DETERMINANTS DECISION OF CANDIDATES FOR THE ELECTION OF STUDY

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The Purpose of this study was to analyze the effect of promotion, brand image, and price on student decision making in choosing the Faculty of Economics at the Hindu University of Indonesia in Denpasar. This study will measure and analyze the ability of the role of parents in moderating the influence of the promotion mix, brand image, and education costs on the decision of students to choose study in college. Researchers determine the type of research with quantitative methods and the research design used is descriptive design to describe the research variables and causal design to look for influences between research variables. This research uses primary data. Sampling using non-probability sampling with method purposive sampling technique. The research instrument in the form of a questionnaire was prepared for use in data collection. Data analysis and hypothesis testing were performed using moderated regression analysis. The results showed that, whatever promotional mix activities carried out would not be able to influence the decision to choose studies at the Faculty of Economics at the Hindu Bali University. The better the image of the institution, the decision to choose studies at the Faculty of Economics at the Hindu Bali University will be increasingly improved. No matter how large or small the cost of education will not be able to influence the decision to choose a study at the Faculty of Economics, Bali Hindu University. However, these results provide an illustration that parents have a direct role or as predictors in the decision of choosing studies.

Keywords: promotion, brand image, price, role of parents, decision making

I. Introduction

As a privately established body, Private Universities (PTS), in carrying out their operations, is highly dependent on the number of students. Unlike State Universities (PTN) which receive subsidies from the government and have a great opportunity to obtain grant funds to finance the operations of the institution, PTS must be able to manage institutional funding independently. The funding comes from the tuition fees paid by students. The greater the number of students accepted, PTS will be able to collect more funds to finance its operations so as to be able to provide better educational services. But on the contrary, if the number of students accepted is small or does not meet the target, it will certainly be a big problem for PTS in maintaining its operations. For PTS, competition in getting the number of new students in its development is one of the challenges that must be faced from time to time.

This large number of tertiary institutions when viewed from the perspective of tertiary institutions will result in intense competition in attracting prospective students. Various potentials and advantages possessed by tertiary institutions will be mobilized to the maximum extent possible and become a positive selling point, but conversely tertiary institutions that are unable and have no competitiveness will feel the impact of this competition in the form of a lack of students. On the other hand, the growth of these tertiary
institutions makes prospective students have many alternatives in choosing a tertiary institution. From the available data shows the number of prospective students from year to year who enroll in PTS is very unequal distribution between one particular private university with other private universities even though with relatively similar PTS such as managed study programs, characteristic infrastructure facilities include permanent lecture buildings, laboratories, and education costs and so on. There are certain private tertiary institutions which are very popular, on the other hand there are some that are not very popular.

Being punched in terms of students in general there are many factors behind the decision to determine their choice in choosing majors and institutions of higher education to continue their studies, including the image of the college. The image of a college is usually a consideration for students in determining the educational institution to be chosen, seen also from the interest in the department they want, encouragement from the family also influences the decision to choose a major. Studying in higher education involves many components, not only that, students will also consider the reputation of the educational institution they will choose. Graduates are also expected to have no difficulty in finding work, accreditation status is also a concern for students. This will affect the decisions that will be taken by students in determining the chosen majors and tertiary institutions.

The image of the tertiary institution will also be taken into consideration, the selection of tertiary institutions with a good image of the institution will be prioritized to meet their needs, because a good image of a tertiary institution will get a positive value in the eyes of consumers and can also give an idea of the quality of the tertiary institution. The image (image) can be interpreted as the reputation of the institution in the eyes of the public (Shehzad, et.al., 2014).

Higher education is currently seen as a potential new business world. Even now the image of a tertiary institution becomes very important and becomes the main capital for business developers in the field of education. A good image reflects the quality of the tertiary institution. But it is not an easy matter to develop tertiary institutions in Indonesia, given the intense competition with other tertiary institutions. The fact that there is such intense competition makes the relevant parties, namely tertiary institutions, realize a need to fully exploit their assets in order to maximize performance and develop competitive advantage. One way to achieve this situation is by developing a university name so that it has a strong brand image in the eyes of the community, because with a strong brand image in the eyes of the community, the image will continue to exist in the minds of the public and generate trust. Keller (in Batra and Homer, 2004) states the reason for brand strength is the existence of beneficial, strong, and unique associations about brands in consumers’ memories.

The well-known tertiary institutions which produce successful graduates are generally known as good and quality tertiary institutions. Alma (2007: 377) states that there are several variables that give rise to an image, including lecturers, libraries, educational technology, bureau consultants, sports activities, activities marching band, and art teams, religious activities, parents' visits to campus, and alumni. The decision of students to continue their studies at the desired place of study is a decision where students make considerations that are tailored to the circumstances or conditions that exist, including the economic condition of the family. For prospective students, cost is another important factor influencing decisions in choosing tertiary institutions. For the community in general and prospective students in particular, tuition is one of the reasons in determining the choice of joining a particular tertiary institution, in addition to the overall quality of the tertiary institution. In this case the tuition fee policy will affect the assessment and behavior of the community towards tertiary institutions.

In addition to the factors that have been explained above as determinants of decision making for prospective students choosing study in higher education, parent involvement plays an important role in meeting the needs of children in education and career. Every parent would want their children to get a good education in accordance with their ideals. With such a desire, parents will try and play an active role by providing motivation, guidance, learning facilities and sufficient attention to their children for their future (Astuti, 2010), including also in the selection of studies and majors when a child will enter tertiary level.

Based on the explanation above, it is very important to examine in this study the factors that determine the decision of prospective students to study selection. The factors referred to are: the promotion mix, image of the institution and the cost of education. In addition, an investigation was also conducted on the involvement of parents in the decision making process by taking cases at the Faculty of Economics at the Hindu University of Bali.
II. LITERATURE REVIEW

According to Tjiputono (2002: 219) promotion is one form of marketing, whereas marketing communication itself is a marketing activity that seeks to disseminate information, influence or persuade and then remind target markets of companies and products, to be willing to accept, buy, and be loyal on the products offered by the company concerned. Oladepo and Abimbola’s (2015) study entitled “The Influence of Brand Image and Promotion Mix on Consumer Buying Decision, A Study of Consumer Beverage in Lagos State, Nigeria”, says that all brand images, advertisements, sales promotions and personal selling have an influence significant impact on consumer purchasing decisions. Sagala, et al. (2014), examined “Influence of Promotion Mix and Price on Consumer Buying Decision Towards Fast Food Sector: A Survey on University Students in Jabotabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) Indonesia”. It focuses on factors that can influence customer purchasing decisions in the fast food industry, including advertising, publicity, sales promotion, personal selling and price.

Brand image is defined by Keller (2003) as strong, both with unique brand associations in recognition, which will produce positive attitudes, perceived quality and overall positive influence. In order to achieve brand acceptance, the relationship between customers and brands, customer perception of the brand is needed (Hankinson and Coroking, 1993). Brand awareness plays an important role in making consumer decisions regarding which brand consideration to use (Macdonal & Sharp, 2003).

The cost of education according to Supriadi (2007), is one of the most important instrumental components in the administration of education. Price is another component that is considered in the value creation process. Competition between universities forces universities to be careful in setting tuition fees so that they are not trapped in the vortex of increasingly fierce education.

III. Research Methods

The research was conducted at the Faculty of Economics, Hindu University of Indonesia, Denpasar, located in Tembau, Denpasar. The Faculty of Economics of the Hindu University of Indonesia has 2 (two) study programs namely management and accounting study programs. For undergraduate education the data collection is carried out by distributing questionnaires to students of the Faculty of Economics at the Hindu University of Indonesia. Data tabulation is carried out in stages during the questionnaire data collection period. Based on the hypothesis there are four variables used in this study, namely the promotion mix, brand image, education costs, the role of parents and student decisions. This research uses primary data. Sampling using non-probability sampling with method purposive sampling technique. The research instrument in the form of a questionnaire was prepared for use in data collection. Data analysis and hypothesis testing were performed using moderated regression analysis. The analysis is then interpreted and discussed so that in the end it can be concluded the results of research and given advice on these problems.

IV. RESULTS AND DISCUSSION

1. Results of Inferential Analysis

a. Evaluation of the Measurement Model (Outer Model)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Outer Loading</th>
<th>T-Statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion Mix (X₁)</td>
<td>Advertising (X₁.1)</td>
<td>0.897</td>
<td>4.447</td>
</tr>
<tr>
<td></td>
<td>Sales Promotion (X₁.2)</td>
<td>0.834</td>
<td>3.043</td>
</tr>
<tr>
<td></td>
<td>Public Relations (X₁.3)</td>
<td>0.777</td>
<td>3.186</td>
</tr>
<tr>
<td></td>
<td>Direct marketing (X₁.4)</td>
<td>0.872</td>
<td>3.896</td>
</tr>
<tr>
<td></td>
<td>Interactive marketing (X₁.5)</td>
<td>0.765</td>
<td>4.094</td>
</tr>
</tbody>
</table>

| Institutional image (X₂) | Academic reputation (X₂.1) | 0.732 | 3.333 |
|                         | Representative campus buildings (X₂.2) | 0.829 | 4.999 |
|                         | Public relations staff services (X₂.3) | 0.765 | 4.034 |
|                         | Campus location (X₂.4) | 0.857 | 5.123 |
By examining the analysis results in Table 1 above, it can be seen that the five indicators that measure all variables $X$ has an value outer loading greater than 0.50 and the $T$-Statistic is above 1.96. These results provide a clue that all indicators are valid as variables.

1) Discriminant validity;

2) Composite reliability; aims to evaluate the value of reliability between the indicator blocks of the construct that forms it. The results are composite reliability said to be good if they have values above 0.70. The examination results show, the value composite reliability on five latent variables (Table 2) has been above 0.70. Thus, it can be said that block of indicators on each variable studied has good reliability (reliable) as a variable gauge.
Table 4.9

<table>
<thead>
<tr>
<th>Variable</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mix sale (X1)</td>
<td>0.918</td>
</tr>
<tr>
<td>The image of the institution (X2)</td>
<td>0.838</td>
</tr>
<tr>
<td>Cost of education (X3)</td>
<td>0.952</td>
</tr>
<tr>
<td>The role of parents (M)</td>
<td>0.843</td>
</tr>
<tr>
<td>decision to choose studies (Y)</td>
<td>0.844</td>
</tr>
</tbody>
</table>

Source: Annex 9

Results of the evaluation of the outer model as a whole, both evaluation convergent and discriminant validity of each indicator and composite reliability for the indicator block, it can be concluded that indicators as gauges of latent variables are valid and reliable gauges. Next, an analysis is performed inner model to determine the suitability of the model (goodness of fit model) in this study.

b. Evaluation of the Structural Model (Inner Model)

The structural model is evaluated by taking into account $Q^2$ predictive relevance a model that measures how well an observation value is generated by the model. $Q^2$ is based on the coefficient of determination of all dependent variables. The quantity $Q^2$ has a value with a range of $0 < Q^2 < 1$, the closer to the value 1 means the better the model.

In this structural model there is an endogenous variable (dependent), namely: the decision to choose studies (Y). The adjusted coefficient of determination (Adj $R^2$) of the dependent variable can be presented in Table 3.

Table 3

<table>
<thead>
<tr>
<th>Model</th>
<th>structurally dependent variable</th>
<th>R-square Adj</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>decision to choose studies (Y)</td>
<td>0.704</td>
</tr>
</tbody>
</table>

Calculation: $Q^2 = 1 - (1 - \text{Adj} R^2)$

Based on Table 3 above, the evaluation results of the structural model have a value $Q^2$ (0.704) approaches number 1. Thus, the results of this evaluation provide evidence that the structural model has a good goodness of fit model. This result can be interpreted that the information contained in the data, 70.4 percent can be explained by the model. While the remaining 29.6 percent is explained by errors and other variables not contained in the model.

c. Hypothesis Testing Results Hypothesis

Results of the coefficient validation test path for each path for direct effects and effects can be presented in the following Table 4.
Table 4
Hypothesis Testing Results Direct Effects

<table>
<thead>
<tr>
<th>No</th>
<th>Relationship between Variables</th>
<th>Path Coefficient</th>
<th>T-Statistic</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Promotion mix (X₁) \rightarrow Decision to choose a study (Y)</td>
<td>-0.180</td>
<td>1.554</td>
<td>Not Significant</td>
</tr>
<tr>
<td>2</td>
<td>Institutional image (X₂) \rightarrow Decision to choose study (Y)</td>
<td>0.757</td>
<td>3.876</td>
<td>Significant</td>
</tr>
<tr>
<td>3</td>
<td>Cost of education (X₃) \rightarrow Decision to choose study (Y)</td>
<td>0.017</td>
<td>0.155</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

Source: Appendix

Information from Table 4 above, it can be reported the results of hypothesis testing which is presented in the following description:

1) Promotion mix (X₁) proved negative and not significant effect on the decision to choose a study (Y). These results indicated by the path coefficient is negative at -0.180 with T-statistic = 1.554 (T-statistic <1.96), so the hypothesis 1 (H₁): promotional mix positive influence on the decision to choose the study can not be accepted. Based on the results obtained it can be stated that any promotional mix activities carried out apparently will not be able to have a direct impact on the decision to choose studies at the Faculty of Economics at the Hindu Bali University.

2) The institutional image (X₂) has a positive and significant effect on the decision to choose studies (Y). This result is shown by the positive path coefficient of 0.757 with T-statistic = 3.220 (T-statistic > 1.96). These results indicate that hypothesis 2 (H₂): institutional image has a positive effect on the decision to choose a study that can be proven empirically. Based on these results it can be stated that the better the image of the institution, the decision to choose studies at the Faculty of Economics at the Hindu Bali University will be increasingly improved.

3) The cost of education (X₃) is proven to have a positive and not significant effect on the decision to choose a study (Y). This result is shown by the positive path coefficient of 0.017 with T-statistic = 0.155 (T-statistic > 1.96), so hypothesis 3 (H₃): the cost of education has a positive effect on the decision to choose a study otherwise rejected. Thus, these results can be stated that no matter how relevant the educational costs offered will not be able to influence the decision to choose studies at the Faculty of Economics at the Hindu University of Bali.

Testing for Moderation Effects

To facilitate testing of moderating variables in this study, the results of the recapitulation of the analysis results are presented in Table 5.

Table 5
Recapitulation Results of Analysis of Moderation Variable Testing

<table>
<thead>
<tr>
<th>No</th>
<th>Effect</th>
<th>Coefficient (Significance)</th>
<th>Decision</th>
<th>Remarks</th>
</tr>
</thead>
</table>
| 1  | Moderation of the Role of Parents (M) on the Mixing Effect Promotion (X₁) \rightarrow Decision on Choosing (Y) | M → Y = 0.328<sup>§</sup>  
X₁*M → Y = 0.005<sup>NS</sup> | Not Moderating | Predictor  
Moderator |
| 2  | Moderation of the Role of Parents (M) on Institutional Image Effects | M → Y = 0.328<sup>§</sup>  
X₂*M → Y = -0.450<sup>NS</sup> | Does Not Moderate | Predictor  
Moderator |
(X2) → Decision of Choosing (Y)

3. Moderation of the Role of Parents (M) on the Effects of Education Costs (X3) → Decision to Choose (Y)

<table>
<thead>
<tr>
<th>M → Y</th>
<th>X3 * M → Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.328</td>
<td>0.446</td>
</tr>
</tbody>
</table>

Source: Appendix processed

Information from Table 4 above, the results of testing of moderating variables can be conveyed that the role of parents (M) is proven to not moderate the effect of the promotion mix (X1) on decision to choose study (Y). These results are shown in the path coefficient of parental role effect (M) on the decision to choose study (Y) which is positive and significant (0.328⁸), while the path coefficient of interaction effect (parental role x promotion mix or M * X1) on decision to choose study (Y) is not significant (0.005 NS). This result indicates that hypothesis 4 (H4): the role of parents moderating positively influence the promotion mix of the decision to choose the study was rejected. On the other hand, it can be identified that the role of parents (M) in moderation influences the promotion mix (X1) on the decision of choosing a study (Y) as a moderator predictor (predictor moderator).

2. Discussion on Research

Promotion Mix Has No Influence on Decision to Choose Study

The findings of this study illustrate that the promotional mix program carried out by the management of the Faculty of Economics at Bali Hindu University by prioritizing the implementation of advertising, direct marketing, interactive marketing, public relations, and sales promotion apparently has not been able to confirm the decision to choose studies for prospective students. The results of this study are not consistent with the empirical findings by Oladepo and Abimbola (2015) who found a positive influence on promotional activities on the consumer’s decision to buy drinks at Lagas State, Nigeria. Sagala, et al. (2014), examining "Influence of Promotion Mix and Price on Consumer's Decision to Purchase". In addition, the results of this study are not in accordance with the findings of Sagala, et al. (2014) that the factors of advertising, publicity, sales promotion, and personal selling can influence customer purchasing decisions in the fast food industry in the Jabotabek Region (Jakarta, Bogor, Depok, Tangerang, Bekasi) Indonesia. However, this research is in accordance with Tjiptono's (2002) instructions that promotion is one form of marketing communication that has activities to inform, stimulate, persuade and then remind the target market of the company and its products, so that later they are willing to accept, buy, and be loyal to the product or services offered by the company concerned.

Institutional Image Influences the Decision to Choose Study

The findings of this study illustrate that the image of the institution that was built and realized by the Faculty of Economics at the Hindu Bali University prioritizes academic reputation. In addition, the location of the campus, representative campus buildings and public relations staff services from the image of the institution will be able to directly ascertain the decision of prospective students to choose to study at the Faculty of Economics, Bali Hindu University, which is seen from the aspect of additional benefits, encouragement from family, strong desire from the beginning, and reference group. The results of the study are very clear that the image of the institution (Faculty of Economics, Bali Hindu University) is able to influence the choice of students towards certain private universities. The results of this study are consistent with the empirical findings of Wulandari (2013) that the brand image (institution) has a significant effect on the decision of prospective students to continue their studies at tertiary institutions. In addition, Shehzad, et al (2014) also found the same thing that brand image has a strong positive relationship with consumer buying behavior. The findings of this study are also in line with the statements of Rangkuti (2004) and Macdonald and Sharp (2003) that a well-formed image will have a positive impact on the institution or company, which is increasingly convincing consumers to obtain consistent quality when buying products or choosing services and will increase consumer motivation to make a purchase. Keller (2003) asserts, brand image (institution) is a strong recognition of the variety of uniqueness of existing institutions, so that customers have a positive
attitude, perceived quality and overall positive effect on the institution or brand. On the other hand, Schiffman and Kanuk (2007) argue that consumers’ feelings toward the object of attitude are strongly influenced by their cognition. A consumer is very happy about a particular product/service because he has knowledge, information that is all positive about the brand. Kotler and Keller (2006) emphasized that in marketing, perception is more important than reality, because that perception will influence the actual behavior of consumers.

**Education Costs Have No Impact on the Decision to Choose Studies**

The findings of this study provide an illustration that the tuition fees determined during the study at the Faculty of Economics at the Hindu Bali University prioritize conformity with quality, as well as the costs of education incurred to provide benefits, availability of scholarships, and educational costs incurred. able to ensure the decision to choose studies. An explanation that can be conveyed from these findings is that generally prospective students often relate prices to the quality of the product or service received. As stated by Schiffman and Kanuk (2007) that consumers use price as an indicator of quality if they have little information that can be held or if they are unsure of their own ability to make choices on the basis of other things. But if other cues are available to consumers, for example, a brand or company image allows more influence than price in determining quality. Meanwhile, education costs tend to be seen in terms of ability, perception, and feel the costs incurred are associated with the feasibility, convenience, and propriety in accessing certain tertiary institutions. Thus the decision making process is also very dependent on economic capabilities, conditions and assessment patterns subjectively that relate to the quality of services to be provided to consumers or students (Hawkins, Best and Coney, 1995).

**The Role of Non-Moderating Parents on the Effects of the Promotion Mix on the Study Choosing Decision**

Parents have responsibilities and influence the education of their children (Middleton and Loughead, 1993). Parents provide education that they have about the concepts, beliefs and attitudes for the success of their children in the future. In addition, it helps facilitate them to quickly discover their innate talents and skills, developing their knowledge of the world of work. The results of the study provide clues, parents continue to give confidence to remain open and encourage their children to gather as much information as possible in their chosen area of interest for a future career. However, parents tend to be more decisive in choosing the decision to study in tertiary institutions for their children, given the economic ability, ease of access, academic quality, and certainty of getting a job (Widiarto, et al., 2018).

**The Role of Non-Moderating Parents on the Effect of Institutional Image on Study Decisions**

The views or perceptions of prospective students on the institutional image of the Faculty of Economics at the Hindu Bali University accepted are not necessarily the same as those of parents. Parents with their knowledge and beliefs will educate, direct, and facilitate their children to study in college, so that later they can find their innate talents and skills according to the career reported. Thus, parents tend to be more decisive in choosing to study in higher education for their children, even though the institution's management continues to strengthen its image, both its academic reputation, strategic campus location, campus representative building, and public relations staff services. The views or perceptions of prospective students on the institutional image of the Faculty of Economics at the Hindu Bali University accepted are not necessarily the same as those of parents. Parents with their knowledge and beliefs will educate, direct, and facilitate their children to study in college, so that later they can find their innate talents and skills according to the career reported. Thus, parents tend to be more decisive in choosing to study in higher education for their children, even though the institution's management continues to strengthen its image, both its academic reputation, strategic campus location, campus representative building, and public relations staff services.

**The Role of Moderating Parents on the Effects of Education Costs on Study Decisions**

The findings of this study provide an illustration that the role of parents provides support and facilitates their children to receive education at the tertiary level, especially the cost of education. The involvement of parents in the cost of education is related to economic capabilities related to eligibility, convenience, and appropriateness in accessing these tertiary institutions. Thus, considerations of parents are very dependent on economic capacity, conditions and assessment patterns relative to the quality of education services to be received, affordability of education costs, the reasonableness of education costs. In addition, the assessment of education costs from parents is also based on the consideration of the number and qualifications of lecturers, infrastructure, services provided, academic reputation, management and so forth. These things are connected with the cost of education before assessing whether the education costs
are considered reasonable or not and so forth. This valuation is of course very relative in nature so it cannot be interpreted the same as the price / cost used to buy a particular product.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusions
Based on the results of the analysis and discussion carried out in this study, the following conclusions can be obtained:
1. The promotional mix proved to have a negative and not significant effect on the decision to choose a study at the Faculty of Economics, Bali Hindu University.
2. The institutional image has a positive and significant influence on the decision to choose studies at the Faculty of Economics at the Hindu Bali University.
3. The cost of education was found to have a positive and not significant effect on the decision to choose studies at the Faculty of Economics at Hindu Bali University.
4. The role of parents proved not to moderate the influence of the promotion mix on the decision to choose studies at the Faculty of Economics at the Hindu Bali University.
5. The role of parents is proven to not moderate the influence of the institution's image on the decision to choose studies at the Faculty of Economics at the Hindu Bali University.
6. The role of parents turns to positively moderate the effect of the cost of education on the decision to choose studies at the Faculty of Economics at the Hindu University of Bali.

Recommendations
Some suggestions that can be given related to the results of this study include:
1. In order to increase the number of new student admissions at the Faculty of Economics, Hindu Bali University, the manager needs to know the attitudes and behavior of the community or high school / vocational school graduates in decision making to choose a place of study in tertiary level.
2. The findings provide a clue for managers to strengthen their institutional imagery, especially academic reputation supported by strategic campus locations, representative campus buildings and satisfying service from public relations staff. The institutional imaging efforts undertaken will further ensure the decision of the community or high school / vocational school graduates to choose studies at the Faculty of Economics at the Hindu Bali University.
3. The findings provide a clue to the managers of the Faculty of Economics at the Hindu Bali University to further engage in social interaction with the community, especially parents of prospective new students regarding the excellence and reputation of education, facilities and pre-supporting facilities for activities, and the availability of competent lecturers. The marketing communication can give parents new prospective students an understanding of the relevance of education costs to the quality of services provided during the study.

DAFTAR PUSTAKA


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