Digital Marketing, Motivation, and University Image: Key Drivers Of University Choices

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ABSTRACT

This study aims to analyze the effect of digital marketing, motivation, and university image on college interest and college decisions in the Master of Management Study program at the Pelita Indonesia Institute of Business and Technology. This research is quantitative in nature. The population in this study consists of students from the Master of Management program in the 2022/2023 academic year, totaling 296 students. The sampling method used was probability sampling, specifically simple random sampling. A sample size of 75 respondents was determined using the Slovin formula. The results of this study indicate that digital marketing significantly affects college interest, motivation significantly affects college interest, and university image significantly affects college interest. However, digital marketing has an insignificant effect on college decisions, motivation significantly affects college decisions, and university image has an insignificant effect on college decisions. Additionally, college interest has a significant effect on college decisions.

Keywords: Digital Marketing, Motivation, University Image, College Interest, College Decision.

1. Introduction

The implementation of education in Indonesia is regulated by the National Education System Law No. 20 of 2003, which governs education services in the country through three channels: formal, non-formal, and informal education. Formal education is essential for the people of Indonesia because an individual's legal status is recognized based on having a graduation certificate or diploma, whether at the elementary, junior high, or university level. Data released by the Central Bureau of Statistics (BPS) show that universities in Riau Province experienced growth during the 2020-2021 period. The number of universities in Riau increased by 0.4%, from 79 to 82 institutions. This growth aligns with the increase in the number of active students in the province, as reported by the Statistics Agency in 2022. The total number of active students in Riau currently stands at 137,435, across both private and public universities, at the undergraduate and postgraduate levels. This figure represents a 0.1% increase from the previous period, when the number was 136,029. The growing number of individuals choosing to pursue higher education reflects their hope for a more prosperous future. Pekanbaru City, in particular, experienced the largest growth in active students during the 2020-2021 period, with over 2,000 new students deciding to study at universities in the city, including those enrolled in the Master of Management study program. Based on data from the PDDIKTI IBT PI website, Pelita Indonesia Institute of Business and Technology (IBT PI) has shown a consistent increase in student enrollment for its Master of Management program, with the highest average growth rate compared to other universities offering the same program in Pekanbaru. The growth rate at IBT PI was 26%, while Riau University (UNRI) and Lancang Kuning University (UNILAK) saw growth rates of 9% and 19%, respectively.

Mowen and Minor (2002) suggest that consumer behavior explains the process through which a consumer makes decisions regarding a product, from receiving information, purchasing, and using the product, to evaluating it. Kotler and Keller (2016) describe the purchase decision process, beginning with problem recognition, where consumers identify their needs and seek solutions. Data collected from the PDDIKTI website indicate that the Master of Management program at Pelita Indonesia Institute of Business and Technology meets the educational needs of the community. This success represents an outstanding achievement for the institution, and it is important to understand the factors behind the increase in student enrollment in the IBT PI Master of Management program. Therefore, this research focuses on examining the factors that influence prospective students' decisions to enroll in the Master of Management program at Pelita Indonesia Institute of Business and Technology. To explore this phenomenon, the researchers conducted a pre-survey among students enrolled in the program regarding their interests and decisions to choose the IBT PI Master of Management program. The pre-survey results show a high level of interest, with 94.2% of respondents expressing a desire to continue their education in the Postgraduate Program at Pelita Indonesia Institute of Business and Technology. This high level of interest presents an intriguing subject for further study, as it indicates a strong public interest in pursuing a Master of Management degree at IBT PI.

In the pursuit of knowledge and education, individuals must make decisions to determine their future direction. Dharmmesta and Handoko (2008) suggest that "Purchasing decisions are the process of making real purchases, whether to buy or not." According to research by Rahman et al. (2019), interest significantly influences decisions. Interest can directly affect decisions but may also influence other independent variables indirectly, as demonstrated by Hidayaty et al. (2022), who found that interest affects purchasing decisions both directly and indirectly. This study focuses on analyzing the influence of interest on college decisions. Previous studies show mixed results regarding the influence of interest on purchasing decisions. Montjai et al. (2014) found that buying interest does not significantly influence purchasing decisions, suggesting that other factors, not explored in their research, may play a role. However, Solihin (2020) found a significant influence between the interest variable and decisions, either directly or indirectly, supporting the focus of this study on examining interest as a factor influencing decisions.

Motivation, interest, and college decisions are closely interrelated in higher education. Motivation serves as an internal driver that pushes individuals to achieve their goals and academic success. Motivation can influence a person's decision to pursue a higher level of education (Kotler and Armstrong, 2017), as supported by research by Daniel (2021), which revealed a significant relationship between motivation and the decision to become a student. However, conflicting results were found in research by Jawab (2021), which indicated that motivation does not influence decisions. In addition to influencing decisions, motivation also affects interest in choosing a study program, as shown by research conducted by Wiguna and Indraswarawati (2022), which found a significant influence between motivation and interest. However, Julindrastuti and Karyadi (2022) found the opposite result, showing that motivation does not significantly affect interest.

Rapid changes in society require adaptation in various fields, including marketing strategies for both products and services. Digital marketing has become a key solution in marketing today. The COVID-19 pandemic has further accelerated the decline of conventional marketing due to social interaction restrictions, making digital marketing the main focus of this research. The pandemic also impacted the education sector, necessitating strategies to attract public interest and influence decisions in choosing a university. Riskal et al. (2022) found that digital marketing has a significant effect on purchase intention, while research by Evandro Ernantyo and Febry (2022) found no significant influence between digital marketing and interest. Research by Ekowati and Tiara Yulinda (2022) showed that digital marketing affects purchasing decisions, but Ul Huda, Karsudjono, and Darmawan (2021) found no significant effect on purchasing decisions.

Decision-making is closely related to an individual's perception or image of the product or service being considered. The better a product or service is perceived to meet consumer needs,

the higher the likelihood that consumers will choose to use it. This research also links brand image to purchasing decisions. Brand image is a consumer's perception of a product brand, formed from information gained through experience with the product (Kotler and Keller, 2012). Assidiq et al. (2022) found that brand image, both individually and in combination, has a positive and significant effect on purchasing decisions. Research by Apriyanti et al. (2022) found a strong relationship between relational marketing, brand image, and purchasing decisions. However, Kanthi (2018) found that institutional image does not affect voting decisions. Brand image also affects interest, as shown by Karyati (2016), who found a correlation between brand image and interest in pursuing higher education. Isman, Patalo, and Pratama (2020) also examined the relationship between brand image and interest but found no significant influence.

2. Literature Review

The Effect of Digital Marketing on College Decisions

Various factors can influence decision-making, one of which is an individual's perception of an object. With the rise of digital marketing, the ability to reach and provide information has expanded, making it easier for the public to access information and, in turn, strengthening their potential to make informed decisions. Prastiwi et al. (2022) revealed that digital marketing can influence people in opening accounts, which is in line with Setyowati's (2022) study showing the influence of digital marketing on decisions regarding educational institutions. Based on this, the hypothesis for this study is:

H1: Digital Marketing Affects College Interest.

The Effect of Motivation on College Decisions

Motivation plays a critical role in college decision-making. Decisions are often influenced by both emotional and rational impulses. Emotionally, motivation may arise from personal interests, passions, and aspirations to pursue a specific goal. For instance, a person may be motivated to choose a college that aligns with their field of interest or one that offers opportunities to achieve their career dreams. Additionally, emotional motivation can stem from factors like the reputation of the university or the desire to be part of a prestigious academic community. On the other hand, rational motivation involves considering factors such as the quality of education, facilities, teaching programs, and career opportunities offered by the institution. Together, emotional and rational motivations play an important role in shaping decisions, ensuring personal fit, academic satisfaction, and helping students achieve their educational and career goals. Research by Daniel (2021) shows a relationship between motivation and college decisions. Based on this, the hypothesis in this study is:

H2: Motivation Affects College Decisions.

The Effect of University Image on College Decisions

To understand and influence purchasing decisions, companies must create a strong brand image in the minds of consumers. Companies that succeed in building a strong brand gain an added advantage over others. According to Rangkuti, brand image refers to "a set of brand associations formed in the minds of consumers." The relationship between brand image and college decisions is strong—if the university's image is positive, consumers (or prospective students) are more confident in deciding to study there (Hamsinah, 2020). This aligns with Karnando's (2018) research, which shows that brand image positively and significantly impacts purchasing decisions. According to Kotler (2009), brand image represents a consumer's perception of a brand as a reflection of brand associations in their mind. Based on this, the hypothesis for this study is:

H3: University Image Affects College Decisions.

The Effect of Digital Marketing on Interest in College

With advancements in marketing, the delivery of information has become more widespread, making it easier to access and understand. In line with the definition of interest, which is a tendency toward an object based on preference, digital marketing acts as a tool for shaping these preferences. Alwan and Alshurideh (2022) found a strong influence of digital marketing on online purchasing interest. Based on this, the hypothesis for this study is:

H4: Digital Marketing Affects Interest in College.

The Effect of Motivation on Interest in College

Motivation is closely tied to interest in the context of college decisions. Strong motivation can drive the development and pursuit of academic interests. High motivation encourages individuals to pursue courses that match their interests and to remain dedicated in their studies. When motivation is strong, it fuels interest and fosters perseverance in the chosen field. On the other hand, low motivation can lead to a lack of interest in college or in particular fields of study. Therefore, it is important for individuals to explore their interests to maintain high motivation throughout their educational journey. Research by Wiguna and Indraswarawati (2022) found a significant influence of motivation on interest in college. Based on this, the hypothesis for this study is:

H5: Motivation Affects Interest in College.

The Effect of University Image on Interest in College

Just as a company must build a strong brand image to influence purchasing decisions, educational institutions must also cultivate a strong image to attract students. A positive image of the university can lead to greater interest in attending that institution. According to Hamsinah (2020), if an institution's image is perceived positively, students are more likely to be interested in studying there. Karyati (2016) also explains that a positive brand image can influence students' decisions to pursue higher education. Based on this, the hypothesis for this study is:

H6: University Image Affects Interest in College.

The Effect of Interest on College Decisions

Interest in something leads to the desire to engage with or acquire it, forming a key part of the decision-making process. Rahman et al. (2019) showed that interest can significantly influence decisions in choosing a college. Based on this, the hypothesis for this study is:

H7: Interest Affects College Decisions.

3. Research Method

Population and Sample

In this study, the total population was 296 students who were active in the master of management study program at the Pelita Indonesia Institute of Business and Technology in the 2022/2023 academic year, from the entire total population, a sample was drawn using the Slovin formula:

Diketahui :

$$\frac{N}{1+Ne^2} = \frac{296}{1+258(0.1^2)} = \frac{296}{1+0,645} = 74,74 = 75 \text{ sampel}$$

There were a total of 75 respondents who became research samples with the *Simple Random Sampling* distribution technique where respondents were randomly drawn to students of the IBT PI management master study program.

Research Instruments

This research uses a questionnaire distributed to respondents. The research instrument comes from previous research. Interest Variables (Y_1), *University Image* (X_3), each using 4 indicators. While the College Decision variable (Y_2) and the *Digital Marketing* variable (X2) use 5 indicators and for the Motivation Variable (X)$_2$ uses 2 Indicators of both the College Decision, Interest, *Digital Marketing*, Motivation and *University Image* variables use a 5-point Likert scale. The 5 points consist of 1 is strongly disagree to 5 is strongly agree

Data Analysis Technique
Descriptive Analysis

Descriptive analysis in this study contains a discussion of the characteristics of respondents associated with respondents' responses. (1) Analysis of Respondent Characteristics, the analysis of respondent characteristics consists of the age of the respondent, gender of the respondent, occupation, income, status of information processing about the master management program. (2) Analysis of Respondents' Responses, the analysis of respondents' responses contains a discussion of respondents' responses associated with the characteristics of the **respondents.**

PLS SEM Analysis

The PLS model test carried out in this study, namely: (1) Validity Test, Validity test is a test conducted to measure the accuracy of a research instrument or questionnaire. The questionnaire is said to be valid if the statement or statement from the questionnaire can reveal something that will be measured by the questionnaire. The accuracy value of the questionnaire can be measured using the correlation coefficient. Questionnaires are said to be good and valid, if the correlation coefficient is> 0.3 (Ghozali, 2011). (2) Reliability test, reliability test is a questionnaire test carried out with the aim of measuring the consistency of respondents' answers. The reliability test was carried out with the Cronbach alpha statistical test. The questionnaire is said to be reliable if the Cronbach alpha value is ≥ 0.70 (Ghozali, 2011). (3) Multicollinearity Test (VIF), multicollinearity test is done by looking at the VIF value. The VIF value must be less than 5, because if more than 5 indicates multicollinearity between constructs (Ghozali 7 and Latan 2015). (4) R Square test, the coefficient of determination (R Square) is a way to assess how much endogenous constructs can be explained by exogenous constructs. The coefficient of determination (R Square) is expected to be between 0 and 1. R Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak.

Structural Equation and Hypothesis Analysis

To assist the processing of structural equations, Smart PLS is used. The stages of structural equation analysis are as follows: (1) Model development based on theory, the model that has been designed must be based on causal relationships and these relationships must be supported on existing theory. This stage has been discussed in the framework and hypothesis. (2) Developing path diagrams and structural equations. (3) Model Evaluation in PLS-SEM, model evaluation in PLS consists of two stages, namely evaluating the outer model or measurement model and evaluating the inner model or structural model (structural measurement). (4) Hypothesis Testing, After the data meets the measurement requirements, it will be continued by performing the bootstrapping method in SmartPLS. The bootstrapping method is a procedure for repeatedly taking N new samples from n-sized original data. For partial tests, the P-value is used. The P-value is a value that indicates the chance of incorrectly rejecting Ho from the research data. P-values are a significance value obtained in hypothesis testing that represents the chance of an event or hypothesis occurring. P-values are used as an alternative to determining whether the null hypothesis is accepted or rejected. The smaller the p-value, this indicates that the chance of rejecting the null hypothesis is greater. Hypothesis testing criteria: (a) P-values < α = 0.05 then the hypothesis is accepted. This means that partially the independent variable has a significant effect on the dependent variable, (b) P-values> α = 0.05 then the hypothesis is rejected. This means that partially the independent variable does not have a significant influence on the dependent variable.

4. Results and Discussion

Respondent Profile

The profile of respondents in this study can be seen from Table 1. Respondents in this study were students of the 2022/2023 management master study program, the total number of questionnaires that had been distributed was 106 respondents.

Table 1. Respondent Profile

Profile	Category	Total	Percentage
Gender	Male	68	64%
	Female	38	36%
Total		**106**	**100%**
Age	< 26 Years	14	13%
	26-30 Years	7	3.6%
	31-36 Years	10	9.3%
	37-42 Years	33	31.5%
	43-48 Years	28	29.6%
	> 48 Years	14	13%
Total		**106**	**100%**
Jobs	Freelancer	4	4%
	Private Employee	25	23%
	Entrepreneur	5	5%
	Civil Servant	72	68%
Total		**106**	**100%**
Income	>. 3 Million	15	13,9%
	3-5 Million	32	30,6%
	5 - 10 Million	42	39,8%
	>10 Million	17	15,7%
Total		**106**	**100%**
Status	Marry	87	82%
	Unmarried	19	18%
Total		**106**	**100%**
Acquisition of Information about MM study program	Direct promotion	12	11%
	Website	5	5%
	Family	9	9%
	Friends	80	75%
Total		**106**	**100%**
City of Origin	Pekanbaru	34	32%
	Dumai	3	3%
	Workshop	17	16%
	Rokan Hilir	25	24%
	Rokan Hulu	14	13%
	Phil	2	1%
	Siak	1	1%
	Pariaman	1	1%
	Kuansing	1	1%
	Padang	1	1%
	Pelalawan	5	5%
	Kampar	2	2%
Total		**106**	**100%**

Source: Processed data 2023

Respondents based on the majority are men with professions as civil servants and aged below between 3 to 40 years and are married. This means that the desire to take a better education level is dominated by men to get a better career placement in the future. From the origin of the city incorporated in the master management study program, it is dominated by Pekanbaru City, this shows that there is a high interest in continuing education in urban areas. And information related to the master management study program, the influence of friends is the most dominating factor, this shows that students of the IBT PI master management study program are the result of friends' recommendations.

Data Analysis Technique
Validity and Reliability Test

In testing the hypothesis for this study, it must be preceded by an instrument test and assumption test. Table 3 shows the results of the research instrument test.

In table 3, it can be seen that all statements on the College Decision, Interest, *Digital Marketing*, Motivation and *University Image* variables have a *Corrected Item-Total Correlation* value greater than 0.3. then it can be concluded that all statements on all variables in this study are declared valid. From the results of table 3, it can be seen that the results of the reliability test on the variables of work discipline, motivation, work environment, kaizen culture and employee performance have a *Cronbach's Alpha* (α) value greater than 0.70. Thus, it means that all variables in this research instrument are reliable. And in terms of Amos application testing, it can be seen that validity and reliability are seen in the *Average Variance Extracted* (*AVE*) value greater than 0.5 and the *Composite Reliability* (*CR*) value greater than 0.7.

Table 3. Validity and Reliability Test

Variables	Statement	Corrected Item-Total Correlation (>0.3)	Average Variance Extracted (AVE) > 0.5	Description	Cronbach's Alpha (α) > 0.7	Composite Reliability (CR) .>0.7	Description
Digital Marketing	X1.1.1	.698	0,778	Valid	0,904	0.933	Reliable
	X1.1.2	.666		Valid			Reliable
	X1.2.1	.737		Valid			Reliable
	X1.2.2	.786		Valid			Reliable
	X1.3.1	.860		Valid			Reliable
	X1.3.2	.739		Valid			Reliabe
	X1.4.1	.781		Valid			Reliabe
	X1.4.2	.771		Valid			Reliabe
Motivation	X2.1.1	.696	0,849	Valid	0,822	0,918	Reliabe
	X2.1.2	.604		Valid			Reliabe
	X2.2.1	.694		Valid			Reliabe
	X2.2.2	.637		Valid			Reliabe
University Image	X3.1.1	.743	0,757	Valid	0,893	0.926	Reliabe
	X3.1.2	.613		Valid			Reliabe
	X3.2.1	.798		Valid			Reliabe
	X3.2.2	.791		Valid			Reliabe
	X3.3.1	.612		Valid			Reliabe
	X3.3.2	.797		Valid			Reliabe
	X3.4.1	.597		Valid			Reliabe
	X3.4.2	.722		Valid			Reliabe
Interests	Y1.1.1	.555	0,755	Valid	0.892	0,925	Reliabe
	Y1.1.2	.733		Valid			Reliabe
	Y1.1.3	.742		Valid			Reliabe
	Y1.2.1	.659		Valid			Reliabe
	Y1.2.2	.621		Valid			Reliabe
	Y1.2.3	.568		Valid			Reliabe
	Y1.3.1	.662		Valid			Reliabe
	Y1.3.2	.743		Valid			Reliabe
	Y1.3.3	.625		Valid			Reliabe
	Y1.4.1	.742		Valid			Reliabe
	Y1.4.2	.681		Valid			Reliabe
College Decision	Y2.1.1	.515	0,564	Valid	0.808	0,866	Reliabe
	Y2.1.2	.547		Valid			Reliabe
	Y2.2.1	.580		Valid			Reliabe

Y2.2.2	.507	Valid		Reliabe
Y2.3.1	.517	Valid		Reliabe
Y2.3.2	.605	Valid		Reliabe
Y2.4.1	.643	Valid		Reliabe
Y2.4.2	.519	Valid		Reliabe
Y2.5.1	.570	Valid		Reliabe
Y2.5.2	.543	Valid		Reliabe

Source: Processed Data 2023

Multicollinearity Test and Coefficient of Determination (R)^2

Table 4. Multicollinearity Test Results and Coefficient of Determination (R^2)

Variables	influence	Multicollinearity		Coefficient of Determination	
		VIF	Description	R Square Adjusted	Description
Interest (Y1)	College Decision	3.373	*No Multicollinearity*	0.694	*Strong*
University Image **(X3)**		2.631	*No Multicollinearity*		
Motivation (X2)		2.184	*No Multicollinearity*		
Digital Marketing **(X1)**		2.526	*No Multicollinearity*		
University Image **(X3)**	Interests	2.230	*No Multicollinearity*	0.646	*Strong*
Motivation (X2)		2.016	*No Multicollinearity*		
Digital Marketing **(X1)**		2.030	*No Multicollinearity*		

Source: 2023 Processed Data

From table 3, it can be seen that the VIF value is smaller than 10 (VIF < 10), meaning that there is no multicollinearity in this study. ^{2}The results of the coefficient of determination or R square test displayed in table 4 show that the R value of all endogenous variables is greater than 0.70. These results indicate a strong influence of exogenous variables on endogenous variables of interest and College Decision.

Hypothesis Test

In the Hypothesis Test, it will be tested for the possibility of the influence of independent variables on Interest and College *Decisions* at IBT PI partially. In this study, the partial effect of variable X, namely *Digital Marketing* Motivation, *University Image* Y, namely Interest and College Decisions will be tested. Partial test results in this study can be seen in table 5.

Table 5. Hypothesis Test Results

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
Digital Marketing -> Interests	0,384	0,384	0,079	4,884	0,000	Accepted
Digital Marketing -> Decision	0,003	0,010	0,187	0,018	0,985	Rejected
Motivation -> Interest	0,223	2,231	0,108	2,058	0,040	Accepted
Motivation -> Decision	0,258	0,262	0,096	2,678	0,008	Accepted
University Image -> Interest	0,345	0,333	0,107	3,229	0,001	Accepted
University Image -> Decision	0, 136	0,130	0,097	1.401	0.162	Rejected
Interest -> College Decision	0,496	0,493	0,115	4,318	0,000	Accepted

Source: Processed Data 2023

Digital Marketing Has a Significant Effect on Interest in College

Digital marketing, a strategy used to increase sales, has been widely adopted by entrepreneurs and traders in the current era. It has become an essential tool for adapting sales strategies and enhancing consumer desire to shop. The results of statistical tests in this study indicate that the digital marketing variable significantly affects the interest in studying at the IBT

PI Management Master Program. This supports the hypothesis (H1) that "Digital Marketing Affects Interest in Studying," which is accepted.

Pelita Indonesia Institute of Business and Technology (IBT PI), a university offering a Master of Management program in Pekanbaru City, is aware that to remain competitive in attracting prospective students, it must adopt innovative methods. The dominant demographic of IBT PI's Master of Management students are young, productive individuals who are highly engaged with digital platforms and social media. This demographic characteristic explains why digital marketing significantly influences their interest in enrolling in the IBT PI Master of Management Program.

Research by Alwan and Alshurideh (2022) supports the finding that digital marketing significantly affects interest, while a contrasting study by Aura et al. (2022) found no significant effect of digital marketing on interest. Nevertheless, studies by Alwan and Alshurideh (2022), Dastane (2020), and Singh et al. (2021) confirm the positive impact of digital marketing on interest.

Motivation Has a Significant Effect on College Interest

Motivation, defined as the internal drive to take action, plays a critical role in the decision to pursue education, particularly in master's programs. This study's statistical tests show that the motivation variable significantly affects the interest in studying at the IBT PI Management Master Program, confirming that H2, "The Effect of Motivation on Interest in Studying," is accepted.

The Master of Management program, a popular field of study, is attractive not only for its academic appeal but also because it provides career opportunities. The most dominant motivation for IBT PI students is the desire to further their education to enhance future career prospects. Most IBT PI students are civil servants, highlighting the importance of advanced education for career advancement. This aligns with the study's finding that motivation significantly influences the interest in studying at the IBT PI Master of Management Program.

Research by Satrio et al. (2019) also found a significant relationship between motivation and interest. However, research by Julindrastuti and Karyadi (2022) showed that motivation does not significantly affect interest, which contrasts with the findings of this study.

University Image Has a Significant Effect on College Interest

Image or perception plays a significant role in shaping how people view objects, including educational institutions. A favorable perception of a university encourages individuals to consider enrolling. This study shows that the university image variable significantly affects the interest in studying at the IBT PI Management Master Program, supporting the hypothesis (H3) that "University Image Affects Interest in Studying," which is accepted.

Factors such as cost perception, facilities, and prestige influence how potential students perceive a university. Respondents in this study highlighted that universities with good moral values, such as integrity and responsibility, positively influenced their decision to study at the IBT PI Master of Management Program. This shows that the university's image—especially its commitment to student success—significantly affects students' interest in the program.

These findings align with research by Karyati (2016), which demonstrated the influence of university image on interest. However, research by Isman, Patalo, and Pratama (2020) found that university image does not have a significant effect on interest, which contradicts this study's findings.

Digital Marketing Has No Significant Effect on College Decisions

Despite the effectiveness of digital marketing strategies in influencing consumer behavior, the results of this study show that digital marketing does not significantly affect decisions regarding the IBT PI Management Master Program, leading to the rejection of H4, "The Effect of Digital Marketing on College Decisions."

The decision-making process involves numerous factors, and respondents in this study indicated that personal influence, particularly from friends, is the most important factor in

deciding to study at IBT PI. The study revealed that 75% of respondents made their decision based on recommendations from friends rather than digital platforms. This explains why digital marketing did not have a significant effect on the decision to enroll.

This finding is consistent with research by Fauzi et al. (2023), which showed no effect of digital marketing on decisions. However, research by Setyowati (2022) found a significant impact of digital marketing on purchasing decisions, suggesting that the influence of digital marketing may vary depending on the context.

Motivation Has a Significant Effect on College Decisions

Motivation is a key driver in the decision to pursue education, particularly for advanced studies. This study found that the motivation variable significantly affects decisions regarding enrollment in the IBT PI Management Master Program, confirming that H5, "The Effect of Motivation on College Decisions," is accepted.

Internal and external motivation both play a role in students' educational decisions. The results of this study show that IBT PI students are motivated by career advancement, with respondents agreeing that the program is highly relevant to their future careers. This internal motivation significantly influences their decision to enroll.

These findings are consistent with research by Fandi and Juwita (2022), which demonstrated the effect of motivation on decisions. However, research by Jawab (2021) showed no significant effect of motivation on college decisions, which contradicts this study's results.

University Image Has No Significant Effect on College Decisions

While the image or perception of an institution is important, this study found that the university image variable does not significantly influence college decisions for the IBT PI Management Master Program, leading to the rejection of H6, "The Effect of University Image on College Decisions."

Postgraduate education, which involves significant sacrifices in terms of cost, time, and energy, requires strong assurances of value. For students, the recommendation of friends is a more significant factor in deciding to pursue a master's degree at IBT PI. This explains why university image does not have a significant effect on college decisions.

Previous research by Kanthi (2018) found that university image significantly influences purchasing decisions, but studies by Wijaya and Pahar (2022) showed no significant influence of university image on decisions, which aligns with the findings of this study.

College Interest Has a Significant Effect on College Decisions

Interest is a driving force behind decisions, particularly when it comes to pursuing education. This study found that the college interest variable significantly affects decisions regarding enrollment in the IBT PI Management Master Program, confirming that H7, "The Effect of Interest on College Decisions," is accepted.

Respondents indicated that their desire to enroll in the IBT PI Master of Management Program was primarily driven by the belief that the program would positively impact their career development. This aligns with the study's finding that career advancement is the primary factor influencing students' interest and decision-making.

These results are consistent with research by Saputra et al. (2022), which demonstrated the influence of interest on decisions. However, research by Nurlita and Ernawati (2021) found no significant effect between interest and decisions, which contrasts with the findings of this study.

5. Conclusions

This study aims to examine the impact of Digital Marketing, Motivation, and University Image on College Interest and College Decisions in the IBT PI Master of Management Program. The findings indicate that Digital Marketing, Motivation, and University Image all have a

significant effect on College Interest. Regarding College Decisions, both Motivation and College Interest significantly influence the decision-making process, while Digital Marketing does not have a significant effect.

There are several limitations in this study, particularly the focus on a single institution, which may limit the generalizability of the findings to similar phenomena in different contexts. Based on the results of this research, it is recommended that the Pelita Indonesia Institute of Business and Technology (IBT PI) Master of Management Program further enhance its Digital Marketing efforts, strengthen motivation strategies, and improve its university image to increase interest in the program.

For future researchers interested in similar topics, it is suggested to use alternative sampling methods with a larger sample size to better assess the relationships between the independent and dependent variables, providing more robust and generalizable results.

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