

ABSTRACT

This study aims to examine and analyze the Decisions of Selecting Higher Education Through Word of Mouth, Perception of Prices and Brand Image (Survey of Regular Parents Students 1 of Mercu Buana University). The research population is parents of regular students 1. The number of samples is 380 parents of students as respondents. The sampling method used is purposive sampling. The analytical method used is structural equation modeling with Lisrel software. The results showed that word of mouth had a significant effect on the decision to choose a college, price perception had a significant effect on the decision to choose a college, brand image had a significant effect on the decision to choose Mercu Buana University. The strongest influence is shown by the Brand Image variable, while the influence of the strongest dimension is shown by the technology (facilities) education on the decision variables of college selection.

Keywords: price perceptions, brand image, purchase decisions, decision of choosing university.



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis Keputusan Memilih Perguruan Tinggi Melalui *Word of Mouth*, Persepsi Harga dan *Brand Image* (Survei terhadap Orang Tua Mahasiswa Reguler 1 Universitas Mercu Buana). Populasi penelitian adalah orang tua mahasiswa reguler 1. Jumlah sampel sebanyak 380 orang tua mahasiswa sebagai responden. Metode sampling yang digunakan adalah *purposive sampling*. Metode analisis yang digunakan adalah *structural equation modeling* dengan *software Lisrel*. Hasil penelitian menunjukkan *word of mouth* berpengaruh signifikan terhadap keputusan memilih perguruan tinggi, persepsi harga berpengaruh signifikan terhadap keputusan memilih perguruan tinggi, *brand image* berpengaruh signifikan terhadap keputusan memilih perguruan tinggi Universitas Mercu Buana. Pengaruh yang terkuat ditunjukkan oleh variabel *Brand Image*, pengaruh dimensi terkuat ditunjukkan oleh teknologi (fasilitas) pendidikan terhadap variabel keputusan pemilihan perguruan tinggi

Kata kuncinya: *word of mouth*, persepsi harga, *brand image*, keputusan pembelian, keputusan pemilihan perguruan tinggi

