



THE INFLUENCE OF BRAND IMAGE AND PROMOTION ON THE DECISIONS OF STUDENTS IN STIE MAHAPUTRA RIAU WITH LEARNING INTEREST AS INTERVENING VARIABLES

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Abstract

The purpose of this study was to determine the effect of brand image and promotion on decisions by using interest as an intervention variable. The method used in this research is the path analysis method. The sample used is 220 respondents. While the data collection by means of a questionnaire. The results showed that brand image did not have a positive and significant effect on interest. Promotion does not have a positive and significant impact on interest. Interest has a positive and significant influence on purchasing decisions. Brand image has a positive and significant influence on decisions. The promotion has a positive and significant influence on purchasing decisions. Interest is not able to mediate the effect of brand image on decisions as evidenced by the test results. Interest is not able to mediate the effect of promotion on decisions as evidenced by the test results.

Keywords: Brand Image, Promotion, Interest, Decision

1.0 INTRODUCTION

Education is one of the most important priorities for most people in Indonesia. Some of the people have hopes to be able to continue and complete their education to the highest level. Although there are also some who choose to work (Mairia, Komardi, & Panjaitan, 2021) and do not continue their education to the highest level. For some people who choose to continue and complete their education to the highest level, they will be faced with various choices and problems. Choosing to continue their education to tertiary institutions, the community will be faced with various choices of tertiary institutions, levels of education, to the choice of various faculties and study programs. In addition, the community will also be faced with so many considerations that must be considered.

In choosing education must be careful. Especially in choosing a tertiary institution, you have to look for an institution in the field of education that is able to provide educational services that are truly able to create an education that has competence. After graduating from SMA/SMK, students will be faced with the choice to continue their education at various tertiary institutions or go straight to work (Ramadona, Putra, & Komardi, 2021). Choosing to continue their education at tertiary institutions, you will be faced with a choice of various levels of education starting from the Diploma (DI, DII, DIII) and Bachelor (S1) programs.

In choosing the level of education adjusted to the ability and desire as well as the initial design before entering the tertiary level, that is, how long it takes to study and what kind of job you want later. The decision of prospective students to continue their studies at the desired place of study is a decision in which students make considerations that are adapted to the circumstances or conditions that exist. If the circumstances or conditions that appear are not in accordance with what is expected, there will be doubts which can result in the decision not to choose, in this case the decision not to continue studying where expected. In reality, choice making has many dimensions and impacts. Choosing is part of a solution effort as well as part of the decision making process.

In Riau Province, as one of the education centers in the western region of Indonesia, the number of tertiary institutions has grown quite significantly, both state and private universities. In 2018 the number of private tertiary institutions consisted of 8 universities, 40 colleges, 2 polytechnics and 28 academies. It is hoped that the development of private tertiary institutions which is quite rapid can provide maximum contribution to the development of various sectors, not only in Riau but at least in West Indonesia. In addition, it is hoped that in the future private universities in Riau will be able to take part and demonstrate their quality at the national level. The

large number of tertiary institutions when viewed from the perspective of tertiary institutions will result in intense competition in attracting prospective students. The various potentials and advantages possessed by universities will be maximized and become a positive selling point, but on the other hand, universities that are unable and do not have competitiveness will feel the impact of this competition in the form of a lack of students.

One of the universities in Riau Province, especially Pekanbaru City, is STIE Mahaputra Riau. STIE Mahaputra Riau is a transformation of the Mahaputra Academy of Accounting which was founded in 1997, in 2012 STIE Mahaputra was established with its Bachelor program, following are the number of students at STIE Mahaputra in recent years. Based on the table above, there has been a significant decrease in the number of students from year to year. Whereas in 2017-2019 there was an increase in the number of STIE Mahaputra Riau students but not significantly not comparable to previous years. This indicates that there are problems in decision making by prospective students to continue their education at STIE Mahaputra Riau.

Student decisions in choosing to continue their studies at STIE Mahaputra Riau indicate that students make very strict considerations for studying at STIE Mahaputra Riau, if the circumstances or conditions that appear do not match what they expect, then there will be doubts which can result in a decision not to choose, in this case the decision not to continue studying where expected. In reality, choice making has many dimensions and impacts. Choosing is part of a solution effort as well as part of the decision making process.

Many factors influence purchasing decisions, ranging from competition from similar companies, lifestyle, economic factors and social factors. Besides that, internal factors are also very dominant influencing variables such as promotion variables, brand image (Arif, Komardi, & Putra, 2021), and buying interest.

This intense competition has made related parties, namely universities, aware of the need to fully exploit their assets in order to maximize performance and develop competitive advantage. One of them is the brand image (Jacksen, Chandra, & Putra, 2021) of the university will also be considered, selecting universities with a good brand image will be prioritized to meet their needs, because a good image of a university will get a positive value in the eyes of consumers and can also provide description of the quality of the university. Image (image) can be interpreted as the reputation of the institution in the eyes of society. Universities that are well-known and produce many successful graduates are generally known as good and quality tertiary institutions

The other factor that influences the decision is promotion According to Lupiyoadi (2018: 178), states that promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing service products. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities or using services according to their wants and needs. These things are done by using promotional tools.

The promotion system carried out by STIE Mahaputra Riau by visiting schools both around Pekanbaru and on the outskirts of Pekanbaru, try outs, training, brochures, banners and online media. However, in recent years the company has faced problems regarding promotions, namely the number of target students determined does not match the number of students entering, the campus targets that every year the maximum number of students entering is 200 people but in terms of implementation the number of students studying at STIE Mahaputra Riau is not in accordance with the desired expectations.

Based on the background above, there are several phenomena identified as follows: (1) there has been a significant decrease in the number of students from year to year, (2) the inconsistency of the number of students enrolling each year, even when compared to the growth in the number of students enrolling each year tends to increased and consistent, (3) The promotion system carried out by STIE Mahaputra Riau by visiting schools both around Pekanbaru and on the outskirts of Pekanbaru, try outs, training, brochures, banners and online media has not been able to boost the number of students who entered, (4) in general there are many people who do not know the existence of STIE Mahaputra.

Based on the formulation of the problem above, some of the objectives of this study are to find out and analyze the effect of brand image on student interest in studying at STIE Mahaputra Riau, to find out and analyze the effect of promotion on student interest in studying at STIE Mahaputra Riau, to find out and analyze the effect of brand image on students' decisions to study at STIE Mahaputra Riau, To find out and analyze the effect of promotion on student decisions to study at STIE Mahaputra Riau, To find out and analyze the effect of brand image on student decisions with interest in college as an intervening variable, To find out and analyze the influence of promotions on student decisions by interest in college as an intervening variable, to find out and analyze the effect of interest on student decisions to study at STIE Mahaputra Riau.

2.0 LITERATURE REVIEW

Decision

Reed (2011: 358) says that every day people will make decisions. In general, according to Schiffman and Kanuk (2008: 485) a decision is a selection of two or more alternative choices. In other words, to make a decision, there must be alternative choices.

According to Donnell in Feryanto and Triana (2015: 138) decision making is choosing between alternatives regarding a way of acting, which is the essence of planning. A plan cannot be said to exist if no decision, a reliable source, lead, or reputation has been established.

According to Schiffman and Kanuk in Sangadji and Sopiah (2013: 121), defines a decision as choosing an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice. A decision without a choice is called a "Hobson choice".

According to Peter and Olson in Sangadji (2013: 46) consumer decision making is a problem solving process that is directed at the target. That "the core of consumer decision making (customer decision making) is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them."

According to Siagian in Marnis (2010: 203) decision making is a systematic approach to the nature of the alternative being faced and taking action which according to calculations is the most appropriate action. According to Stoner in Marnis (2010: 203) decision making is a process used to choose an action as a way of solving problems.

From some of the definitions above, it can be concluded that decision making is a selection of two or more alternative choices that involve information search, assessment of considerations followed by a process of adjustment and understanding of the goals and values that underlie these decisions with the aim of achieving the best possible results. expected.

Interest

Buying interest is obtained from a learning process and a thought process that forms a perception. This buying interest creates a motivation that is continuously recorded in his mind and becomes a very strong desire which in the end when a consumer has to fulfill his needs will actualize what is in his mind.

According to Keller (1998), consumer interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another. Schiffman and Kanuk (2007:201) in Febiana (2014:3) state that interest is a psychological aspect that has a considerable influence on attitudes and behavior.

Consumers' evaluation of products depends on their knowledge of information (Chandra, Renaldo, & Putra, 2018) about the actual function of these products, thus consumers who are interested in purchasing a product are influenced by the information received.

Based on the description above, it can be concluded that buying interest arises because of a learning process that creates a motivation in consumers to fulfill their needs and is a psychological aspect that influences the attitudes and behavior (Nyoto, Renaldo, Karuppanan, Bhuiyan, & Kumarasamy, 2021) of consumers to buy a product which is influenced by the information it receives.

Brand Image

One of the company's tasks is to create a positive brand in the eyes of customers where the brand is one of the things that must be considered by the company for the continuity of its business in the future.

According to Kertajaya (2010: 63), brands are referred to as value indicators because brands are able to create and add value to products, companies, people or even countries, therefore brands are an indicator of the value offered to internal (Renaldo, Sudarno, & Hutahuruk, 2020), external customers and investors. In addition, the brand indicates the value of the product, so that it will enable the company to avoid the commodity trap.

One of the things that plays an important role in marketing is the brand. There are several differences between products and brands. Product is something that is produced by the factory and easily imitated by competitors. Meanwhile, a brand is something that is purchased by consumers, has certain values and identities or characteristics that are legally protected so that competitors cannot imitate them. Brands affect customer perceptions of the product to be purchased, so competition between companies is perception competition, not product (Tjiptono 2011:34).

According to the Trademark law no. 15 of 2001 article 1 paragraph 1 in Tjiptono (2011: 3), states that "A brand is a sign in the form of an image, name, word, letters, numbers, arrangement of colors, or a combination of elements These elements have differentiating power and are used in trading activities of goods or services. According to Kotler and Armstrong (2013: 230) a brand is "a brand is a name, term, symbol, design, or a combination of these, that identifies the products or services of one seller or group seller and differentiates them from those of competitors".

Based on the definition of several experts on the brand, it can be concluded that the brand is a form of identity of a product offered to customers that can distinguish the company's products from competitors' products in the form of a name, word, sign, symbol, design, or a combination of all of these.

There are six levels of brand understanding according to Kotler and Keller (2012: 460). The levels include: Attributes, the brand reminds of certain attributes, Example: Ferrari gives the impression of an expensive and prestigious car.

1. Benefits, attributes need to be translated into functional and emotional benefits.
2. Value, the brand also says something about the value of the producer.
3. Culture, the brand represents a particular culture that is adhered to.
4. Personality, the brand reflects or projects a certain personality.
5. Users, brands pay attention to the types of customers who use or buy certain products.

Promotion

According to Hermawan (2012: 127) sales promotion is a marketing activity that proposes the added value of a product (to get more than what exists from the value of the product) within a certain period of time in order to encourage consumer purchases, sales effectiveness (sales force).

According to Nickles all, (2010: 188), promotion is the efforts of marketers to provide information and remind people in the target market about products, and persuade them to participate in exchanges. Marketers use many different tools to promote their products and services. The tools are advertising, personal selling, public relations and sales promotion.

Furthermore, Malau's research, (2017: 103) promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to disseminate information, influence, persuade and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company.

According to Malau (2017: 103-104) sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and increase the number of items purchased by customers. Through sales promotion, companies can attract new customers, influence their customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase impulse buying (purchases without prior plans) or seek closer cooperation with retailers.

Meanwhile, according to Saladin (2010: 110), trade-oriented sales promotion is a sales tool used to support company advertising and personal selling directed at wholesalers, retailers, or distributors.

Based on this framework, the following hypotheses can be made in this study:

H1: There is a positive influence of brand image on students' interest in studying at STIE Mahaputra Riau.

H2: There is a positive effect of promotion on students' interest in studying at STIE Mahaputra Riau.

H3: There is a positive influence of brand image on students' decisions to study at STIE Mahaputra Riau.

H4: There is a positive effect of promotion on students' decisions to study at STIE Mahaputra Riau.

H5: There is a positive influence of brand image on decisions through interest as an intervening variable.

H6: There is a positive influence of promotion on decisions through interest as an intervening variable.

H7: There is a positive influence of interest on students' decisions to study at STIE Mahaputra Riau.

3.0 METHODOLOGY

Research Population

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2014: 115). The total population studied was 483 respondents, these were STIE Mahaputra Riau students.

Research Sample

The sample in a research activity is to represent and be used as a research subject respondent or to be researched and used as a research respondent. The sampling technique used is saturated sampling. According to Sugiyono (2014: 68), that: "saturated sampling technique is a sampling technique when all members of the population are used as samples." This is due to the pandemic during which data was collected using a questionnaire from the Google form.

Operational Definition of Research Variables

The operational definition is an indication of how a variable is measured, or which is based on the properties of things that are defined that can be observed (observed), so that you can know the good and bad of the measurement and open up the possibility for other people to do the same thing, so that what is done by researchers is open to being retested by others. The operational definitions in this study are:

Table 1. Operational Definition of Research Variables

No	Variable	Source	Indicator	Scale
1	Brand Image	Thambrin (2010:61)	1. Image Maker 2. User Image 3. Product Image	Interval
2	Promotion	Kotler and Kevin Lane Keller (2009:104)	1. Promotional quality 2. Frequency of Promotions 3. Promotional Quantity 4. Promotion Time 5. Promotion target accuracy	Interval
3	Interest	Ferdinand (2002:25-26) in Saidani (2012:7)	1. The desire to seek information 2. The desire to buy the product immediately 3. The desire to try the product	Interval
4	Decision	Swasta (2009:129)	1. Product Purchasing Priority	Interval

No	Variable	Source	Indicator	Scale
			2. Suitability of Needs.	
			3. Information Search	
			4. Consumers Feel Satisfied	

Source: Processed data, 2021

Data Types and Sources

The types and sources of data used in this study are Primary Data such as the results of filling out the questionnaire.

Data Analysis Technique

Validity test In research using quantitative methods, the quality of data collection is largely determined by the quality of the instruments or data collection tools used. The instrument is called quality and can be accounted for when its validity and reliability have been proven. Husaini Usman & Purnomo Setiady Akbar, (2010: 287).

Reliability testing is carried out to obtain the level of accuracy (reliability or timeliness) of the data collection tool (instrument) used.

Descriptive Analysis

The descriptive analysis in this study contains a discussion of the characteristics of the respondents associated with the responses of the respondents, namely (1) Analysis of the characteristics of the respondents (Analysis of the characteristics of the respondents consists of the majors of the respondents, gender of the respondents, year of the respondent's year). (2) Analysis of the description of the research variables (Analysis Respondent responses contain discussion of respondents' responses associated with the characteristics of respondents).

Multicollinearity Test

multicollinearity test to test whether the regression model found a correlation between the independent variables. If there is a correlation, it is called a multicollinearity problem (Multikol). A good regression model should not have a correlation between the independent variables. If the independent variables are correlated, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values among independent variables are equal to zero. The guideline for a multicolline-free regression model is to have a VIF value <10 and have a TOLERANCE number > 0.10 (Ghozali, 2013).

Coefficient of Determination (R²)

According to Kuncoro (2013: 246) The correlation coefficient test is used to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination / R² is in the range of zero (0) and one (1). If the value of the coefficient of determination is close to zero (0), it means that the ability of the model to explain the dependent variable is very limited. Conversely, if the coefficient of determination of the variable is close to one (1), it means that the ability of the independent variable to cause the presence of the dependent variable is getting stronger.

Hypothesis Analysis

SEM Smart PLS Path Analysis Test

In this study, data analysis used the Partial Least Square (PLS) approach. PLS is a component- or variant-based Structural Equation Modeling (SEM) model. According to Ghozali (2006), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variant-based one.

4.0 RESULTS AND DISCUSSION

Results of Data Analysis

This study uses Structural Equation Modeling (SEM) analysis. The software used for this research is IBM SPSS and SmartPLS. The theoretical model that has been described in the path diagram will be analyzed based on the data obtained.

Test the Path Analysis Hypothesis with the Smart PLS Tool

Hypothesis testing is carried out based on the results of testing the Inner Model (structural model) which includes the output r-square, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected by considering the significance value between constructs, t-statistics, and p-values. Testing the research hypothesis was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are the t-statistic >1.96 with a significance level of p-value 0.05 (5%) and the beta coefficient is positive. The value of testing the hypothesis of this study can be shown in Table 2.

Table 2. Hypothesis Test Results

Hypothesis	Exogenous	Endogenous	Original Sample	Critical Ratio	Sign	P Values	Conclusion
H1	Brand Image	Interest	0.811	1.358	+	0.175	Insignificant
H2	Promotion	Interest	-0.818	1.395	+	0.164	Insignificant
H3	Brand Image	Decision	1.361	8.307	+	0.000	Significant
H4	Promotion	Decision	-0.408	2.491	+	0.013	Significant
H5	Interest	Decision	0.017	0.833	+	0.406	Insignificant
H6	Brand Image	Decision		0.606		0.545	Insignificant
H7	Promotion	Decision		0.608		0.543	Insignificant

Source: Processed data, 2021

Based on the data, it is possible to test the five research hypotheses as follows:

- a. Testing the Effect of Brand Image on Interest
Based on the results of testing the brand image variable on interest, the relationship between X1 (Brand Image) and Y1 (Interest) is not significant with a T-statistic of 1,358 < 1.96 and a p-value of 0.175 > 0.05, so the direction of the relationship between X1 (Brand Image) with Y1 (Interest) is no effect and not significant.
- b. Testing the Effect of Promotion on Interest
Based on the results of testing the promotion variable on interest, the relationship between X2 (Promotion) and Y1 (Interest) is not significant with a T-statistic of 1,395 (< 1.96) and a p-value of 0.164 (> 0.05), so the direction of the relationship between X2 (promotion) with Y1 (Interest) is no effect and not significant.
- c. Testing the Effect of Brand Image on Decisions
Based on the results of testing the brand image variable on interest, the relationship between X1 (Brand Image) and Y2 (Decision) is significant with a T-statistic of 8,307 (> 1.96) and a p-value of 0,000 (< 0.05), so the direction of the relationship between X1 (Brand Image) with Y2 (Decision) is a significant effect.
- d. Testing the Effect of Promotion on Decisions
Based on the results of testing the brand image variable on interest, the relationship between X2 (Promotion) and Y2 (Decision) is significant with a T-statistic of 2,491 (> 1.96) and a p-value of 0.013 (< 0.05), so the direction of the relationship between X2 (Promotion) with Y2 (Decision) is a significant effect.
- e. Testing the Effect of Interest on Decisions
Based on the results of testing the variable interest in the decision, it shows that the relationship between Y1 (Interest) and Y2 (Decision) is not significant with a T-statistic of 0.833 (< 1.96) and a p-value of 0.175 (> 0.05) so the direction of the relationship between X1 (promotion) with Y1 (Interest) is no effect and not significant.
- f. Based on the results of testing the brand image variable on decisions through interest it shows the relationship between X1 (Brand Image) and Y2 (Decision) with interest as an intervening variable is not significant with a T-statistic of 0.606 (> 1.96) and p -value 0.545 (< 0.05) then the direction of the relationship is not significant.
- g. Based on the results of testing the promotion variable on decisions through interest, it shows that the relationship between X2 (Promotion) and Y2 (Decision) with interest as an intervening variable is not significant with a T-statistic of 0.606 (< 1.96) and a p-value 0.543 (> 0.05) then the direction of the relationship is not influential and not significant.

Discussion and Analysis

The Effect of Brand Image on Student Interests

The results of the analysis show that brand image has no effect on student interest. This indicates that students who are respondents in this study consider that brand image does not affect one's interest in choosing a university.

According to Kotler and Keller (2008), brand image (Brand Image) is a representation of the overall perception of the brand and is formed from information and past experience of the brand. The consumer's perception of a product will drive the consumer's desire to buy the product. If the brand image of a product is bad or tarnished, a small percentage of consumers will buy it, because consumers will be moved to look for other products whose brand image is better than that product.

The correlation between the variables Brand Image and Purchase Intention is not in accordance with the results of research conducted by (Wicaksono & Mudiantono, 2017) the results state that there is a significant influence between Brand Image on Purchase Intention.

The Effect of Brand Image on Student Decisions

The results of the analysis show that brand image has a positive and significant effect on student decisions, this shows that brand image is one of the determining factors in decisions. Students who respondents in this study were considered that STIE Mahaputra Riau had a good brand image which directly influenced students' decisions to choose to study at STIE Mahaputra Riau. One of the things that plays an important role in marketing is the brand. There are several differences between products and brands. Product is something that is produced by the factory and easily imitated by competitors. Meanwhile, a brand is something that is purchased by consumers, has certain values and identities or characteristics that are legally protected so that competitors cannot imitate them. Brands affect customer perceptions of the product to be purchased, so competition between companies is perception competition, not product (Tjiptono 2011:34). This opinion is supported by research that has been conducted (Kabeakan, 2018) which states that brand image has a positive and significant effect on student decisions to choose to study at the Faculty of Agriculture, UISU Medan.

The Effect of Promotion on Student Interests

The results of the analysis show that promotion has no effect on student interest, this indicates that students who are respondents in this study consider that promotion does not affect one's interest in choosing a higher education institution. Promotion according to A. Hamdani in Sunyoto (2012) promotion is one of the variables in the marketing mix which is very important to be carried out by a company in marketing its products. Promotional activities not only serve as a means of communication between companies and consumers, but promotions are also a tool to influence consumers in purchasing and using these products according to their needs and desires. (Wicaksono & Mudiantono, 2017) states that promotions have a significant influence on buying interest. So the results of this study are not in line with the opinion (Fachrodji Endro, 2015) stating that promotion partially has no significant effect on interest.

The Effect of Promotion on Student Decisions

The results of the analysis show that promotion has a positive and significant effect on student decisions, this shows that the promotion carried out by STIE Mahaputra Riau in capturing prospective new students is very good so that the results of the promotion carried out are one of the determining factors for students deciding to study at STIE Mahaputra Riau. According to Nickles all, (2010: 188), promotion is the efforts of marketers to provide information and remind people in the target market about products, and persuade them to participate in exchanges. Marketers use many different tools to promote their products and services. The tools are advertising, personal selling, public relations and sales promotion. This is reinforced by the opinion (Erdawati, 2014) that promotion partially has a positive and significant effect on decisions.

The Effect of Brand Image on Student Decisions through Interest

The results of the analysis show that the intervening variable, namely interest, is unable to mediate the effect of brand image on decisions. According to Temporal and Lee, 2002: 38 in (Rendra et al. 2013) said that brand image is a certain perception that arises in the minds of consumers to remember a particular product brand. Some successful companies also believe that reputation or image is far more important in selling a product than specific product characteristics. In forming a brand image, we enter the world of perception. Image is a relatively consistent perception in the long term (enduring perception). It is not easy to form an image, but once formed it is also not easy to change it (Bilson Simamora, 2002: 21). These results are not in line with the research of Rendra et al (2013) in his research which stated that brand image has a positive and significant influence on decisions with interest as an intervening variable.

The Effect of Promotion on Student Decisions through Interest

The results of the analysis show that the intervening variable, namely interest, is unable to mediate the effect of promotion on decisions. These results are not in line with the research of Ortega and Akhifni (2017) in their research stating that brand image has a positive and significant influence on decisions with interest as an intervening variable.

The Effect of Interest on Student Decisions

Interest does not significantly influence student decisions in choosing STIE Mahaputra Riau, this shows that students who are respondents in this study consider that interest is not part of a consumer's interest in goods and services. According to Swastha and Irawan (2013), purchasing decisions are a problem-solving approach to human activities to buy goods or services in fulfilling their wants and needs which consist of recognizing needs and desires, searching for information, evaluating alternative purchases, purchasing decisions and behavior after purchase.

Maghfiroh (2016) said that purchasing decisions are a process in which consumers evaluate various alternative choices and choose one or more alternatives that are needed based on certain considerations. The structure of the purchasing decision is the decision about the type of product, the decision about the form of the product, the decision about the brand, the decision about the seller, the decision about the number of products, the decision about the time of purchase, the decision about how to pay.

5.0 CONCLUSION

Based on the results of the discussion test in significant research, the following conclusions can be made: (1) The results of this study indicate that brand image has a positive and significant effect on student decisions in choosing STIE Mahaputra Riau. this means that the better the image of STIE Mahaputra Riau, the higher the desire of students to decide to study at STIE Mahaputra Riau. (2) The results of this study indicate that promotion has a positive and significant effect on student decisions in choosing STIE Mahaputra Riau. This means that the more effective the promotional strategy carried out by STIE Mahaputra Riau, the more parents will send their children to study at STIE Mahaputra Riau. (3) The results of this study indicate that brand image has no positive and significant effect on student interest in choosing STIE Mahaputra Riau. This means that the better the image that STIE Mahaputra Riau has, it has not been able to increase student interest in deciding to study at STIE Mahaputra Riau. (4)) The results of this study indicate that promotion does not have a positive and significant effect on student interest in choosing STIE Mahaputra Riau. This means that the more effective the promotion strategy carried out by STIE Mahaputra Riau, the more it cannot increase the interest of parents who will send their children to study at STIE Mahaputra Riau (5) The results of this study indicate that brand image has no positive and significant effect on student decisions in choosing STIE Mahaputra Riau through interest as an intervening variable. This means that interest has not been able to mediate brand image on student decisions to study at STIE Mahaputra Riau (6) Results from pens This research shows that promotion has no positive and significant effect on student decisions in choosing STIE Mahaputra Riau through interest as an intervening variable. This means that interest has not been able to mediate the promotion of student decisions to study at STIE Mahaputra Riau. (7) The results of this study indicate that interest has no positive and significant effect on student decisions in choosing STIE Mahaputra Riau. this means that interest is not part of a student's decision to study at STIE Mahaputra Riau.

Based on the results of the research and discussion, it can be suggested (1) For management to better maintain and improve promotional activities and university brand image to the public to influence student decisions. (2) Management should pay more attention to promotions in terms of activities that In order to make prospective students decide to study at STIE Mahaputra Riau, the management must also hold a lot of activities related to the campus, such as holding community service to improve the brand image of the university. Students who have studied must also be able to improve the brand image of the campus, such as participating in every activity held by other universities. And the campus must also facilitate activities that will be carried out by students, because by facilitating students means that later they will invite many prospective students, for example juniors when they are at school or relatives, their workmates. So we get closer and pay attention to students.

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