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The effect of promotion and tuition costs on the determination of higher options

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ABSTRACT

The decision-making process for higher education options is influenced by various factors, including promotions and tuition costs. This study aims to examine and determine whether promotion and tuition fees partially and simultaneously have a significant effect on the choice of college for new students of the 2020/2021 class of the Informatics Management study program, at the State Polytechnic of Banjarmasin. This type of research is explanatory with a quantitative approach. The variables in this study consist of promotion variables, tuition fees variables, and choice selection variables. Sampling using a non-probability sampling technique in which carried out using a convenience sampling technique of 60 respondents with analysis multiple linear. Based on the results of the data analysis carried out, it shows that there is a significant effect of the promotion and tuition fees have an effect on the choice of college for new students.



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Introduction

The decision-making process for higher education options is influenced by various factors, including promotions and tuition costs. Tuition costs play a crucial role in the decision-making process for higher education (Balaj et al., 2021). The affordability of a program is a significant factor, as individuals must weigh the potential benefits of the education against the financial burden of tuition and related expenses (Dally et al., 2021). Scholarships, grants, and financial aid can significantly mitigate the impact of tuition costs, making higher education more accessible (Fadilurrahman et al., 2021). However, the availability of such financial assistance varies, and individuals may need to consider the long-term financial implications of student loans (Dirgantari, 2016). The field of study also influences the consideration of promotions and tuition costs (Brussino, 2020). Some professions require specific degrees or certifications, and individuals in such fields may have less flexibility in their choices in society 5.0 (Shaddiq et al., 2021). For example, someone aiming for a medical, legal, or engineering career might need to pursue education in their respective fields regardless of tuition costs due to the stringent requirements. The effect of promotions and tuition costs on the determination of higher education options is multifaceted (Farida & Setiawan, 2022). It involves a delicate balance between career aspirations, financial considerations, potential returns on investment, financial education, and personal fulfillment in industry 4.0 (Rizal et al., 2020). Individuals must assess these factors based on their unique circumstances and priorities when making decisions about pursuing higher education (Jamaluddin et al., 2022).

Choosing a major in higher education can vary based on individual circumstances, goals, and educational systems (Kaiser et al., 2022). (1) Career Goals: If you have a clear career goal in mind that requires specific skills or qualifications, choosing a major aligned with that goal might be more urgent. Some professions, like engineering or healthcare, have specific coursework and prerequisites that need to be completed early on in your academic career (Kango et al., 2021). (2) Exploration vs. Specialization: Some students enter college with a desire to explore different subjects before committing to a specific major. If you're unsure about your interests or career path, taking your time to explore various courses and subjects can be valuable (Kuzior et al., 2021). However, if you have a strong sense of what you want to study and how it aligns with your goals, choosing a major earlier might be beneficial in terms of focusing your studies (Khairani & Hidayat, 2023). (3) Graduation Requirements: Certain majors have more extensive coursework or specific sequences of classes that need to be completed in a certain order. Delaying the choice of a major could potentially extend your time in college if you find yourself having to catch up on prerequisites later (Mok et al., 2021). (4) Academic Advising: Working closely with academic advisors can provide valuable insights into the implications of choosing a major. Advisors can help you understand the potential impact on course sequencing, graduation timeline, and alignment with your goals. (5) Personal Development: Choosing a major isn't just about career prospects; it's also about personal growth and fulfillment. Some students find that a major aligned with their passions and interests enriches their college experience. For them, choosing a major early might be more urgent to ensure they can delve into subjects they're passionate about and (6) Flexibility of the Major: Consider the flexibility of the major you're interested in. Some majors offer a broader range of career opportunities and allow for more diverse coursework. Others might be more specialized and tie you to a specific career path.

In general, while it's important to choose a major that aligns with your goals, don't feel pressured to rush the decision (Wati et al., 2021). Take the time to explore your interests, consider potential career paths, and seek guidance from academic advisors or professionals in the field (Nuriadi, 2021). Remember that many students change majors during their college years as they gain more clarity about their interests and goals (Taylor et al., 2017).

The prospective students choose a college course have considerations or judgments about the college will be selected. Information on a university is obtained from various sources, including newspapers, banners, educational exhibitions, parents, alumnae, school teachers, friends and so on (Nuriadi, 2021). The information sought by prospective students is usually about the location of the campus, accreditation, tuition fees, lecture facilities, libraries, laboratories, student activities, lecture times, study programs or majors to be chosen and so on (Prabowo & Sriwidadi, 2019).

When someone enters college, that person buys higher education services. The decision to choose a college is an investment decision (Qalbiah, 2015). The investment must benefit consumers after graduating from college. This is because in addition to requiring a large fee, studying at a university also takes quite a long time (Suyono, 2017). Therefore, college consumers or prospective students must have a strategy in choosing a good and quality college (Tight, 2021).

Along with the development of the world of education, universities are divided into two, namely State Universities (PTN) and Private Universities (PTS). State Universities are managed by the government while Private Universities are managed by certain agencies (foundations) (Rovai & Jordan, 2004). Competition in the higher education industry in competing for the student market has started to get tougher (Mainardes et al., 2012). This is coupled with private universities in Indonesia which are currently thriving. Under these conditions, for the newly formed college and not so well known to feel the the impact of competition and the greatness of schools in getting students (Shaddiq, 2023). According to (Wennekers et al., 2005), another reason that causes higher education industry competition is getting tougher is the Government Regulation Number 61 of 1999 concerning Higher Education Autonomy. Through the PP, the government provides opportunities for every university (PT) to produce more efficient management and have an impact on scientific development through the autonomy of higher education institutions. In addition, Private Universities are also given the opportunity to grow and develop in line with State Universities (Reeves et al., 2013). To overcome this, higher education providers need to manage their organization like a business without abandoning its ideal aspects. The marketing concept must be applied in managing the organization (Ramadhani et al., 2021).

Marketing is no longer a functional activity of the marketing department but is an integral part of an organization. Companies must be able to transform themselves into the marketing company to compete globally. An important key in marketing is effective communication, where messages are constructed based on the intended purpose. The preparation (construction) of this message cannot forget the market segmentation to be achieved. The basic instrument used to achieve the communication goals of a company or organization is an effective promotion strategy with reference to the promotion mix (Irpan et al., 2021).

Banjarmasin State Polytechnic is one of the Vocational Education-based State Universities in South Kalimantan. Banjarmasin State Polytechnic is in the city of Banjarmasin. Currently Banjarmasin State Polytechnic has 5 (five) Departments with 13 (thirteen) Diploma 3 study programs and 4 (four) Diploma 4 study programs (Handayani et al., 2021). One of them is the D3 Informatics Management study program. The Informatics Management Study Program establishes 3 (three) graduate competency profiles, namely Data Entry Supervisor, Web programmer and Digital Entrepreneur.

Polytechnic Banjarmasin as one of the vocational high schools also faces the challenge of winning the competition. Information Management Study Program Polytechnic Banjarmasin wanted as many enthusiasts as possible who sign up right themselves. It is closely related to the size of the least favorite votes a favorite study program that is high it the ratio between the number of applicants, with a capacity in a course of study. The ability of the Banjarmasin State Polytechnic Informatics Management Study Program to attract new students depending on the delivery of information about the Informatics Management study program. The size of the ability to acquire students depends on the delivery of information about the university concerned, which is clearly seen from the service marketing mix strategy implemented by each university. Based on the data obtained that the number of students who enroll for a course Information Management Polytechnic Banjarmasin fluctuates each year with interest rate and capacity are still relatively low. Ratio enthusiasts and capacity in the Informatics Management study program at the Banjarmasin State Polytechnic in the last 5 (five) years, it can be seen in the following table:

Table 1. Ratio of Number of Registrants and Capacity Poliban Informatics Management Study Program for the Last 5 Years

No	Academic year	Number of Registrants (Persons)	Capacity (Person)	Ratio
1	2016/2017	261	109	2.4 : 1
2	2017/2018	353	93	3.8 : 1
3	2018/2019	322	109	3.0 : 1
4	2019/2020	253	93	2.5 : 1
5	2020/2021	213	146	1.5 : 1

Source: Processed data, 2020

Based on the table above, it can be seen that the average ratio of enthusiasts and capacity at the Informatics Management Study Program at the Banjarmasin State Polytechnic in the last 5 (five) years is 2,6 : 1. Fluctuations in the number of registrants with a relatively low ratio can be caused by factors that are not widely known by the public about the existence of the Informatics Management study program at the Banjarmasin State Polytechnic in South Kalimantan. Promotion is very much needed by universities because on the one hand it convinces the public of the products offered while on the other hand it determines the success of universities in facing competition. Promotion is an element of the marketing mix that focuses on efforts to inform, persuade and remind consumers of your brand and the company's products (Apriansyah et al., 2022). According to Soedijati, the promotion services that can be done are advertising (such as TV, radio, billboards), sales promotions (such as exhibitions and invitations), making direct contact with prospective students, and conducting public relations activities (Asmiati & Sultan, 2014).

To overcome the fierce competition in universities, according to the Public Relations team of the Banjarmasin State Polytechnic, they have made various promotional strategies such as advertisements on radio, brochures, banners, websites and Instagram of the Banjarmasin State Polytechnic, invitations to Banjarmasin State Polytechnics, visits to SMA/SMK around the area. South Kalimantan and community relations, including cooperation in the field of education with industry (stakeholders) and promotion through the Alumni Association (IKA). Promotional activities are carried out so that the Informatics Management study program at the Banjarmasin State Polytechnic can be in demand and more widely known to the public, especially prospective students. So that people are interested in enrolling in the Informatics Management study program. The large number of prospective students who enroll in the Informatics Management study program at the Banjarmasin State Polytechnic will lead to high competitiveness in the Informatics Management study program at the Banjarmasin State Polytechnic, namely getting quality input due to strict selection so that graduates will be of higher quality.

One factor to be considered for students in to make informed choices in college is the cost of college. Tuition fees are one of the most important instrumental components in the implementation of education. Without adequate tuition support, the educational process will not run well. Therefore, an educational institution must be able to manage funds for the continuity of the teaching and learning process, but without charging all tuition fees to students so that students with limited economies can continue to study in higher education. During the current uncertain economic conditions, people have become sensitive to the

cost of education. Students as consumers tend to look for low prices but provide high value benefits (Goyal & Kumar, 2021).

According to (Wong et al., 2021) price has two main roles in the consumer purchasing decision-making process, namely: 1) The role of price allocation. Price functions in helping buyers to decide how to obtain the highest expected benefit based on their purchasing power. Buyers to compare prices of the various alternatives available, then decide the desired allocation. Which in the end consumers know how much funds must be spent. 2) The role of information from price. Determining purchasing decisions based on price information is needed where this information will be considered, understood, and the meaning generated from this price information can influence consumer behavior. So that the creation of consumer purchasing decisions for an item or service (Wu & Liu, 2021).

According to (Ayyat & Gunturkun, 2022), prices in the context of educational services are all costs incurred by students to obtain educational services offered by a university. In the element of higher education prices are considered regarding pricing (such as tuition fees, construction costs and laboratory fees), payment procedures, and scholarships. Consumers will be more concerned with the benefits and the image they get from every rupiah they spend. Determination of service products can be associated with the concept of net value, the greater the perceived benefits than the costs incurred, consumers will judge as positive value. The cost of education according to (Arifin et al., 2020) is one of the instrumental components (instrumental input) which is very important in the implementation of education.

According to (Kotler & Armstrong, 2010), purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. The purchase decision is a very important thing to note because it is something that is used by the company to create a marketing strategy that will be carried out.

Promotions and prices basically have an important role in the process of determination of selection by prospective students. Several previous studies provide the fact that promotions and prices are indeed a determining factor in the decision-making process. Some of them are researchers conducted by (Dirgantari, 2016), which found that the variable promotions and price have a significant influence on the decision to choose higher education.

However, some researchers also found that the promotion variable did not affect the decision to choose a university. Kamila (2018) in his research at the Postgraduate Program of the Indonesian College of Economics (STEI) in Banjarmasin found that the motivation and price variables were partially significant to be considered by prospective students, while the promotion variable did not have a significant effect. Furthermore (Ramon, 2021) also found that the promotion variable did not have a significant effect while the price variable had a significant effect on the decision to choose the Accounting Study Program STIE Pasundan Bandung.

Although research related to the effect of promotion has been carried out before. however, previous research did not pay attention to the effect of educational costs on the informatics management study program at the Banjarmasin State Polytechnic. The selection of the informatics management study program was carried out, because the informatics management study program at the Banjarmasin state polytechnic is the main choice for students to continue their D3 Diploma studies.

Several research gaps that need to be explored further to make more offered are much clearer picture of the effect of promotions and tuition to the establishment of the college selection. Based on the background behind the above, researchers interested in studying the effect of promotions and tuition of setting a college choice (case study on student's new class of 2020/2021 Information Management Study Program Polytechnic Banjarmasin).

Method

Conceptual framework is a relationship or link between one concept to another concept of the problem to be studied. The conceptual framework is expected to provide an overview and direct assumptions about the variables to be studied. In this research, the research variables are promotion (X_1), tuition fee (X_2) and choice determination (Y). In this case, the sample consists of students in informatics management majoring in business at the banjarmasin state polytechnic 2020/2021 years who have received information promotion and tuition costs. Plus, students who have not received information promotion and tuition costs for comparison are also a sample. This ensures a comprehensive understanding of how promotion and tuition costs opportunities impact students' choices.

Promotion according to (Kotler & Gray, 2018) is the means used by the company in an attempt to inform, persuade and remind consumers directly or indirectly on products and brands they sell. In essence, promotion is a form of marketing communication. Without communication, consumers and the wider community will not know the existence of the product in the market. A product will not be purchased even known if consumers do not know its uses, advantages, where the product can be obtained and at what price. Therefore, it is important for every company, including universities, to conduct marketing communications. Universities must inform their consumers about their goals and activities. So that it can be concluded that promotion partially has a significant effect on determining the choice of higher education. Procedure and the process of obtaining informed consent in detail for a research study focused on college choice and promotional opportunities at Politeknik Negeri Banjarmasin.

Sampling Procedure

Population: identifying the population of interest. In this case, Sample consisted of informatics management students majoring in business at the Banjarmasin State Polytechnic 2020/2021.

Sample Size

The number of participants based on the Slovin formula has been widely used by researchers. The size should be large enough to provide meaningful insights but manageable in terms of data collection and analysis.

Random Sampling

Random sampling to select participants involves randomly choosing students from informatics management students majoring in business at the Banjarmasin State Polytechnic 2020/2021. Random sampling helps reduce bias and ensures that each student in the stratum has an equal chance of being selected.

Invitation to Participate

Once the sample is determined, send invitations to the selected students, for explaining the purpose of the research and the potential benefits of their participation.

Data Collection

Conduct surveys, interviews, or other data collection methods to gather information about students' college choices, experiences with promotional opportunities, and their perceptions.

Data Analysis

Analyze the collected data to draw conclusions and insights about the relationships between promotional opportunities and college choices.

Informed Consent

Informed consent is a crucial ethical requirement when involving human participants in research. It ensures that participants are fully aware of the study's purpose, procedures, potential risks, and benefits, and they voluntarily agree to participate.

Information Provision

Before participants agree to take part, provide them with a clear and detailed explanation of the research. This includes the purpose, the procedures involved, the time commitment, potential risks (if any), and the expected benefits.

Voluntary Participation

Make it clear that participation is entirely voluntary. Participants should understand that they can withdraw from the study at any point without penalty or consequence.

Confidentiality and Anonymity

Assure participants that their responses will be kept confidential, and their identities will be anonymized in any published results. This helps build trust and encourages honest and open responses.

Contact Information

Contact information so participants can reach out if they have questions before, during, or after the study.

Consent Form

Develop a consent form that summarizes the key points mentioned above participants to sign the consent form if they agree to participate.

Education costs are the total financial sacrifices incurred by consumers (parents of students or students) for the purposes of taking education from the beginning to the end of education. Whether its registration fees and credits each semester, building construction donations, student welfare funds and facilities per semester, and other tuition fees which include development and financing costs for curricular and extra-curricular activities, equipment book fees, state exam fees, and fees. -Other education costs used to support lectures (Veronica,

2017). According to Tjiptono (2015) price has two main roles in the consumer purchasing decision-making process, one of which is based on information about the price that is needed where this information will be considered, understood, and the meaning generated from this price information can influence consumer behavior. So that the creation of consumer purchasing decisions for an item or service. So, it can be concluded that the tuition fee partially has a significant effect on determining the choice of higher education.

Simultaneous promotions and tuition fees also have a significant effect on the choice of higher education institutions. Thus, the conceptual framework in this study can be described as follows:

The type of research in this research is quantitative explanatory research or hypothesis testing. Explanatory research is research that explains the causal relationship (cause and effect) between variables that affect the hypothesis (Sugiyono, 2017). The causal relationship in this study is to reveal the effect of promotion and tuition fees on the determination of college choice. The approach in this study is a quantitative approach, namely research data in the form of numbers and analyzed using statistics (Sugiyono, 2017).

Results and Discussions

Classic Assumption Test

The validity test in this study is used to measure the validity of the Promotion variable questionnaire (X_1) which consists of 4 statement items, Tuition Fees (X_2) which consists of 4 statement items and Choice Determination (Y) which consists of 4 statement items. All statements on the four variables must be valid before being used for research.

The tool used to measure the validity of the test is SPSS for windows s version of Exodus 20. The test results on the validity of the overall sample ($n = 60$) with a 5% significance are presented in the appendix, d ith recapitulation table as follows:

Table 2. Questionnaire Validity Test Results

Variable	Items	Rcount	Rtable	Information
Promotion (X_1)	$X_{1.1}$	0,685	0.254	Valid
	$X_{1.2}$	0.810	0.254	Valid
	$X_{1.3}$	0.726	0.254	Valid
	$X_{1.4}$	0.705	0.254	Valid
Tuition Fees (X_2)	$X_{2.1}$	0.785	0.254	Valid
	$X_{2.2}$	0.871	0.254	Valid
	$X_{2.3}$	0.735	0.254	Valid
	$X_{2.4}$	0.812	0.254	Valid
Option Setting (Y)	Y	0.822	0.254	Valid
	Y	0.701	0.254	Valid
	Y	0.832	0.254	Valid
	Y	0.743	0.254	Valid

Source: SPSS attachment processed, 2020

From the results of the validity test of all statement items on each variable, namely the Promotion variable (X_1), Tuition Fees (X_2) and Choice Determination (Y) in this study are valid because the value of r count $>$ r table (0, 254).

It appears that you're discussing the validity testing process for the variables in these studies using SPSS. Validity testing is crucial to ensure that the measurement tools accurately capture the intended constructs. This description suggests that you are examining the validity of three variables: Promotion (X_1), Tuition Fees (X_2), and Choice Determination (Y). You're using a sample size of 60 and a significance level of 5%. Here's an overview of the process described:

Variables and Questionnaires

Any three variables: Promotion (X_1), Tuition Fees (X_2), and Choice Determination (Y). Each variable has a corresponding questionnaire consisting of four statement items.

Validity Testing

Validity testing is carried out to assess the extent to which the questionnaires accurately measure the intended constructs. In other words, it ensures that the statements in the questionnaires effectively capture the concepts of Promotion, Tuition Fees, and Choice Determination.

Software Used

Researchers using SPSS for Windows (version Exodus 20) to perform the validity testing. SPSS is statistical software widely used for data analysis, including validation processes.

Sample Size and Significance Level

The analysis is based on a sample size of 60. This means that you've collected responses from 60 participants or observations. You've chosen a significance level of 5%, which is the threshold for determining statistical significance.

Results and Appendix

The results of the validity testing for the overall sample are presented in the appendix of these studies. The appendix likely includes tables, figures, or summary statistics that show the validity coefficients or other relevant indicators for each variable.

Validity and reliability are indeed crucial aspects of research design and measurement, and they are typically discussed separately from the assumptions or requirements of statistical tests. To clarify, validity refers to the extent to which a measurement tool accurately measures what it's intended to measure, while reliability concerns the consistency and stability of the measurement over time or across different conditions.

Reliability Test

Reliability test is used to measure whether the questionnaire is reliable or not. A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable over time. Questionnaire items are declared reliable (feasible) if Cronbach's Alpha > 0.6 and declared unreliable if Cronbach's Alpha value < 0.6.

Exodus reliability test results on the overall sample (n = 60) presented in the appendix, d ith recapitulation table as follows:

Table 3. Questionnaire Reliability Test Results

Variable	Items	Rcount	Rtable	Cronbach's Alpha	Information
Promotion (X ₁)	X _{1.1}	0,685	0.254	0.712	Reliable
	X _{1.2}	0.810	0.254		Reliable
	X _{1.3}	0.726	0.254		Reliable
	X _{1.4}	0.705	0.254		Reliable
Tuition Fees (X ₂)	X _{2.1}	0.785	0.254	0.802	Reliable
	X _{2.2}	0.871	0.254		Reliable
	X _{2.3}	0.735	0.254		Reliable
	X _{2.4}	0.812	0.254		Reliable
Option Setting (Y)	Y	0.822	0.254	0.775	Reliable
	Y	0.701	0.254		Reliable
	Y	0.832	0.254		Reliable
	Y	0.743	0.254		Reliable

Source: SPSS attachment processed, 2020

From the results of the reliability test, all statement items on each variable, namely the Promotion variable (X₁), Tuition Fees (X₂) and Choice Determination (Y) in this study are reliable because Cronbach's Alpha value > 0.6.

Partial Hypothesis Test (t Test)

The individual parameter significance test (t test) basically shows how far the influence of one independent variable individually in explaining the dependent variable. The t test has a significance value of $\alpha = 5\%$. The criteria for testing the hypothesis using the t test is if the significance value of t (p-value) < 0.05, then the hypothesis is accepted, which states that an independent variable individually and significantly affects the dependent variable (Ghozali, 2016). The test criteria are as follows:

If $t > t_{table}$, then H₀ is rejected and H₁ accepted.

If $t < t_{\text{table}}$, then H_0 is accepted and H_1 rejected.

Partial testing (t test) is also used to prove the hypothesis as follows:

The effect of the promotion variable (X_1) on the choice of college is as follows: the t-count value of the promotion variable is 2,909. This result is greater than the t table of 2.00247, thus the promotion variable partially has a significant influence on the choice of higher education by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic with a variable error rate probability of 0.005 (smaller than 0.05). Thus, the hypothesis ($H_{1.1}$) which states that promotion partially has a significant effect on the determination of college choice is declared accepted.

The effect of the variable tuition fee (X_2) on the choice of college is as follows: the t value of the variable tuition fee is 4,007. This result is greater than the t table of 2.00247, thus the tuition fee variable partially has a significant influence on the choice of higher education by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic with a variable error rate probability of 0.000 (less than 0.05). Thus, the hypothesis ($H_{1.2}$) which states that the tuition fee partially has a significant effect on determining the choice of higher education is declared accepted.

Table 4. Result Ttest

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.181	1.453		4.254	.000		
	Promotion	.262	.090	.323	2,909	.005	.812	1.232
	TuitionCost	.406	.101	.446	4.007	.000	.812	1.232

a. Dependent Variable: ChoiceSetting

Source: SPSS attachment processed, 2020

Simultaneous Hypothesis Testing (F Test)

The F statistical test measures goodness of fit, that is, the accuracy of the regression function can be used to predict the independent variable. The F statistical test also shows whether all independent variables included in the equation have a joint effect on the dependent variable. The F statistic test has a significance of 0.05. The criteria for testing the hypothesis using the F statistic is if the significance value of $F < 0.05$, then the hypothesis is accepted which states that all independent variables simultaneously and significantly affect the dependent variable (Ghozali, 2016).

The test criteria are as follows:

If $F_{\text{count}} > F_{\text{table}}$, then H_0 is rejected and H_2 is accepted.

If $F_{\text{count}} < F_{\text{table}}$, then H_0 is accepted and H_2 is rejected

Simultaneous testing (F test) is used to prove the second hypothesis. Promotional variables and tuition fees simultaneously affect the choice of higher education by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic. This is evident from the calculated F value (21.334) $> F_{\text{table}}$ (3.16) and sig value 0.000 < 0.05 so that H_2 is accepted. The level of confidence taken in this study is 95% with a significance of 5%. Based on the description above, it can be concluded that the alternative hypothesis (H_2) which states that promotions and tuition fees simultaneously have a significant effect on the determination of college choices is declared accepted. The results of the F test can be seen in the following table 5.

Table 5. Result F Uji test

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1 Regression	c	2	56,666	21.334	.000 ^b	
Residual	151.402	57	2,656			
Total	264,733	59				

a. Dependent Variable: ChoiceSetting

b. Predictors: (Constant), TuitionCost, Promotion

Source: SPSS Annex processed, 2020

Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) is used to determine the amount or contribution of the influence of the independent variable (X) simultaneously on the dependent variable (Y). According to (Faqih, 2019) the value of the coefficient of determination is between zero and one. A small R^2 value indicates that the ability of the independent variables to explain the dependent variable is very limited.

The basic weakness of the use of the coefficient of determination is the bias towards the number of variables included in the model, where for every additional one independent variable, R^2 must increase no matter whether the variable has a significant effect on the dependent variable (Ghozali, 2005). Therefore, the adjusted R^2 value is more recommended to be used in multiple regression. Unlike R^2 , the adjusted R^2 value can increase or decrease if one independent variable is added to the regression model (Faqih, 2019).

Based on the results of multiple linear regression analysis in table 5.16, the results of the Adjusted R square are 0.408 which means that there is a simultaneous contribution of the influence of the independent variables (X_1 and X_2) on the dependent variable (Y) of 41 %, while the other 59 % are influenced by variables outside the study. The results of the coefficient of determination test can be seen in the following table:

Table 6. Result Coefficient of Determination Test (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.408	1,630

a. Predictors: (Constant), TuitionCost, Promotion

b. Dependent Variable: ChoiceSetting

Source: SPSS attachment processed, 2020

Discussion of the results of the descriptive analysis of variables

Promotion Variable

In variabel promosi consists of 4 (four) items ie Advertising ($X_{1.1}$), Sales Promotion ($X_{1.2}$), Penjualan Personal ($X_{1.3}$) and Direct Marketing ($X_{1.4}$) answers obtained from 60 people respondents showed the following results:

The average score with the lowest score is item third statement ($X_{1.3}$) by 2.82 and can be said to Medium. Based on these results, it can be concluded that the students new class of 2020/2021 Study Program Information Management Polytechnic Banjarmasin answered Neutral if the sale through a private sale (Personal Selling) is one of the reasons they chose Prodi Information Management Polytechnic Banjarmasin. Of the total respondents as many as 60 respondents where 1 respondent or 1.7percent said they strongly disagree, 26 respondents or 43.3 percent said they disagreed, 18 respondents or 30 percent neutral answers, 13 respondents or 21.7 percent answered disagree and 2 respondents or 3.3 percent who answered strongly agree. Kegiatan promotion of Information Management courses Polytechnic Banjarmasin through private sales (personal selling) which is usually done, namely visits to senior high schools/vocational schools in the South Kalimantan region for the last 2 (two) years are indeed less than optimal because they only make visits to several senior high schools/vocational schools in the city of Banjarmasin.

While the average score with the highest value is the fourth statement item ($X_{1.4}$) of 4.00 and can be said to be good. Based on these results, it can be concluded that the new students of the 2020/2021 Informatics Management Study Program at the Banjarmasin State Polytechnic answered Agree if promotion through direct marketing was one of the reasons, they chose the Banjarmasin State Polytechnic Informatics Management Study Program. Of the total respondents as many as 60 respondents, of which 5 respondents or 8.3 percent answered disagree, 8 respondents or 13.3 percent answered neutral, 29 respondents or 48.3 percent answered agree and 18 respondents or 30 percent answered strongly agree. Promotional activities through direct marketing carried out by the Informatics Management study program at the Banjarmasin State Polytechnic, namely through the website. All information needed by prospective students regarding the Informatics Management study program is obtained through the Banjarmasin State Polytechnic website, so that prospective students are interested in enrolling in the Banjarmasin State Polytechnic Information Management study program. For this reason, the management of the Banjarmasin State

Polytechnic needs to improve its promotion strategy through the website so that it is more optimally managed so that the Banjarmasin State Polytechnic website looks more attractive and has complete information by always updating information or activities carried out by the Banjarmasin State Polytechnic. Banjarmasin State Polytechnic website also needs to do Search Engine Optimization (SEO) to increase high rankings on Google search pages or other search engines, so that when prospective students search for universities in South Kalimantan, the Banjarmasin State Polytechnic website will be ranked at the top.

The total average of the Promotion variable (X_1) is 3,41 which means Good. Most respondents answered Agree to all statements of the Promotion variable (X_1) in the research questionnaire. Based on the average total results, it can be concluded that most new students from the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic answered that they agreed that their choice was influenced by promotions.

Variable Tuition Fee

Tuition Fee Variables consist of 4 (four) items, namely the Affordability of Tuition Fees ($X_{2.1}$), Compatibility of Tuition Fees with Benefits ($X_{2.2}$), Compatibility of Tuition Fees with Quality ($X_{2.3}$) and Competitiveness of Tuition Fees ($X_{2.4}$) the answers obtained from 60 respondents showed the following results:

The average score with the lowest score is item statement of the fourth ($X_{2.4}$) amounted to 3,38 and can be said to Medium. Based on these results, it can be concluded that new students from the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic answered Neutral if the competitiveness of tuition fees was one of the reasons, they chose the Banjarmasin State Polytechnic Informatics Management Study Program. Of the total respondents as many as 60 respondents where 2 respondents or 3.3 percent answered strongly disagree, 5 respondents or 8.3 percent answered disagree, 27 respondents or 45 percent answered neutral, 20 respondents or 33.3 percent answered agree and 6 respondents or 10 percent answered strongly agree. Tuition fees at the Banjarmasin State Polytechnic Informatics Management study program are low for UKT categories 1 and 2, namely Rp 450,000 and Rp 950,000, but only for students who meet the requirements, with a quota of 5% each of the number of students per batch. While UKT categories 4 and 5, which are Rp. 2,000,000 to Rp. 3,700,000 are considered competitive with tuition fees at other universities so that they do not make tuition fees in the Informatics Management study program the reason they choose higher education.

While the average score with the highest value is the third statement ($X_{2.3}$) of 3,70 and can be said to be good. Based on these results, it can be concluded that new students from the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic answered Agree if the suitability of tuition fees with benefits was one of the reasons, they chose the Banjarmasin State Polytechnic Informatics Management Study Program. Of the total respondents as many as 60 respondents, of which 25 respondents or 41.7 percent answered neutral, 28 respondents or 46.7 percent answered agree and 7 respondents or 11.7 percent answered strongly agree. Tuition fees in the Informatics Management study program are assessed according to the benefits obtained by students, because by gaining knowledge in the form of theory and practice in the field of computers (hardware and software) which is expected to provide greater job opportunities after they graduate. In the current era of the industrial revolution 4.0, graduates in the computer field are needed both in government agencies, BUMN and private, as skilled workers in the computer field who are ready to enter the world of work.

Total average variable Tuition fee (X_2) amounted to 3.58 which means Good. Most respondents answered Agree to all the statements of the Tuition Fee (X_2) variable in the research questionnaire. Based on the average total results, it can be concluded that most new students in the class of 2020/2021 Informatics Management Study Program Banjarmasin State Polytechnic answered Agree that their choice of choice is influenced by tuition fees.

Choice of Variables

Variable Determination of selections consisting of 4 (four) items statement that Pilihan Best (Y_1), Decision wide selection of n (Y_2), Decision Selection (Y_3) and Satisfaction Selection (Y_4) answers obtained from 60 respondents showed the following results:

The average score with the lowest score is item first statement (Y_1) at 3,67 and can be said Good. Based on these results, it can be concluded that the new students of the 2020/2021 class of Informatics Management Study Program Banjarmasin State Polytechnic answered Agree if the best choice was one of the reasons, they chose the Banjarmasin State Polytechnic Informatics Management Study Program. Of the total respondents as many as 60 respondents where 1 respondent or 1.7 percent said they disagreed, 23 respondents or 38.3 percent

said neutral, 31 respondents or 51.7 percent answered disagree and 5 respondents or 8.3 percent who answered strongly agree.

While the average score with the highest value is the fourth statement item (Y_4) of 4.02 and can be said to be good. Based on these results, it can be concluded that the new students of the class of 2020/2021 Informatics Management Study Program Banjarmasin State Polytechnic answered Agree if election satisfaction was one of the reasons they chose the Banjarmasin State Polytechnic Informatics Management Study Program. Of the total respondents as many as 60 respondents where 14 respondents or 23.3 percent answered neutral, 31 or 51 respondent, 7 percent answered agree and one fifth of the respondents, or 25 percent who answered strongly agree.

Total average variable Determination of options (Y) is equal to 3,90 which means Good. Most respondents answered Agree to all statements of the choice determination variable (Y) in the research questionnaire. Based on the average total results, it can be concluded that the majority of new students' batch 2020/2021 Informatics Management Study Program Banjarmasin State Polytechnic answered Agree that The Banjarmasin State Polytechnic Informatics Management study program is the best and right choice for them and they are satisfied with their choice to become students of the Banjarmasin State Polytechnic Informatics Management study program.

Promotion Has a Significant Influence on Determination of College Choices by New Students for the Class of 2020/2021 Informatics Management Study Program Banjarmasin State Polytechnic

From the results of this study, it can be explained that the promotion variable has a significant effect on the determination of college choice by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic, because the partial test results (t test) of 2,909 with a significance value of 0.005. The indicators used in this research are advertising, sales promotion, personal selling and direct marketing. The existence of a significant influence of the promotion variable on the determination of university choice by new students of the 2020/2021 class of Informatics Management at the Banjarmasin State Polytechnic is caused by the success of the Banjarmasin State Polytechnic promotion activities through direct marketing and advertising so that the existence of the Informatics Management study program is more widely known by the public. community, especially South Kalimantan. Through this promotion, prospective students are finally interested in determining their choice of higher education in the Informatics Management study program at the Banjarmasin State Polytechnic. Promotional activities through Instagram and the Banjarmasin State Polytechnic website are considered more effective for today where the digital world can reach the entire community without being hindered by distance and time and does not require too large operational costs. In the current era of the industrial revolution 4.0, the use of the internet is commonplace for students. On average, prospective students or high school level students have mobile phones and social media accounts so that they can access and obtain information about the Informatics Management study program at the Banjarmasin State Polytechnic anytime and anywhere.

This can be interpreted, if this promotion variable can be increased again by the Banjarmasin State Polytechnic, it will be able to encourage prospective students to make their choice at the Banjarmasin State Polytechnic, especially the Informatics Management study program.

This research is in line with and supports research conducted by (Tjiptono, 2015) about the effect of promotion and price on student decisions to choose to study at the Sukma College of Management Medan, where the promotion variable has a positive and significant effect on student decisions. Where the promotion variable indicators used there are also 4 (four) indicators, namely advertising, personal selling, sales promotion, and direct marketing. This research is also in line with and supports the research of (Moch Abdi, 2017) about the effect of the promotion mix on the student's decision to choose the Muhammadiyah University of West Sumatra. Promotion mixes indicators used are advertising and direct marketing. So this research supports previous research only with different objects.

The results of this study are also in accordance with the theory put forward by (Tjiptono, 2015) that promotion is one of the determining factors for the success of a marketing program to provide information about the existence of a product.

Tuition Fees Have a Significant Influence on the Determination of College Choices by New Students for the Class of 2020/2021 Informatics Management Study Program Banjarmasin State Polytechnic

The results of this study indicate that tuition fees have a significant effect on the determination of college choice by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic, because the partial test results (t-test) of 4,007 with a significance value of 0.000. The

indicators used in this study are the affordability of tuition fees, the suitability of tuition fees with benefits, the suitability of tuition fees with the quality and competitiveness of tuition fees. There is a significant effect of the tuition fee variable on the determination of the choice of college is due to conformity with the tuition fee or quality benefits obtained by students of Information Management Polytechnic Banjarmasin, and because tuition is affordable compared to the cost of lectures at other universities.

This research is in line with and supports the research conducted by (Kamila, 2018) on the Effect of Promotion, Motivation and Price on Interest in Studying the Postgraduate Program of the Indonesian College of Economics (STIEI). The price variable indicators used are the same as in this study, namely price affordability, price suitability with product quality, price suitability with benefits and price competitiveness. This research is also in line with and supports the research of (Suryani, 2018) on the influence of brand image and education costs on student decisions in choosing a Management study program at STIE Rahmadiyah Sekayu (a case study of Management Study Program Class 2013/2014 students). There are 3 (three) indicators of cost variables used and are the same as in this study, namely affordable education costs, suitability of costs with service quality and suitability of costs with benefits obtained. So, this research supports previous research only with different objects.

The results of this study are also consistent with the theory put forward by (Tjiptono, 2015) that price has two main roles in the process of making purchasing decisions of consumers, namely price allocation of price and price information. So that the creation of consumer purchasing decisions for an item or service.

Simultaneous Promotion and Tuition Fees Have a Significant Influence on the Determination of Higher Education Choices by New Students for the 2020/2021 Class of Informatics Management Study Program Banjarmasin State Polytechnic

The results of this study indicate that promotion and tuition fees simultaneously have a significant effect on the determination of college choice by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic, because the results of the simultaneous test (F test) are 21.334 with a significance value of 0.000. The magnitude of the effect of promotion and tuition fees on the determination of the choice is 43% (Adjusted R Square = 0.428).

This research is in line with and supports the research conducted by (Hidaya & Lubis, 2019) about the effect of promotion and price on student decisions to choose to study at the Sukma College of Management, Medan, where the promotion and price variables simultaneously have a positive and significant effect on student decisions. This study also uses 4 (four) indicators for promotion variables, namely advertising, personal selling, sales promotion, and direct marketing, and 4 (four) indicators for the price variable, namely tuition fees in accordance with the desired results, costs offered in accordance with benefits, costs offered are able to compete with other campuses and also affordable tuition fees at STIM Sukma.

The Most Influential Variables in Determining the Choice of Higher Education

From the analysis of regression linear berganda can be seen that the variables greater influence on the determination of the college selection is variable tuition fees showed with The Beta coefficient that is equal to 0.406. The results of research conducted on new students batch 2020/2021 of the Informatics Management study program at the Banjarmasin State Polytechnic showed that the tuition fee questionnaire item stated good. This condition is seen in the results of the answers from the respondents, most of whom answered that they agreed that the tuition fees were in accordance with the benefits and quality and affordable tuition fees. This has a significant influence on the determination of the choice of higher education, so it can be interpreted if the tuition fee variable can be increased again by the parties Banjarmasin State Polytechnic can encourage prospective students to choose the Informatics Management study program at the Banjarmasin State Polytechnic. Because Banjarmasin State Polytechnic is a state university, where the tuition fee is called the Single Tuition Fee (UKT) which has been determined by the government so that the amount of tuition fees cannot be changed according to the wishes of the Banjarmasin State Polytechnic. So that what can be improved by the Informatics Management study program is the quality of teaching, lecture facilities and the quality of its graduates so that students feel the tuition fees paid are in accordance with the quality and benefits they get.

Comparison with Previous Research

Begin by comparing these research findings with the results of previous studies that have explored similar topics. Discuss both similarities and differences, highlighting any consistencies or contradictions between these

findings and those of other researchers. This comparison provides a broader perspective and establishes the context for these own interpretations.

Interpretation of Findings

In this section, provide own insights into the implications of these research findings. Interpret the results from these perspectives as an author, considering the specific context of the 2020/2021 Information Management Study Program at Banjarmasin State Polytechnic. Discuss how these findings align with the educational landscape and whether they confirm or challenge existing theories. Offer explanations for any unexpected results and explore potential reasons behind observed patterns.

Practical Implications

Discuss the practical implications of these findings for educational institutions, particularly for Banjarmasin State Polytechnic. How can the insights from these study guide marketing strategies, tuition policies, and enrollment management. Consider how this research can inform decision-making by highlighting the factors that significantly influence new students' choices. Address any potential benefits, challenges, and opportunities arising from these findings.

Recommendations for Future Research

Provide suggestions for future researchers who might be interested in expanding upon these studies. Identify gaps in own research and propose areas for further investigation. Are there specific aspects of promotion, tuition costs, or student preferences that were not fully explored in these studies. These recommendations can help advance the understanding of enrollment decisions and contribute to the broader body of knowledge.

Conclusions

This study was conducted to determine the effect of promotion (X_1) and tuition fees (X_2) as independent variables in determining choice (Y) as the dependent variable. Based on the results of the research that has been done, several conclusions were obtained as follows: (1) The promotion variable partially has a significant effect on determining the choice of higher education by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic with a partial test result (t test) of 2,909 with a significance value of 0.005. (2) The tuition fee variable partially has a significant effect on the determination of college choice by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic with a partial test result (t test) of 4,007 with a significance value of 0.000. (3) The promotion variable and the tuition fee variable simultaneously have a significant effect on the determination of college choice by new students of the 2020/2021 class of Informatics Management Study Program at the Banjarmasin State Polytechnic with the simultaneous test result (F test) of 21.334 with a significance value of 0.000. The magnitude of the effect of promotion and tuition fees on the determination of the choice is 41% (Adjusted R square = 0,408). The suggestions that need to be recommended in this study are as follows: For the Banjarmasin State Polytechnic Informatics Management Study Program, the results of this study are expected to be useful input and information for the management of the Banjarmasin State Polytechnic Informatics Management Study Program in an effort to increase the number of students and the competitiveness of prospective students of the Banjarmasin State Polytechnic Informatics Management Study Program. Promotional activities through the Banjarmasin State Polytechnic website can be further improved by adding features that have a more attractive appearance and more complete information about the Informatics Management study program so that prospective students are interested in choosing a course in the Informatics Management study program at the Banjarmasin State Polytechnic. One example can be provided information about scholarship programs, certified student internship programs (PMMB) in BUMN, summer school at China University and Mining Technology (CUMT), student exchange programs, student entrepreneurship programs (ETU) and other student activities. Promotional activities through social media are considered not to require a large amount of money, for example, by using the Banjarmasin State Polytechnic Instagram, it can be optimized to be more attractive to prospective students and can be seen by the wider community. This can be done by using celebrity endorsement services that have many followers to introduce Banjarmasin State Polytechnic.

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