest influence on Student Interest, higher education institutions should highlight alumni success stories in the professional world. This can be done by publishing alumni success stories across various platforms, featuring testimonials and case studies of graduates working in reputable companies or becoming successful entrepreneurs. Moreover, universities should build active partnerships with corporations, financial institutions, start-ups, state-owned enterprises, and government agencies to strengthen positive perceptions of students' career prospects.
5. The results show that the Brand Choice dimension, particularly the “Campus Popularity” indicator, has the most dominant influence on students' enrollment decisions. This finding confirms that institutional image and popularity are key factors in students' decision-making processes. Popularity reflects positive perceptions

formed through consistent reputation, experience, and exposure. Therefore, higher education institutions should build their brand image strategically and sustainably through four main approaches: First, strengthen brand identity through consistent visual communication—logos, institutional colors, and slogans that are symbolic and easily recognizable. Second, enhance digital visibility through social media and other online platforms with educational, inspirational, and representative content, including alumni testimonials. Third, establish strategic partnerships with high schools and educational communities to expand promotional networks and build trust. Fourth, optimize the role of alumni and public figures as brand ambassadors to reinforce social influence and institutional image. Finally, improving academic reputation through quality education, excellent accreditation, and scholarly achievements will serve as a validation of institutional quality that supports a comprehensive brand communication strategy.

Suggestion

Based on the conclusions and implications of the research presented earlier, several managerial recommendations should be considered by institutional management in efforts to improve students' enrollment decisions through the enhancement of their interest in choosing a higher education institution. Therefore, Sekolah Tinggi Ilmu Ekonomi Manajemen Bisnis Indonesia (STIE MBI) Depok is advised to focus its institutional development strategies more intensively on the indicators that show the lowest scores based on the results of the descriptive analysis.

1. Word of Mouth (WOM) — The respondents' answers indicate that the lowest score lies in the Talking dimension, with the indicator "Quality of Interaction." It is recommended that STIE MBI Depok strategically enhance the quality of interpersonal communication among students, alumni, academic staff, and the wider community. This is important because WOM depends not only on how often an institution is talked about but also on the quality of conversations and experiences shared during such interactions. The institution should foster a positive, participatory, and open communication culture, both in face-to-face and digital interactions. STIE MBI can initiate student ambassador and alumni engagement programs that create warm and informative dialogue spaces between the academic community and prospective students. Additionally, communication and service excellence training for staff and lecturers can help improve perceptions of interaction quality. Strengthening the quality of interaction can also be achieved through organizing discussion forums, seminars, and inclusive campus activities involving external parties such as high school
2. Price — The respondents' answers show the lowest score in the Affordability dimension, specifically in the indicator "Price Comparison." STIE MBI Depok is advised to conduct a strategic evaluation of its tuition structure, considering price competitiveness compared to other private universities in the surrounding area. The institution should develop a transparent, flexible, and communicative financing scheme, emphasizing value for money—the balance between cost and benefits. STIE MBI can also consider financial support programs such as merit- and need-based scholarships, registration fee discounts, tuition installment plans, and referral incentives for students who recommend new applicants. These strategies not only help improve perceptions of affordability but also expand access to quality higher education. Furthermore, promotional campaigns should highlight academic excellence, facilities, and institutional achievements alongside pricing information, allowing prospective students to understand STIE MBI's competitive advantage in cost and value. As a result, positive perceptions of pricing will grow and contribute to increasing students' interest and their final decision to enroll at STIE MBI Depok.
3. Promotion — The respondents' answers show the lowest score in the Sales Promotion dimension, with the indicator "Special Offers." It is recommended that STIE MBI Depok strengthen its sales promotion strategy by developing and communicating relevant and appealing special offers for prospective students. These may include registration fee discounts, early-bird tuition reductions, exclusive scholarships for graduates from partner schools, campus merchandise gifts, or referral programs with incentives for students who recommend friends or relatives. Such offers should be strategically designed and promoted through social media, the official website, webinars, and school visits. Emphasizing urgency and exclusivity, such as limited-time or limited-quota offers, can create emotional motivation to make immediate enrollment decisions. By improving the effectiveness of special offers as part of its promotional strategy, STIE MBI Depok can build positive perceptions, strengthen student interest, and ultimately increase enrollment numbers.
4. Student Interest — The lowest score in this variable lies in the Attitude dimension, with the indicator "Job Market." It is suggested that STIE MBI Depok take strategic actions to improve prospective students' positive perceptions of graduates' employment prospects by building and

strengthening connections with the industry and business sectors, including partnerships with private companies, state-owned enterprises, startups, and MSMEs. Such collaborations may include internship programs, guest lectures, work skills training, and graduate placement programs. The institution should establish an active Career Center that assists students and alumni in preparing for the job market, such as through interview training, résumé writing workshops, career development seminars, and job fairs. STIE MBI should also strengthen its competency-based curriculum aligned with market needs by incorporating soft skills, digital literacy, entrepreneurship, and professional certifications relevant to its study programs. Actively promoting alumni achievements in the job market via social media, brochures, video testimonials, and digital campaigns will further strengthen the institution's image. Alumni success in obtaining respectable jobs and strategic positions will reinforce STIE MBI's reputation among prospective students. Finally, conducting regular labor market research will help align study programs, teaching methods, and academic services with evolving industry demands.

5. Student Enrollment Decision — The lowest score in this variable lies in the Purchase Quantity dimension, with the indicator “Discount Volume.” STIE MBI Depok is advised to design more varied and competitive tuition discount programs, such as registration fee reductions, early-bird tuition discounts, or group enrollment discounts (for students applying with friends or family members). The institution should also develop achievement-based incentives, such as entrance scholarships for high-achieving students or athletes, to attract potential student segments. Promotion and dissemination of discount and scholarship programs should be conducted actively through social media, digital brochures, school visits, and admission webinars. Discounts can be linked to other added values, such as free soft-skill training, entrepreneurship seminars, or exemptions for uniforms and learning modules, so that prospective students perceive tangible benefits. STIE MBI should regularly evaluate the effectiveness of these discount programs by monitoring their impact on the number of applicants and prospective students' perceptions to ensure the programs remain relevant and competitive

5. REFERENCES

- Bahri, S. (2018). *Metode Penelitian Bisnis*. ANDI (Anggota IKAPI).
- Fatma, N., Alimuddin, M., Nursaifullah, Hardiyono, & Latiep, I. F. (2023). *Manajemen Pemasaran Era Industri 4.0* (A. N. A. Ainun & P. Poddala (eds.)). PT. Nas Media Indonesia.

- Firmansyah, M. A., & Mahardhika, B. W. (2018). *Pengantar Manajemen*. Deepublish Publisher.
- Ghozali, I., & Hengky Latan. (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Universitas Diponegoro Semarang.
- Jaya, I. M. L. M. (2020). *Metode Penelitian Kuantitatif dan Kualitatif*. Quadrant.
- Kotler, P., & Amstrong, G. (2012). *Prinsip-Prinsip Pemasaran Jilid 1* (12th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2014). *Manajemen Pemasaran; Jilid 2*. Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (12 Jilid 1). PT. Indeks.
- Limakrisna, N., & Purba, T. P. (2017). *Manajemen Pemasaran Teori dan Aplikasi Dalam Bisnis* (2nd ed.). Mitra Wacana Media.
- Malau, H. (2017). *Manajemen Pemasaran Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global*. Alfabeta, CV.
- Manullang, M. (2018). *Dasar-dasar Manajemen*, edisi revisi, setakan tujuh. Ghalia Indonesia.
- Mursid, M. (2017). *Manajemen Pemasaran*. Bumi Aksara.
- Nengsih, W. (2024). *Penerapan Pemasaran Berkelanjutan (Produk, Harga dan Perilaku Konsumen Untuk Mewujudkan Perekonomian Berkelanjutan)*. Widina Media Utama.
- Octaviani, A., & Pujiyanto, R. (2023). *Manajemen Sumber Daya Manusia*. Pustaka Baru Press.
- Putri Nugraha, J., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M., Jati Lestari, W., & Khatimah, HusnilFatima Beribe, M. (2021). *Perilaku Perilaku Konsumen Teori*.
- Santoso, I., & Madiistriyatno, H. (2021). *Metode Penelitian Kuantitatif* (A. Rachmatullah (ed.)). Indigo Media. https://books.google.co.id/books?id=bRFTEAAQBAJ&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- Satriadi, Wanawir, Hendrayani, E., Siwiyanti, L., & Nursaidah. (2021). *Manajemen Pemasaran* (1st ed.). Samudra Biru (Anggota IKAPI).
- Sugiyono. (2016). *Metode penelitian pendidikan : pendekatan kuantitatif, kualitatif, dan R&D*. Alfabeta, CV.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV. Alfabeta.
- Sunyoto, D. (2013). *Manajemen Pemasaran*. CAPS.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality & Satisfaction* (4th ed.). ANDI.
- Tjiptono, F. (2019). *Strategi Pemasaran Prinsip dan Penerapan* (1st ed.). ANDI (Anggota IKAPI).
- Wardana, A. (2024). *Consumer Behavior in The Digital Era 4.0 - Edisi Indonesia* (M. Pradana (ed.)). Eureka Media Aksara.
- Aldini, F., Verawati, R., & Stevani. (2024). *Pendidikan Ke Universitas PGRI Sumatera*

- Barat The Influence Of Self Efficacy, Reputation, Parents Support, Peers And Promotion On Student Decisions To Continue Education At PGRI University, West Sumatera. 4(1), 59–70.
- Ahmad Azmil Marrom, Ronny Malavia Mardani, & Ety Saraswati. (2023). Analisis Pengaruh Debt To Equity Ratio (DER), Return On Equity (ROE), Dan Price Earning Ratio (PER) Terhadap Harga Saham Melalui Kebijakan Deviden Sebagai Variabel Intervening (Studi Empiris Pada Perusahaan Sektor Food and Beverages di Bursa Efek Indonesia. E – Jurnal Riset Manajemen, 12(01), 652–666.
- Ahmad, R., Nawaz, M. R., Ishaq, M. I., Khan, M. M., & Ashraf, H. A. (2023). Social exchange theory: Systematic review and future directions. *Frontiers in Psychology*, 13(January), 1–13. <https://doi.org/10.3389/fpsyg.2022.1015921>.
- Anisa, S. S., Wiska, M., & Putri, D. E. (2023). Pengaruh Minat dan Motivasi Terhadap Keputusan Memilih Program Studi Manajemen Fakultas Hukum Dan Ekonomi bisnis Universitas Dharmas Indonesia. *Jurnal of Social Science Research*, 3(4), 4005–4017.
- Anwar, W. F. (2024). Pengaruh Word of Mouth, Brand Awareness dan Brand Image Terhadap Pengambilan Keputusan Mahasiswa dalam Penentuan Perguruan Tinggi Pilihan (Studi Kasus di UIN Sunan Gunung Djati Bandung dan UIN Syarif Hidayatullah Jakarta). 15(1), 37–48.
- Aprilyanti, S., Asbari, M., Supriyanti, A., & Fadilah, I. A. (2024). Catatan Pendidikan Indonesia: Evaluasi, Solusi, & Ekspektasi. *Journal of Information Systems and Management (JISMA)*, 3(2), 31–34.
- Bakar, A., Jhon Anderson Butarbutar, D., Hasanudin, A., Mukhlisah, N., Sakiana, D., Studi Manajemen Pendidikan Islam Fakultas Tarbiyah Institut Agama Islam Negeri Bone, P., Tinggi Ilmu Ekonomi Ciputra Makassar, S., Indonesia Timur Fakultas Kesehatan Masyarakat Program Studi, U. D., & Kesehatan, A. (2022). Pengaruh Promosi Dan Akreditasi Terhadap Minat Mahasiswa Baru. *Jurnal Agama Sosiasl Dan Budaya*, 5(4), 2599–2473.
- Chitty, W. (2005). *Integrated Marketing Communication* (N. Barker & T. A. Shimp (eds.); First Pasi). Victoria: Thomson.
- Diah, M. H., & Vercelli, V. (2023). Pengaruh Word Of Mouth (WOM) Terhadap Keputusan Pembelian Di Restoran Chong Bak Kut Teh (CBKT) Gading Serpong. *Jurnal Inovasi Penelitian*, 4(2), 201–210.
- Elsa Febrina Tarigan, A., Wijayanto, G., & Widyatsari, A. (2023). Pengaruh WOM, Kualitas Produk, Harga Terhadap Brand Image Serta Implikasinya Pada Keputusan Pembelian Smartphone Merk Xiaomi di Kota Pekanbaru. *Jurnal Daya Saing*, 9(1), 72–78.
- Fahrina, R., & Erni. (2024). Pengembangan Lkpd Berbasis Biomagazine Palangka Raya Development Of Biomagazine-Based LKPD in Ecosystem Material In Class X Of State High School. VII(September), 138–146.
- Gustina, Z., Husnayayin, A., Eka, D., & Dewi, C. (2024). Karakteristik, Langkah-Langkah, Research And Development, Pendidikan. 09(04), 490–501
- Haksanggulawan, A., Hajar, I., & Putera, A. (2023). Pengaruh Promosi Dan Word of Mouth Terhadap Keputusan Memilih Berkuliah Di Institut Teknologi Del. *Jurnal Ekonomi, Manajemen Dan Akuntansi Sekolah Tinggi Ilmu Ekonomi Enam-Enam Kendari*, 1(2), 401–407. <https://doi.org/10.572349/neraca.v1i2.163%0Ahttps://jurnal.kolibi.org/index.php/neraca/article/view/163>
- Handayani, J., Deriawan, D., & Hendratni, T. W. (2020). Pengaruh Desain Produk terhadap Keputusan Pembelian dan Dampaknya pada Kepuasan Konsumen. *Journal of Business and Banking*, 10(1), 91. <https://doi.org/10.14414/jbb.v10i1.2261>
- Ismail Machbub, & Murnisari, R. (2017). Analisis Afektivitas Strategi Integrated Marketing Communication guna Meningkatkan Kepuasan Konsumen CV Barisan Nyawiji Meubel Malang. *Jurnal Penelitian Manajemen Terapan (PENATARAN)*, 2(1), 93–106.
- Kango, U., Kartiko, A., & Maarif, M. A. (2021). The Effect of Promotion on the Decision to Choose a Higher Education through the Brand Image of Education. *AL-ISHLAH: Jurnal Pendidikan*, 13(3), 1611–1621. <https://doi.org/10.35445/alishlah.v13i3.852>
- Komala Sari, P., & Rosalina, L. (2022). Pengaruh Promosi Terhadap Perilaku Beli Konsumen Pada Produk Tata Rias Wajah. *Jurnal Tata Rias Dan Kecantikan*, 3(1), 42. <https://doi.org/10.24036/v3i1.60>
- Lily, H., & Yurike, V. (2015). Pengaruh Kualitas Layanan Dan Persepsi Harga Terhadap Kepuasan Pelanggan Pada Maskapai Penerbangan Tiger Air Mandala. *E-Journal WIDYA Ekonomika*, 1(1), 64–74.
- Lisdiyawati, C., & Aribowo, H. (2024). Pengaruh Kualitas Produk, Citra Merek, Dan Harga Terhadap Keputusan Pembelian Produk Frozen Food Crispy Chicken Nugget Merek Kanzler Di Kota Surabaya. *Neraca Manajemen, Ekonomi*, 7(10).
- Marlius, D., & Jovanka, N. (2023). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Y.O.U Pada Hasanah Mart Air

- Haji. *Jurnal Economina*, 2(2), 476–490. <https://doi.org/10.55681/economina.v2i2.326>
- Mega Yuliana, H., Rahayu, S., & Hariyanti. (2024). Pengaruh Dimensi Promosi Terhadap Keputusan Pembelian Produk UMKM The Influence Of Promotional Dimensions On Purchasing Decisions For UMKM Products At Batik Enza Surakarta. *Jurnal Bisnis Dan Manajemen*, 11(2), 199–213. <http://e-journal.stie-aub.ac.id>
- Murtiningsih, D., & Hendrawan, K. (2022). Pengaruh Kualitas Pelayanan, Promosi, Word of Mouth terhadap Keputusan Memilih Berkuliah. *Jurnal Ekobistek*, 11(2), 60–64. <https://doi.org/10.35134/ekobistek.v11i2.277>
- Nur Fikri, S., Dwi Novianti, S., & Luna Rahelia, S. (2022). Literature review faktor-faktor yang mempengaruhi perilaku konsumen: harga, kualitas produk dan kepuasan pembeli. *Jurnal Ilmu Multidisiplin*, 1(1), 163–173. <https://doi.org/10.38035/jim.v1i1.25>
- Nurhalim, A. D. (2022). Analisis Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Mobil Toyota Avanza Di Kota Tangerang. *Jambura Economic Education Journal*, 5(1), 51–59. <https://doi.org/10.37479/jeej.v5i1.15263>
- Nusyirwan, N., Safrizal, S., & Hidayat, R. (2023). Peran Lokasi dan Harga Terhadap Keputusan Mahasiswa Memilih STIE Mahaputra Riau dengan Minat Sebagai Variabel Intervening. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 627–636. <https://doi.org/10.37641/jimkes.v11i2.1542>
- Paing, J., Waskito, H., Wedowati, E. R., Revitriani, M., Ikhsan, P., Teknik, F., Wijaya, U., & Surabaya, K. (2025). Layanan Terhadap Word Of Mouth Dan Minat Mahasiswa Baru Pada Program Studi Teknologi. 85–98.
- Prastowo, S. L., Djaenudin, E. M., & Apiyanti, N. V. (2023). Pengaruh e-Promotion, Pelayanan, Kemudahan, e-WOM Terhadap Keputusan Pembelian, melalui Perilaku Konsumen pada Marketplace Lazada. *Jurnal Ecodemica : Jurnal Ekonomi Manajemen Dan Bisnis*, 7(1), 130–141. <https://doi.org/10.31294/eco.v7i1.15241>
- Puspitasari, R. A. (2024). Pengaruh Citra Universitas, Lokasi dan Persepsi Harga terhadap Keputusan Mahasiswa dalam Memilih Prodi. *Simposium Manajemen Dan Bisnis III Program Studi Manajemen - FEB UNP Kediri*, 3, 259–269.
- Rafika, R., & Marthalena, Y. (2023). Hubungan Perilaku Konsumen Dan Pengambilan Keputusan Dengan Pembelian Produk Skincare Marwah Pada Toko Helviah Gadingrejo. *Jurnal Pengabdian Masyarakat Dan Riset Pendidikan*, 2(2), 57–62. <https://doi.org/10.31004/jerkin.v2i2.206>
- Saputra, H. (2019). Analisa Kepatuhan Pajak Dengan Pendekatan Teori Perilaku Terencana (Theory of Planned Behavior) (Terhadap Wajib Pajak Orang Pribadi Di Provinsi Dki Jakarta). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 47. <https://doi.org/10.24912/jmieb.v3i1.2320>
- Selim, N., & Kohardinata, C. (2021). Pengaruh Persepsi Nilai Dan Kemasan Terhadap Minat Beli Ulang Konsumen Bab1. *Performa*, 5(3), 252–261. <https://doi.org/10.37715/jp.v5i3.1776>
- Tambunan, T. S. (2020). Pengaruh Perilaku Konsumen terhadap Keputusan Pemilihan Penggunaan KWH Meter Listrik Pascabayar dan Prabayar pada PT PLN (Persero) Ranting Pancur Batu. *Jurnal Nasional Manajemen Pemasaran & SDM*, 1(2), 66–83. <https://doi.org/10.47747/jnmpsdm.v1i2.124>
- Tanti, Ginting, M., & Ginting, S. O. (2019). Pengaruh Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta. 9, 169–180.
- Telekomunikasi, J., dan Listrik, K., Kustiawan, W., Taufiqurrohman, A., Syafii, A., Zainina, A., Lady Taminta, N., Miftahul Jannah, N., & Imelda, P. (2022). Page | 11. *Jutkel: Jurnal Telekomunikasi, Kendali Dan Listrik*, 3(1), 12–16. <https://ummaspul.e-journal.id/Jutkel/article/download/5042/2154/>
- Widiawati, D., Hidayatullah, S., & Alvianna, S. (2021). Pengaruh Celebrity Endorcer Dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Samsung. *Jurnal Tesla*, 1(1), 9–15.
- Wina Afrilia Zahra, Puji Isyanto, & Neni Sumarni. (2024). Pengaruh Komunikasi Pemasaran dan Kualitas Pelayanan Terhadap Keputusan Pembelian “Mie Niraja”. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(9), 6676–6695. <https://doi.org/10.47467/alkharaj.v6i9.2782>
- Winarsih, R., Mandey, S. L., & Wenas, R. S. (2022). Pengaruh Persepsi Harga, Kualitas Makanan, Dan Store Atmosphere Terhadap Keputusan Pembelian Konsumen Pada Dabu – Dabu Lemong Resto Dan Coffee Kawasan Megamas Di Manado. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 388. <https://doi.org/10.35794/emba.v10i3.41953>
- Wijaya, N. P. N. P., Hurriyati, R., & Dirgantari, P. D. (2023). Pengaruh Word of Mouth dan World Class University terhadap Pemilihan Perguruan Tinggi. *Coopetition : Jurnal Ilmiah Manajemen*, 14(1), 43–54. <https://doi.org/10.32670/coopetition.v14i1.2683>
- Wu, L., Danko, Y., Chen, F., Yao, X., & Zhang, F. (2022). Mapping the Literature of Integrated Marketing Communications: a Scientometric

- Analysis Using Citespace. *Innovative Marketing*, 18(1), 152–167. [https://doi.org/10.21511/im.18\(1\).2022.13](https://doi.org/10.21511/im.18(1).2022.13)
- Wulandari, S. E., Fauzi, A., & Lubis, A. N. (2020). Pengaruh Brand Image, Harga Dan Fasilitas Terhadap Keputusan Mahasiswa Memilih Kuliah Di Politeknik Lp3i Medan Kampus Medan Baru. *Journal of ManagementReview*, 4(1), 437–445.
- Yogaswara, M. R., Debianto, R., Buono, S. A., & Avianti, F. P. (2023). Pengaruh Faktor Minat Dan Word of Mouth Terhadap Keputusan Mahasiswa Memilih Prodi Manajemen Di Universitas Mayjen Sungkono Mojokerto. *Andrew's Disease of the Skin Clinical Dermatology.*, 4(1), 1–23.
- Yuliana, Mega H., Rahayu, S., & Hariyanti. (2024). Pengaruh Dimensi Promosi Terhadap Keputusan Pembelian Produk UMKM The Influence Of Promotional Dimensions On Purchasing Decisions For UMKM Products At Batik Enza Surakarta. *Jurnal Bisnis Dan Manajemen*, 11(2), 199–213. <http://e-journal.stic-aub.ac.id>