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The Influence of the Service Marketing Mix on the Purchase Decision of Feb UKI Services with Social Media as a Variable Moderation on Promotions

Napoleon Sinaga[1*], Iwan Kresna Setiadi[2], Maria Assumpta Wikantari[3], Fenny B.N.L Tobing[4].
[1]Universitas Pembangunan Nasional Veteran Jakarta, napoleon.naga70@gmail.com
[2]Universitas Pembangunan Nasional Veteran Jakarta, iwanks@upnvj.ac.id
[3]Universitas Pembangunan Nasional Veteran Jakarta, maria.aw@upnvj.ac.id
[4]Universitas Pembangunan Nasional Veteran Jakarta, bundafenny@yahoo.com

[*]Corresponding Author: napoleon.naga70@gmail.com[1]

Abstract: This study aims to investigate the influence of the service marketing mix on purchase decisions at the Faculty of Economics and Business at UKI, with social media as a moderation variable in promotion. Data were collected through surveys of students selecting programs at the faculty. Hypothesis testing results indicate that product, price, place, physical evidence, and administrative processes do not significantly influence purchase decisions. However, promotion and personal factors significantly affect purchase decisions, with promotion showing a significant positive path coefficient. Furthermore, social media, as a moderation variable in promotion, also significantly influences purchase decisions. The implications of these findings underscore the need for marketing strategies focused on promotion through social media to enhance attractiveness and positive influence on prospective students at FEB UKI. This study contributes to understanding the dynamics of service marketing in higher education contexts, utilizing social media as a primary tool to achieve marketing objectives

Keywords: Service Marketing Mix, Purchase Decisions, Social Media, Moderation Variables, Faculty of Economics and Business UKI.

INTRODUCTION

Education has a very important role to support human life, because basically humans in carrying out their lives cannot be separated from education which functions to improve the quality of human beings themselves and is a basic need for Indonesian society. Education also plays an important role in the formation of character and quality of human resources to face global competition. Therefore, the government is obliged to fulfill the right of every citizen to obtain services to improve the quality of life of the Indonesian nation as mandated by the 1945 Constitution, which requires the government to be responsible for educating the nation's life and creating general welfare. Article 31 paragraph (1) of the Constitution of the Republic of Indonesia of 1945 states that every citizen has the right to education and paragraph (3)

emphasizes that the government seeks and implements a national education system that aims to increase high faith and devotion and improve the welfare of the community.

Education is also one of the keys to the nation's success to compete in the international world, this is absolutely necessary because adequate will create human resources who are mentally ready and able to compete in global competitions. Government Regulation Number 60 of 1999 concerning Higher Education, explains that Higher Education is a higher level of formal education than secondary in the school path. Higher education is a business organization that produces services. Higher education can be considered a product process.

In the face of increasingly fierce competition, universities are now required to be more in-depth in understanding the needs and desires of customers and students. Universities need to be committed to producing and delivering what consumers want, by deeply understanding consumer behavior in their target market. The presence and sustainability of the business world is highly dependent on the ability of universities to respond and meet the demands arising from these consumer behaviors. By understanding consumer behavior, university management can devise the right strategies and programs to take advantage of the opportunities that exist. Understanding consumer behavior and getting to know them is an important task for marketers.

Universities currently face a number of significant challenges when trying to compete as a service company. Dynamic changes in the education ecosystem, influenced by technological advancements, ever-evolving customer expectations, and increasingly fierce competition, are putting enormous pressure on higher education institutions. One of the main challenges is the need to adapt to the latest technology, both in terms of implementing online learning, managing student data, and implementing other digital innovations. Meanwhile, increasing customer expectations for the quality of educational services and student experience encourage universities to focus on the aspect of customer satisfaction.

In the midst of increasingly fierce competition, self-differentiation and improving service quality are important so that universities can attract and retain students. In addition, financial sustainability is also a challenge, given the pressure to provide affordable education costs while maintaining the quality of education. By understanding and overcoming these challenges, universities can successfully compete as service companies in the ever-changing era of higher education. With the increasing awareness of the importance of higher education in acquiring relevant skills and knowledge, colleges must adapt quickly to meet such demands. This results in increased competition among educational institutions to attract potential students. Colleges compete to offer innovative academic programs, modern facilities, support resources, and engaging learning experiences to attract prospective students. Meanwhile, the world of work is also increasingly demanding graduates with higher qualifications. A bachelor's degree has become a common prerequisite for many job positions, even in fields that previously may have been sufficient with secondary or vocational education.

This is encouraging more and more individuals to pursue a bachelor's degree as an investment in their future and as a strategic step to increase employment opportunities and career mobility. In this case, universities must continue to innovate and adapt to meet the demands of the ever-changing world of work and the expectations of prospective students. They need to strengthen partnerships with industry to ensure the relevance of their curriculum and learning experience. Colleges should also step up their marketing and branding efforts to differentiate themselves from competitors and attract the interest of prospective students. Thus, competition among universities not only affects the dynamics of higher education itself, but also reflects the challenges and opportunities faced by individuals in preparing themselves to enter the increasingly complex world of work.

The decision to choose a college is often influenced by public perceptions of the quality of education, facilities, and academic excellence. Therefore, good marketing efforts can help improve the image and attractiveness of the university for prospective students. Fourth, a deep understanding of customer needs, wants, and preferences is key in service marketing. By

understanding what prospective students are looking for, universities can tailor their service offerings to better meet student expectations. Finally, service marketing helps build ongoing customer relationships with students, whether through academic support, extracurricular activities, or post-graduation career support services. By implementing a good service marketing mix, universities can increase their attractiveness, expand market share, and build strong relationships with their students and alumni.

In an era where the need for higher educational qualifications is increasing, the decision to continue to study at the undergraduate level is a strategic step faced by many individuals. The increasing global competition in the job market, which increasingly demands higher levels of education, is pushing many people to pursue a bachelor's degree as a foundation for career advancement and social mobility. In addition, technological developments and changes in the structure of the economy have resulted in a demand for a highly qualified workforce, which makes a bachelor's degree even more important in meeting complex and diverse job requirements.

The more private universities (PTS) and study programs with new concentrations are established, the fiercer the competition between universities, which has an impact on the inevitable competition between universities. Education providers must make various creative efforts to show the uniqueness and excellence of schools so that they remain in demand. Competition in management, learning dynamics, and the formation of character values will be faced by higher education services. Institutional structures, thinking cultures, accreditation status, intellectual rights, and institutions as a community must also be considered.

Higher education strategies must prioritize excellence, related to the teaching and learning process, lecturer capacity, curriculum, management services and knowledge of consumer needs, so that prospective students can determine their future studies. In this case, the higher education strategy must prioritize campus excellence in terms of teaching and learning processes, teacher competencies, curriculum, and internet-based management services. Anotherconsideration for prospective students in making a choice is branding and recognition which are important considerations for prospective students in making a choice. In the end, thedecision to vote is the solution to a problem faced by students.

A decision is the act of choosing between two or more available alternatives. Scientifically, decision-making is defined as the process of selecting policies or actions based on certain criteria. This process involves two or more options, as the existence of alternatives is necessary for a decision to be made. Decision-making can be interpreted as the result of a mental or cognitive process that leads to the choice of action from the various alternative options available. Therefore, every decision-making process always results in a final choice.

Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities, including as a means of choosing and deciding to choose what you want. Little by little they began to abandon the traditional/traditional marketing model and switch to modern marketing, namely digital marketing. Digital marketing makes it possible to conduct digital marketing communications and transactions at any time. A study conducted by Pradani (2017) found that 132.7 million Indonesians are connected to the internet, and the internet now plays an important role in consumer purchase decisions. Digital marketing through social media opens up new ways for universities to interact with students and can be a powerful tool to spread the message and strengthen the university's branding.

Digital marketing has become a new paradigm in an effort to reach and interact with audiences effectively through online platforms that can be accessed through the internet, such as websites, social media, blogs, and others. The internet is the main foundation that allows the distribution of digital content in the form of images, videos, and text to reach potential consumers in various parts of the world. Social media, as an integral part of digital marketing, stands out as an interactive platform that facilitates users to not only engage in activities but also collaborate. With millions of users connected across multiple platforms, social media is

not only a tool to expand reach, but also a platform that strengthens social bonds and relationships between users. Its ability to build online communities, encourage active engagement, and provide space for sharing information and opinions, makes social media a powerful medium for building and maintaining significant interactions in today's digital context.

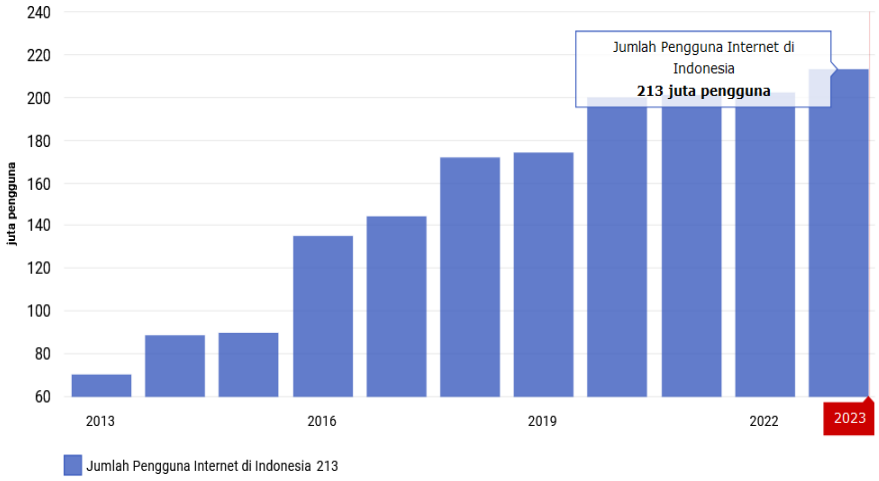


Figure 1.1 Internet Users in Indonesia 2013-2023
Source: databoks.katadata.co.id

Figure 1 above shows that the number of internet users in Indonesia has reached 213 million people as of January 2023. This number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. The growth in the number of internet users in the last decade was the highest in January 2016, reaching 50.16% on an annual basis (yoy). Meanwhile, the slowest growth was in January 2022 which only grew 0.5% (yoy).

The spread of internet access that is increasingly widespread and easily accessible to various levels of society has become the main driver of the increase in the use of social media. Faster and more affordable internet access allows people to connect easily to social media platforms. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications that are built based on the ideological and technological framework of Web 2.0, and allow the creation of the exchange of information content from internet users. Web 2.0 is the basis for the formation of social media (Carlsson, 2010). Examples of social media that are developing today are: twitter, facebook, myspace, youtube, instagram, path, whatsapp, line, etc. (Made Resta Handika, et al: 2018).

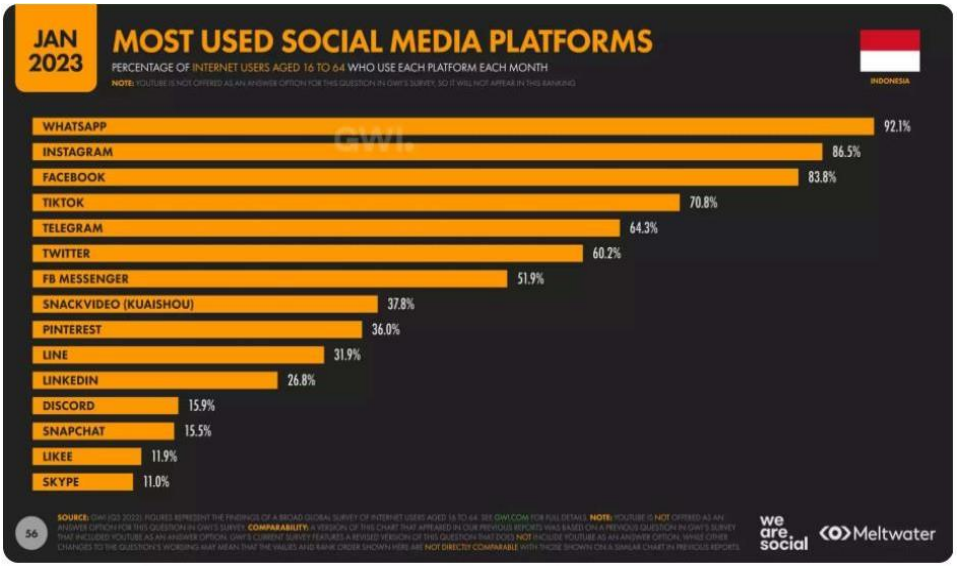


Figure 1.2 Widely Used Social Media Platforms in Indonesia in 2023
Source: Hootsuite. 2023

Figure 2 above shows the percentage of social media platforms used by the Indonesian people in 2023, where Whatsapp users in Indonesia are 92.1% of the total population, the previous year 88.7% (up), Instagram users in Indonesia are 86.5% of the total population, the previous year 84.8% (up), Facebook users in Indonesia are 83.8% of the total population, the previous year 81.3% (up), Tiktok users in Indonesia are 70.8% of the total population, the previous year 63.1% (up rapidly). From here, it can be seen that WhatsApp, Instagram and Facebook are the top 3 social media used by the Indonesian people. This informs information that in 2023 social media users will experience an increase in users.

Considering that this is the era of globalization, an era that can cause changes in the lifestyle of a more modern society where more and more bachelor's degree holders feel the need to be equipped to improve the quality of their intellect and knowledge. Higher education not only provides knowledge in the academic field, but also develops general skills such as problem-solving, critical analysis, communication, and the ability to work together.

Every activity carried out by education providers must aim to satisfy users of educational services. The satisfaction of customers or users of education services must be in line with their expectations. To achieve optimal satisfaction and service, effective marketing strategies are needed. Marketing in educational institutions is a managerial and systematic process that aims to promote the visions and missions of universities, so that they can influence and introduce universities that are in accordance with the needs and desires of customers (students, parents, society) in a sustainable manner. Universities must have a strategy to maintain their existence, in order to be able to compete with other universities. This can be achieved by developing and presenting a service marketing mix aimed at the selected target market.

One of the most basic concepts in marketing is the marketing mix. The marketing mix is a set of marketing tools (marketing mix) applied by a company to achieve the company's goals in the target market. The service marketing mix includes products, prices, places, promotions, processes, people, and services. There are 4 elements of the marketing mix in a trading company, namely Product, Price, Place, Promotion. And if it is for a service company, it becomes 7p, namely Product, Price, Place, Promotion, People, Physical evidence, Process.

The service marketing mix is important in the context of service companies such as universities for a variety of reasons. First, the educational services offered by universities have an intangible nature that makes them difficult to measure or assess before purchase. In this case, the marketing strategy must be able to turn the value of this abstract service into something

more concrete and understandable to prospective students. Secondly, in a competitive market where many institutions offer similar programs and facilities, the marketing mix helps universities to differentiate themselves from competitors. This can be done by highlighting their excellence, whether in terms of curriculum, facilities, or the student experience. Third, marketing helps build the university's brand and reputation.

The service marketing mix in theory has an influence as an aspect of society in making decisions. In theory, the marketing mix of 7P services in a service company where first, the product includes everything offered by the campus, such as academic programs, campus facilities, learning experiences, and support services. The quality of the products, including the academic reputation and availability of modern facilities, can influence the perception of prospective students about the campus and ultimately influence their decision. Second, price is an important factor in choosing a campus. Tuition fees, living expenses, and financial aid options can affect the financial availability of prospective students. Campuses with affordable fee packages or attractive financial aid options can be more attractive to prospective students.

The place or location also has an important impact on the decision to choose a campus. Geographical location, transportation accessibility, and the availability of supporting facilities such as student housing and health facilities can be determining factors for prospective students. Promotion is a way for campuses to introduce themselves to prospective students. Through effective promotion, campuses can highlight their excellence, convey compelling messages, and build a positive brand image. Campus people or personnel also play an important role in the decision to choose a campus. Interactions with academic staff, students, and support personnel can influence prospective students' perceptions of the campus environment and expected learning experience.

Physical evidence, such as campus facilities and learning environments, provides a strong visual and sensory impression. Good physical evidence can increase campus appeal and influence voting decisions for prospective students. Finally, the process includes experience from the application process to the on-campus learning experience. An efficient and friendly process can increase the satisfaction of prospective students and influence their decisions. Universities that are able to manage and optimize every element in their 7P service marketing mix have a greater opportunity to attract prospective students and increase enrollment and institutional sustainability.

Research on the influence of the marketing mix on purchasing decisions has shown mixed results. Research conducted by Suryaningsih, Cepi Pahlevi, and Mursalim Nohong confirms that the overall marketing mix significantly influences purchasing decisions. This finding is in line with another study conducted by Intan Indah Sofiyani, Agus Suroso, and Lusi Suwandari in 2022, which also showed that the overall service marketing mix has a significant effect on purchasing decisions. However, the results of a study reported by LIU Meng and Anake Chitkesorn in 2022 show differences. They found that not all elements of the service marketing mix had a significant effect on purchasing decisions. Among the four elements of the marketing mix, namely product, price, place, and process, only promotion, people, physical evidence, and process have a significant effect. Meanwhile, products and prices do not have a significant influence on purchase decisions.

A similar finding was also seen in Ivana Tanjung's research in 2021, where products and prices did not significantly influence purchase decisions. On the other hand, other elements of the marketing mix such as venues, promotions, people, physical evidence, and processes show significant influence. Meanwhile, Andala Rama Putra Barusman's research in 2019 showed different results again. They found that products, prices, venues, and processes significantly influenced purchasing decisions, while people, promotions, and physical evidence had no significant influence. Overall, these studies illustrate the complexity in the influence of the marketing mix on purchasing decisions, which can vary depending on the context of the industry, product, and market being studied.

Research on the influence of the service marketing mix on purchasing decisions shows variations in the selection of the variables studied. Some studies, such as those conducted by Diego Gulliando and Muchsin S. Shihab in 2019, focus on the three main elements of the marketing mix: product, price, and promotion. The results of their study show that these three factors have a significant influence on purchase decisions. Vira Paradina Winata, Darmawati, & Irma Yuliani through their research in 2023 also found that products, prices, and places play an important role in influencing consumer purchasing decisions. Similar findings were also seen in Asep Saepuloh Doris Roif Hisani's research in 2020, where products, prices, and promotions showed a significant influence on purchase decisions.

Jasmani and Denok Sunarsi in 2020 added the brand image dimension as one of the variables that have a significant influence on purchase decisions, in addition to products and promotions. Meanwhile, Thoria Omer Mahmoud's research in 2018 showed that products, prices, venues, and promotions all have a significant influence on purchasing decisions. Thus, although some studies do not use the entire concept of the 7Ps (product, price, place, promotion, people, physical evidence, process) in their research variables, the focus on key elements such as product, price, and promotion still shows an important role in understanding the influence of the marketing mix on consumer purchasing decisions. These variations reflect the adaptation of research methodologies to the specific needs and contexts within the industry and market being studied.

The Faculty of Economics and Business, Universitas Kristen Indonesia (FEB UKI) plays an important role as an institution providing higher education in the field of economics and business in Indonesia. Since its establishment on October 15, 1953, FEB UKI has been a pioneer in making significant contributions to the development of higher education, especially in the context of economics and business. In line with the values and vision of the 1945 Constitution, FEB UKI has been dedicated to educating the life of the nation, integrating Christian principles in its curriculum. Located on a strategic campus on Jalan Mayjen Sutoyo, Cawang, East Jakarta, FEB UKI shows a strong commitment to providing quality education that is relevant to the demands of the times, making a meaningful contribution in preparing a competent and integrity generation for the future of the nation.

As an educational institution responsible for the formation of the character and professionalism of its graduates, FEB UKI continues to adapt to rapid developments in the business world. Observation of rapid business dynamics and digital transformation has moved FEB UKI to anticipate these changes. People who increasingly prioritize convenience and efficiency in meeting their needs encourage the growth of online transactions. The digital revolution and financial technology (fintech) have also given a new color to the business realm in Indonesia, significantly influencing consumer and public behavior.

The end of 2017 is an important momentum for FEB UKI with the change of name to the Faculty of Economics and Business, Indonesian Christian University. This change is not only limited to a name change, but also reflects the faculty's vision to prepare for going international, integrate itself into the international community, and strengthen its identity without sacrificing clarity for the study programs under the auspices of the faculty. This change is proof of FEB UKI's commitment to following the trend of globalization and preparing its graduates to become leaders in the international business scene.

Table.1.1 Admission of new students in the last 5 years of the Faculty of Fakultas Ekonimi dan Bisnis, Universitas Kristen Indonesia

No	Code	Courses	Academic Year				
			2019/2020	2020/2021	2021/2022	2022/2023	2023/2024

1	311	S1 Management	63	108	109	99	70
2	321	S1 Accounting	87	74	63	62	51
		Total	**150**	**182**	**172**	**161**	**121**

Source: Humas Universitas Kristen Indonesia

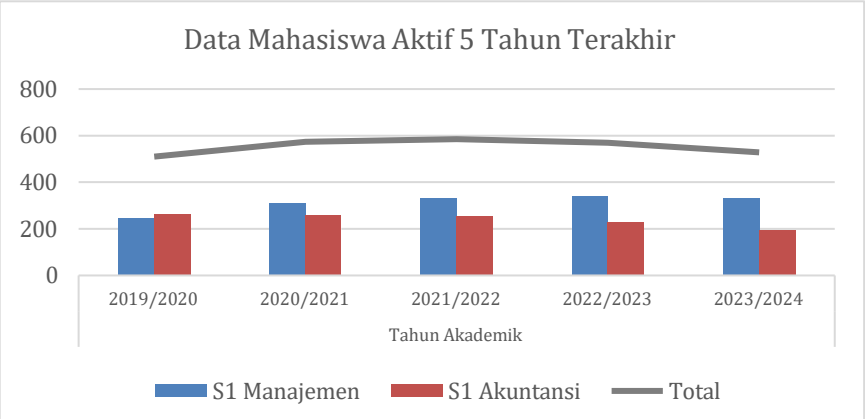


Figure 1.3 Graph of Active Students in the last 5 years of the Faculty of Fakultas Ekonmi dan Bisnis, Universitas Kristen Indonesia
Source: Humas Universitas Kristen Indonesia

The picture above is the condition of the trend of new students at the Faculty of Economics and Business of the Christian University of Indonesia in the last 5 years, the number of new students is seen decreasing in the 2023/2024 academic year. In Figure 3, it can be seen that the data on new student admissions at FEB UKI is also declining. The decline in the number of new students at the UKI Faculty of Economics and Business can be caused by a variety of factors, including changes in demographic trends, competition with other faculties or institutions, changes in admissions policies, or even declining reputations. The impact of the decline in the number of new students can be significant for the faculty, including a decrease in income, a decline in reputation, potential staff cuts or academic programs, and difficulties in maintaining diversity and a dynamic campus life. In addition, a decline in the number of new students could also result in greater financial pressure on the faculty, as they may have to find ways to increase their appeal and attract back the interest of prospective students.

Higher education in Indonesia faces significant challenges in terms of funding and quality of services. State universities, in particular, have undergone major changes in the funding policies enacted by the government. Law Number 12 of 2012 concerning Higher Education and Government Regulation Number 4 of 2014 provide greater autonomy to state universities, including in terms of financial management and the search for additional sources of funds. This policy aims to reduce the dependence of state universities on the government budget and increase their financial independence.

This policy change not only affects public universities but also has a significant impact on private universities. With public universities now having more resources and better facilities, private universities face increasingly stiff competition. Public colleges can offer more competitive tuition fees, more modern facilities, and more diverse educational programs, all of which have an impact on declining student enrollment at private colleges. Private universities, such as the Faculty of Economics and Business (FEB) of the Indonesian Christian University (UKI), face major challenges in maintaining their attractiveness in an increasingly competitive

education market. The decline in the number of applicants at private universities can be attributed to several factors, including the improvement in the quality and attractiveness of public universities that receive additional funding. This requires private universities to be more creative and strategic in designing their service marketing mix to attract prospective students.

In its mission to educate the nation's life, the Faculty of Economics and Business UKI needs to understand the factors that can attract the attention of the public. Through social media, faculty can effectively moderate promotions to introduce and build awareness of profiles and related information. Social media allows faculty to directly interact with potential audiences, providing information about the excellence of study programs, student and alumni achievements, and other academic and non-academic activities. By using these platforms, faculty can create engaging and relevant content, such as student testimonials, short lecture videos, and campus activities, which can help in building a positive image and increasing community engagement. More so, social media allows faculty to inform new student admissions procedures in a timely manner, optimize the reach of promotions, and build closer relationships with prospective students and their parents. Thus, the faculty can increase its visibility, expand the base of potential prospective students, and contribute to the achievement of its strategic goal of contributing to improving the quality of Indonesia's human resources through quality education.

Utilizing social media has become a strategy that cannot be ignored in digital marketing for higher education institutions. Social media not only expands the reach of promotion, but it also opens the door to building closer and more interactive relationships with prospective students. By presenting relevant, interesting, and trustworthy information through this platform, campuses can increase their attractiveness as well as influence their educational purchasing decisions among prospective students. Actively interacting with social media is not just about advertising a service or program, but also about building trust and ongoing engagement with their audience.

According to Lee Heng Wei, Ong Chuan Huat, and Ramayah Thurasamy (2023), social media not only serves as a communication or marketing tool, but also has a significant impact in forming a more personal relationship between brands (or in this context, educational institutions) and potential consumers. Interactions through comments, direct responses, or constantly updated content can reinforce a positive impression of the brand and help prospective students feel more connected to a particular campus. This not only raises awareness of the programs offered, but also strengthens the image of the campus as a desirable and relevant educational option in the midst of fierce competition in today's world of higher education.

Based on the description above, the researcher is interested in examining the Influence of Service Marketing Mix on Service Purchase Decisions of the Faculty of Economics and Business UKI with Social Media as a Moderation Variable in Promotion.

METHODS

Operational Definition and Measurement of Variables

The operational definition and measurement methods of the variables used in this study are described as follows:

1. Choice Decision (Y)

Choice Decision aims to explain the complex process by which individuals or groups make choices from a variety of available options. At the conceptual level, this theory recognizes that each individual has personal preferences, values, and goals that play a crucial role in shaping decisions. The decision-making process involves efforts to search for, analyze, and use relevant information, as well as assess the risks and uncertainties associated with each option.

2. Social Media (Z)

Social media is a digital platform that allows interaction between users to share content, information, and experiences online. Various platforms such as Facebook, Instagram, Twitter,

and LinkedIn provide facilities for creating profiles, uploading photos and videos, and communicating through comments, messages, and other features. In addition, in the realm of marketing, social media also includes promotional activities, advertising, and campaigns carried out by companies to increase brand awareness, interaction with customers, and influence purchasing decisions.

3. Service Marketing Mix (X)

Service Marketing Mix refers to a combined strategy of various marketing elements that are specifically designed to support service marketing. Unlike marketing physical products, marketing services involves unique characteristics, such as intangibility, simultaneity of production and consumption, and higher customer involvement.

Table 3.1 Operationalization of Variable Measurement

No	Variable		Indicator	Measurement Scale
1	Decision to Choose		Product Quality	Likert
2			Feelings towards the product	Likert
3			Based on needs	Likert
4	Social Media		Content delivered	Likert
5			Admin response	Likert
6			Ongoing relationship	Likert
7	Marketing Mix (X)	Product (X1)	Academic Reputation	Likert
8			Accreditation	Likert
9		Price (X2)	Affordability	Likert
10			Payment terms	Likert
11		Place (X3)	Physical distance	Likert
12			Surrounding facilities	Likert
13		Promotion (X4)	Advertising activities	Likert
14			Social Media activities	Likert
15		People (X5)	Academic qualifications	Likert
16			Service quality	Likert
17		Physical Evidence (X6)	Campus Buildings	Likert
18			Classrooms	Likert
19		Process (X7)	Information Delivery	Likert
20			Payment process	Likert

Population and Sample Determination Method

Population

According to (Sugiyono, 2019), in the context of research, population can be interpreted as all objects or subjects that are the target of research. This population includes all elements that have certain characteristics or traits that researchers want to know or explain. In the research process, this population is a collection of all individuals, events, or objects that are relevant and allow general conclusions or generalizations to be drawn regarding the phenomena being studied. population is a general scope that includes objects or subjects that have certain values and characteristics, which will be selected by researchers to be studied and conclusions drawn. In social research, population can refer to a group of individuals who have certain

characteristics such as age, gender, or education. While in experimental or laboratory research, the population can be a sample of microorganisms or certain physical objects.
The population in this study were active students in the 2023/2024 academic year of the Faculty of Economics and Business, Christian University of Indonesia. The number of active students in the 2023/2024 academic year of the Faculty of Fakultas Ekonmi dan Bisnis, Universitas Kristen Indonesia is 528 active students. Details of the population distribution are presented in the following table:

Table 3.2 Sebaran Populasi

No	Study Program Code	Study Program Code	Number of Students Academic Year 2023/2024
1	311	Management-S1	332
2	321	Accounting-S1	196
Total			**528**

Sumber: Diolah oleh penulis

Sample

Handayani (2020) explains that sampling, often referred to as sampling, is the process of selecting a number of elements from the population being studied. The purpose of this sampling is to understand the various properties or characteristics of the subjects being sampled, so that later generalizations can be made to the elements of the population. In carrying out this research, sampling from the population was carried out using the purposive sampling method.

Adding to that, Sugiyono (2019) explained that purposive sampling is a sampling determination technique that is carried out based on certain considerations. In other words, sampling is carried out based on criteria or considerations that have been previously formulated by the researcher. Based on the Population, the sample of the study was 200 students of the Faculty of Economics and Business, Universitas Kristen Indonesia with the following criteria:

1. Active students in the 2023/2024 academic year.
2. Students who have made payments.
3. Students who have a Student Identification Number (NIM).
4. Students who have registered

Data Collection Techniques

In this study, quantitative data types were used, which according to Sugiyono (2019), are data that are numerical or in the form of numbers, which can be analyzed using statistical methods. The purpose of using quantitative data is to prove the established hypothesis.

Research Instrument Testing

Instrumental testing is needed in this study for valid and reliable research results. The success of the research is considered valid when the data collected can reflect the actual situation on the research object without any significant differences. Meanwhile, the reliability of the research can be ensured if there is data consistency in dealing with time differences, according to the concept explained by Sugiyono (2019).

RESULTS AND DISCUSSION

Products do not have a significant effect on purchasing decisions for services Fakultas Ekonomi dan Bisnis Universitas Kristen Indonesia

Products play a central role in creating value for consumers. According to Kotler, P., Keller, K. L., & Chernev, A. (2022), the value of a product consists of a number of key factors

such as quality, features, performance, and benefits provided to consumers. Products that are able to offer clear and relevant value to the needs or desires of consumers tend to have a significant influence in influencing purchasing decisions. In addition to being a source of value, products also play a role in creating experiences that influence consumer perceptions of the brand as a whole. The way a product is positioned in the minds of consumers is also important in influencing purchasing decisions. Products also play a role in creating experiences that influence consumer perceptions of the brand as a whole. Positive experiences with a product can build a strong relationship between consumers and brands, which can influence long-term loyalty and support for the brand.

Service products often involve direct interaction between service providers and consumers. This interaction not only affects the consumer experience but also allows for personalization of services that can increase consumer satisfaction and loyalty. This personalization can include services tailored to individual needs, effective communication, and responsive handling of consumer problems or requests. Consumers tend to choose service providers who are reliable and consistent in fulfilling their promises and expectations. According to Wirtz, J. (2022), the influence of products on purchasing decisions can be understood through the complexity of service characteristics, quality assessments, personal interactions, image and brand management, and reliability of the service process.

Based on the results of the descriptive analysis in this study where the product variable was measured using four indicators where the respondents' answers showed that respondents had a positive perception of the UKI Faculty of Economics and Business Undergraduate Program. The average value shows that in general respondents tend to be neutral with the statements submitted. The statement with the highest average value is sure that the Accreditation status of the UKI Faculty of Economics and Business Undergraduate Program is in accordance with the needs of the world of work, indicating a high level of agreement from respondents regarding program accreditation and its relevance to the world of work.

In the SEM PLS analysis, the hypothesis test for the Product variable shows that the path coefficient is 0.061 with a t-statistic of 0.673 and a p-value of 0.250. To determine whether the Product variable has a significant effect on Purchase Decision, we compare the t-statistic value with the t-table value, which in this case is 1.96, and check the p-value against the 0.05 significance level. The t-statistic value obtained, which is 0.673, is much smaller than the t-table value of 1.96, indicating that the effect of Product on Purchase Decision is not strong enough to be considered statistically significant. In addition, the p-value of 0.250 far exceeds the 0.05 threshold, meaning that the possibility that the observed effect is the result of chance is quite large. Based on these criteria, the hypothesis that Product has a significant effect on Purchase Decision must be rejected. This indicates that in the context of this model, the Product variable does not make a significant contribution to the purchase decision. Although Product is often considered an important factor in purchase decisions, these results indicate that in this analysis, other factors may have a more dominant role or that the effect of Product may not be significant enough to directly influence the purchase decision. Thus, it is necessary to re-evaluate how the Product is perceived by consumers or students and consider other factors that may be more influential in their decisions.

In this study, it is proven that the service infrastructure mix in the product variable does not have a significant influence on the decision to purchase services at the Faculty of Economics and Business UKI. In the product variable, the indicators used are academic reputation and accreditation, the results of the hypothesis test show that in this case, other factors are likely to have a greater influence on the decision to purchase services at the Faculty of Economics and Business UKI. Each institution or faculty has its own unique context. Academic reputation and accreditation may not be the main or determining factors in the decision to purchase services at the Faculty of Economics and Business UKI, depending on the preferences and needs of specific consumers in the context of higher education. Indicators such as academic reputation and

accreditation may be viewed differently by various market segments or prospective students. In the results of this study, the product does not affect the decision to purchase services at FEB UKI, as evidenced by the fact that there are still students who are still studying and registering new students in the S1 Accounting study program which is accredited Good/C. This study contradicts the research conducted by Diego G. Shihab M. (2019) and also the research by Thoria (2018) which states that the product is significant to the purchasing decision. The higher education industry has different dynamics and characteristics from the digital-based mobile service industry that focuses on the specific characteristics of Telkomsel's products and markets, such as technological superiority, strong brand trust, or established customer habits towards the brand. Academic reputation and accreditation may be more complex to translate directly into factors that influence students' or education stakeholders' purchasing decisions compared to beauty service products that are more directly visible. Different from previous studies, LIU Meng, Anake Chitkesorn (2022) stated that the product does not have a significant effect on purchasing decisions. In this study, consumers may be more influenced by aspects such as competitive prices, easily accessible locations, or positive store images, compared to product aspects that may be considered basic features or have been assumed to have adequate quality. This result is in line with research by Hanaysha, et al. (2021) who stated in their research results that the product has no significant effect. In line with this study, consumer preferences in this industry can vary greatly. So it can be concluded that in this situation, consumers may already have a strong perception of the product, so that the product variable is no longer the main factor influencing their purchasing decisions.

Price does not have a significant effect on the decision to purchase services from the Fakultas Ekonomi dan Bisnis Universitas Kristen Indonesia

The results of the hypothesis test showed that the price variable did not have a significant effect on the decision to purchase FEB UKI services, with a t-value of 0.568 which was smaller than the t-table value of 1.96 and a p-value of 0.285 which was much greater than the significance level of 0.05. Although price is an important factor in many purchasing decisions, in the context of FEB UKI services, price does not play a large enough role in determining consumer decisions. The price of a product or service is often a key indicator for consumers about the value they get. Consumers tend to evaluate the price of a product in the context of the benefits and quality they expect from the product. If the price is considered to match the benefits and quality received, consumers are more likely to feel that they are getting good value and are more likely to buy the product. Consumers have different levels of sensitivity to price changes. Some consumers may be more responsive to discounts or special offers, while others may be more loyal to the brand and less affected by price fluctuations. Understanding the level of consumer price sensitivity can help companies determine the optimal pricing strategy. According to Kotler and Armstrong (2018), price is not only a transactional factor, but also has a profound impact on consumer behavior and purchase decisions. Understanding how prices affect consumer perceptions and decisions is key to designing effective and sustainable marketing strategies.

Price is the main factor that affects the value perception of a product or service. Consumers tend to evaluate the price in the context of the benefits and quality they expect from the product. If the price is considered appropriate or lower than the benefits received, consumers are likely to feel that they are getting good value and are more likely to buy the product. Pricing isn't just about setting a specific number, it's also an integral part of a broader marketing strategy. The right pricing strategy should consider the company's marketing objectives, target market, brand position, and competitive environment. Consumers are often responsive to discounts, special offers, or price promotions conducted by companies. Attractive discounts or offers can encourage consumers to make purchases that were not previously planned or to choose a particular brand over another.

According to Kotler, Keller, & Chernev (2022), price is a fundamental strategic element in marketing because it has a far-reaching impact on value perception, product differentiation, consumer response, and long-term purchase decisions. Understanding the role and influence of pricing helps companies design more effective marketing strategies to achieve their business goals. Price can also influence consumers' long-term purchasing decisions towards a brand or product. Consumers can develop a preference or loyalty to the brand based on consistent or competitive prices offered by the company.

Based on the results of the descriptive analysis in this study where the price variable was measured using four indicators, from the respondents' answers it was shown that the respondents had a positive perception of the Undergraduate Program of the Faculty of Economics and Business, UKI. The average score shows that in general, respondents tend to be neutral with the statements submitted. The statement with the highest average score convinced the perception of affordability, tuition prices and available payment options showed a high level of agreement from respondents to the affordability of education costs at the Faculty of Economics and Business, UKI.

In the SEM PLS analysis, the test results for the Price variable showed a path coefficient of 0.040, with a t-statistic of 0.568 and a p-value of 0.285. The criteria for assessing the significance of the hypothesis involve comparing the t-statistic with the t-value of the table, which in this case is 1.96, as well as the p-value compared to the significance level of 0.05. The t-statistic value of 0.568 is much smaller than the t-value of the table 1.96, which indicates that the strength of Price's influence on the Purchase Decision is not large enough to be considered statistically significant. In addition, a p-value of 0.285 far exceeded the threshold of 0.05, suggesting that the possibility of the observed influence being a result of chance was quite high.

Based on these results, the hypothesis that Price has a significant effect on the Purchase Decision should be rejected. This indicates that in this model, the Price variable has no significant influence on the purchase decision. Although price is often considered an important factor in the purchase decision process, these results suggest that in the context of this study, the influence of Price is not significant enough to directly influence the purchase decision. This may indicate that other factors, such as product quality, institutional reputation, or non-economic aspects, may play a greater role in influencing purchasing decisions than the Price itself. Therefore, an assessment of other factors or a revision of the pricing strategy may be necessary to understand the effect of Price in a broader context.

In this study, it is proven that the service infrastructure mix on the price variable does not have a significant influence on the decision to purchase services at the Faculty of Economics and Business UKI. In the price variable, the indicators used are price affordability and payment terms, in this case these indicators are not the main basis or priority in deciding to purchase services at the Faculty of Economics and Business UKI. This suggests that there is not enough evidence to support a significant relationship between affordability and payment terms and purchasing decisions in the environment studied. In the results of this study, the price variable did not have a significant effect because students or service consumers in this environment may have a preference or loyalty to a particular institution or faculty, which can influence their purchasing decisions more than the price factor.

The results of this study are not in line with Hazimi (2022), where in his research it is stated that price has a significant effect on purchase decisions. Different research places are the basis for the difference in the results of this study. This is because in the service industry such as restaurants and cafes, consumers tend to compare the price of the product with the benefits or value they believe they can get from the product. If the price is too high, consumers may look for more affordable alternatives or postpone the purchase until they feel that the price is worth the value they received. The right pricing strategy should consider the company's marketing objectives, target market, brand position, and competitive environment.

In Yusuf's research, M & Matiin, N (2022) states that price has a significant effect, this is inversely proportional to this study where price does not have a significant effect. The study found that certain aspects of pricing (such as competitive pricing, discounts, promotions) significantly influenced purchasing decisions in the context they were researching. This can be due to a marketing strategy that focuses more on price attraction or a price policy that manages to attract consumers' attention. In line with Diego (2019) where their research has a more general scope or involves different industries or services, where price factors are statistically significant in influencing purchasing decisions. This can happen due to different market preferences and dynamics in the sector studied.

In contrast to the previous study, the results of this study are in line with LIU Meng, Anake Chitkesorn (2022) where price does not have a significant effect. In this study, consumers believe that the price offered is commensurate with the benefits or quality of Xiaomi smart wearable products, so the price will not be a barrier in their purchase decision. In this context, it is possible that the price set by Xiaomi is considered reasonable by consumers in Guangxi, so it is not a crucial factor in determining the purchase. This confirms that different places or types of research services and samples can provide different research results.

The place does not have a significant effect on the decision to purchase the services of the Faculty of Fakultas Ekonomi dan Bisnis, Universitas Kristen Indonesia

The results of the hypothesis test showed that the Product variable did not have a significant effect on the decision to purchase FEB UKI services, with a t-value of 0.270 which was smaller than the t-table value of 1.96 and a p-value of 0.394 which was much greater than the significance level of 0.05. This shows that the location of the service does not significantly affect the decision to purchase FEB UKI services. Place affects how easily consumers can access the services they need. The physical location of the service provider can affect consumer perception of the quality of the services provided. Consumers often associate strategic locations with the professionalism, reliability, and quality of those service providers. According to Wirtz, J (2022) Place not only plays a role as the physical location of the services provided, but also as a strategic element in service marketing that can affect consumer perception, service accessibility, consumer experience, and the success of the overall marketing strategy. Good accessibility can increase consumer satisfaction and influence their purchasing decisions. The place also includes the physical experience and the environment in which the service is provided. A comfortable, clean, and pleasant environment can enhance the consumer experience and give a positive impression of the services provided. Conversely, an uncomfortable or less clean environment can reduce consumer satisfaction and influence their future purchasing decisions.

According to Kotler, Keller, & Chernev, (2022) Place not only serves as the physical location of the services provided, but also as a strategic element in the marketing of services that can affect consumer perception, service accessibility, consumer experience, and overall marketing strategy success. Companies can leverage various channels such as physical stores, online platforms, or through agents to expand their range of services and meet the diverse purchasing preferences of consumers. Good multichannel integration allows companies to reach more consumers and facilitate an easier and more convenient purchasing experience. The right placement strategy can help companies to reach the right market segments.

Based on the results of the descriptive analysis in this study, the place variable was measured using four indicators, where the respondents' answers showed that the respondents had a positive perception of the Undergraduate Program, Faculty of Economics and Business, UKI. The average score shows that in general, respondents tend to be neutral with the statements submitted. The statement with the highest average score of confidence in the ease of access, the existence of supporting public facilities, and the condition of the learning environment showed a high level of agreement from respondents to the ease of access, the existence of supporting

public facilities, and the condition of the learning environment at the Faculty of Economics and Business UKI.

The results of the hypothesis test for the Place variable showed a path coefficient of 0.019, with a t-statistic of 0.270 and a p-value of 0.394. In the SEM PLS analysis, the hypothesis significance assessment was carried out by comparing t-statistic with t-value of table 1.96 and p-value with significance level 0.05. In this case, a t-statistic value of 0.270 is well below the t-value of table 1.96, which suggests that the strength of the Venue's influence on Purchase Decisions is not strong enough to be considered statistically significant. In addition, a p-value of 0.394 far exceeded the threshold of 0.05, indicating that there is a high probability that the observed relationship is the result of mere chance and not a consistent effect.

Taking these two indicators into account, the hypothesis that the Place has a significant effect on the Purchase Decision should be rejected. These results indicate that in this model, the Place variable does not have a significant impact on purchase decisions. Although in many contexts Place or location is often considered an important factor, these findings suggest that in this research situation, the Place factor does not play a significant role in influencing purchase decisions. This may indicate that students or consumers in this study may prioritize other factors such as the quality of products or services, promotions, or other elements that are more relevant than the physical location or accessibility of the place. As a result, focusing on other, more influential variables may be more beneficial in marketing strategies or policy development to improve purchasing decisions.

In this study, it is proven that the mix of service infrastructure in the place variable does not have a significant influence on the decision to purchase services at the Faculty of Economics and Business UKI. In the variable where the indicators used are physical distance and surrounding facilities, in this case these indicators are not the main basis or priority, in deciding to purchase services at the Faculty of Economics and Business UKI. In this study, students or service users in the faculty may have relatively similar access to the facilities or services offered, because they are in an integrated campus environment. These results confirm the research by Tanjung (2021) where the place does not have a significant effect on the purchase decision. This strengthens that the Faculty of Economics and Business UKI has integrated infrastructure and facilities to support academic and student activities. This can reduce significant differences between locations or facilities within the campus, so that the place is not a prominent factor in influencing purchasing decisions.

In line with the results of research conducted by LIU Meng (2022) where the place does not have a significant effect on the purchase decision. In today's digital era, many consumers purchase technology devices through e-commerce platforms such as JD.com, Taobao, or Xiaomi's own application. This makes the aspect of place (physical location of the store) no longer a dominant factor in purchasing decisions, as consumers have easy access to buy products online from anywhere. In this context, consumers in Guangxi may consider the availability of Xiaomi devices to be common and easily accessible in various places, so the place factor is not the main determining factor in purchasing decisions.

In the study of Winata, et al (2023) stated that places have a significant influence, this is inversely proportional to this study where places do not have a significant effect. The campus environment has characteristics that may make the location variable (such as physical distance or surrounding facilities) not a major factor in decision-making. In the study of Winata et al. focusing on everyday consumption products (coffee), it may be found that the location of easily accessible or strategic outlets can significantly influence consumers' purchasing decisions, considering that products such as coffee are often consumed regularly and have a close relationship with the place and experience of consumption.

Promotion has a significant effect on the decision to purchase services from the Faculty of Fakultas Ekonomi dan Bisnis, Universitas Kristen Indonesia

The results of the hypothesis test show that Promotion has a significant influence on purchase decisions with a t-value of 3.965 greater than the t-table of 1.96 and a p-value of 0.000 smaller than a significant value of 0.05. This indicates that the promotional strategy implemented has a big impact on the decision to purchase services. Promotions help increase consumer awareness of a particular brand or service. Through the right promotional campaigns, companies can expand their brand reach and introduce services to a wider market. Higher awareness is often an important first step in influencing consumer purchasing decisions. According to Kotler, Keller, & Chernev (2022) promotion is not only about increasing sales directly, but also about building awareness, influencing perception, and building a strong brand image in the market. Understanding the role of promotion in service marketing helps companies to design more effective and relevant promotional strategies to achieve their marketing goals. Service promotion can provide important information to consumers about the advantages, benefits, and features of the services offered.

According to Kotler and Armstrong, (2018) promotion in service marketing is not only about increasing sales directly, but also about building awareness, educating consumers, influencing perceptions, and stimulating purchase actions. An effective promotional strategy helps companies to better achieve their marketing goals and improve their position in the competitive service market. Attractive promotions such as discounts, special offers, or purchase bonuses can stimulate consumers to make direct purchases. This promotional strategy not only increases sales in a short time, but it can also create customer satisfaction and loyalty if done correctly. Promotion also plays a role in providing information and education to consumers about the benefits, features, and added value of the services offered. Consumers often need a clear understanding of how the service can meet their needs or solve their problems before they decide to buy.

Based on the results of the descriptive analysis in this study where the promotion variable was measured using four indicators where the respondents' answers showed that the respondents had a positive perception of the Undergraduate Program of the Faculty of Economics and Business, UKI. The survey results showed that respondents had a very positive perception of the promotion of the FEB UKI Undergraduate Program, with a consistent average score for each question. The average score shows that in general, respondents tend to strongly agree or agree with the statements submitted. Intense and informative promotions on social media are perceived as an accurate reflection of the program's values, as well as providing a clear picture of the excellence offered.

The results of the hypothesis test for the Promotion variable showed a path coefficient of 0.312, with a t-statistic of 3.965 and a p-value of 0.000. In the SEM PLS analysis, the hypothesis significance assessment was carried out by comparing the t-statistic value with the t-value of the table of 1.96 and the p-value with a significance level of 0.05. The t-statistic value of 3.965 far exceeds the t-value of the table 1.96, which shows that the influence of Promotion on Purchase Decisions is statistically significant. This number shows the strength of a strong and significant relationship between the Promotions variable and the Purchase Decision. A very small P-value of 0.000, well below the significance limit of 0.05, confirms that the probability that this result occurred by chance is very low.

Thus, the hypothesis that the Promotion has a significant effect on the Purchase Decision is accepted. These results show that promotional efforts, whether through advertising, sales promotions, or other marketing communication strategies, play a very important role in influencing purchasing decisions. This means that an effective promotional strategy can significantly increase the awareness and interest of potential consumers or students in the products or services offered. Therefore, faculties or companies need to focus on developing and implementing a strong promotional strategy to capture the attention of the target audience and positively influence their purchasing decisions. This can include increased marketing activities,

effective use of social media, and the creation of engaging and relevant promotional materials, all of which contribute to improved purchase decisions.

In this study, it is proven that the mix of service infrastructure in the promotion variable has a significant effect on the decision to purchase services at the Faculty of Economics and Business UKI. This study proves that promotion is an important thing in the purchase decision of students of the Faculty of Economics and Business UKI, with the indicators of Advertising Activity and Social Media Activity have become the right benchmark that must be developed by the Faculty of Economics and Business UKI in improving purchasing decisions in the future. The increase in intensity in making advertisements and providing an accurate picture of the excellence of the Faculty of Economics and Business UKI must be improved and developed. Through promotional content and promotional activities that reflect the values of the Faculty of Economics and Business UKI on social media is the most important part and must be done.

In the Kango U study, et al (2021) stated that promotion has a significant effect, this is in line with this research. The implication of this study is the importance of educational institutions to design a good promotional strategy to improve their brand image and attract prospective students. These findings encourage the Faculty of Economics and Business UKI to further develop and improve promotional activities, especially in terms of advertising activities and the use of social media, to maximize their influence on students' purchasing decisions. Both studies highlight the importance of effective promotion in influencing purchasing decisions in educational institutions.

This result is in line with research conducted by Diego, et al (2019) which stated that promotion has a significant effect on purchase decisions. The study states that promotion is often part of an integrated marketing strategy that involves multiple channels and communication methods. In this case, promotions carried out through social media, television ads, direct mail, or point-of-sale promotions can work together to build a strong brand image and influence consumers' purchasing decisions. In line with the Body, Denok Sunarsi (2020) in his research confirmed how promotion has a significant effect on purchase decisions.

People have a significant influence on the decision to purchase services from the Faculty of Fakultas Ekonomi dan Bisnis, Universitas Kristen Indonesia

The hypothesis regarding the influence of people on purchase decisions was accepted with a calculated t value of 2.176 greater than the t table of 1.96 and a p value of 0.015 smaller than a significant value of 0.05. This indicates that recommendations or influences from others, such as friends, family, or salespeople, have a significant impact on the decision to purchase services. The level of expertise, competence, and knowledge of the people who provide services can affect consumers' perception of the quality of the services provided. Consumers tend to look for service providers who not only have good technical skills but also the ability to interact effectively and solve problems that arise. According to Wirtz, J. (2022) people in the context of service marketing are not just service providers, but also the key to creating a satisfying experience for consumers. Understanding the important role of people in services helps companies to improve the quality of their services, build strong relationships with consumers, and achieve a competitive advantage in a competitive service market. Serving people can also influence purchasing decisions through their citizenship behavior, which is a voluntary act to help consumers or provide services that exceed consumer expectations. These behaviors can increase consumer satisfaction, build loyalty, and positively influence brand reputation.

A person, such as an employee or service provider, is a direct representation of a brand or company to consumers. Positive interactions with these people can improve the overall consumer experience. Effective, friendly, and professional communication from the people who provide the service can build strong relationships with consumers and increase their satisfaction. According to Kotler and Armstrong (2018), people are not just service providers,

but also an important element in creating added value for consumers in the context of services. People who are highly committed to providing quality service tend to be better at meeting consumer expectations and increasing their satisfaction.

Based on the results of the descriptive analysis in this study where the person variable was measured using four indicators where the respondents' answers showed that the respondents had a positive perception of the Undergraduate Program of the Faculty of Economics and Business, UKI. The survey results showed that respondents generally had a positive perception of the qualifications of lecturers, as well as the ability of administrative staff to provide information and respond quickly to student questions. The average score showed that in general, respondents tended to agree or strongly agree with the statements made regarding the people involved in the FEB UKI Undergraduate Program. This analysis provides an overview of how students perceive the quality of teaching and administrative services, which shows consistency in the respondents' perception of people involved in the FEB UKI Undergraduate Program.

The results of the hypothesis test for the Person variable showed a path coefficient of 0.167 with a t-statistic of 2.176 and a p-value of 0.015. In the context of SEM PLS analysis, the significance assessment was carried out by comparing the t-statistical value against the t-value of the table which was set at 1.96 and the p-value against the significance level of 0.05. The t-statistic value of 2.176 is greater than the t-value of table 1.96, which shows that the relationship between the People variable and the Purchase Decision is statistically significant. The recorded p-value of 0.015 is also smaller than the significance limit of 0.05, indicating that this result is very likely not a coincidence. In other words, there is a high level of confidence that the Person variable has a significant effect on the Purchase Decision.

Acceptance of this hypothesis suggests that personal qualities, including the qualifications and skills of lecturers and administrative staff, play an important role in influencing purchasing decisions. This means that attributes such as lecturers' expertise, their ability to deliver materials, and the quality of service provided by administrative staff have a significant impact on students' decisions to choose an institution. High personal qualities can increase student trust and satisfaction, which in turn can influence their decision to enroll or choose the educational services offered. Therefore, educational institutions need to emphasize on the development and maintenance of personal qualities in providing academic and administrative services to attract and retain potential students. Efforts in staff training, improvement of lecturer competence, and provision of high-quality services can strengthen the institution's position in the competition in the higher education market.

In this study, it is proven that the mix of service infrastructure in the variable of people has a significant effect on the decision to purchase services at the Faculty of Economics and Business UKI. This research proves that people are important in the purchase decision of students of the Faculty of Economics and Business UKI, with indicators of academic qualifications and service quality have become the right benchmarks that must be developed by the Faculty of Economics and Business UKI in improving purchasing decisions in the future. The improvement of lecturers with appropriate qualifications, academic competency standards, needs to be developed and also administrative staff have adequate skills need to be considered. In terms of service quality, administrative staff who are quick to respond to student questions, as well as help in handling student administrative needs are very important in improving the decision to purchase services of the Faculty of Economics and Business UKI.

In the research of Jalal Rajeh Hanaysha, Mohammed Emad Al Shaikh, Imam Abdulrahman Bin Faisal, Haitham M. Alzoubi (2021) in this study the variables of people did not have a significant effect, this is inversely proportional to this study. In the study of Hanaysha et al. (2021), the variable of people was not found to have a significant influence on consumer purchasing decisions in the retail market. This means that in the context of the retail market they are researching, aspects such as the quality of service of the people involved in retail

transactions (such as sellers or cashiers) are not the main determining factors in consumer purchasing decisions. This shows that the academic qualifications and service quality of lecturers and administrative staff are considered important by students in deciding to use the services offered by the faculty. Qualified lecturers and administrative staff who provide good service can increase student trust and satisfaction, which in turn influences their purchasing decisions.

The results of this study also confirm the findings revealed by LIU Meng and Anake Chitkesorn (2022) who emphasized that interaction with people within the company has a significant influence on consumer purchasing decisions. Direct experience with company personnel, such as sellers or customer service, plays an important role in shaping consumer perceptions of brands and products. Effective communication, friendly service, and the ability to provide clear and accurate information to consumers can increase trust and influence purchasing decisions.

This finding has relevant implications for the Faculty of Economics and Business, Universitas Kristen Indonesia (UKI) to consider in an effort to improve the variables of people in their marketing strategies. By ensuring that faculty personnel, including lecturers and administrative staff, have good communication skills and are able to provide satisfactory services to students and prospective students, the Faculty of Economics and Business UKI can build stronger and more sustainable relationships with stakeholders. Not only will this improve the faculty's image, but it can also contribute significantly to increasing levels of satisfaction and trust, which in turn will positively impact the faculty's purchasing decisions and long-term success.

Physical evidence does not have a significant effect on the decision to purchase the services of Fakultas Ekonomi dan Bisnis, Universitas Kristen Indonesia

The results of the hypothesis test showed that the physical evidence variable did not have a significant effect on the decision to purchase FEB UKI services, with a t-value of 0.687 which was smaller than the t-table value of 1.96 and a p-value of 0.246 which was much greater than the significance level of 0.05. Consumers tend to use physical evidence as a visual guideline to assess the quality of services. Physical evidence, such as physical facilities, equipment, or devices used in the provision of services, can be considered an indicator of quality. For example, a hospital with modern and clean facilities can give the impression that the healthcare services they offer are of high quality. According to Kotler and Armstrong (2018) explained that physical evidence not only provides information about the services offered, but also plays a role in building consumer perceptions about the quality, safety, and value of the service. This is important in a service marketing strategy to build trust and influence consumer purchasing decisions. Physical evidence is very influential in the decision to purchase services. They explain that due to the intangibility nature of services, it is often difficult for consumers to evaluate the quality of services before they buy. Therefore, physical evidence or tangible elements associated with the service play an important role in building consumer confidence and trust.

According to Wirtz J. (2020), physical evidence not only functions as a supporting or complementary element in the marketing of services, but also has a strategic role in shaping consumer perceptions of quality, value, and trust in the services offered. Therefore, physical evidence management is crucial in an effort to increase consumer attraction and satisfaction with the services provided. Wirtz explained that due to the intangibility nature of services, consumers often face difficulties in evaluating or measuring the quality of services before they consume them. Therefore, physical evidence is very important because it provides concrete and tangible elements that can be used by consumers to shape their perception of the services offered. Physical evidence can also influence the user experience by providing a comfortable

and pleasant environment. For example, a restaurant with attractive décor and a warm atmosphere can increase consumer satisfaction during their visit.

Based on the results of the descriptive analysis in this study where the variables of physical evidence were measured using four indicators where the respondents' answers showed that the respondents had a positive perception of the Undergraduate Program of the Faculty of Economics and Business, UKI. The average score shows that in general, respondents tend to be neutral with the statements submitted. The statement with the highest average score, namely that the campus building has facilities with clear instructions in supporting lecture activities, shows a high level of approval from respondents to the campus building has facilities with clear instructions in supporting lecture activities at the Faculty of Economics and Business, UKI. Meanwhile, the indicator with the lowest average score, namely the statement of the arrangement of the lecture hall that makes it comfortable to study, shows a low level of approval of respondents for the arrangement of the lecture room to make it comfortable to study.

The results of the hypothesis test for the Physical Evidence variable showed a path coefficient of 0.068 with a t-statistic of 0.687 and a p-value of 0.246. In the SEM PLS analysis, the significance test was carried out by comparing the t-statistical value against the t-value of the table set at 1.96 and the p-value against the significance level of 0.05. The t-statistic value recorded at 0.687 was much smaller than the t-value of the table 1.96, which indicated that the effect of the Physical Evidence variable on the Purchase Decision was not statistically significant. In addition, a p-value of 0.246 is greater than the significance level of 0.05, which means that the likelihood of this result occurring by chance is relatively high. Based on this criterion, the hypothesis that Physical Evidence has a significant effect on the Purchase Decision is rejected.

The rejection of this hypothesis suggests that Physical Evidence, such as campus facilities and visible infrastructure, does not exert a significant influence on purchasing decisions in the context of this model. This means that students do not consider physical aspects such as the condition of buildings or facilities when making decisions to choose a faculty or educational institution. Conversely, other factors such as the quality of teaching, personal service, and promotions may be more dominant in influencing their decisions. Therefore, although physical evidence such as adequate facilities remain an important part of the educational environment, in this model, these aspects do not play a major role in the student's decision to choose educational services. The institution's strategic focus may need to be directed towards elements that have a greater impact on purchasing decisions, such as academic quality and effective promotion, rather than simply improving or improving physical infrastructure.

In this study, it is proven that the service infrastructure mix in the physical evidence variable does not have a significant influence on the decision to purchase services at the Faculty of Economics and Business UKI. In the variables of physical evidence, the indicators used are Campus Buildings and Classrooms, in this case these indicators are not the main basis or priority, in deciding to purchase services at the Faculty of Economics and Business, UKI. While physical evidence (such as buildings and classrooms) is important for comfort and the learning environment, this aspect may be considered adequate or meet the minimum required standards. In the context of education, the safety, comfort, and functionality of the classroom may be considered as basic prerequisites that have been met, so it is not a significant differentiator in choosing a faculty or educational service.

In the research of Linchi Kwok, Yingying Tang, Bei Yu (2020) where physical evidence has a significant effect in this study. The difference in the environment of academic services and lodging services has different assessments by its consumers. In this study, students as consumers feel that the Faculty of Economics and Business UKI may have met the minimum standards in terms of physical facilities such as buildings and classrooms. This adequate condition is considered sufficient to support academic and teaching activities, so that it is not the main differentiator in choosing or deciding to use services at the faculty. In the research of

Linchi Kwok et al., in platform-based services such as Airbnb, it shows that in this context, physical evidence (such as the condition of the place to stay and other physical facilities) can have a significant influence on consumers' purchasing decisions. This is possible because in an industry like Airbnb, physical experience directly affects consumer satisfaction and online reviews can influence the decisions of other potential consumers.

In line with the results of this study, Hanaysha et al (2021) stated in their research that physical evidence does not have a significant effect on purchase decisions. In an increasingly dominant digital and online environment, physical evidence can become less relevant compared to other factors such as digital user experience, online reputation, or social recommendations. Consumer preferences may vary based on the product and purchase situation. If the product does not require clear physical evidence (e.g., digital products, consulting services), then physical evidence will not have a significant impact on the purchase decision. This confirms the research conducted by Barusman (2019) which in the results of the study also stated that physical evidence does not affect purchase decisions.

The process does not have a significant effect on the decision to purchase the services of Fakultas Ekonomi dan Bisnis, Universitas Kristen Indonesia

The results of the hypothesis test showed that the physical evidence variable did not have a significant effect on the decision to purchase FEB UKI services, with a t-value of 0.457 which was smaller than the t-table value of 1.96 and a p-value of 0.324 which was much greater than the significance level of 0.05. The process begins when consumers realize that there is a need or problem that requires a service solution. This awareness can arise from various sources such as personal experiences, influences from the surrounding environment, or effective marketing campaigns. After realizing the need, consumers will begin to consider various alternative services that exist to meet their needs. At this stage, consumers will assess various factors such as service quality, price, service provider reputation, as well as reviews from previous users. This stage involves selecting the services that are considered most appropriate based on the results of the previous stage of consideration. The purchase decision is influenced by factors such as the features and benefits of the service, the price that matches the value received, and the trust in the brand or service provider.

According to Kotler, Keller, & Chernev (2022), the process of purchasing services is the steps that consumers take from start to finish to purchase services. This process includes not only physical actions, but also mental and emotional processes that influence purchase decisions. It is important to note that the process of purchasing services can be greatly influenced by psychological and emotional aspects, such as trust in the service provider, perception of quality, and the value received from the service. Therefore, service providers need to understand and manage each step in this process well to influence consumer purchasing decisions.

The process of interaction with service providers, whether through direct contact or through online platforms, can influence consumer purchasing decisions. The quality of customer service and the responsiveness of service providers can improve or damage consumer perception of the service. According to Wirtz J. (2020) The process of direct interaction with service providers, including the quality of customer service and responsiveness, also has a great influence on purchasing decisions. Consumers tend to prefer service providers that provide a positive and satisfying customer experience. Consumers often make purchasing decisions based on their feelings towards the service provider and their perception of the quality of the service.

Based on the results of the descriptive analysis in this study where the process variables were measured using four indicators where the respondents' answers showed that the respondents had a positive perception of the Undergraduate Program of the Faculty of Economics and Business, UKI. The average score shows that in general, respondents tend to be neutral with the statements submitted. The statement with the highest average score that was

made easier by the electronic payment system provided showed a high level of approval from respondents to be made easier with the electronic payment system provided by the Faculty of Economics and Business UKI.

The results of the analysis for the Process variable showed a path coefficient of 0.035, with a t-statistic of 0.457 and a p-value of 0.324. In the context of SEM PLS, a hypothesis test to determine the significance of the influence was carried out by comparing the t-statistical value against the t-value of the table, which was set at 1.96, and the p-value against the significance level of 0.05. In this case, the t-statistic value of 0.457 is much smaller than the t-value of table 1.96, which indicates that the process path coefficient is not statistically significant. In addition, a p-value of 0.324 is much greater than the significance level of 0.05, which suggests that there is not enough evidence to state that the Process variable exerts a significant influence on the Purchase Decision.

The rejection of this hypothesis suggests that aspects of the administrative process, such as the delivery of information and the payment process, do not have a significant influence on purchasing decisions in this model. This means that students do not seem to be too affected by the efficiency or transparency of the administrative process when making decisions about choosing an educational institution. Factors such as the quality of teaching, personal service, and promotions may play a greater role in influencing their decisions. Thus, while efficient administrative processes remain essential to support a good academic experience, in the context of student decision-making, this aspect is not considered a major factor. Therefore, educational institutions may need to focus their efforts on improving elements that have a greater impact on student decisions, such as academic quality and the effectiveness of promotional strategies, rather than allocating significant resources to improving administrative processes.

In this study, it is proven that the service infrastructure mix on process variables does not have a significant influence on the decision to purchase services at the Faculty of Economics and Business, UKI. In the process variables, the indicators used are Information Delivery and Payment Process, in this case these indicators are not the main basis or priority in deciding to purchase services at the Faculty of Economics and Business, UKI. The results of this study show that the Faculty of Economics and Business UKI may have met the minimum service standards in terms of information delivery and payment processing. These results confirm the research by Suryaningsih, Cepi Pahlevi and Mursalim Nohong (2019) where the process has no significant effect. This explains that if this process has run well and adequately, it will not be a determining factor in the decision to purchase services. Administrative processes such as the submission of information or the payment process may be considered as supporting aspects that are not crucial in influencing the final decision.

In the research, Sofiyani (2022) states where the process has a significant effect. The beauty and healthcare industry as researched at Kiwi Clinic Purwokerto may have a more process-sensitive need, Consumers in this industry tend to need high transparency and efficient processes in making purchasing decisions due to the more personalized and sensitive nature of the service. On the other hand, at the UKI Faculty of Economics and Business, although processes such as the submission of information and the payment process are important for administrative smoothness, they may not be considered as the critical factors that distinguish one faculty from another.

In a study conducted by LIU Meng and Anake Chitkesorn (2022), it was stated that process variables did not have a significant influence on purchase decisions. However, these findings are not in line with the results of the study being discussed. This difference shows the importance of considering the specific context and characteristics of the industry or product in marketing research. Elements such as certain processes or factors may have different relevance or impacts depending on the nature of the product or service being studied, as well as the preferences and behaviors of the consumers involved. This understanding is also in line with research conducted by Ivana Tanjung (2021), which found that the process significantly

influences purchasing decisions. Therefore, a careful analysis of the factors influencing purchasing decisions in specific contexts is required to gain a deeper understanding of their influence. This approach will help marketing practitioners in adapting their strategies according to the unique dynamics in a particular industry or product, increasing the effectiveness of marketing efforts, and responding more appropriately to consumer needs.

Social media-moderated promotions have a significant impact on Purchase Decisions

The results of the hypothesis test show that social media-moderated promotion has a significant effect on purchase decisions with a t-value of 3.478 greater than the t-table value of 1.96 and a p-value of 0.000 smaller than a significant value of 0.05. This shows that social media has an important role in moderating the effect of promotions on purchase decisions. Effective promotion on social media can increase consumer awareness about a particular product or service. Through paid advertising, sponsored content, or collaborations with influencers, brands can reach a wider audience and introduce their products to people who may not have heard of them before. Social media allows for promotions that can encourage active engagement from consumers. For example, contests or giveaways organized on social platforms can invite participation from users, which in turn can increase brand awareness and create a positive buzz around the product. Social media often provides buttons or direct links to the pages of products or services offered. Thus, promotions on social media can directly direct consumers to purchase steps, such as visiting a website, filling out a form, or purchasing a product directly through an e-commerce platform.

The results of the analysis for the Social Media Moderated Promotion variable showed a path coefficient of -0.132, with a t-statistic of 3.478 and a p-value of 0.000. In hypothesis testing using SEM PLS, the main criterion for assessing significance is to compare the t-statistical value against the t-value of the table which is usually set at 1.96, and the p-value against the significance level of 0.05. In this case, a t-statistic of 3.478 is clearly greater than the t-value of table 1.96, and a p-value of 0.000 is much smaller than 0.05. This suggests that the path coefficients for this variable are statistically significant. Therefore, the hypothesis that Social Media Moderated Promotion has a significant effect on the Purchase Decision is accepted.

These findings indicate that social media plays a very important role in amplifying the influence of promotions on purchase decisions. In other words, promotions disseminated through social media not only serve to convey information about the product or service, but also increase its impact on prospective students' purchasing decisions. Social media expands the reach of promotions, allows for two-way interactions, and increases audience engagement, which in turn strengthens the effectiveness of promotions. These results highlight the importance of social media strategies in the context of educational marketing, as social media can significantly improve promotional capabilities to influence the decisions of prospective students. Therefore, educational institutions must strategically utilize social media to amplify their promotional messages and increase their attractiveness in an increasingly competitive education market. The management and integration of social media in promotional strategies is key to attracting the attention of prospective students and influencing their decisions effectively.

McDonald, J. (2022) stated that moderated promotions through social media have a significant influence on consumer purchase decisions. Social media allows brands to increase consumer awareness about their products or services. Through regular posts, paid ads, and collaborations with influencers, brands can reach a wider audience and build better brand recognition. The more consumers know about the brand, the more likely they are to consider buying the product or service. As such, McDonald's underlines that moderated promotion on social media is not just about generating traffic or followers, but also about building strong relationships with consumers, strengthening brands, and ultimately influencing purchasing decisions positively.

In line with that, Wirtz J. (2020) highlights the importance of this involvement in building closer relationships with consumers, which can influence their attitudes towards brands and, ultimately, purchase decisions. Social media often provides direct links to product or service pages, which makes it easier for consumers to make purchases directly after being affected by content or promotions on social media. Wirtz highlighted the importance of providing an accessible and transparent path for consumers to proceed to the purchase process after engaging with the brand through social media. Thus, from Wirtz's perspective, moderated promotion through social media is not only a tool to increase brand awareness, but also to build stronger relationships with consumers, strengthen trust, and positively influence purchasing decisions in the context of service marketing.

Based on the results of the descriptive analysis in this study where the promotion variable moderated by social media was measured using six indicators where the respondents' answers showed that the respondents had a positive perception of the Undergraduate Program of the Faculty of Economics and Business, UKI. The survey results show that respondents generally have a positive perception of the content delivered, Admin Response and ongoing relationships. The average score showed that in general, respondents tended to agree or strongly agree with the statements submitted regarding the content submitted on social media of the FEB UKI Undergraduate Program. This analysis provides an overview of how students' perception of the content delivered, Admin Response and Sustainable Relationships, which shows consistency in respondents' perception of activities conveyed in social media in the FEB UKI Undergraduate Program.

In this study, it is proven that promotional variables moderated by social media have a significant effect on the decision to purchase services at the Faculty of Economics and Business, UKI. This study proves that moderating promotions with social media is important in purchasing decisions for students of the Faculty of Economics and Business UKI. Social media plays an important role in moderating the effect of promotions on purchase decisions. The use of social media allows faculty to reach a wider audience, communicate promotional information more effectively, and increase student involvement in the decision-making process. Thus, these findings emphasize the importance of integrating effective promotional strategies through social media in an effort to increase student participation and purchase decisions towards the services offered by the Faculty of Economics and Business UKI.

Hughes, A. M., et al. (2021) stated that reviews and recommendations from other users on social media have a significant influence on consumer purchasing decisions. Testimonials from fellow users who are considered credible can strengthen consumer trust in a brand and influence their decision to purchase a particular product or service. In line with the results of this study, Paula Lopes et al. (2023) stated that advertising on social media has a significant influence on consumer purchase intention. This is reflected in the results of data analysis which shows that both social media ads and the relevance given to the ad separately have a positive effect on purchase intent. The research provides insight into how ads moderated by social media not only increase brand awareness and credibility, but also directly affect consumer purchase intent. The importance of ad relevance as a moderator highlights that a considered and relevant advertising strategy can improve the effectiveness of marketing campaigns on social media platforms.

The results of this study confirm the results of research from Ahn, J., & Lee, J. (2020) which states that social media provides an effective platform to increase consumer awareness about brands and products. Through engaging content and engaging interactions, brands can create a closer relationship with consumers, helping them better understand the value and benefits of the product, which in turn influences purchasing decisions. In line with that, Xie, Y., et al. (2020) emphasized the importance of consumer involvement in direct interaction with brands on social media. Comments, direct messages, or participation in contests or polls can

strengthen the relationship between brands and consumers, improve their understanding of the product or service, and influence purchase decisions.

CONCLUSION

The conclusion of this study shows that the service marketing mix (7P) has a significant effect on purchasing decisions at the Faculty of Economics and Business UKI, with social media playing a role as a moderation variable that strengthens the relationship, especially in the context of promotion. The main findings show that of the seven elements of the service marketing mix studied, only promotions and people significantly influence service purchase decisions. From the results of this study, it can be concluded that product variables do not have a significant effect on the decision to purchase services at FEB UKI. Product factors, such as academic reputation and accreditation, do not have a significant influence on the decision to purchase services at the Faculty of Economics and Business UKI. The findings highlight the complexity of the dynamics in purchasing decisions in higher education settings, where other factors may be more dominant in influencing student preferences.

Although academic reputation and accreditation status are generally considered important in assessing the quality of education, the results of this study suggest that students of the Faculty of Economics and Business UKI may have other considerations that influence their decisions more. Factors such as personal experience, recommendations from others, or service and promotion factors can become more prominent in this context. As such, these results underscore the importance of understanding the unique context of the higher education market and student preferences in developing effective marketing and promotion strategies. UKI's Faculty of Economics and Business needs to further consider how they can tailor their emphasis on factors that further influence students' purchasing decisions, in order to increase their attractiveness and confidence in choosing the educational services they offer.

Based on the results of the research that has been submitted, it can be concluded that the price factor does not have a significant influence on purchasing decisions at the Faculty of Economics and Business UKI. These findings highlight that college students tend to consider other factors more in making their decisions, such as loyalty to the institution or their personal preference for the quality of education offered. Although affordability and payment terms are important factors in assessing the value of a service, in the context of the UKI Faculty of Economics and Business, these two factors do not appear as the main determinants in influencing students' purchasing decisions. This may be due to a strong preference for the quality of education, faculty reputation, or personal experience that is more influential in choosing an educational institution.

Therefore, these results show that in designing marketing and pricing strategies, UKI's Faculty of Economics and Business needs to further consider how they can emphasize the added value and quality of their services as more dominant factors in attracting and retaining students. Focusing on efforts to strengthen the image and reputation, as well as improve the overall educational experience, may be more effective than adjusting prices as the sole determining factor in their appeal.

In the place variable, based on the summary of the research results that have been submitted, it can be concluded that the place variables, including physical distance and surrounding facilities, do not have a significant influence on the decision to purchase services at the faculty. These findings suggest that factors such as accessibility and availability of facilities around the campus environment may already meet the needs of students well. In this context, the existence of similar access to facilities in an integrated campus environment can be the main reason why the location variable is not a determining factor in student purchasing decisions.

Students tend to focus more on other aspects that have a greater impact on their educational experience, such as academic quality, faculty reputation, or career development

opportunities offered. Therefore, these results indicate that faculty may need to direct their marketing efforts on promoting other advantages they have, such as innovation in curriculum, practical skill development, or connectivity with industry. As such, they can be more effective in attracting and retaining the interest of potential students, without having to rely on place variables as a key factor in their marketing strategy.

Promotional activities have a significant influence on the decision to purchase services at the Faculty of Economics and Business UKI. These findings show that promotional efforts, such as advertising and the use of social media, play an important role in improving the understanding and image of the faculty in the eyes of students, as well as influencing their decision to choose the services offered. The importance of promotion in this context can be understood as a way to communicate the unique values and advantages that the faculty has to prospective students. Through appropriate advertising and effective social media strategies, faculty can educate potential students about academic programs, support facilities, and available career opportunities.

This not only increases their awareness of the faculty, but also builds a positive image that can influence their decision to join. Thus, these results confirm the importance of investing in a good promotional strategy as part of the faculty's marketing efforts. Focusing on effective promotion can help faculty to be more competitive in the higher education market, attract potential students, and maintain their loyalty by efficiently conveying relevant and engaging information.

The variables of people with academic qualifications and service quality from lecturers and administrative staff have a significant influence on the decision to purchase services in this faculty. These findings show that the personal factors of individuals directly involved in providing academic services such as lecturers and administrative staff play a key role in shaping students' perceptions, trust, and satisfaction with the institution. The high academic qualifications of lecturers not only increase their credibility in the eyes of students, but also support an effective and in-depth learning process. Qualified lecturers are able to provide motivating teaching and provide relevant insights and skills in accordance with the demands of the job market. This not only affects the student learning experience, but also strengthens the relationship between faculty and students. Meanwhile, the quality of service from administrative staff also has a significant impact. Responsive, friendly, and efficient in handling the administrative needs of students can create a supportive environment and facilitate the teaching-learning process.

Students tend to place high marks on faculty that demonstrate a commitment to quality service, as this not only affects their experience directly but also reflects the values of the institution as a whole. Thus, focusing on developing and maintaining personal quality in providing academic services from both lecturers and administrative staff is crucial in an effort to increase student satisfaction and build a strong reputation for the faculty. Investing in human resource development and improving the quality of personalized services can help faculty stay competitive, win student trust, and achieve excellence in higher education.

Physical evidence variables such as campus buildings and classrooms do not have a significant influence on the decision to purchase services at the Faculty of Economics and Business UKI. These findings suggest that students are considered to have received the minimum standards required to support their academic activities, so physical factors are not a major consideration in their decision to choose this faculty. Although physical evidence such as campus buildings and classrooms are an important part of the infrastructure that supports learning and academic activities, it turns out that this factor is not the main determinant in attracting student interest. Adequate buildings and decent classrooms are considered basic prerequisites that have been met, so they do not provide an additional advantage in the competition to attract new students.

The greater emphasis on other factors that are more influential in purchasing decisions, such as teaching quality, personal qualities (lecturers and administrative staff), and promotional activities, suggests that students are more likely to consider these aspects in choosing their faculty. This suggests that in the context of higher education purchasing decisions, physical attributes such as buildings and classrooms may be considered as pre-requisites, while other factors have a more significant influence on students' perceptions and decisions. Thus, a focus on improving teaching quality, personal services, and effective promotional strategies may be more relevant in efforts to enhance the attractiveness and reputation of a faculty to potential students. These are areas that may provide greater competitive advantages than simply investing in physical infrastructure.

Process variables with administrative processes such as information delivery and payment processes do not have a significant effect on the decision to purchase services at the faculty. This finding indicates that students view the administrative process aspects of the faculty as adequate and not a crucial factor in their decision making. Efficient and transparent administrative processes are certainly important in supporting students' academic experience. However, in the context of decision making in choosing a faculty, other factors such as teaching quality, academic reputation, personal quality (lecturers and administrative staff), promotion, and other aspects such as price and facilities seem to have a greater influence.

When administrative processes are perceived as adequate, students tend to consider more aspects that are more directly related to the quality of education they receive, as well as the social and academic environment at the faculty. This confirms that although good administrative processes are important for providing good service to students, other factors are more dominant in influencing their perceptions and decisions regarding faculty selection. In an effort to increase faculty attractiveness, a focus on improving the quality of teaching, personal service, effective promotion strategies, and maintaining adequate standards of administrative processes remains key. In doing so, faculties can better understand the factors that are most important to students in their decision making, and design appropriate strategies to increase their competitiveness and competitive advantage in the higher education market.

Finally, moderated social media promotions have a significant impact on purchasing decisions at the faculty. Social media plays a crucial role in expanding the reach of faculty promotions and increasing student involvement in the decision-making process. Moderated social media promotions enable faculty to efficiently and directly disseminate information about academic programs, extracurricular activities, campus facilities, and important events to their audiences. By utilizing social media platforms such as Facebook, Instagram, Twitter, and LinkedIn, faculty can reach potential students globally and build greater awareness of their strengths. In addition, social media also facilitates two-way interactions between faculty and students.

Prompt responses to prospective students' questions, comments, or feedback can convey a positive impression of the faculty's involvement and attention to individual student needs. This not only increases trust in the institution but also strengthens long-term relationships between the faculty and the student community. Thus, a social media-driven promotion strategy not only broadens reach and increases engagement but also enables the faculty to build a positive image and maintain their appeal in the competitive higher education marketplace. Investing in the management and moderation of social media promotion is an important strategic step for faculty to achieve success in the recruitment and retention process.

Overall, this study provides a deep understanding of how the elements of the service marketing mix and social media can be used effectively to influence service purchasing decisions in an educational environment such as the Faculty of Economics and Business UKI. In today's digital marketing era, careful integration of conventional marketing strategies with the power of social media is the key to achieving more effective and sustainable marketing goals.

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