

The Influence of Accreditation, Promotion, Location, and Facilities on Decision-Making in Choosing the S1 Management Study Program at Widyatama University

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Abstract

This research aims to determine the extent to which accreditation, promotion, location, and facilities provided by Widyatama University influence prospective students' decisions in choosing the Bachelor's Degree in Management program. Widyatama University is one of the private universities in Bandung that offers diploma, bachelor's (S1), applied bachelor's (D4), and postgraduate (S2 and S3) programs. The S1 Management Study Program is one of the programs that has a high appeal among prospective students. This research uses a descriptive method with a quantitative approach. The data analysis technique was conducted using multiple linear regression. The respondents in this study amounted to 69 people who were selected through purposive sampling, consisting of active students from Widyatama University. Based on the data analysis results, it was found that the four independent variables (Accreditation, Promotion, Location, and Facilities) simultaneously have a significant influence on prospective students' decisions in choosing the S1 Management Study Program, with a Sig. value of $(0.000) < \alpha (0.05)$. The partial test results show that the Location variable (X3) and Facilities variable (X4) have a significant influence on prospective students' decisions, with Sig. values of each < 0.05 . The Accreditation variable (X1) and Promotion variable (X2) also have an influence, although less significant compared to the other variables. This research emphasizes the importance of enhancing digital-based promotion strategies, improving campus facilities, and program accreditation to attract more prospective students.

Keywords: R Accreditation, Promotion, Location, Facilities, Student Decision

INTRODUCTION

Currently, private universities in Indonesia have reached a very significant number, namely 3,044 institutions with a total of 15,815 study programs offered. Specifically in Region IV West Java, there are 597 private universities competing to attract the interest of prospective new students. (Pendidikan & Kebudayaan, 2024). With such a large number of choices, prospective students need to carefully consider their selection of a university that will impact their social life and career in the future. This makes understanding the factors that influence students' decisions important, especially for universities in enhancing their appeal.

As beings who constantly make decisions, humans are influenced by various factors, both internal and external, in making choices. In the context of choosing a study program, internal factors such as the interests of prospective students and external factors such as accreditation, promotion, location, and campus facilities play an important role. (Pasolong, 2023; Rizky et al., 2020). Interest, defined by Jahja (2015) as the drive that binds an individual's attention to a particular object, is an important factor that motivates a person to act. In the selection of universities, prospective students' interest can be stimulated by promotional efforts, the strategic location of the campus, good accreditation, and adequate supporting facilities (Jahja, 2015).

External factors such as promotion, according to Tjiptono (2015), are key elements in marketing to provide information, persuade, and remind potential consumers about products or services (Tjiptono, 2015). Effective promotion, especially through social media, can increase prospective students' interest by providing relevant information and capturing their attention. (Reftari et al., 2018). In addition, a strategic and easily accessible location also becomes an

important consideration. Ariyanto et al. (2021) mentioned that a good location can add value to an institution, such as ease of transportation access, security, and the availability of supporting facilities around the campus (Ariyanto et al., 2021).

Campus facilities, as explained by Tjiptono (2015), are the physical resources required before a service is offered. Good facilities, such as comfortable lecture rooms, adequate laboratories, and fast internet access, can create an optimal learning environment for students (Ahyat et al., 2022; Damayanti & Pradiani, n.d.; Kamal & Rahmadiane, 2017; Karakteristik et al., 2023; Khodija, 2022). Within the scope of Region IV West Java, Widyatama University is one of the leading private higher education institutions and offers various levels of education, from Diploma to Postgraduate. The Bachelor's Degree in Management is one of the most sought-after programs at this university.

However, with the tight competition, Universitas Widyatama needs to continuously understand the factors influencing students' decisions to enhance its competitiveness. Therefore, this research was conducted to analyze the influence of accreditation, promotion, location, and facilities on prospective students' decisions in choosing the Bachelor's Degree in Management Program at Widyatama University.

RESEARCH METHODS

This research uses a quantitative method with a survey approach. The quantitative method was chosen because it aims to numerically measure the influence of independent variables (accreditation, promotion, location, and facilities) on the dependent variable (decision-making). The survey approach was conducted through the distribution of questionnaires to respondents who meet the criteria (Hartatik et al., 2023).

This research consists of:

Independent Variables:

- Accreditation (X1)
- Promotion (X2)
- Location (X3)
- Facilities (X4)

Dependent Variable is decision to choose a study program (Y).

The research instrument uses a 4-point Likert scale, where respondents provide ratings on statements related to the research variables. The scale options include:

1. Strongly Disagree (1)
2. Disagree (2)
3. Agree (3)
4. Strongly Agree (4).

Population and Sample

- Population: Students of Widyatama University who choose the S1 Management Study Program.
- Sample: The research uses purposive sampling techniques with a total of 69 respondents who meet the inclusion criteria, namely those who are active students and involved in the process of choosing the study program.

Data were collected using a questionnaire distributed online through platforms such as Google Forms. The questionnaire was designed to measure respondents' perceptions of accreditation, promotion, location, and facilities, as well as their influence on the decision to choose a study program.

Reliability and Validity Test

1. Validity Test: Conducted using Pearson correlation analysis to ensure that the items in the questionnaire consistently measure the intended construct.
2. Reliability Test: Using the Cronbach's Alpha method. A Cronbach's Alpha value above 0.7 indicates good internal consistency of the instrument.

Data is analyzed using SPSS software with the following steps:

1. Descriptive statistics to describe the characteristics of the data.
2. Normality test to ensure statistical assumptions are met.
3. Multiple linear regression analysis to measure the influence of independent variables on the dependent variable.
4. If the normality assumption is not met, a non-parametric quantile regression approach is used as an alternative.

Hypothesis testing is conducted using regression analysis to evaluate the relationship between variables:

1. H1: Accreditation has a positive effect on the decision to choose a study program.
2. H2: Promotion has a positive effect on the decision to choose a study program.
3. H3: Location has a positive effect on the decision to choose a study program.

H4: Facilities have a positive effect on the decision to choose a study program. Statistical significance is determined based on a p-value < 0.05 to state that the hypothesis is accepted.

RESULT AND DISCUSSION

Descriptive Statistics

Using the SPSS program for analysis, the following results were obtained:

Variabel	Mean	Std. Deviation	Variance
Program Study Accreditation	3.27	0.509	0.259
Promotion	3.09	0.585	0.342
Location	3.24	0.547	0.299
Facility	3.20	0.591	0.350

Table 1. Descriptive Statistics SPSS Results

Program Study Accreditation

The accreditation of study programs has the highest average (3.27) with a standard deviation of 0.509, indicating that the majority of students consider accreditation an important factor. This high rating underscores the role of accreditation in enhancing prospective students' trust in the quality of education offered.

Promotion

Promotion has an average of 3.09 and a standard deviation of 0.585, reflecting diverse views on the effectiveness of promotion. Promotion through social media is identified as the most effective method, considering the changing information behavior of prospective students who increasingly rely on digital platforms.

Location

The location variable recorded an average of 3.24 with a standard deviation of 0.547. Strategic locations that are easily accessible are an important consideration for students, indicating a positive relationship between location convenience and decision-making.

Facilities

Facilities recorded an average of 3.20 and the highest standard deviation (0.591), indicating differing student perceptions of campus facility quality. Lecture facilities such as

laboratories and comfortable classrooms are considered important, although there are aspects that need improvement, such as sports facilities.

Normality Test

The normality test using Kolmogorov-Smirnov showed a statistical value of 0.285 with a p-value < 0.001 , which means the data is not normally distributed. However, regression can still be performed on the condition that the sample is sufficient and other assumptions are met. Then, a Non-Parametric Quantile Regression alternative will be conducted.

Statistic Tests	Values
N	69
Mean Residual	0.000
Std. Deviation Residual	0.000
Most Extreme Differences (Absolute)	0.285
Signifikansi Asimptotik (2-tailed)	<0.001

Table 2. Statistic Test

Validity and Reliability

The results of the validity test for program study accreditation show that most items have a significant correlation with the main variable being measured, especially at the significance levels of 0.01 and 0.05. The significant positive correlation between the items indicates that this instrument has good validity in measuring the concept of "Program Study Accreditation." The Cronbach's Alpha value of 0.827 indicates that the instrument for the variable "Program Study Accreditation" has good reliability. According to Hair et al. (2020), a Cronbach's Alpha value above 0.7 is considered adequate for exploratory and confirmatory research. This indicates that the items within this variable have good internal consistency and can be relied upon to measure the concept of program study accreditation.

Next, the validity test results for promotion indicate that most items have a significant correlation with the main variable, namely "Promotion." The correlation values range from 0.182 to 0.814, with most items showing significant correlation at the 0.01 level. The highest correlation is shown between "Information through television" and "Information through radio" ($r = 0.814^{**}$), indicating that these two items are very strong in measuring the promotion aspect. The Cronbach's Alpha value of 0.901 indicates that the instrument for the "Promotion" variable has very good reliability. Based on the guidelines from Hair et al. (2020), a Cronbach's Alpha value above 0.9 indicates that the items in this variable have very high internal consistency. This means that the items used in the questionnaire to measure the promotion variable provide very consistent and reliable results.

The next variable is location. The validity test results show that most items have a significant correlation with the main variable, namely "Location." The correlation values range from 0.259 to 0.808, with most items showing significant correlation at the 0.01 level. The highest correlation is shown between "The presence of various dining places around the college" and "Number X3" ($r = 0.802^{**}$), indicating that this item is highly relevant in measuring the intended aspect of location. The Cronbach's Alpha value of 0.903 indicates that the instrument used for the "Location" variable has very good reliability. According to the guidelines provided

by Hair et al. (2020), a Cronbach's Alpha value above 0.9 indicates very high internal consistency, meaning that the items in this variable provide very consistent and reliable results.

The last variable is Facilities, the validity test results show that all items have a significant correlation with the total score of the main variable, namely "Facilities". The correlation values range from 0.619 to 0.887, with all items showing significant correlation at the 0.01 level. The highest correlation is shown between "Having a spacious, clean, and safe parking area" and "Number X4" ($r = 0.887^{**}$), indicating that this item is highly relevant in measuring the intended aspect of facilities. The Cronbach's Alpha value of 0.940 indicates that the instrument used for the "Facilities" variable has very high reliability. Based on the guidelines provided by Hair et al. (2020), a Cronbach's Alpha value above 0.9 indicates that the scale has exceptional internal consistency, meaning that the items in this variable are highly reliable in measuring the concept of "Facilities."

Multiple regression analysis was conducted to examine the influence of four independent variables (Accreditation, Promotion, Location, Facilities) on the dependent variable (Decision). This analysis used the enter method, where all variables were simultaneously included in the model to determine their collective influence on the student decision-making process.

An R Square value of 1.000 indicates that this model explains 100% of the variance in the dependent variable. This very high value may indicate the presence of overfitting or multicollinearity issues.

The ANOVA results indicate that this model significantly predicts the dependent variable, but the F value and significance are not provided, which may be due to a perfect model fit.

Variabel	Unstandardized Coefficients (B)	Std. Error	t-value	p-value	Tolerance	VIF
Intercept	2.487E-14	0.000	0.000	1.000	-	-
Akreditasi	1.000	0.000	170455141.634	<.001	0.452	2.210
Promosi	1.000	0.000	193764969.883	<.001	0.325	3.075
Lokasi	1.000	0.000	195466402.058	<.001	0.394	2.539
Fasilitas	1.000	0.000	289928468.281	<.001	0.443	2.255

Table 3. The ANOVA results

All independent variables show significant coefficients with p-values less than 0.001, indicating a very strong relationship with the dependent variable. Because the results of the multiple linear regression analysis show a very high R Square value and indications of multicollinearity among the independent variables, non-parametric regression analysis was used as an alternative approach to ensure the validity and reliability of the results.

In data analysis, one of the important assumptions in linear regression is the normality of residuals. When this assumption is not met, as detected through the Shapiro-Wilk normality test with a p-value < 0.001, the results of the linear regression can become invalid. Therefore, in this case, an alternative approach using non-parametric quantile regression was employed.

Variables	Coefficient	Std. Error	t-value	p-value
Intercept	3.9114	0.0130	301.4710	< 0.001
X1	0.0062	0.0005	13.4019	< 0.001
X2	0.0078	0.0004	17.9057	< 0.001
X3	0.0080	0.0005	16.5682	< 0.001
X4	0.0075	0.0003	22.1560	< 0.001

Table 4. Interpretation results

Interpretation of Results

1. Intercept: The intercept coefficient value of 3.9114 indicates the baseline value of the dependent variable (\log_Y) when all independent variables are zero. However, since this is a quantile model, this value more accurately reflects the quantile position on \log_Y .
2. X1 (Program Study Accreditation): The coefficient of 0.0062 with a p-value < 0.001 indicates that this variable has a positive and significant effect on \log_Y .
3. X2 (Promotion): The coefficient of 0.0078 with a p-value < 0.001 also shows a significant effect on \log_Y .
4. X3 (Location): The coefficient of 0.0080 with a p-value < 0.001 indicates that location has a significantly positive effect.
5. X4 (Facilities): The coefficient of 0.0075 with a p-value < 0.001 indicates that facilities also have a significantly positive effect.

Accreditation has a significant influence on students' decisions, as it provides assurance of the quality of education. Widyatama University can continue to leverage its accreditation status to enhance the appeal and trust of prospective students. Promotion through social media has proven effective in influencing students' decisions. Diversifying promotional strategies, such as a combination of digital promotion and direct visits, can reach more prospective students. The strategic location of the campus supports students' decisions, especially due to accessibility and supporting facilities. Improvements in the infrastructure around the campus can enhance the university's appeal. Adequate campus facilities play an important role in supporting students' decisions. The improvement of certain facilities, such as sports and recreation rooms, can enhance student satisfaction.

This research highlights the importance of improving accreditation quality, digital promotion, facility management, and the utilization of strategic locations to enhance the appeal of Widyatama University and provide an optimal learning experience.

CONCLUSION

Based on the research conducted regarding the influence of accreditation, promotion, location, and facilities on the decision to choose the Bachelor's degree in Management program at Widyatama University, several conclusions can be drawn as follows:

1. The accreditation of the study program has a significant influence on students' decisions in choosing a study program. Good accreditation provides prospective students with confidence in the quality of education they will receive, which in turn affects their decision to choose that study program.

2. The promotion conducted by Universitas Widyatama significantly influences students' decisions in choosing their study programs. Promotion through social media has become one of the most effective methods in attracting prospective students, considering the shift in information behavior among students who increasingly rely on digital platforms.
3. A strategically located campus, easily accessible, and equipped with various supporting facilities is an important factor influencing students' decisions. A good location not only enhances student comfort but also provides a positive perception of the quality of education offered.
4. Complete and adequate facilities on campus significantly contribute to students' decisions in choosing their study programs. Good lecture facilities, such as comfortable classrooms, laboratories, internet access, and other supporting facilities, are the main factors considered by students.

Overall, this study found that the four independent variables (accreditation, promotion, location, and facilities) collectively and significantly influence students' decisions in choosing the Bachelor's degree program in Management at Widyatama University. The multiple regression model used shows that all variables have a significant influence on students' decisions, although there are indications of multicollinearity that need further evaluation.

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