



Model of Decision to Choose a Private Higher Education on Accreditation, Brand Image and Integrated Marketing Communication with Trust as a mediating variable

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Abstract: Private Higher Education is an alternative choice for students in continuing their education to the next level. Various variables such as university accreditation, brand image and integrated marketing communications are considered by students in making their choices. The purpose of this study was to identify and analyze the effect of accreditation on trust, the effect of brand image on trust, the effect of integrated marketing communications on trust, and the effect of accreditation, brand image and integrated marketing communications on trust, the effect of accreditation on the decision to choose a private university, the effect of brand image on the decision to choose a private university, the effect of integrated marketing communications on the decision to choose a private university, the effect of trust on the decision to choose a private university and the effect of accreditation, brand image, integrated marketing communications and mutual trust on the decision to choose a private university . The theory used in this review paper is Service Dominant Logic (SDL) is a marketing concept formulated by Stephen L. Vargo and Robert F. Lusch in 2004. According to Vargo and Lusch, SDL replaces the goods-dominant logic) centered on the exchange of physical goods with a service-dominant logic focused on value exchange and value creation through customer engagement. In SDL, marketing is defined as a social and economic process in which value is created through interaction between service providers and customers. The dimensions of the student's decision to choose are explained by Hadiyati (2016) Consists of Attention, Interest, Desire and Action (AIDA). Modern marketing theory can be shown in the AIDA Model is the basis of marketing, movement, organizing advertisements resulting from customer perceptions. AIDA explains that in building an effective communication program, the most important aspect is understanding the process by which consumers respond, for example when consumers make purchases at a certain products and services, it is necessary to understand the promotional efforts that can influence the consumer's response.

Keywords: Accreditation, Brand Image, Integrated Marketing Communication, Trust, Decision to Choose

INTRODUCTION

According to Law no. 12 of 2012 concerning Higher Education in article 1 paragraph (1) states that higher education is the level of education after secondary education which includes diploma programs, bachelor programs, master programs, doctor programs and professional programs as well as specialist programs organized by universities based on national culture. Indonesia.

Demographic bonus and concentration of majors in tertiary institutions carried out by Gen Z is an opportunity and opportunity for universities to spread their wings because State Universities in Indonesia can only accept prospective students who are screened in the National Selection to Enter State Universities (SNMPTN). . This raises a new problem regarding prospective students who cannot take part in SNMPTN or who fail the selection. Private Higher Education is an opportunity to provide opportunities for prospective students who cannot study at PTN.

There are around 37 million high school graduates and only state universities can accommodate only a few, so private universities are an alternative choice. Private Higher Education is an alternative choice for students in continuing their education to the next level. Various variables such as university accreditation, brand image and integrated marketing communications are considered by students in making their choices.

LITERATURE REVIEW

The Grand theory in this research is Service Dominant Logic (SDL) theory (Stephen L. Vargo dan Robert F. Lusch, 2014). Service Dominant Logic (SDL) is a concept in marketing formulated by Stephen L. Vargo and Robert F. Lusch in 2004. This concept presents a new paradigm in marketing by changing the way of thinking from previously focusing on tangible resources to resource applications. intangible and dynamic.

According to Vargo and Lusch, SDL replaces the goods-dominant logic that focuses on the exchange of physical goods with a service-dominant logic that focuses on value exchange and value creation through customer engagement. In SDL, marketing is defined as a social and economic process in which value is created through interaction between service providers and customers.

The dimensions of the student's decision to choose are explained by Hadiyati (2016) Consists of Attention, Interest, Desire and Action (AIDA). Modern marketing theory can be shown in the AIDA Model is the basis of marketing, movement, organizing advertisements resulting from customer perceptions. AIDA explains that in building an effective communication program, the most important aspect is understanding the process by which consumers respond, for example when consumers make purchases at a certain products and services, it is necessary to understand the promotional efforts that can influence the consumer's response.

The definition of a decision to vote according to Dial (2014. 11) is as follows:

"The decision-choice process can be defined as a process in which students decide whether to go to college or not" This can be interpreted as a very important stage before making a purchase. The definition of the decision to choose according to Lunenburg (2010 2) "The decision to choose is the process of making a choice from a number of alternatives to achieve the desired result."

The definition of trust according to Olujobi, Oke, Kamolshotiros, Popoola and Ajagbe (2016, 44) defines "Trust is a belief that involves people in obtaining, consuming, and ordering products or services"

According to the Big Indonesian Dictionary (KBBI), accreditation is an acknowledgment of an educational institution granted by an authorized body after it has been assessed that the institution meets certain requirements or criteria.

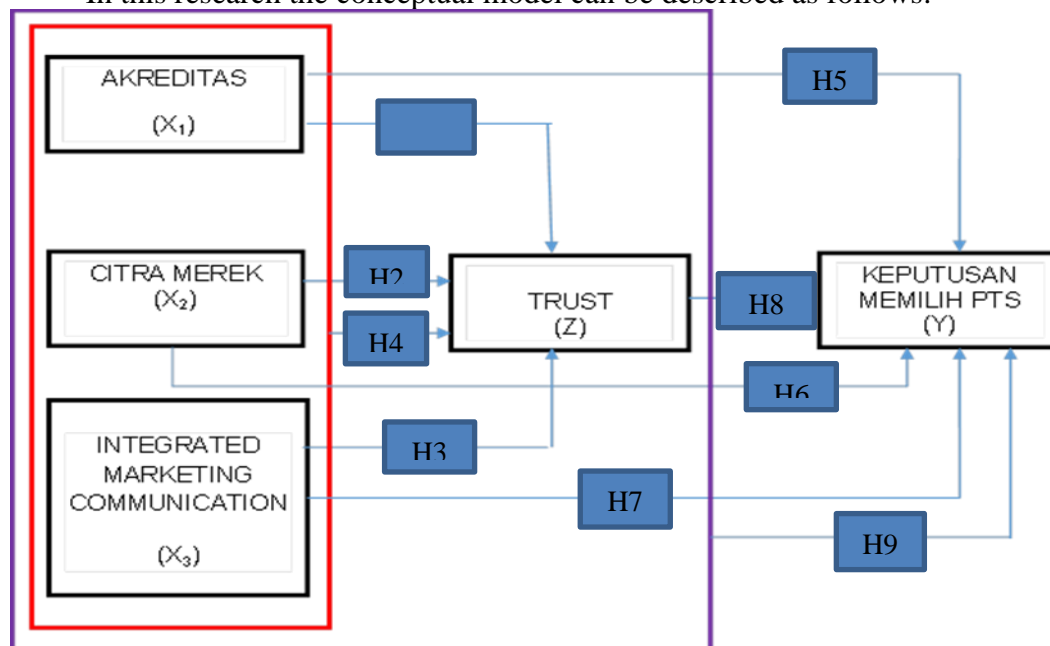
Higher Education Image Defined by Azoury, Daou and El Khoury (2014: 3) by stating that "Merck image is defined as the perceived quality associated with a particular brand name" Brand image greatly influences the increase in sales and strengthening brand loyalty, so it is highly considered in corporate context and in the non-profit field, with regard to colleges, universities trying to build a distinct image to maintain their competitiveness in the market.

Integrated Marketing Communication (IMC) is a concept where a company integrates and coordinates various communication channels to deliver a clear message. It involves the strategic planning, execution, evaluation, and measurement of a brand communication program over a specific period of time to reach a wide range of people, including consumers, customers, employees, and other target markets.

According to the American Association of Advertising Agency, IMC is a marketing communication that is implemented in an integrated manner. It emphasizes the strategic message development in each communication form, which is then combined to achieve message clarity, consistency, and maximum communication impact through message integration.

Model Conceptual

In this research the conceptual model can be described as follows:



Hypothesis :

H1: It is suspected that there is an effect of accreditation on the trust of the well-accredited Management Study Program LLDIKTI Region III DKI Jakarta

H2: It is suspected that there is an influence of the Higher Education Brand Image on the trust of the well-accredited Management Study Program LLDIKTI region III DKI Jakarta

H3: It is suspected that there is an influence of Integrated Marketing Communication on the trust of the well-accredited Management Study Program LLDIKTI region III DKI Jakarta

H4: It is suspected that there is an influence of Accreditation, Higher Education Brand Image, Integrated Marketing Communication on the trust of the well-accredited Management Study Program LLDIKTI Region III DKI Jakarta

H5: It is suspected that there is an influence of the image of a tertiary institution on the decision to choose an Abaik LLDIKTI accredited SI accounting study program Region III DKI Jakarta.

H6: It is suspected that there is an influence of education costs on the decision to choose a well-accredited Bachelor of Accounting study program LLDIKTI Region III DKI Jakarta.

H7: It is suspected that there is an influence of service quality on the decision to choose a well-accredited bachelor of accounting study program LLDIKTI Region III DKI Jakarta

H8: It is suspected that there is an influence of trust on the decision to choose a well-accredited undergraduate accounting study program LLDIKTI Region III DKI Jakarta

H9: It is suspected that there is an influence on university image, education costs, service quality and trust in the decision to choose a good accredited undergraduate accounting program LLDIKTI Region III DKI Jakarta.

Research Objectives and Benefits

The purpose of this research is to find out and analyze as follows: Influence of Accreditation, Brand Image and Integrated Marketing Communication partially or simultaneously on Confidence in Choosing Private Higher Education in LLDIKTI Region III DKI Jakarta and Influence of Accreditation, Brand Image and Integrated Marketing Communication and partial or simultaneous trust in the Decision to Choose Private Higher Education in Regional LLDIKTI III DKI Jakarta The benefits of the results of this research are expected for the parties, especially:

1. The Academic Party, it is hoped that it can become a reference for further research for researchers regarding accreditation, brand image, integrated marketing communication on trust and their impact on the decision to choose a private tertiary institution at LLDIKTI Region III DKI Jakarta and can test theories in marketing management science.
2. In practice, it is expected to be able to provide information especially to private universities in LLDIKTI Region III DKI Jakarta in order to increase the number of new students.

State of the art

State of the Art in this research are:

1. Effect of Accreditation: Recent research shows that accreditation has a significant influence on the decision to choose a college. A study by Smith and Jones (2021) found that prospective students tend to prefer higher education institutions that have strong accreditation, because accreditation is considered an indicator of the quality of education. In addition, research by Chen and Wang (2022) shows that accreditation can increase prospective students' trust in tertiary institutions.
2. College Brand Image: In recent research, college brand image is also proven to influence the decision to choose. The study by Lee and Kim (2022) found that a positive brand image can increase prospective students' trust in universities and influence their decisions. Another study by Johnson et al. (2023) show that a strong brand image can be a determining factor in choosing a private university.
3. Integrated Marketing Communication: Recent research also highlights the importance of integrated marketing communication in influencing the decision to choose a university. A study by Wang and Li (2021) found that an effective integrated marketing campaign, including the use of social media, advertising, and direct promotions, can increase prospective students' trust and interest in tertiary institutions. Research by Chen et al. (2022) also shows that consistent use of an integrated marketing strategy can strengthen brand image and influence the decision to select prospective students.
4. Trust as a Mediating Variable: Several recent studies have identified the role of trust as a mediating variable in the relationship between other factors (such as accreditation, brand image, and integrated marketing communication) and the decision to choose a college. A study by Liu and Zhang (2021) shows that strong leadership in higher education can

influence the perceptions and beliefs of prospective students, which in turn influence their decisions. Another study by Brown et al. (2022) found that an effective leadership role in managing marketing strategy can increase trust and influence the decision to select prospective students.

In this dissertation, these recent studies will become an important reference in analyzing the effect of accreditation, brand image, and integrated marketing communication on the decision to choose a private university through trust as a mediating variable. Taking these recent findings into account, this dissertation will provide a more complete and up-to-date understanding of the factors that influence the decision to choose a private university.

CONCLUSION

Based on the comprehensive research and theoretical framework presented, the conclusion of the study on the decision to choose a private higher education institution considering accreditation, brand image, integrated marketing communication, and trust as a mediating variable can be summarized as follows:

Significance of Accreditation: Accreditation plays a crucial role in influencing trust and the decision-making process of prospective students. Strong accreditation status enhances the perceived quality of education, thereby increasing trust in the institution.

Impact of Brand Image: A positive brand image contributes to building trust and influences the decision to choose a private university. Institutions with a strong brand image are more likely to attract prospective students.

Role of Integrated Marketing Communication (IMC): Effective IMC strategies enhance brand perception and trust among potential students. Consistent and integrated messaging across various communication channels can positively influence decision-making.

Mediating Role of Trust: Trust acts as a mediator between accreditation, brand image, integrated marketing communication, and the decision to choose a private university. Trust plays a pivotal role in shaping students' perceptions and preferences.

In conclusion, the study underscores the interplay between accreditation, brand image, integrated marketing communication, and trust in influencing students' decisions regarding private higher education. Understanding these dynamics is vital for institutions aiming to enhance their competitiveness and attract prospective students effectively. Further research and practical implementations based on these findings can contribute to improving the higher education landscape and student enrollment processes.

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