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## **The Influence of Digital Marketing and Campus Image on Student Decisions to Choose to Study at UKI Paulus Makassar**

**Eben Haezer Basran Patandean**<sup>✉</sup>

Department of Management, Universitas Kristen Indonesia Paulus

### **Abstract**

This study aims to determine the effect of digital marketing media and campus image on students' decisions to continue their studies at UKI Paulus Makassar. The sample in this study was 100 first semester students who were continuing their studies at UKI Paulus Makassar. Data were analyzed using a quantitative approach using the SmartPLS application. Digital Marketing variable (X1) and campus image variable (X2) are independent variables in this study. The Student Decision Variable (Y) in choosing UKI Paulus as a place for them to continue their studies is the dependent variable in this research. From this study it is known that the use of digital marketing media (X1) has effect on students' decisions in choosing UKI Paulus as a place for them to continue their studies (Y). And, campus image (X2) has a positive and significant effect on student decisions (Y) in choosing UKI Paulus as a place for them to continue their studies. Based on the research results, the author suggests to the UKI Paulus Makassar campus to make more use of digital marketing as an alternative means of promotion to attract new students, in addition to continuing to improve the brand image of their campus in the eyes of prospective new students.

**Keywords:** *Digital Marketing, Brand Image, Consumer's Decision, UKI Paulus*

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✉Corresponding author : Eben Haezer Basran Patandean

Email Address : [ebenpatandean@gmail.com](mailto:ebenpatandean@gmail.com)



## INTRODUCTION

Recent digital developments are changing the market, and companies are starting to adopt digital business models to deal with these developments. This is no exception for campuses who want to recruit prospective new students to study at their campus. Business model innovation affects the entire company and the way it does business (Amit & Zott, 2001) and differs from simple business process improvements in that it does not change either the source of value creation or the existing business model. The campus as a provider of educational services is also inseparable from this. Digital developments have changed business models. The use of digital technology changes systems, structures, activities and processes. This change occurs especially as companies digitally transform themselves. For example, companies adopting new digital channels change the way they go to market, which in turn impacts how they create value for their customers and how they provide value for themselves and their partners. Marketing 4.0 is a marketing approach that combines online and offline interactions that occur between sellers and consumers. Marketing 4.0 is the latest approach whose main goal is to win consumer advocacy. A combination of online and offline interactions is needed to complement each other. Every organization will try to obtain optimal performance to achieve organizational goals while being superior to its competitors (Pap et al., 2022). For this reason, we want to see the influence of the use of digital marketing media on the decisions of prospective consumers from the university in making their purchasing decisions, in this case choosing the UKI Paulus Makassar campus as a place for them to continue their studies.

In an era of increasingly competitive business competition, product image is often an important consideration for consumers before making their purchasing decisions. Companies that succeed in building a positive image in the eyes of consumers have an advantage in winning market competition. This also includes universities, how they create a good image about their campus can certainly win the hearts of prospective students to choose their campus as a place to continue their studies. Product image is the perception or image formed by consumers regarding a brand. In this research, UKI Paulus is a brand of a higher education service provider.

Consumers (prospective new students) tend to choose universities that have a positive image, because they want to ensure that these products can support their lives in the future. Product image (campus image) is also related to brand reputation in the world of education. Well-known brands with good reputations, such as brands that have been established for a long time, brands that are often chosen by high school graduates, or brands that have won awards, tend to influence consumer purchasing decisions. In this research, the author interprets consumer purchasing decisions as the decisions of prospective students in choosing a campus as a place to continue their studies.

Based on this background, the authors are interested in conducting research with the title "The Influence of Digital Marketing and Product Image on Student Decisions to Choose UKI Paulus as a Place to Continue Their Studies". Based on the background described above, the author formulates the problem in this research as follows:

1. Does digital marketing have a positive and significant influence on students' decisions in choosing UKI Paulus as a place to continue their studies?
2. Does product image (campus image) have a positive and significant influence on students' decisions in choosing UKI Paulus as a place to continue their studies?

## LITERATURE REVIEW

### Digital Marketing

According to (Aral et al., 2013), Digital marketing has enabled individuals to make their personal thoughts accessible to other Internet user communities. Digital developments have changed business models. The use of digital technology changes systems, structures, activities and processes. This change occurs specifically when companies transform themselves digitally. For example, companies adopting new digital channels change the way

they go to market, which in turn impacts how they create value for their customers and how they provide value for themselves and their partners (J.B. Halik., et al., 2023). Digital transformation can refer to products and information about products, the processes that lead to the customer experience, and the business platforms used for product delivery, all of which require optimization to be successful. Alongside new technologies and new digital competition, the third development and driver of digital transformation is changing customer behavior (J. Halik et al., 2021).

Marketing 4.0 is a marketing approach that combines online and offline interactions that occur between sellers and consumers. Marketing 4.0 is the latest approach whose main goal is to win consumer advocacy. A combination of online and offline interactions is needed to complement each other. Technological advances have indeed made it possible for us to do online marketing so that it is easier and can target a wider range of customers. However, online interaction alone is not enough. In reality, offline interaction is still needed (J. Halik et al., 2021). Digital marketing according to (Sanjaya, R. & Tarigan, 2009) is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks. Of course digital marketing is not just talking about internet marketing.

So here we can conclude that Digital Marketing is a marketing activity that utilizes developments in digital technology to reach consumers, which supports the company's strategy in implementing all aspects of its marketing mix. Understanding the impact of the Internet and its potential impact on key aspects of business can lead to better marketing programs and sustainable marketing strategies.

## Product Image (Campus Image)

Product image refers to the perceptions, images, and impressions formed by consumers towards a product or brand. Product image includes the attributes, characteristics and reputation associated with the product in consumers' minds. Product image can be formed based on reality or fiction, depending on the related perceptions. Product image is a representation of the overall perception of the brand which is formed through information and past experiences (Machfiroh, 2018). In this case, the authors associate product image with campus image as a product in this study.

Product image reflects what consumers think and feel when they hear or see the product. A strong product has an attraction for consumers to use it and becomes a determining factor in making purchasing decisions. In this case, it is important for companies to ensure that the information conveyed to consumers can give a positive impression and is in accordance with the desired brand image.

According to Ratri (in Amilia, 2017), product image indicators include:

### 1. Product attributes

This indicator relates to concrete things related to the brand, such as packaging, taste, price and other product features. These product attributes influence consumer perceptions of product quality and superiority.

### 2. Consumer benefits

This indicator highlights the benefits or uses that consumers obtain from using the brand's products. Consumer benefits may include convenience, efficiency, practicality, or the quality of the results obtained.

### 3. Brand personality

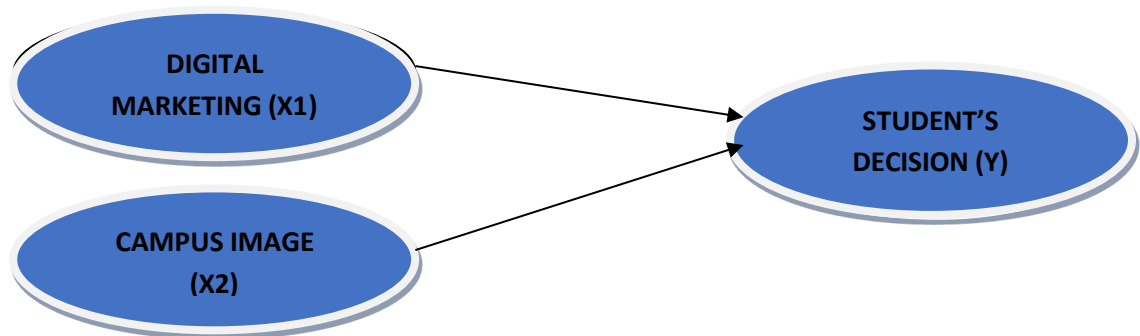
This indicator reflects the associations associated with the brand personality if the brand were an individual. For example, a brand that seems energetic, elegant, friendly, or has a noble spirit. Brand personality can influence the appeal and emotional connection between the brand and consumers.

## Consumer Purchase Decision

Consumers want to reduce their uncertainty about a product throughout the purchasing decision process (Kuß & Tomczak, 2007). Uncertainty is defined as “an individual's inability to predict something accurately” (Milliken, 1987, p. 136). Milliken (1987) identified three types of uncertainty: state uncertainty (lack of knowledge about how environmental components may change), outcome uncertainty (inability to predict the impact of environmental events or changes), and response uncertainty (inability to predict the impact of environmental events or changes possible consequences of a choice). The rapid development of digital today also affects consumer behavior which includes buying interest (J. B. Halik et al., 2023). According to Durianto (2013), buying interest is the desire to own a product, buying interest will arise if a consumer has been influenced by the quality and quality of a product, information about the product. In the digital era, influences on a product or brand can be obtained very easily on the internet, both through advertising/promotions, social media, and so on. Therefore, updating marketing efforts from traditional marketing to digital marketing and brand development. Continuous awareness through digital media is needed to increase the interest of prospective consumers.

## RESEARCH FRAMEWORK

Based on the explanation above, the author simplifies this research process into the following framework:



**Figure 1 : Research Framework**

Based on the framework above, the author makes the following hypothesis:

H1: It is suspected that Digital Marketing has a positive and significant influence on prospective students' decision making to choose UKIP as a place for them to continue their studies.

H2: It is suspected that Campus Image has a positive and significant effect on the Decision Making of Prospective Students to Determine UKIP as a place for them to continue their studies

## METHODOLOGY

### Types of research

In this study, quantitative research methods were used as the main approach. Quantitative research methods emphasize collecting data that can be measured numerically and using statistical analysis using the SMART-PLS application to test hypotheses and answer research questions.

## Research sites

In this study, the author will conduct research in the city of Makassar, precisely at Universitas Kristen Indonesia Paulus (UKIP) Makassar. Universitas Kristen Indonesia Paulus is one of the universities in Makassar City. The reason the author chose this research location is because this research location offers a representative environment for exploring information regarding the use of digital marketing media, campus image and how it influences prospective students' decisions in determining their choice of studying at UKI Paulus Makassar.

## Population and Sample

The population of this research is students at the Universitas Kristen Indonesia Paulus, namely 4,138 people. Meanwhile, the sample is a part taken from the population, especially when the population is large, to simplify the research process.

In this research, sampling was carried out using the Slovin method. The Slovin formula was used to determine the sample size in this study, which is as follows:

$$n = \frac{N}{1+N(e)^2}$$

Information :

n : Number of Samples

N : Total Population as a whole

e : Error tolerance limit

The percentage of inaccuracy due to sampling error that is tolerable or desirable is set at 10%. The following is the number of samples collected for this study using the formula:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{4.138}{1+4.138 \times 10\%}$$

$$n = \frac{4.138}{42,38}$$

$$n = 97,640$$

$$n = 100 \text{ respondent}$$

## Sources and Methods of Data Collection

In research, the data used is primary data. Primary data is data collected directly by researchers through research carried out specifically for the purpose of the research. Primary data has advantages in terms of novelty, direct relevance to research objectives, and can be collected specifically according to research needs. The data collection method in this study was a questionnaire. The purpose of the questionnaire is to collect data in the form of responses or answers that can be measured and analyzed statistically. In this research, the author used a Likert scale type of measurement.

## Data analysis method

Data analysis in this study was carried out using the Partial Least Square (PLS) method using SmartPLS version 4 software. PLS is one of the methods in solving Structural Equation Modeling (SEM) that is preferred compared to other SEM techniques. The SEM method provides high flexibility in connecting theory with data. According to Ghozali & Latan (2015), Partial Least Square (PLS) is a powerful analytical method because it does not depend on many assumptions. This method also does not require the normal distribution of multivariate data (indicators with categorical, ordinal, interval, and ratio scales can be used in the same model).

## RESULTS AND DISCUSSION

### Respondents Based on Gender

Based on data collection using a questionnaire, the following is the percentage of respondents based on gender

**Table 1: Respondents by Gender**

Gender		
Category	Respondent	Percentage
Male	40	40%
Female	60	60%
	100	100%

*Source: Self-processed data, 2023*

Based on analysis of the data obtained, the majority of respondents in this study were women, covering 60% of the total respondents. Meanwhile, male respondents accounted for around 40% of the total. These results indicate that the participation of women in this study is more dominant than the participation of men.

### Respondents Based on Entry into UKIP Makassar

Based on data collection using a questionnaire, the following is the percentage of respondents based on year of entry into UKIP Makassar

**Table 2: Respondents by Year Entered UKIP Makassar**

Year of Entry into UKIP Makassar		
Years	Respondent	Percentage
2019	51	51%
2020	17	16%
2021	18	18%
2022	14	14%
	100	100%

*Source: Self-processed data, 2023*

Based on the analysis of the data obtained, the majority of respondents in this study were the 2019 class, covering around 51% of the total respondents. Meanwhile, the class of 2020 contributed around 16%, the class of 2021 contributed around 18% and the class of 2022 contributed around 14% of the total number of respondents. These results indicate that the participation of the 2019 class in this study is more dominant compared to the 2020-2022 class.

## Respondents Based on Majors / Faculty

Based on data collection using a questionnaire, the following is the percentage of respondents based on faculties consisting of economics and business, Law, Engineering and Chemistry faculties.

**Table 3: Respondents by Majors/Faculty**

Major / Faculty		
Category	Respondent	Percentage
Economics and Business	49	49%
Law	22	22%
Engineering	27	27%
Chemical Engineering	2	2%
	100	100%

Source: Self-processed data, 2023

Based on analysis of the data obtained, the majority of respondents in this study were students from the economics and business faculties, accounting for around 49% of the total respondents. Meanwhile, law faculty students contributed around 22%, engineering faculty students contributed around 27% and chemistry faculty students contributed around 2% of the total number. These results indicate that the participation of students from the economics and business faculty of UKIP Makassar in this research was more dominant compared to other faculties.

## Descriptive Research Variables

This research has 3 variables used, namely the Digital Marketing variable (X1), the Product Image / Campus Image variable (X2) as the Independent variable and the Product Purchase Decision / Student Decision to choose UKIP as their place of study (Y) as the Dependent variable.

**Table 4.** Respondents' Responses to Purchasing Decision Variables / Student Decisions to Choose to Study at UKIP Makassar (Y)

No.	Question Y	SA	A	N	NA	SNA
1	I decided to study at UKIP Makassar because I had received sufficient information about this product.	40%	53%	4%	1%	2%

2	I decided to study at UKIP because it is my favorite campus	47%	41%	8%	2%	2%
3	I decided to study at UKIP Makassar because it suited my needs in the future	45%	41%	9%	3%	2%
4	I decided to study at UKIP Makassar because of recommendations from my family or colleagues	30%	53%	10%	7%	0%

Source: Self-processed data, 2023

Based on the table of respondents' responses to the purchasing decision variable, the following results are obtained from each indicator:

1. Whereas the Y variable (purchasing decision) on the indicator of trust in purchasing decisions received answers that strongly agreed with a percentage of 40% (40 people), 53% agreed answers (53 people), 4% doubtful answers (4 people), 1% (1 person) disagreed and 2% (2 people) strongly disagreed.
2. Whereas the Y variable (purchasing decision) on the brand preference indicator received a strongly agree answer with a percentage of 47% (47 people), 41% (41 people) agreed answers, 8% (8 people) undecided answers, no answers agree as much as 2% (2 people) and answers strongly disagree as much as 2% (2 people).
3. Whereas the variable Y (purchasing decision) on the indicator of conformity with wants and needs gets answers that strongly agree with a percentage of 45% (45 people), 41% (41 people) agree answers, 9% (9 people) undecided answers 3% (3 people) disagree answers and 2% (2 people) strongly disagree answers.
4. Whereas the Y variable (purchasing decision) on the recommendation indicator from a trusted source received answers that strongly agreed with a percentage of 30% (30 people), 53% agreed answers (53 people), 10% doubtful answers (10 people), 7% (7 people) disagreed and 0% (0 people) strongly disagreed.

**Table 5:** Description of Respondents' Answers About Digital Marketing (X1)

Digital Marketing	Measurement Scale (%)				
	1	2	3	4	5
The use of digital media can reduce costs and transaction times (X1.1)	1	15	18	28	38
The use of digital media can reach me as a student quickly and clearly (X1.2)	0	16	18	19	47
Interesting programs launched through digital media can create more value for me (X1.3)	1	16	24	31	28
Promotion via digital media looks more attractive to me (X1.4)	0	17	30	37	16
<b>DIGITAL MARKETING (X2)</b>					

Source: Self-processed data, 2023

Table 5 provides an overview of the respondents' answers to the Digital Marketing variable (X1). The indicator which states that promotion through digital media looks more attractive (X1.4) shows that only 16 people out of 100 respondents or 16% said they strongly agreed with this statement. This indicates that only 16% of prospective students think that promotions via digital media look more attractive.

Indicator X1.3 which stated that interesting programs launched through digital media could create more value for students, only 28% answered that they strongly agreed to this statement. Those who answered agree were 31%. This indicates that there are still around 41.2% who disagree or strongly disagree with this statement. We can say that although digital marketing media can launch interesting programs, this cannot necessarily create added value for prospective students who want to make their choice to study at UKIP Makassar.

Indicator stating that the use of digital media can reduce transaction costs and time (X1.1). 38% of respondents said they strongly agreed with this statement, and 28% said they agreed. This means that there are around 66% of respondents who indicated their agreement with the statement. This shows that the reason most students use digital marketing media is because the use of digital media is considered to reduce costs and transaction time.

An indicator stating that the use of digital marketing media can reach consumers quickly and clearly (X1.2). There were 47 respondents (47.0%) who answered strongly agreed with this statement, and as many as 18 people (18.0%) agreed with this statement. Students consider that the use of digital media can reach consumers quickly or even in real time and they can clearly know what students want through feedback given directly.

**Table 6.** Respondents' Responses to the Product Image / Campus Image Variable (X2)

No.	Question (X2)	SA	A	N	NA	SNA
1	UKIP Makassar has an attractive appearance	43%	50%	6%	0%	1%

2	I feel that studying at UKIP Makassar will give me quality results	45%	41%	11%	1%	2%
3	I feel that UKIP Makassar has an elegant image compared to other campuses	43%	44%	12%	0%	1%

Source: Self-processed data, 2023

Based on the table of respondents' responses to the product image / campus image variable, the following results are obtained for each indicator:

1. Whereas the variable X2 (product image) on the product attribute indicator got answers that strongly agreed with a percentage of 43% (43 people), 50% agreed answers (50 people), 6% doubtful answers (6 people), no answers agree as much as 0% (0 people) and answers strongly disagree as much as 1% (1 person).
2. Whereas the variable X2 (product image) on the consumer benefit indicator got answers that strongly agreed with a percentage of 45% (45 people), 41% (41 people) agreed answers, 11% (11 people) undecided answers, 11% (11 people) did not answer agree as much as 1% (1 person) and answers strongly disagree as much as 2% (2 people).
3. Whereas the variable X2 (product image) on the brand personality indicator received a strongly agree answer with a percentage of 43% (43 people), 44% (44 people) agreed answers, 12% (12 people) doubtful answers, no answers agree as much as 0% (0 people) and answers strongly disagree as much as 1% (1 person).

### Data analysis

In SmartPLS, the main focus is on partial least squares (PLS)-based SEIM analysis, which is often used to test causal relationships between variables in complex models. The following is the initial SmartPLS construct used in this research:

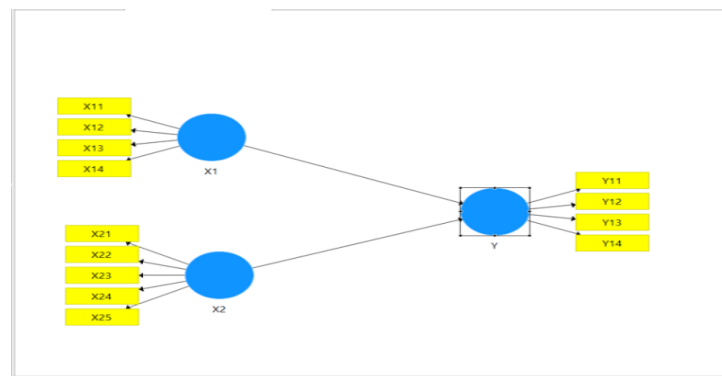


Figure 2. Initial Construction of SmartPLS 4.0

## Validity test

The purpose of the validity test is to test and find out how much determination the measuring instrument can express the concept of the phenomenon or event being measured. Based on the results of data processing, author found that the instrument values above have met the criteria, namely  $> 0.7$  (Ghozali & Latan, 2015), so they can be said to be valid. Based on calculations, on the Digital Marketing variable (X1), the largest loading factor value is found in the X1.2 indicator which is equal to 0.908. In the Product Image variable (X2), the largest loading factor value is found in the X2.2 indicator, namely 0.855. In the Purchase Decision variable (Y), the largest loading factor value is found in the Y1 indicator, which is 0.817.

## Reliability Test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A measuring instrument or instrument in the form of a questionnaire is said to provide stable or constant measuring results, if the measuring instrument is reliable or reliable. Therefore it is necessary to do a reliability test. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable from time to time. The reliability test was carried out using the internal consistency method. The reliability of the research instruments in this study was tested using composite reliability and Cronbach's Alpha coefficient.

The following is data from the analysis of Cronbach alpha, Composite reliability, and AVE values:

**Table 7.** Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Batas Reliabilitas	Decision
Digital Marketing (X1)	0,896	0,927	0,700	Reliable
Campus Image (X2)	0,887	0,912	0,700	Reliable
Student's Decision (Y2)	0,905	0,927	0,700	Reliable

*Source: Data processed with SmartPLS, 2023*

The test results based on the table above show that the results of composite reliability and Cronbach alpha show satisfactory values, namely the value of each variable above the value of 0.70. This shows that the consistency and stability of the instruments used is high. In other words, all the constructs or variables of this study have become fit measuring instruments, and all the questions used to measure each construct have good reliability.

## Average Variance Extracted (AVE) Test

The AVE value can describe the magnitude of the variance or the diversity of manifest variables that can be contained by latent constructs. For the ideal that exists in AVE, namely 0.5, this means that convergent validity is good, meaning that latent variables can explain on average more than half of the variance of the indicators.

The AVE criterion for a valid variable must be above 0.50 (Haryono, 2017). The output results of the AVE value can be seen in table 11 below. It can be seen that all variables have an AVE value of more than 0.5, so that these variables have good construct validity.

**Table 8.** Average Variance Extracted (AVE) Value Test Results

Variable	Nilai AVE	Batas Nilai AVE	Keputusan
Digital Marketing (X1)	0,596	0,500	Terpenuhi
Campus Image (X2)	0,680	0,500	Terpenuhi
Student's Decision (Y)	0.762	0,500	Terpenuhi

Source: Data processed with SmartPLS, 2023

### Hypothesis Testing (Influence between variables)

In this hypothesis testing stage, it will be analyzed whether there is a significant influence between the independent variables on the dependent variable. Testing of the proposed hypothesis is carried out by looking at the path coefficients which show parameter coefficients and t statistical significance values. The significance of the estimated parameters can provide information about the relationship between research variables. The limit for rejecting and accepting the proposed hypothesis is using a probability of 0.05.

Basis for decision making: (based on the T Statistics value with a significance level of 0.05) (Haryono, 2017):

- Ho is accepted if T Statistics < 1.663 (no effect)
- Ho is rejected if T Statistics  $\geq$  1.663 (Influential)

Basis for decision making: (based on significance value) (Haryono, 2017).

- If the P Value > 0.05 then H0 is accepted (no effect)
- If the P Value  $\leq$  0.05 then H0 is rejected (There is an influence)

The table below presents the estimated output for structural model testing:

**Table 9: Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (IO/STDEV)	P Values
X1 $\rightarrow$ Y	0,170	0,169	0,071	2,404	0,016
X2 $\rightarrow$ Y	0,422	0,404	0,116	3,652	0,000

Source: Data processed with SmartPLS, 2023

Based on the Path Coefficients above, the determination of whether a hypothesis is accepted or rejected is explained as follows:

#### a. Hypothesis Test of Digital Marketing (X1)

$$\alpha = 0,1$$

$$\frac{\alpha}{2} = 0,05$$

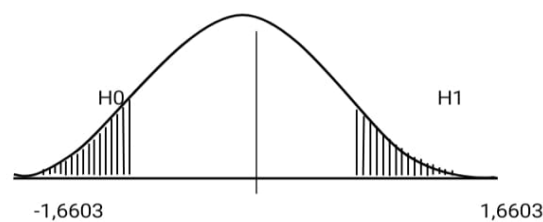
$$n = 100$$

$$\text{Value table } t = n-1 = 100-1=99$$

$$t = (0,05/99)$$

$$t_{\text{table}} = 1,6603$$

The Digital Marketing construct has a t-count test value of 2.404 > t-table of 1.660 and p-values of 0.016 < 0.05. Therefore, H1 which states that Digital Marketing has a significant influence on Purchase Decisions / student decisions to determine UKIP as a place for them to continue their studies is declared accepted. And H0 which states that Digital Marketing does not have a positive and significant influence on purchasing decisions/student decisions is rejected.



**Figure 3.** Hypothesis acceptance area

**b. Hypothesis Test of Product Image / Campus Image (X2)**

$$\alpha = 0,1$$

$$\frac{\alpha}{2} = 0,05$$

$$n = 100$$

$$\text{T-table value} = n - 1 = 100 - 1 = 99$$

$$t = (0,05/ 99)$$

$$t_{\text{table}} = 1,6603$$

The product image/campus image construct has a t-test value of 3.652 > t-table 1.660, and p-values 0.000 < 0.05. Therefore, H2 which states that Product Image / Campus Image has a positive and significant influence on Purchase Decisions / Students' decisions to choose UKIP as a place where they are accepted to study. And, H0 which states Product Image / Campus Image does not have a positive and significant influence on Students' decisions to choose UKIP as their place of study are rejected.

## CONCLUSION

### **The Influence of Digital Marketing on Students' Decisions to Choose UKIP Makassar as their place of study**

Based on the results obtained from SmartPLS 4.0, it can be seen that the Digital Marketing variable has a positive and significant influence on students' decisions in choosing UKIP as their place of study. Where the indicators in the Digital Marketing variable contribute to students making decisions about where they will continue their studies. Therefore, it can be seen that digital marketing variables have a positive and significant effect on student decisions in determining where they will continue their studies.

### **The Influence of Product Image / Campus Image on Students' Decisions to continue studying at UKIP Makassar**

Based on the results obtained from SmartPLS 4.0, it can be seen that the Product Image / Campus Image variable on students' decisions to choose UKIP as a place for them to continue their studies has a positive and significant influence. The indicators in the Product Image / Campus Image variable contribute to students making the decision to choose UKIP as their place of study. Therefore, it can be interpreted that the majority of respondents in this study agree with the product image indicators, namely product attributes, consumer benefits, brand personality. In this study it can be seen that these factors are the determining factors for students in making decisions to continue their studies at UKIP Makassar.

## SUGGESTION

Based on the results of the research that has been done, the suggestions from this research to UKIP Makassar include:

1. Companies / UKIP Makassar must increase the use of digital media in carrying out their promotions to prospective new students, many of whom come from outside the city. This is understandable, because most of the prospective UKIP Makassar students are Generation Z, who are familiar with the use of social and digital media in their daily lives.
2. Then, companies must also continue to try to improve the image of their products, in this case the image of the campus so that they can continue to compete in the ever-growing education industry.

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