

ABSTRACT

THE ROLE OF REFERRAL IN MEDIATING THE INFLUENCE OF COST PERCEPTION, BRAND IMAGE AND PERSONAL SELLING ON STUDENTS' DECISION MAKING TO REGISTER

(Survey on Students at LP3I Polytechnics West Java)

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The purpose of this study was to determine and analyze the role of referral programs in mediating the influence of cost perception, brand image, and personal selling on the students' decision to enroll in LP3I Polytechnics throughout West Java. A quantitative approach is used in this study. The Method in this study is the Partial Least Squares - Structural Equation Modeling (PLS-SEM) methods. The technique of collecting data used questionnaires. The result of the research findings leads to contribute to the development of marketing strategies and new student admissions of LP3I Polytechnics. The population of this study is the students of LP3I Polytechnics. This study is expected to provide useful information for other educational institutions in improving students' decision to register. The result of the research findings leads to the conclusion that (a.) the cost perception has not influences the referral program, and influences the decision to register. (b) Brand image influences the referral program and the decision to register. (c) Personal selling influences the referral program and the decision to register. (d) The referral program does not mediate the influence of cost perception and the decision to register. (e) the referral program mediates the influence of brand image on the decision to register, and the referral program also mediates the influence of personal selling on the decision to register.

Keywords: *Cost perception, brand image, personal selling, referral program, decision to register*