

ABSTRAK

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Judul : Pengaruh *Brand Image* dan Program Diskon terhadap Keputusan Memilih Universitas dengan Minat Pendaftaran sebagai Variabel Mediasi pada Mahasiswa Baru Universitas Mohammad Husni Thamrin Tahun Akademik 2025–2026

Persaingan antarperguruan tinggi swasta mendorong institusi memahami faktor yang memengaruhi keputusan calon mahasiswa. Biaya kuliah dan citra perguruan tinggi menjadi pertimbangan penting, sehingga Program Diskon dan *Brand Image* perlu diperhatikan dalam meningkatkan Minat Pendaftaran dan mendorong Keputusan Memilih Universitas.

Tujuan penelitian ini adalah menganalisis pengaruh *Brand Image* dan Program Diskon terhadap Keputusan Memilih Universitas dengan Minat Pendaftaran sebagai variabel mediasi pada mahasiswa baru Universitas Mohammad Husni Thamrin Tahun Akademik 2025–2026.

Metodologi penelitian yang digunakan adalah metode kuantitatif dengan pendekatan eksplanatori (kausal). Data primer diperoleh melalui penyebaran kuesioner kepada 303 mahasiswa baru Universitas Mohammad Husni Thamrin Tahun Akademik 2025–2026. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS 3.0 melalui pengujian model pengukuran (*outer model*), model struktural (*inner model*), dan pengujian hipotesis.

Hasil penelitian menunjukkan bahwa *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Memilih Universitas serta Minat Pendaftaran. Program Diskon juga berpengaruh positif dan signifikan terhadap Keputusan Memilih Universitas serta Minat Pendaftaran. Selanjutnya, Minat Pendaftaran berpengaruh positif dan signifikan terhadap Keputusan Memilih Universitas. Hasil pengujian mediasi menunjukkan bahwa Minat Pendaftaran mampu memediasi secara parsial pengaruh *Brand Image* dan Program Diskon terhadap Keputusan Memilih Universitas. Nilai *R-Square* sebesar 0,902 menunjukkan bahwa *Brand Image* dan Program Diskon mampu menjelaskan variasi Minat Pendaftaran sebesar 90,2%, sedangkan nilai *R-Square* sebesar 0,823 menunjukkan bahwa *Brand Image*, Program Diskon, dan Minat Pendaftaran mampu menjelaskan variasi Keputusan Memilih Universitas sebesar 82,3%. Dengan demikian, penguatan citra institusi dan penerapan program diskon yang tepat terbukti mampu meningkatkan minat pendaftaran serta mendorong keputusan calon mahasiswa dalam memilih Universitas Mohammad Husni Thamrin.

Kata Kunci : *Brand Image*, Program Diskon, Minat Pendaftaran, Keputusan Memilih Universitas, Perguruan Tinggi Swasta.

Cileungsi, 06 Agustus 2026



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ABSTRACT

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Title : The Influence of Brand Image and Discount Programs on the
Decision to Choose a University, with Enrollment Interest as a Mediating
Variable, Among New Students at Mohammad Husni Thamrin University for the
2025–2026 Academic Year

Competition among private higher education institutions compels them to understand the factors influencing prospective students' decisions. Tuition costs and institutional image are key considerations; therefore, discount programs and brand image require attention to boost application interest and drive the decision to enroll.

The purpose of this study is to analyze the influence of brand image and discount programs on university choice decisions, with enrollment interest as a mediating variable, among new students at Mohammad Husni Thamrin University for the 2025–2026 academic year.

The research methodology employed was a quantitative method with an explanatory (causal) approach. Primary data were collected through a questionnaire distributed to 303 freshmen at Mohammad Husni Thamrin University for the 2025–2026 academic year. The sampling technique used was purposive sampling. Data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of the SmartPLS 3.0 software, including testing of the measurement model (outer model), the structural model (inner model), and hypothesis testing.

The results of the study indicate that brand image has a positive and significant effect on the decision to choose a university and on enrollment interest. Discount programs also have a positive and significant effect on the decision to choose a university and on enrollment interest. Furthermore, enrollment interest has a positive and significant effect on the decision to choose a university. The results of the mediation test indicate that enrollment interest partially mediates the effects of brand image and discount programs on the decision to choose a university. An R-Square value of 0.902 indicates that Brand Image and Discount Programs account for 90.2% of the variation in Enrollment Interest, while an R-Square value of 0.823 indicates that Brand Image, Discount Programs, and Enrollment Interest account for 82.3% of the variation in University Choice Decisions. Thus, strengthening the institution's image and implementing appropriate discount programs have proven effective in increasing enrollment interest and encouraging prospective students to choose Mohammad Husni Thamrin University.

Keywords : Brand Image, Discount Programs, Enrollment Interest, University Choice, Private Universities.

Cileungsi, 06 August 2026



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