

The Influence of Reputation, Facilities, and Price on Students' Decisions to Choose the Management Study Program at Muhammadiyah University of Sidoarjo

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ARTICLE INFO	ABSTRACT
Keywords: Reputation Facilities Price Student Decision	PURPOSE - The purpose of this study was to determine the effect of reputation, facilities, and price on students' decisions to choose the Management Study Program at the University of Muhammadiyah Sidoarjo. METHODOLOGY - This study uses a quantitative approach and the population is all active students of the Management Study Program in 2021-2024. The sampling technique for this study uses the probability sampling method with a simple random sampling technique and with a total of 330 respondents. The criteria are active students of the Management Study Program in 2021-2024. The data collection technique in this study is primary data using an online questionnaire. The data analysis technique in this study uses multiple linear regression analysis with SPSS version 25. FINDING - The results of the study prove that reputation influences student decisions, facilities influence student decisions, and prices influence student decisions in choosing the Management Study Program at Muhammadiyah University of Sidoarjo.

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INTRODUCTION

In the era of globalization, the selection of study programs in universities is one of the decisions. Students' decisions in choosing study programs are an important aspect in the sustainability and quality of higher education (Oki Dermawan, 2020). The study programs chosen by students not only reflect the needs of the job market but also illustrate the overall attractiveness of the university. Universitas Muhammadiyah Sidoarjo (UMSIDA) is one of the universities that continues to strive to improve its quality through these various aspects to attract students, especially in the Management study program.

In the context of higher education, students' decisions in choosing a study program are influenced by various factors including reputation, facilities offered, and the price or cost of education. These factors not only play a role in attracting new students, but also become an indicator of the quality of educational institutions in the eyes of the public. Reputation reflects credibility and academic achievement, facilities provide direct support to the teaching and

learning process, while the cost of education is an important consideration for students in aligning their financial capabilities with the expected quality. The combination of these three aspects determines the attractiveness of a study program in the midst of competition between universities.

Decisions are mental and behavioral processes that involve choosing one action among several alternatives based on rational or emotional evaluation (Oki Dermawan, 2020). Purchasing decisions in the context of marketing are the process in which consumers choose a particular product or service from a variety of options based on preferences, needs, and information obtained (Tomy Rizky Izzalqurny et al., 2023). This process includes stages such as need identification, information search, alternative evaluation, purchasing, and post-purchase evaluation.

In the context of this research, student decisions refer to the decision-making process to choose a study program that suits their needs, preferences, and perceptions of the quality of education offered. Student decisions are influenced by various factors including reputation, facilities provided, education prices, and external factors such as competition between study programs. This process involves evaluating the perceived benefits and relevance of the study program to their career or educational goals, making it an important aspect in maintaining and improving the competitiveness of the Management study program.

The phenomenon shows that the number of students who choose the Management study program fluctuates from year to year. Based on data on the number of registered students, in 2021 there were 264 students, but this figure decreased to 231 in 2022 and further decreased to 193 in 2023. In 2024, the number of students will increase again to 252. The following is a table showing data on the number of students of the UMSIDA Management Study Program from 2021 to 2024:

Table 1. Data on the Number of Students of the UMSIDA Management Study Program 2021-2024

Years	Number of Students
2021	264
2022	231
2023	193
2024	252
Total	940

Source: UMSIDA Management Study Program (2024)

Based on observations, there is a problem in this study, namely that students' decisions in choosing study programs are not only influenced by reputation, facilities, and educational prices, but also by the dynamics of individual preferences and changes in the context of competition between study programs. This phenomenon indicates that there are challenges in attracting student interest in the midst of competition with other study programs and other universities. This can be influenced by various factors such as competition between universities, perceptions of the quality of study programs, and students' preferences for other study programs.

Reputation is the public's perception or assessment of an individual, organization, or institution based on the accumulation of experience, interactions, and available information (Tomy Rizky Izzalqurny et al., 2023). Reputation reflects the image possessed by a particular

entity in the eyes of society, which is formed through a long process of real actions, communication, and values embraced (Tomy Rizky Izzalqurny et al., 2023). In the context of an organization or institution, reputation is often associated with trust, credibility, and the quality of the services or products offered. A good reputation can be a strategic asset that supports long-term success, as it can increase the attractiveness, loyalty, and trust of customers or stakeholders (Ikhfan Haris, 2016). On the other hand, a bad reputation can have a negative impact on the sustainability of the organization, reduce public trust, and make it difficult to attract the attention of consumers or potential partners (Ikhfan Haris, 2016). Therefore, building and maintaining a positive reputation is one of the important aspects of an organization's management strategy.

In the context of this research, reputation reflects the image of the institution in the eyes of the public which is based on indicators such as accreditation, alumni success, academic achievement, and the quality of education offered. A good reputation can create trust, attraction, and loyalty from prospective students. Previous research has proven that reputation has a significant effect on student decisions (Zein et al., 2020). A good reputation creates a positive perception of the quality of education offered, thereby increasing trust and attractiveness for prospective students.

Furthermore, facilities can be interpreted as all forms of facilities, infrastructure, and services provided by an institution or organization to support the activities, productivity, and comfort of its users (Manceau, 2015). Facilities include physical infrastructure such as classrooms, laboratories, libraries, and non-physical facilities such as internet access. In the context of education, facilities are an important element that supports the teaching and learning process. Quality facilities create a conducive learning environment, allow students to access relevant resources, and increase motivation and comfort during their education.

In this study, facilities were associated with their influence on students' decisions to choose the UMSIDA Management study program. Facilities such as laboratories, comfortable learning spaces, and access to technology are attractive for students. The existence of adequate facilities supports an optimal learning experience, creates a positive perception of the study program, and ultimately influences students' decision to join the UMSIDA Management study program. Previous research has proven the importance of facilities as a factor influencing students' decisions (Wulandari et al., 2019). Facilities such as laboratories, comfortable learning spaces, and access to technology provide a better learning experience and support students' academic needs. Students tend to choose study programs with facilities that support the achievement of their academic goals optimally (Wulandari et al., 2019).

Price is the monetary value that must be paid by consumers to obtain a product or service (Manceau, 2015). In the context of marketing, price reflects the exchange rate which includes economic aspects, perception of quality, and competitiveness of a product or service in the market (Manceau, 2015). Additionally, price is often an indicator of the value of a product, which can influence consumers' decision to choose or buy. In the world of education, the price of education refers to the costs that must be incurred by students to enter a certain study program, including tuition fees, facilities, and other supporting services. The price of education is not only assessed by the nominal cost but also by its suitability with the quality of education offered.

In this study, price was associated with the student's decision to choose the UMSIDA Management study program. Competitive, affordable, and comparable prices to the quality of education are one of the main factors that affect student preferences. In addition, prices that are in accordance with the student's financial ability can increase the attractiveness of the study program and student loyalty to the university. This confirms that the right pricing strategy is the

key in attracting student interest in the midst of higher education competition. Competitive education prices and comparable to the quality offered are the main considerations for prospective students. Prices that match the student's financial capabilities not only influence the decision to choose a particular course of study but also increase loyalty to the college in question. Previous research has proven that price has a significant influence on students' decision to choose a Management study program (Haikal et al., 2020). Previous research has proven that reputation has a significant influence on students' decisions in choosing a course of study (Bao & Mea, 2020). However, other studies prove that despite the important reputation, facilities have a more significant influence (Triyono et al., 2021). However, in research conducted by previous researchers, price was the main factor influencing students' decisions in higher education (Rufial, 2023).

The above phenomenon shows that there needs to be further research to understand the influence of reputation, facilities, and price on students' decision to choose a Management study program at UMSIDA. The focus of this research is to analyze the relationship between these three variables and student decisions, so that it can provide insight for universities to design more effective strategies in increasing the attractiveness of Management study programs. Based on the phenomenon related to variables that affect student decisions, the results obtained show various findings that create an Evidence Gap. An Evidence Gap is a finding or evidence identified in a study that significantly contradicts conclusions or contradicts generally accepted facts (Luhglatno et al., 2024).

LITERATURE REVIEW

Student Decision

Decisions are the result of an alternative evaluation conducted by individuals based on various rational and emotional considerations (Sunyoto & Saksono, 2022). In the context of purchasing decisions, this evaluation includes an assessment of the advantages and disadvantages of each available option, both in terms of needs, wants, and expected benefits (Sunyoto & Saksono, 2022). The decision-making process often involves a combination of logic and emotion, where consumers think not only about objective factors such as price and quality, but also subjective factors such as trust in the brand or personal experience (Yulianti et al., 2019). Therefore, purchasing decisions can reflect complex and dynamic consumer mindsets, as they are influenced by many variables, including individual preferences, social values, and culture. Specific purchasing decisions refer to the process of selecting goods or services that individuals carry out after carefully considering various alternatives (Yulianti et al., 2019). In this process, consumers usually go through several stages, starting from recognizing needs, searching for information, evaluating alternatives, to finally choosing a certain product. The indicators used in this study related to student decisions are interests and preferences (Tapaningsih et al., 2022).

In this study, the purchase decision can be likened to the student's decision in choosing a study program, which is an important and complex process in determining the future of their education and career. This decision was not based on just one factor, but was the result of a series of careful considerations. Students consider a variety of information related to the college and program of study, such as the institution's reputation, the quality of teaching, program accreditation, supporting facilities, and the career prospects offered by the program. In addition, external factors such as recommendations from family, friends, and neighbors can also influence the decision-making process. At the same time, students must tailor their choices to personal

circumstances including academic interests, talents, and financial abilities. By considering all these aspects, students' decisions in choosing study programs reflect a combination of rational logic and emotional preferences so that it becomes a strategic step in making choices.

Reputation

Reputation is an intangible asset that reflects an institution's image and credibility in the eyes of the public (Eksandy et al., 2024). Reputation can also be interpreted as a general opinion or perception about a person, social group, organization, or place, which is usually developed based on social evaluation of behavior or performance (Febriansah & Meiliza, 2020). In this study, reputation can be equated with the reputation of the study program. From the definition put forward by the experts above, the reputation of the study program is the result of the accumulation of service quality, alumni success, and academic achievements seen by prospective students. Reputation influences students' decisions through perceptions of the quality of education. A good reputation can increase students' interest and preferences in choosing a study program. This relationship is also influenced by other factors such as facilities that support the learning experience and prices that are in accordance with the student's financial capabilities. The indicators used in this study related to reputation are academic credibility, alumni success, and university achievements (Zusrony, 2021).

The role of reputation in influencing customer decisions has become a major concern in marketing management. Reputation is considered a strategic asset that reflects the quality and credibility of an organization. Reputation can build consumer trust by creating a positive perception of the products or services offered (Zusrony, 2021). Reputation also plays an important role in consumer decisions, as positive perceptions will increase consumer interest and trust (Razak, 2016). The theory is supported by previous research that proves that reputation has a significant influence (Othman et al., 2017). In addition, other research proves the importance of reputation in building public trust and improving the competitiveness of universities (Mukammil et al., 2023). Previous research has proven that a strong reputation creates a competitive advantage that ultimately influences students' decisions (Ambarwati & Sari, 2024). Previous research has also proven that reputation affects consumer decisions (Mahmudah & Faidah, 2020). Other research also proves that reputation variables influence consumer decisions (End, 2021). Then previous research proved that reputation has a significant positive influence on consumer decisions (Patrianti, 2020). Similarly, other studies have also proven that reputation has a significant effect on consumer decisions (Bagubau & Patrikha, 2022). In other studies, the same is proven, where the reputation variable influences decisions in determining consumer choices (Masduki et al., 2023).

Facilities

Facilities are physical and non-physical elements provided by an organization to meet customer needs and support key activities (Sherly et al., 2020). Facilities can also be interpreted as facilities or infrastructure that can facilitate and facilitate an activity or function (Rosdiana et al., 2023). In this study, facilities can be equated with facilities offered by universities. From the theory put forward by the experts above, facilities are an important element that creates a positive learning experience for students including physical and non-physical infrastructure that supports the learning process. In colleges, facilities include classrooms, laboratories, libraries, and a comfortable campus environment. The indicators used in this study related to facilities are academic facilities, non-academic facilities, and technology (Simarmata et al., 2021).

The role of facilities in supporting the success of an organization is very important in

both physical and non-physical aspects. Facilities play a role in supporting by providing adequate facilities. Technology also has an equally important role by providing access to information and supporting efficiency (Simarmata et al., 2021). This theory is supported by previous research that proves that facilities have a significant influence on student decisions (Hendriana & Pratama, 2022). Other studies prove that facilities have a significant influence (Sitanggang et al., 2021). In addition, previous research has proven that supporting technology also contributes to students' decisions to choose study programs (Lase & Luahambowo, 2024). Previous research has also proven that facilities affect consumer decisions (Anandikha et al., 2024). Other research also proves that facilities influence consumer decisions (Shahbana et al., 2021). Then previous research proves that facilities have a significant positive influence on consumer decisions (Adam & Hariyanto, 2023). This is in line with previous research that proves that facilities have an influence on consumer decisions (Baharsyah & Nurhasan, 2023). Similarly, this study also proves the influence of facilities on consumer decisions (Pahar, 2020).

Price

Price is the total amount that consumers must pay to benefit from a product or service (Nugraha & Alfiah, 2021). Price can also be interpreted as a certain amount of money exchanged for a unit of goods or services (Firmansyah, 2018). In this study, the price can be equated with the price offered by the university. From the definition stated by the experts above, the cost that must be incurred by students to study at a university includes tuition fees and other additional costs. Price has a relationship with students' decisions in choosing study programs. Prices that are in accordance with quality, affordable, and transparent increase the attractiveness of study programs and affect the interests and preferences of prospective students. In the higher education market, competitive prices are one of the main factors that affect the perception of prospective students of the value and benefits of education at an institution. All of these factors influence students' decisions in choosing study programs. The indicators used in this study related to price are price suitability with quality, affordability, and cost transparency (Wardhana, 2022).

The role of price in consumer decisions largely depends on the compatibility between the price offered and the quality of the product or service received. Price matching with quality ensures that consumers feel that what they pay is worth the benefits they get. Price affordability affects consumers' purchasing power which can influence their decision to buy or not to buy a particular product or service especially if the price is too high. Cost transparency also plays an important role in building consumer trust because with clarity of information about costs, consumers feel more confident in making purchasing decisions (Wardhana, 2022). This theory is supported by previous research that proves that price is the main factor influencing consumer decisions (Febriansah, 2024). Other research proves that price has an influence on consumer decisions (Didin Hikmah Perkasa, Agung Solihin, Ryani Dhyana Parashakti, Suzan Bernadetha Stephani, 2021). Previous research has also proven that prices influence decisions in determining consumer choices (Roza et al., 2022). Other research also proves that prices affect consumer decisions (Firdausi et al., 2024). Previous research has proven that price variables influence consumer decisions (Setiawan et al., 2025). Then previous research proves that prices have a significant positive influence on consumer decisions (Oetarjo, 2023). Similarly, other studies have also proven that prices have a significant effect on consumer decisions (Oktavani et al., 2025). In other studies, the same is proven, where price variables influence decisions in determining consumer choices (Hidayati & Oetarjo, 2024).

According to the Financial Services Authority circular (2017) that Financial Literacy is

knowledge, skills and beliefs that influence attitudes and behavior to improve the quality of decision making and financial management in order to achieve prosperity. Financial literacy according to () is a concept of knowledge about financial products and concepts with the help of information or input, is an ability to identify and understand financial risks in order to make and take decisions about finance appropriately (Choerudin & Widiaswati, 2023).

METHODOLOGY

This study uses a quantitative approach with a descriptive method. The quantitative approach is a research method that uses numbers and statistics to collect and analyze data (Rachman et al., 2024). This approach is used to test hypotheses, identify patterns, and relationships between variables (Pristiyono et al., 2023). The descriptive method is a research method that aims to describe the object or subject of research in depth, breadth, and detail (Rachman et al., 2024). The quantitative approach was chosen because this study aims to analyze the influence of reputation, facilities, and price on students' decisions in choosing the Management Study Program of the University of Muhammadiyah Sidoarjo (UMSIDA). Population is the whole of the research subject or data to be studied (Rachman et al., 2024). Population can also be interpreted as the entire number of people or residents in an area (Rachman et al., 2024). The population in this study is all active students of the UMSIDA Management study program in 2021-2024 with a total of 940 students. Data on the number of students is sourced from the data of the UMSIDA Management Study Program. While the sample is a fraction of the number and characteristics possessed by the population (Rachman et al., 2024). A sample can also be interpreted as a part of a population that is used to represent or describe the entire population being studied (Rachman et al., 2024). The sample determination in this study uses a probability sampling technique with a simple random sampling technique. Probability sampling is a sampling technique that provides an equal opportunity for each member of the population to be selected as a sample (Sukwika, 2023). Meanwhile, simple random sampling is a sample selection method in which every individual in the population has an equal opportunity to be selected (Sukwika, 2023).

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

$$n = \frac{940}{1 + 940 \cdot (0,05)^2}$$

$$n = 281$$

Based on the calculation of the Slovin formula above with a margin of error of 5%, the number of samples needed for this study is 281 students. This sample is said to be feasible based on Roscoe's theory which states that in a study there are between 30 and 500 samples (Rizka Zulfikar, Fifian Permata Sari, Anggi Fatmayati, Kartika Wandini, Tati Haryati, Sri Jumini & Selvi Annisa, Oktavy Budi Kusumawardhani, Rif'atul Mutiah, Alexander Indrakusuma Linggi, 2024). Primary data is data collected directly by researchers from the main source, namely the respondent (Sukwika, 2023). The data source used in this study is primary data using an online questionnaire through google form. A questionnaire is a data collection technique that is carried out by giving a set of written statements to respondents to answer (Sukwika, 2023). This questionnaire uses a 5-point Likert scale to measure students' perception of each variable. The Likert scale is a measurement method used to obtain quantitative data on respondents' attitudes, opinions, or perceptions (Sukwika, 2023). The primary data that has been obtained is then

analyzed using validity tests and reliability tests. Next, a classical assumption test was carried out with a normality test, a multicollinearity test, a heteroscedasticity test, and an autocorrelation test. Then multiple linear regression tests and T tests were carried out assisted by the SPSS (Statistical Package for the Social Sciences) version 25 program. SPSS is a computer program used to analyze quantitative and statistical data (Hamzah et al., 2022).

RESEARCH RESULTS

Research Results

The results of this study use a descriptive analysis approach, which is a method used to present and describe the data obtained from respondents in a systematic manner. Data was collected through the distribution of online questionnaires using Google Form, with a total of 330 respondents. Based on the results of data processing, it was found that female respondents dominated as much as 60.6%, while male respondents as much as 39.4%. Judging from the distribution of semesters, the majority of respondents came from semester 8 as much as 48.5%, followed by semester 4 as much as 18.8%, semester 2 as much as 18.8%, and semester 6 as much as 13.9%.

Classic Assumption Test

Normality Test

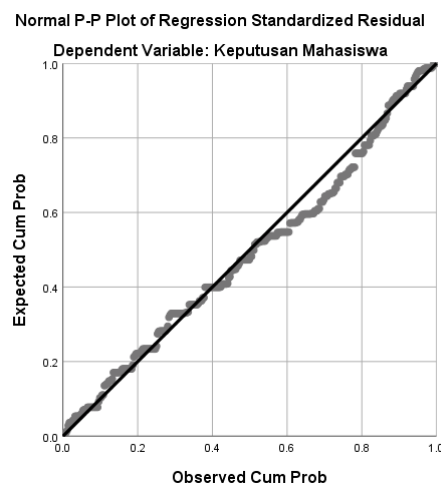


Figure 2. Normality Test

Source: Data processed by SPSS version 25

Based on the results of the normality test displayed on the Normal Probability Plot graph, it can be seen that the data points are spread around the diagonal line. This shows that the research data meets the normal distribution requirements. Thus, it can be concluded that the data used in this study is distributed normally and passes the normality test.

Multicollinearity Test

Table 2. Multicollinearity Test
Coefficients^a

	Model	Tolerance	VIF
1	(Constant)		
	Reputation(X1)	.298	3.360
	Facilities (X2)	.287	3.484
	Price (X3)	.505	1.980

a. Dependent Variable: Keputusan Mahasiswa

Source: Data processed by SPSS version 25

Reputation (X1) = 0.298, Facility (X2) = 0.287, and Price (X3) = 0.505. It can be said that the entire tolerance value > 0.10, which means that there is no correlation between the free variables. Meanwhile, the results of the calculation of the Variance Inflation Factor (VIF) of each independent variable are Reputation (X1) = 3,360, Facility (X2) = 3,484, and Price (X3) = 1,980, which means that the entire VIF value < 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this regression model.

Autocorrelation Test

Table 3. Autocorrelation Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.834 ^a	.696	.693	1.001	2.007

a. Predictors: (Constant), Price, Reputation, Facilities

b. Dependent Variable: Student Decision

Source: Data processed by SPSS version 25

From the autocorrelation test table above, a Durbin Watson (DW) value of 2.007 was obtained. Furthermore, this value will be compared with the DW value of the table with a significance level of 0.05 with K = 3 and N = 330. So dU = 1,832 and 4-dU = 2,168. So dU (1,832) < DW (2,007) < 4 - dU (2,168) then it can be concluded that the data is free from autocorrelation.

Heteroscedasticity Test

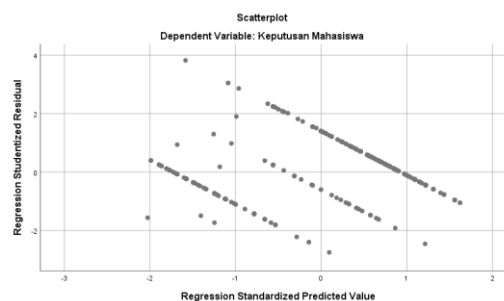


Figure 3. Heteroscedasticity Test Results

Source: Data processed by SPSS version 25

Based on the test results displayed on the scatterplot image, it can be seen that no specific pattern appears. The dots on the scatter chart are scattered randomly, either above or below the

number 0 on the vertical axis (Y axis). Therefore, it can be concluded that the data in this study does not show heteroscedasticity, so the regression model is declared free of problems.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.497	.582		6.007	.000
Reputation(X1)	.349	.036	.541	9.656	.000
Facilities (X2)	.146	.038	.219	3.847	.000
Price (X3)	.094	.029	.138	3.215	.001

a. Dependent Variable: Student Decision

Source: Data processed by SPSS version 25

Based on the output obtained, the regression equation is obtained as follows:

$$Y = 3.497 + 0.349 X1 + 0.146 X2 + 0.094 X3$$

1. Constant (a): The value of a constant of 3.497 indicates that if there is no influence from independent variables, namely Reputation (X1), Facilities (X2), and Price (X3), then the value of the dependent variable, namely Student Decision (Y), will remain at 3.497. This means that under the condition that all free variables are of zero value or have no change, the Student Decision remains at that level.
2. Reputation (X1): The coefficient for the Reputation variable has a positive value of 0.349, indicating a positive relationship between Reputation and Student Decisions. This means that any increase in the score on the Reputation variable by one unit will increase the Student Decision score by 0.349, assuming the other variables, namely Facilities and Price, are in a constant state.
3. Facility (X2): The coefficient for the Facility variable is 0.146, which indicates a positive relationship between the Facility variable and Student Decision. Thus, it can be concluded that if the Facility variable increases by one unit, then the Student Decision variable will also increase by 0.146, assuming that the Reputation and Price variables remain constant.
4. Price (X3): The coefficient for Price is 0.094, which indicates a positive relationship between the Price variable and Student Decision. Thus, it can be concluded that if the Price variable increases by one unit, then the Student Decision variable will also increase by 0.094, assuming that the Facility and Reputation variables remain constant.

Partial Test (T Test)

Table 7. Partial Test (T Test)

Coefficients ^a		
Model	t	Sig.
1 (Constant)	6.007	.000
Reputation(X1)	9.656	.000
Facilities (X2)	3.847	.000
Price (X3)	3.215	.001

a. Dependent Variable: Student Decision

Source: Data processed by SPSS version 25

In the results of the partial test (t-test) conducted to analyze the influence of each independent variable on the Student Decision variable (Y), the assumption of a significance level of 5% or 0.05 with a degree of freedom of $K = 3$ was used. The result of the calculation of the degree of freedom is 326 and the significance level of $\alpha = 0.05$, the t-table value of 1.967 is obtained. The following is an explanation of the partial test results:

1. Reputation Variable Coefficient Testing (X1): From the output results, a t-calculated value for the Reputation variable was obtained of 9.656 with a significance level of 0.000 (Sig < 0.05). This value is greater than the t-table of 1.967, which means that there is a positive and significant influence between Reputation on Student Decision. Thus, the H1 hypothesis is accepted.
2. Facility Variable Coefficient Testing (X2): From the output results, a t-calculated value for the Facility variable was obtained of 3.847 with a significance level of 0.000 (Sig < 0.05). Because t-count > t-table (3,847 > 1,967), it can be concluded that Facilities have a positive and significant effect on Student Decisions. Thus, the H2 hypothesis is accepted.
3. Price Variable Coefficient (X3) Test: The output results show that the t-calculated value for the Price variable is 3.215 with a significance level of 0.001 (Sig < 0.05). This value is also greater than the t-table (3,215 > 1,967), which means that Price has a positive and significant effect on the Student's Decision. Thus, the H3 hypothesis is accepted.

Based on these results, it can be concluded that all independent variables tested have a positive and significant effect on the Student's Decision to Choose the Management Study Program at Umsida. Of the three variables, Reputation has the strongest influence with the highest t-count value of 9.656, showing that this factor is a crucial aspect in student decision-making. Therefore, improving the reputation of the institution can be the main strategy in attracting students.

DISCUSSION

Reputation Affects Students ' Decision to Choose Management Study Program at the University of Muhammadiyah Sidoarjo

Based on the results of the analysis, it is proven that reputation affects students' decisions in choosing the Management Study Program of the University of Muhammadiyah Sidoarjo. This shows that the majority of respondents agree that achievements such as superior accreditation achievements and academic achievements at the national level, greatly influence their decision to choose the Management study program. Furthermore, respondents argued that academic credibility is reflected in the quality of study programs that are relevant to industry needs and the seriousness of institutions in building cooperation networks. The success of alumni is also an important aspect in strengthening reputation. Many alumni have successfully had careers in various sectors, creating a positive perception that graduating from the Management study program provides a greater opportunity to compete in the world of work. Thus, the results of this study show that a good reputation is an aspect that drives students' decision to choose the Management Study Program of the University of Muhammadiyah Sidoarjo.

These results are in line with the theory that the role of reputation in influencing customer decisions has become a major concern in marketing management. Reputation is considered a strategic asset that reflects the quality and credibility of an organization. Reputation can build consumer trust by creating a positive perception of the products or services offered (Zusrony,

2021). Reputation also plays an important role in consumer decisions, as positive perceptions will increase consumer interest and trust (Razak, 2016).

The results of this study are in line with the results of previous studies that prove that reputation has a significant influence (Othman et al., 2017). In addition, other research proves the importance of reputation in building public trust and improving the competitiveness of universities (Mukammil et al., 2023). Previous research has proven that a strong reputation creates a competitive advantage that ultimately influences students' decisions (Ambarwati & Sari, 2024). The results of this study are also in line with the results of previous research that proves that reputation affects consumer decisions (Mahmudah & Faidah, 2020). Other research also proves that reputation variables influence consumer decisions (End, 2021). Then previous research proved that reputation has a significant positive influence on consumer decisions (Patrianti, 2020). Similarly, other studies have also proven that reputation has a significant effect on consumer decisions (Bagubau & Patrikha, 2022). In other studies, the same is proven, where the reputation variable influences decisions in determining consumer choices (Masduki et al., 2023).

Facilities affect the Student's Decision to Choose the Management Study Program of the University of Muhammadiyah Sidoarjo

Based on the results of the analysis, it is proven that facilities affect students' decisions in choosing the Management Study Program of the University of Muhammadiyah Sidoarjo. This shows that the majority of respondents agree that the availability of academic facilities such as comfortable classrooms, well-equipped libraries, and adequate laboratories greatly influences their decisions. Furthermore, respondents argued that non-academic facilities such as parking areas and canteens also increase comfort during lectures. This factor strengthens the attractiveness of Universitas Muhammadiyah Sidoarjo as an educational environment that not only focuses on academics but also pays attention to the welfare of students. In addition, technological advances at the University of Muhammadiyah Sidoarjo such as digital-based academic information systems, Wi-Fi access in all campus areas, and online learning platforms are also important aspects in shaping students' decisions to choose the Management Study Program. Thus, the results of this study show that adequate facilities are also an aspect that drives students' decision to choose the Management study program of the University of Muhammadiyah Sidoarjo.

These results are in line with the theory that the role of facilities in supporting the success of an organization is very important in both physical and non-physical aspects. Facilities play a role in supporting by providing adequate facilities. Technology also has an equally important role by providing access to information and supporting efficiency (Simarmata et al., 2021). Facilities play an important role in consumer decisions because the quality and completeness of facilities can increase user satisfaction and trust. Modern and comprehensive facilities create the perception that educational institutions are able to provide an optimal learning experience and support student self-development holistically (Kotler et al., 2016).

The results of this study are in line with the results of previous research that proved that facilities have a significant influence on student decisions (Hendriana & Pratama, 2022). Other studies prove that facilities have a significant influence (Sitanggang et al., 2021). In addition, previous research has proven that supporting technology also contributes to students' decisions to choose study programs (Lase & Luahambowo, 2024). Previous research has also proven that facilities affect consumer decisions (Anandikha et al., 2024). Other research also proves that

facilities influence consumer decisions (Shahbana et al., 2021). Then previous research proves that facilities have a significant positive influence on consumer decisions (Adam & Hariyanto, 2023). This is in line with previous research that proves that facilities have an influence on consumer decisions (Baharsyah & Nurhasan, 2023). Similarly, this study also proves the influence of facilities on consumer decisions (Pahar, 2020).

Price affects the Student's Decision to Choose the Management Study Program of the University of Muhammadiyah Sidoarjo

Based on the results of the analysis, it is proven that price affects students' decisions in choosing the Management Study Program of the University of Muhammadiyah Sidoarjo. This shows that the majority of respondents agree that the transparency of tuition fees, such as the details of tuition fees and other additional fees that are publicly and thoroughly informed, greatly influences their decisions. Furthermore, the respondents argued that the suitability of the price with the quality of education provided by the Management study program is proportional to the facilities, quality of lecturers, and career opportunities offered. In addition, price affordability is also an important factor in influencing decisions. Many respondents felt that tuition fees at Universitas Muhammadiyah Sidoarjo were relatively affordable when compared to other private campuses, thus allowing more students from various economic backgrounds to access quality education. Thus, the results of this study show that affordable prices are an aspect that drives students' decision to choose the Management study program of the University of Muhammadiyah Sidoarjo.

These results are in line with the theory that the role of price in consumer decisions is highly dependent on the correspondence between the price offered and the quality of the product or service received. Price matching with quality ensures that consumers feel that what they pay is worth the benefits they get. Price affordability affects consumers' purchasing power which can influence their decision to buy or not to buy a particular product or service especially if the price is too high. Cost transparency also plays an important role in building consumer trust because with clarity of information about costs, consumers feel more confident in making purchasing decisions (Wardhana, 2022). Price plays an important role in consumer decisions, because price is often used as the main consideration in determining the value of the benefits of a product or service. Appropriate and transparent pricing creates the perception that the institution values integrity and is able to provide decent services for the fees paid (Irwansyah et al., 2021).

The results of this study are in line with the results of previous research which also proves that prices affect consumer decisions (Firdausi et al., 2024). Other research also proves that price variables influence consumer decisions (Setiawan et al., 2025). Then previous research proves that prices have a significant positive influence on consumer decisions (Oetarjo, 2023). Similarly, other studies have also proven that prices have a significant effect on consumer decisions (Oktavani et al., 2025). In other studies, the same is proven, where price variables influence decisions in determining consumer choices (Hidayati & Oetarjo, 2024). Previous research has also proven that price is the main factor influencing consumer decisions (Febriansah, 2024). Other research proves that price has an influence on consumer decisions (Didin Hikmah Perkasa, Agung Solihin, Ryani Dhyan Parashakti, Suzan Bernadetha Stephani, 2021). Previous research has also proven that prices influence decisions in determining consumer choices (Roza et al., 2022).

CONCLUSIONS AND SUGGESTIONS

Based on the results of the study, it can be concluded that all hypotheses submitted are proven to be accepted. Reputation, facilities, and price have a significant influence on students' decisions in choosing the Management Study Program at the University of Muhammadiyah Sidoarjo. Reputation is the main factor that shapes the positive image of the institution through accreditation, academic achievement, and alumni success. So the better the reputation of a university, the higher the tendency of students to choose the institution. Adequate campus facilities, both in terms of learning facilities and other supports, also support the comfort and effectiveness of the student study process. So the better the facilities available, the greater the tendency of students to choose the institution. Meanwhile, the price factor also influences the decision, where affordability and cost transparency provide confidence and added value for prospective students in determining the choice of university. So the better the student's perception of the fees offered, the more likely they are to choose the institution.

The results of this study show that to increase the attractiveness of study programs, universities need to build and maintain the reputation of the institution through the achievement of achievements, improvement of academic quality, and alumni success. On the other hand, the provision of complete, modern, and supportive facilities and students' learning needs and social activities is an important element in creating a competitive campus environment. In addition, a transparent, affordable, and comparable education pricing policy will strengthen public trust and expand access to students from various walks of life.

This study has several limitations that need to be considered in future studies. First, the scope of respondents is still limited to certain environments, so the results cannot be generalized to all prospective Indonesian students. Second, the online questionnaire method risks generating bias if respondents do not fill in the data honestly or consistently. Third, other variables such as digital marketing and Word of Mouth (WOM) have not been analyzed, even though they have the potential to influence student decisions. Therefore, it is suggested that future research expand the respondents' area and add new variables to gain a more comprehensive understanding of the factors that influence the selection of study programs in higher education.

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