



Brand Image Mediates Perception of Price and Service Quality on Students Decisions in Choosing UNPRI College

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ABSTRACT

The propose of this study to find out more deeply how brand image mediates price perception and service quality in influencing students' decisions to choose UNPRI college. This study uses a simple random sampling method and the lemeshow formula to determine the type and number of samples, as many as 100 respondents. Data collection was carried out by distributing questionnaires in the Universitas Prima Indonesia area. The data analysis technique in this study used SMART-PLS data processing, which was used to test the validity and reliability of each independent variable against the dependent variable. The results of this study indicate that brand image and service quality have a positive effect on students' decision to choose. However, price is not a strong or significant reason for students' decisions to choose UNPRI. However, overall, both brand image, price perception and service quality provide adequate standard results in influencing students' decisions to choose. The role of brand image also provides significant results in mediating price perception and service quality with students' decisions in choosing.

Keywords: Brand Image, Price Perception, Service Quality and Student Decisions

INTRODUCTION

In the era of globalization and the rapid development of technology in Indonesia, competition in the economic world is not only limited to the business sector, but also triggers the education sector. Educational institutions, both formal and non-formal, compete to offer the best services they have to attract prospective students, namely high school graduates who are considering the next level of education. These prospective students are certainly faced with a





variety of choices of the best campuses, both state universities and private universities. Private Universities (PTS), such as Universitas Prima Indonesia (UNPRI), are educational institutions that have been accredited as superior and continue to transform and carry out various best innovations, to attract the attention of prospective students by implementing various marketing strategies, such as brand image, price perception and quality of service offered. Brand image, which reflects the public's perception of a university, plays an important role in mediating the relationship between price perception and service quality on students' decisions in choosing a university. A strong and positive brand image can increase the trust of prospective students, so that they are more likely to choose the campus even though the price offered is higher. On the other hand, a weak or less well-known brand image can make prospective students hesitate, even though the price offered is more affordable. However, currently more and more non-formal educational institutions are emerging, where they offer various practical and certified programs that promise good career opportunities in a short time. This phenomenon makes people, especially high school graduates, consider their intention to continue to higher education. This situation is a challenge for Universitas Prima Indonesia (UNPRI). As a higher education institution, UNPRI is required to not only maintain its existence, but also always improve the quality of educational services they provide to their students. Where the quality of service covers various aspects, starting from an effective academic process, adequate learning facilities, to providing responsive and professional administrative services. The best quality of service not only has an impact on student satisfaction, but also plays an important role in building the image and reputation of an institution in the eyes of the public. Therefore, Universitas Prima Indonesia (UNPRI) must continue to strive to build a positive image in order to compete with various other educational institutions, both formal and non-formal. This positive brand image will ultimately be a special attraction for prospective new students, and strengthen UNPRI's position amidst the tight competition between higher education institutions. It is very important to understand





how UNPRI's brand image can mediate the perception of price and quality of service provided, and how it influences students' decisions in choosing UNPRI as their place of higher education, ultimately contributing to increasing the attractiveness and number of new student applicants.

Based on the explanation above, we are interested in examining how “Brand Image can Mediate the Perception of Price and Quality of Service Influencing Students' Decisions in Choosing UNPRI College.”

LITERATURE REVIEW

According to Keller (2020:76), brand image is the perception of a brand as reflected by the brand associations in the consumer's memory. It can be concluded that brand image is a consumer's understanding of a brand as a whole with trust and views on a brand. According to Kotler and Armstrong (2018), price is the value sacrificed by customers to get a product or service. Price includes information to evaluate the level of service that can affect customer purchasing behavior. According to Aria and Atik (2018:16), service quality is an important component that must be considered in providing excellent service quality. Service quality is a central point for the company because it affects consumer satisfaction. According to Peter & Olson (in Indrasari, 2019:70), defines that purchasing decisions are a blending process used to combine knowledge to evaluate two or more substitution behaviors and choose one of them.

Theory of Brand Image Influence on Student Decisions

According to Putri and Aznuriyandi (2019). Higher education is an institution that provides educational services to the community, therefore it must be able to attract the interest and trust of prospective students and parents. The brand image of a university can reflect the quality, reputation, and achievements of the university.





Theory of Price Perception Influence on Student Decisions

(Syamsidar & Soliha, 2019), states that price perception is a view or perception of how consumers view a certain price (high, low, reasonable) and has a strong influence on purchasing decisions and satisfaction in buying the product.

Theory of Service Quality on Student Decisions

According to Fandy Tjiptono (2017: 180) defines service quality or service quality as a measure of how well the level of service provided is able to meet customer expectations.

Table1. Operational Definition of Variables

Variabel	Definisi	Indikator	Skala
Price Perception (X ₁)	The definition of price perception is the customer's point of view regarding the price range of a product. According to Dibe (2016)	1. Affordability 2. Prices are in accordance with product quality 3. Prices can be competed 4. Prices are in accordance with benefits (Kotler et al., 2018)	<i>Likert</i>
Service Quality (X ₂)	Service quality is a measure of how well the level of service provided is able to meet consumer expectations. According to Lewis and Booms (1983) in Fandy Tjiptono (2016:125)	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibles According to Tjiptono (2019:305)	<i>Likert</i>





<i>Brand Image (Z)</i>	Brand Image is a consumer's desire to feel and act towards a product brand (Julius & Limakrisna, 2016).	1. Strength 2. Uniqueness 3. Favorable According to Kotler & Keller (2016:347)	<i>Likert</i>
Decision to Choose (Y)	The purchasing decision is to buy a brand that is in high demand, but two components can exist between the purchase intention and the purchase choice. Sari & Prihartono (2021:5)	1. Perceived needs 2. Behavior when using 3. Post-purchase behavior According to Indrasari (2019:75)	<i>Likert</i>

METHODS

The approach used in this study is a quantitative approach techniques. The data sources in this study were obtained through primary data and secondary data. This study uses a simple random sampling method and the lemeshow formula to determine the type and number of samples, as many as 100 respondents. Data collection for this study was carried out using a Google Form questionnaire which was used for participants according to participant criteria, namely students at Universitas Prima Indonesia. The data analysis technique in this study used SMART-PLS data processing, which was used to test the validity and reliability of each independent variable against the dependent variable. In this study, variable X1 is price perception, variable Z is brand image, variable X3 is service quality and variable Y is the decision to choose.





Respondent Characteristics

The respondents used for this study involved students from various faculties at Universitas Prima Indonesia with the following characteristics:

1. Students from various departments
2. Active students at Universitas Prima Indonesia
3. Students from semesters 1 to 8

Lemshow Formula

$$n = \frac{z^2(1-p)}{d^2}$$

Where: n = number of samples

z = value at a certain level (1,96)

p = maximum estimated value (0,5)

d = sampling error value (0,1)

RESULTS

Measurement Model (Outer Model)

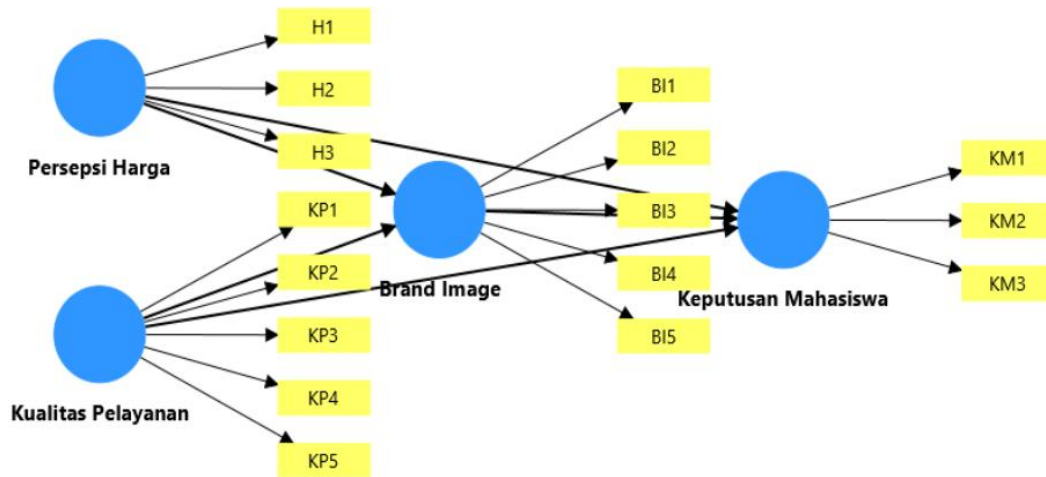
The assessment of the outer model is carried out to measure the relationship between each indicator and its variables, which focuses on convergent validity, discriminant validity, and reliability according to predetermined value standards. The main purpose of this examination is to assess the extent to which the indicators are considered valid and reliable against the related latent variables.





Image 1 Outer Model Stage 1

Convergent Validity Stage 1



Tabel 2 Loading Factor Value Stage 1

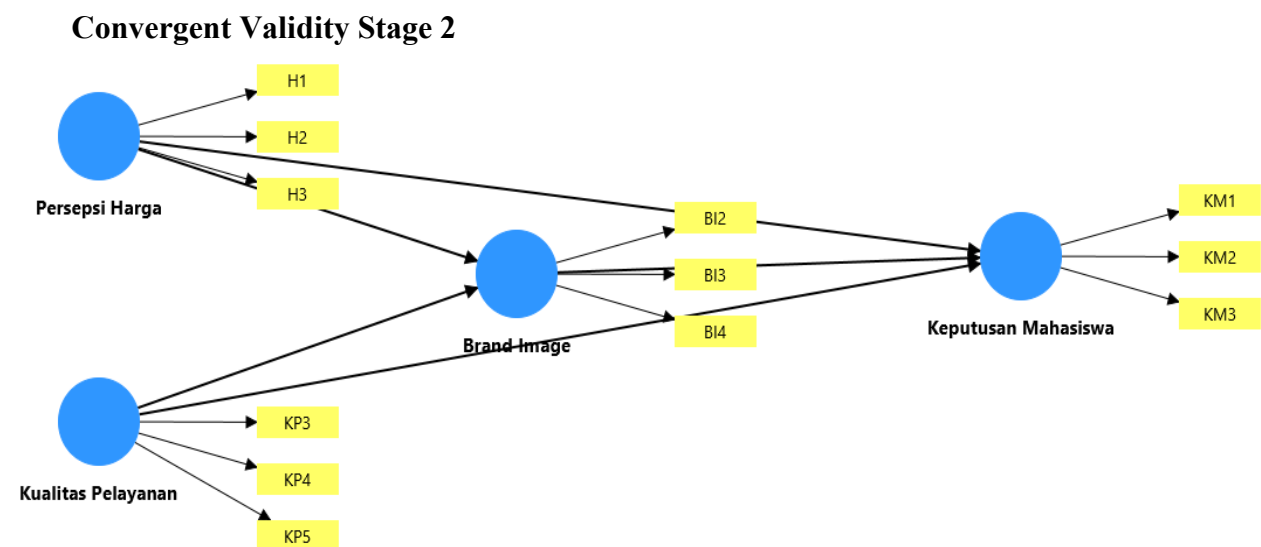
	Brand Image	Student Decision	Service Quality	Price Perception
BI1	0,630			
BI2	0,811			
BI3	0,854			
BI4	0,827			
BI5	0,561			
H1				0,808
H2				0,701
H3				0,824
KM1		0,842		
KM2		0,909		
KM3		0,889		
KP1			0,674	
KP2			0,643	
KP3			0,866	
KP4			0,816	
KP5			0,853	





Based on the test data contained in the table above, the results of the loading factor values indicate that there are indicators from question X (BI1, BI5, KP1 and KP2) that have an outer loading value < 0.70 . So that retesting must be carried out, namely stage II in order to state that all indicators in the variables are considered valid as measuring instruments. The following are the results of the stage II data test based on previous data, namely:

Image 2 Outer Model Stage II



Tabel 3 Loading Factor Value Stage 2

	Brand Image	Student Decision	Service Quality	Price Perception
BI2	0,831			
BI3	0,889			
BI4	0,847			
H1				0,810
H2				0,705
H3				0,819
KM1		0,842		
KM2		0,908		
KM3		0,891		





KP3			0,914	
KP4			0,853	
KP5			0,889	

Based on the data of the second phase test contained in the table above, the results of the loading factor values show that all indicators of the questions have an outer loading value > 0.70, so it is worthy of being said to be valid.

Tabel 4 Discriminant Validity Value

	Brand Image	Student Decision	Service Quality	Price Perception
Brand Image				
Student Decision	0,843			
Service Quality	0,686	0,525		
Price Perception	0,789	0,599	0,744	

Based on the table data above, it includes indicators with lower cross loading values compared to other variables. Therefore, it is recommended to conduct further research by looking at the values of the Average Variance Extracted (AVE) and Fornell Lacker Criterion. The requirement for the Average Variance Extracted (AVE) value is said to be good/valid if it displays a number > 0.50.

Tabel 5 Average Variance Extracted Value (AVE)

	Average variance extracted (AVE)
Brand Image	0.557
Student Decision	0.775
Service Quality	0.602
Price Perception	0.608

The requirement for the Average Variance Extracted (AVE) value is said to be good/valid if it displays a number > 0.50. Based on the table data above, it can be seen that the value of the





number on the brand image variable is 0.557, the student decision variable is 0.775, the service quality variable is 0.602 and the price perception variable is 0.608. So it can be concluded that all the variable data above are said to be good/valid.

Tabel 6 Fornell Lacker Criterion Value

	Brand Image	Student Decision	Service Quality	Price Perception
Brand Image	0,746			
Student Decision	0,739	0,881		
Service Quality	0,578	0,456	0,776	
Price Perception	0,598	0,472	0,558	0,779

According to Ghozali (2021:69), the results of the Fornell Lacker Criterion are said to be good if the relationship value of one variable with another variable must be greater, where the square root value of AVE for each construct is greater than the correlation value of each construct in the model. In the table data above, it can be seen that the square root value of AVE for price perception is 0.779 where the result is greater than the correlation value of price perception which is 0.558, 0.472 and 0.598. The square root value of AVE for service quality is 0.776 where the result is greater than the correlation value of service quality which is 0.456 and 0.578. The square root value of AVE for student decisions is 0.881 where the result is greater than the correlation value of student decisions which is 0.739. It can be concluded that the model above is said to be valid based on discriminant validity testing.

Tabel 7 Nilai Reliability Value

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Image	0.796	0.838	0.860
Student Decision	0.856	0.879	0.912
Service Quality	0.830	0.847	0.882
Price Perception	0.677	0.693	0.822





According to Ghazali and Latan (2017:36), good Cronbach's alpha and composite reliability values are > 0.7 . Based on the above, the brand image variable gives Cronbach's alpha and composite reliability results of 0.796 and 0.838, so the results can be said to be reliable. The student decision variable gives Cronbach's alpha and composite reliability results of 0.856 and 0.879, so the results can be said to be reliable. The service quality variable gives Cronbach's alpha and composite reliability results of 0.830 and 0.847, so the results can be said to be reliable. Finally, the price perception variable gives Cronbach's alpha and composite reliability results of 0.677 and 0.693. The results given for the price perception variable are not that high but have shown reliable reliability.

Structural Model (Inner Model)

The Structural Model (Inner Model) aims to predict the relationship between latent variables by looking at how much percentage of variance is explained in the coefficient of determination/R-Square value for endogenous latent constructs (Ghozali, 2020:9). This test uses the determination coefficient R^2 to determine how much the independent variable is able to explain the dependent variable.

Tabel 8 CoefFisien of Determination Value

	R-square	R-square adjusted
Student Decision	0.548	0.534

From the results of the R^2 test data in table 3.5, it shows that the coefficient of determination R^2 on the Student Decision variable is 0.548 which proves that all independent variables simultaneously have an effect of 54.8% on Student Decisions and the remaining 45.2% is influenced by other variables outside the study. to find out how much the independent variable is able to explain the dependent variable.





Hypothesis Testing

Hypothesis testing is carried out to test each statement, whether the results contain facts of truth so that they can be accepted or otherwise. This test is carried out using the test results on the T test and F test. Ghozali (2016), states that the hypothesis test is accepted if the T-Statistic value is greater than 1.96 and vice versa. Then, whether or not the results of the hypothesis test are feasible can be seen from the p-values. Where if the p-value < 0.05 then it is considered substantial or accepted, and vice versa.

Tabel 9 Uji F Value

	Saturated model	Estimated model
SRMR	0.090	0.090
d_ ULS	1.101	1.101
d_ G	0.422	0.422
Chi-square	231.161	231.161
NFI	0.733	0.733

The F value test is seen based on the results of the Normal Fit Index (NFI) value where good results are > 0.062 . In the table data above, the NFI value given is $0.733 > 0.062$. So, it can be said that the dependent variable is simultaneously influenced by all independent variables.

Tabel 10 Uji T Value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Student Decision	0,698	0,689	0,098	7,128	0,000
Service Quality -> Brand Image	0,355	0,366	0,116	3,050	0,002
Service Quality -> Student Decision	0,279	0,285	0,124	2,252	0,024





Price Perception -> Brand Image	0,400	0,405	0,118	3,384	0,001
Price Perception -> Student Decision	0,316	0,332	0,125	2,541	0,011

H1

The T-Statistic value on the Price Perception variable is $2.541 > 1.96$ with a p-value of $0.011 < 0.05$, so it can be concluded that Price Perception has a positive effect on Student Decisions.

H2

The T-Statistic value on the Brand Image variable is $7.128 > 1.96$ with a p-value of $0.000 < 0.05$, so it can be concluded that Brand Image has a positive effect on Student Decisions.

H3

The T-Statistic value on the Service Quality variable is $2.252 > 1.96$ with a p-value of $0.024 < 0.05$, so it can be concluded that Service Quality has a positive effect on Student Decisions.

H4

The T-Statistic value on the Price Perception variable is $3.384 > 1.96$ with a p-value of $0.001 < 0.05$, so it can be concluded that Price Perception has a positive effect on Brand Image.

H5

The T-Statistic value on the Service Quality variable is $3.050 > 1.96$ with a p-value of $0.002 < 0.05$, so it can be concluded that Service Quality has a positive effect on Brand Image.





DISCUSSION

The Influence of Price Perception on Students' Decision to Choose UNPRI

Based on the results of the T-Statistic hypothesis test calculation on the Price Perception variable of $2.541 > 1.96$ with a p-value of $0.011 < 0.05$, it is concluded that Price Perception has a positive and significant effect on Students' Decision to Choose UNPRI. Although with a reliability value that reaches a sufficient number, price still has a significant role as a reason for students to choose UNPRI and is worthy of being compared to other campuses.

The Influence of Brand Image on Students' Decision to Choose UNPRI

Based on the results of the T-Statistic hypothesis test calculation on the Brand Image variable of $7.128 > 1.96$ with a p-value of $0.000 < 0.05$, it is concluded that Brand Image has a positive and significant effect on Students' Decision to Choose UNPRI. UNPRI's clear and credible image and identity, such as UNPRI's uniqueness, positive academic reputation, study program relevance, institutional credibility, and aspects of external cooperation and external recognition have been running quite well as selling points to attract prospective new students.

The Influence of Service Quality on Students Choosing UNPRI

Based on the results of the T-Statistic hypothesis test calculation on the Service Quality variable of $2.252 > 1.96$ with a p-value of $0.024 < 0.05$, it is concluded that Service Quality has a positive and significant influence on Students' Decisions to Choose UNPRI. Respondents indicated that administrative and academic services were considered quite fast and friendly, respondents also felt satisfied with the ease of accessing services provided by the campus.

The Influence of Price Perception on Brand Image

Based on the results of the T-Statistic hypothesis test calculation on the Price Perception variable of $3.384 > 1.96$ with a p-value of $0.001 < 0.05$, it is concluded that Price Perception has a positive and significant effect on Brand Image. The positive Brand Image that has been





built by UNPRI so far will affect the selling value among the community and can be compared with other universities.

The Influence of Service Quality on Brand Image

Based on the results of the T-Statistic hypothesis test calculation on the Service Quality variable of $3.050 > 1.96$ with a p-value of $0.002 < 0.05$, it is concluded that Service Quality has a positive and significant effect on Brand Image. Good, friendly, fast and well-maintained service quality will be directly proportional to building a good and positive UNPRI brand image among the community, so that it can attract prospective students.

CONCLUSION

Based on the results of the research and discussion that our research team has conducted, the results that can be concluded are as follows.

1. Price perception has a positive influence and plays a role in students' decision making in choosing UNPRI. With a T-Statistic value on the Price Perception variable of $2.541 > 1.96$ with a p-value of $0.011 < 0.05$.
2. Brand image has a positive influence and plays a role in students' decision making in choosing UNPRI. With a T-Statistic value on the Brand Image variable of $7.128 > 1.96$ with a p-value of $0.000 < 0.05$.
3. Service Quality has a positive influence and plays a role in students' decision making in choosing UNPRI. With a T-Statistic value on the Service Quality variable of $2.252 > 1.96$ with a p-value of $0.024 < 0.05$.
4. Price perception has a positive influence and plays a role in Brand Image. With the T-Statistic value on the Price Perception variable of $3.384 > 1.96$ with a p-value of $0.001 < 0.05$.
5. Service Quality has a positive influence and plays a role in Brand Image. With the T-





Statistic on the Service Quality variable of $3.050 > 1.96$ with a p-value of $0.002 < 0.05$.

LIMITATION

This research is limited to students at the Faculty of Economics, UNPRI. This research can also be used for further researchers who are interested in conducting research at UNPRI. For the further researchers who are interested in continuing this research, they can pay more attention to each variable that will be used and the number of more specific respondent capacities to facilitate the research process.

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