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# The Influence of Digital Marketing and Education Service Quality of the New Students' Decisions Choosing to Study at STIKES Namira Mandailing Natal with Campus Image as an Intervening Variable

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## Abstrak

Persaingan yang semakin ketat di antara institusi pendidikan tinggi swasta di Indonesia, khususnya di sektor kesehatan, menimbulkan tantangan dalam menarik mahasiswa baru. Penelitian ini mengatasi kesenjangan dalam memahami bagaimana pemasaran digital dan kualitas layanan pendidikan memengaruhi keputusan mahasiswa baru untuk mendaftar, dengan citra kampus sebagai variabel intervening, dalam konteks perguruan tinggi kesehatan swasta kecil. Tujuannya adalah untuk menganalisis pengaruh langsung dan tidak langsung dari pemasaran digital dan kualitas layanan pendidikan terhadap keputusan pendaftaran melalui citra kampus. Menggunakan pendekatan kuantitatif asosiatif, data dikumpulkan dari 100 mahasiswa baru di STIKES Namira Mandailing Natal dengan teknik pengambilan sampel jenuh. Data primer dan sekunder dianalisis menggunakan statistik deskriptif dan pemodelan persamaan struktural (SEM-PLS). Hasil menunjukkan bahwa pemasaran digital memiliki pengaruh positif tetapi tidak signifikan secara langsung terhadap keputusan pendaftaran ( $\beta=0,127$ ,  $p=0,096$ ) dan citra kampus ( $\beta=0,162$ ,  $p=0,046$ ), sedangkan kualitas layanan pendidikan berpengaruh positif dan signifikan terhadap keduanya ( $\beta=0,200$ ,  $p=0,129$  untuk keputusan;  $\beta=0,672$ ,  $p=0,000$  untuk citra). Citra kampus secara signifikan memengaruhi keputusan ( $\beta=0,554$ ,  $p=0,000$ ) dan memediasi hubungan tersebut, dengan mediasi signifikan untuk kualitas layanan pendidikan ( $\beta=0,372$ ,  $p=0,000$ ) tetapi marginal untuk pemasaran digital ( $\beta=0,089$ ,  $p=0,073$ ). Penelitian ini memberikan kontribusi baru dengan mengintegrasikan pemasaran digital dalam konteks pendidikan kesehatan lokal di Indonesia, menyoroti peran mediasi citra kampus, dan menawarkan implikasi praktis untuk meningkatkan strategi pendaftaran di institusi swasta yang kurang diteliti.

**Kata Kunci:** Pemasaran Digital; Kualitas Layanan Pendidikan; Keputusan Pendaftaran; Citra Kampus; Pendidikan Tinggi; Pemodelan Struktural Pendidikan

## Abstract

The increasing competition among private higher education institutions in Indonesia, particularly in the health sector, poses challenges in attracting new students. This study addresses the gap in understanding how digital marketing and education service quality influence new students' decisions to enroll, with campus image serving as an intervening variable, in the context of a small private health sciences college. The objectives are to analyze the direct and indirect effects of digital marketing and education service quality on enrollment decisions through campus image. Employing an associative quantitative approach, data were collected from 100 new students at STIKES Namira Mandailing Natal using saturated sampling. Primary and secondary data were analyzed via descriptive statistics and structural equation modeling (SEM-PLS). Results reveal that digital marketing has a positive but insignificant direct effect on enrollment decisions ( $\beta=0.127$ ,  $p=0.096$ ) and campus image ( $\beta=0.162$ ,  $p=0.046$ ), while education service quality positively and significantly affects both ( $\beta=0.200$ ,  $p=0.129$  for decisions;  $\beta=0.672$ ,  $p=0.000$  for image). Campus image significantly influences decisions ( $\beta=0.554$ ,  $p=0.000$ ) and mediates the relationships, with significant mediation for education service quality ( $\beta=0.372$ ,  $p=0.000$ ) but marginal for digital marketing ( $\beta=0.089$ ,  $p=0.073$ ). This research contributes novelty by integrating digital marketing in a localized Indonesian health education context, highlighting the mediating role of campus image, and offering practical implications for enhancing enrollment strategies in under-researched private institutions.

*Keywords: Digital Marketing; Education Service Quality; Enrollment Decisions; Campus Image; Higher Education; Structural Education Modeling*

## 1. Introduction

Higher education in Indonesia serves as a cornerstone for advancing science, research, and community service, aligning with the Tri Dharma of Higher Education to enhance the quality of human resources. As of 2023, Indonesia has over 4,600 higher education institutions, with private universities constituting approximately 70% of this total (Directorate General of Higher Education, 2023). The growing number of students, which reached 9.2 million in 2022 (BPS, 2022), intensifies competition between public (PTN) and private (PTS) universities, particularly for smaller institutions striving to attract new students. Quality education, especially in specialized fields like health sciences, is critical for securing long-term career opportunities, as health sector employers highly value accredited qualifications (Moho & Mubarok, 2024). Higher education equips individuals with knowledge, skills, and experiences essential for personal and professional development, contributing significantly to Indonesia's socio-economic growth (Prabowo et al., 2023).

This study focuses on STIKES Namira Mandailing Natal, a private health sciences college established on April 11, 2018, under the Decree of the Ministry of Research, Technology, and Higher Education No. SK 343/KTP/I/2018. Located in Panyabungan City, Mandailing Natal Regency, North Sumatra, STIKES Namira operates under the Namira Madina Foundation, founded in 2007. Initially established as the Namira Madina Midwifery Academy, it transitioned into a college in 2018, offering two programs: a Diploma in Midwifery and a Bachelor of Pharmacy. Since its inception, STIKES Namira has attracted students seeking quality education and scholarships, producing graduates employed in various health-related fields. However, as a small institution, it faces challenges in competing with larger universities due to limited visibility and promotional efforts (Pangesti & Kadani, 2023).

Students, defined as individuals actively pursuing higher education at institutions like universities or polytechnics (Vera & Prastiwi, 2022), make enrollment decisions based on multiple criteria. New students, often transitioning to personal maturity, weigh both subjective and objective factors in their choices (Vera & Prastiwi, 2022). Decision-making involves selecting an institution based on considerations such as program quality, career prospects, and institutional reputation (Febriola & Milla, 2022). Digital marketing, which leverages interactive online platforms to enhance visibility, plays a crucial role in attracting prospective students (Kamilah et al., 2022). Education service quality, encompassing curriculum delivery, faculty competence, and administrative efficiency, significantly influences student satisfaction and institutional choice (Moho & Mubarok, 2024). Additionally, a positive campus image, shaped by academic reputation and community perception, is a key determinant in enrollment decisions (Pangesti & Kadani, 2023).

STIKES Namira Mandailing Natal faces challenges in student recruitment due to limited awareness of its campus image and insufficient promotion of its academic strengths. Digital marketing efforts, such as social media campaigns, have been underutilized, while the quality of educational services, including teaching and administrative processes, needs enhancement to meet prospective students' expectations (Kamilah et al., 2022). These issues contribute to a gap in attracting new students compared to larger institutions. Moreover, prior research on digital marketing, education service quality, and campus image has primarily focused on larger urban universities, leaving a gap in understanding these dynamics in small, rural private health colleges (Indrawati et al., 2024).

This study aims to analyze the influence of digital marketing and education service quality on new students' enrollment decisions at STIKES Namira Mandailing Natal, with campus image as an intervening variable. By examining these relationships, the research seeks to address the gap in the literature regarding small, specialized private institutions in rural Indonesia and provide practical insights for enhancing enrollment strategies. The findings are expected to contribute to the development of effective marketing and service quality initiatives tailored to the unique context of STIKES Namira.

## 2. Literature Review

### 2.1. Marketing

Kotler and Keller (2022) describe marketing management as the art and science of producing, delivering, and communicating greater customer value to attract, retain, and expand the client base. Musyawarah & Idayanti (2022) mentions several other marketing goals, including:

1. Promotion, which is an effort to market a product or service in an effort to attract the attention of potential customers and encourage sales.
2. Create a purchase.
3. Make repeat purchases.
4. The creation of indirect labor occurs when tangible goods or services are marketed. Developing a strong brand for a well-known product and having loyal customers will result in a solid brand that customers will ultimately be looking for.

## 2.2. Digital Marketing

Ardani Wayan (2022) defines Digital Marketing as an effort to sell and promote a brand or several brands using digital media. According to Normansyah & Kartawaria (2023), the use of Digital Marketing as a marketing strategy can help businesses disseminate information, build brand awareness, conduct market research, develop a good brand image and perception, test products or services, improve communication and consumer service, and expand the distribution of products or services in the market.

## 2.3. Digital Marketing Dimension

According to Retnosary et al (2024), the dimensions of Digital Marketing are:

### 1. Accessibility

The ability of people to obtain information and internet services (advertisements) is known as accessibility. In general, accessibility refers to how people access social networking sites. The accessibility dimension of digital marketing KPIs are:

- a. Excellent social media promotion
- b. Social media makes it easy to get the latest information

### 2. Interactivity

Interactivity is a level of two-way communication that describes the ability of advertisers and consumers to communicate back and forth and react to feedback. Digital Marketing indicators for the Interactivity dimension, namely:

- a. Social media as communication
- b. Social media helps to solve problems

### 3. Entertainment

The ability of advertising to provide pleasure or entertainment for customers is known as entertainment. Generally, many advertisements combine information with entertainment. Digital Marketing indicators for the Entertainment dimension, namely:

- a. Social media provides entertainment rewards
- b. Encourage student participation and engagement

### 4. Credibility

Credibility is the level of trust that internet buyers have in the ads that are served or the level of confidence that the ads have in the information provided in an accurate, unbiased, knowledgeable, credible and targeted manner. Digital marketing indicators for the Credibility dimension, in particular:

- a. Social media helps convince consumers
- b. Social media provides information on products or services

### 5. Irritation

Distractions in online advertising, such as deceptive ads that result in fraud or an unfavorable online advertising experience for consumers, are called aggravation. Digital Marketing indicators for the Irritation dimension, namely:

- a. Network

### 6. Informativeness

Advertising capacity to provide information to customers based on its nature. In addition, ads must accurately portray a product so that people can profit from it. Digital Marketing indicators for the Informativeness dimension, namely:

- a. Help explain information

## 2.4. Education Service Quality

According to Wasliman et al (2023) In the world of education, Education Service Quality is a crucial component in determining how satisfied community members, parents, and students are with the resources and teaching methods offered by educational institutions. According to Muhajir et al (2024), globalization requires institutions to adapt and manage education with the best quality and quality.

## 2.5. Education Service Quality Dimension and Indicators

According to Milfelner & Ramovs (2023), there are five dimensions of Education Service Quality, namely:

### 1. Academic Quality

Academic quality in the quality of educational services refers to aspects related to the curriculum process and learning outcomes provided by educational institutions. Education Service Quality indicators for the academic quality dimension, namely:

- a. Teaching skills
- b. Academic process

### 2. Quality of Administration

Administrative Quality refers to the level of efficiency, effectiveness, and professionalism in the implementation of the administrative process of an organization. Education Service Quality indicators for the administrative quality dimension, namely:

- a. Desire to help students by providing prompt service.
- b. Improve the efficiency and effectiveness of the administrative process

### 3. Quality of Career Opportunities

Quality Career Opportunities refers to educational institutions providing effective and supportive opportunities for students and graduates to develop and achieve career goals. Education Service Quality indicators for the quality dimension of career opportunities, namely:

- a. Internship and practical work programs
- b. Measure the level of deocene participation in off-campus activities

### 4. Support Services Courses

Refers to the level of excellence of additional services provided to support the educational process and meet the needs of students outside of the main academy activities. Education Service Quality indicators for the quality of supporting services, namely:

- a. Library
- b. Laboratory

## 2.6. Student Dimensions

Angelina Cindy (2023) affirms that when a person thinks about understanding, remembering, and reasoning about everything, they make decisions. Baharsyah (2023) states that the decision of new customers or students is influenced by various factors, including financial economics, technology, politics, culture, goods, prices, places, promotions, real evidence, people, and procedures. Adhinugroho (2022) states that every customer usually goes through the following steps when deciding what to buy:

1. Identify the problem. Customers are aware of their demands and difficulties and know what types of goods they need.
2. Information Search. Customers are looking for information about goods that can meet their demands.
3. Evaluation of Other Options. Customers assess each choice obtained from an internet search that provides a variety of product details and chooses which item best suits their needs and preferences.
4. Options to buy. After evaluating all the available options, consumers develop preferences among a wide selection of products, leading to an intention to purchase the selected product. Two factors, namely the attitude of others and unexpected situational factors, can affect the relationship between purchase intent and decision.
5. Behavior After Purchase. Consumers will feel varying levels of happiness or dissatisfaction after making a purchase choice, therefore marketers need to monitor and maintain post-purchase satisfaction, post-purchase action attitudes, and post-purchase product usage habits.

## 2.7. Dimension of Student Decision

According to Purwanto et al (2023), there are four dimensions of Choosing Decision making, namely:

1. College information search  
College information search aims to make an informed decision when choosing a college based on their needs and preferences. The decision indicators to choose for the dimension of university information search, namely:
  - a. Finding sources of information
  - b. Evaluate and select the most relevant information
2. Evaluation of alternatives to choose a college  
Alternative evaluation for choosing a college is the stage where prospective students assess and compare various college options based on certain criteria before making a final decision. Indicators of the decision to choose alternative evaluation dimensions to choose a university, namely:
  - a. Choosing a college according to your needs
  - b. Comparing universities according to criteria such as facilities, location, and study programs
3. Decision to choose a college  
The decision to choose a university is a decision-making process in which prospective students assess and choose a higher education institution based on their academic goals, interests, and needs. Decision indicators Choosing the dimensions of the decision to choose a university, namely:
  - a. Campus promotion
  - b. Campus location
  - c. Campus profile
4. Behaviour after choosing a college

Behavior after choosing a university refers to the student's response and actions after deciding and starting to study at the college of that student's choice. Indicators of the decision to choose for the behavioral dimension after choosing a university, namely:

- a. Have satisfaction with academic services
- b. Have a sense of student loyalty

### 2.8. Campus Image

Fakhruddin Arif (2023) defines campus image as a perception based on individual experience and understanding of a subject. According to Gita et al (2024), Campus Image is the perception or view owned by the community, including students, prospective students, alumni, and other external parties, regarding a higher education institution. According to Indrawan et al (2024), Campus Image includes various aspects, such as academic reputation, teaching quality, facilities, campus environment, extracurricular activities, student and lecturer achievements, and services provided.

### 2.9. Campus Image Dimensions

According to Fitriyah et al (2023), there are three dimensions of Campus Image, namely:

1. Student recognition is a high appreciation from the environment that reflects the recognition and appreciation of the campus for the positive contributions of students in various fields. The dimensions of student recognition are:
  - a. Academic achievement
  - b. Social engagement
2. Campus reputation is the positive image or perception possessed by the community, the industrial world, and academic communication towards a university. The dimensions of campus reputation include:
  - a. Academic quality
  - b. Quality of Graduates
  - c. Campus Facilities
3. Campus affinity is a sense of attachment and emotional closeness that is usually felt by students, alumni and prospective students towards a private university. The dimensions of campus affinity are:
  - a. Campus activities
  - b. Emotional attraction
  - c. Institutional Pride

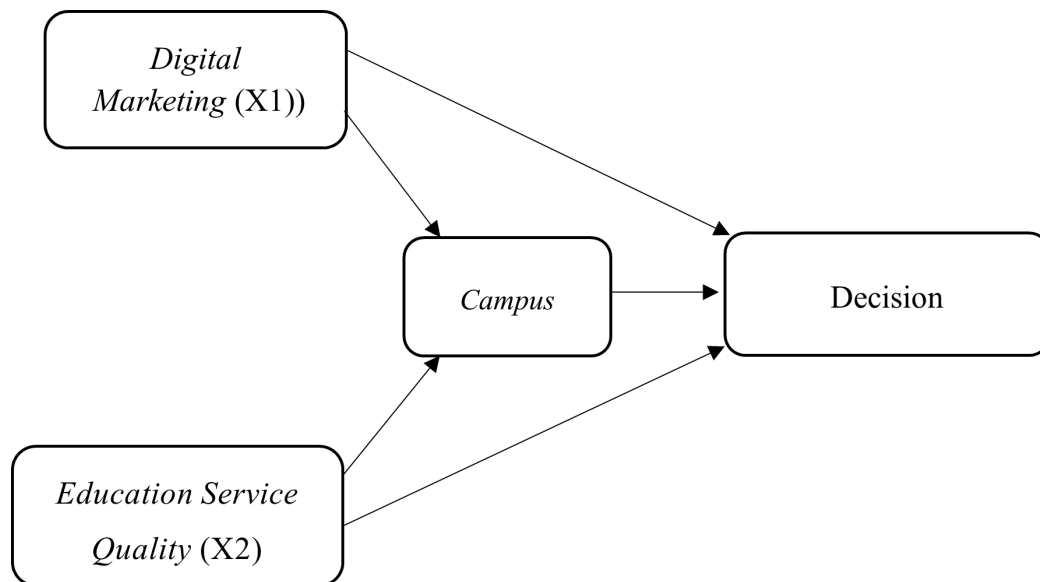


Figure 1. Theoretical Framework

### 3. Research Methods

This study uses an associative research design. Ghozali (2021) defines an associative approach as research that aims to find out the relationship between two or more variables. This study aims to determine the Analysis of Digital Marketing and Education Service Quality on the Decision of New Students to Choose to Study at STIKES Namira Mandailing Natal with Campus Image as an Intervening Variable. This research was carried out at STIKES Namira Mandailing Natal which is located on Jalan Bhayangkara No. 125 Gunung Tua Lumban Pasir Village, Panyabungan District, Mandailing Mandailing Natal Regency, North Sumatra. The research time is from November 2024 to June 2025.

Sugiyono (2022) defines a population as a generalized area consisting of items or individuals with a certain number and attributes that are chosen by researchers to be researched and then drawn conclusions. We call these numbers and attributes variables. These quantities and characteristics are called variables. According to Sugiyono (2022), samples are part of a large population size and composition. If the researcher cannot research every member of the population, for example due to limited resources, personnel, or time, the researcher can use samples taken from that population.

Saturated sampling, as defined by Sugiyono (2022), is a sample determination approach in which each member of the population is used as a sample. Descriptive statistical analysis and a separate two-stage SEM-PLS second-order model were used in the data analysis strategy of this study to assess the seven proposed hypotheses. According to Hair et al., (2011) The bootstrap resampling technique was used to test the hypothesis ( $\gamma$  and  $\lambda$ ), with a minimum of 5,000 bootstraps and the requirement that the number of cases correspond to the number of observations in the original sample. The following are the theories proposed:

1. The statistical hypothesis for the inner model is:  
 $H_0 : \gamma_i = 0$  Exogenous variable i-i is insignificant  
 $H_a : \gamma_i \neq 0$ , the exogenous variable ke-i is significant.
2. The statistical hypothesis for the outer model is:  
 $H_0 : \lambda_i = 0$  Indicator I is insignificant  
 $H_a : \lambda_i \neq 0$ , the i-i indicator is significant.

Using the t-statistic, one can determine the significance of the path coefficient if the obtained t-statistic is greater than the critical z-value at 2-tailed, which includes 1.65 (at a significance level of 10%), 1.96 (at a significance level of 5%), and 2.58 (at a significance level of 1%).

### 4. Result

#### 4.1. Respondent Characteristics

##### 1. Characteristics of Respondents by Gender

The characteristics of respondents by Gender can be seen in Table 1:

Table 1. Characteristics of Respondents by Gender

Gender	Frequency	Percent
Woman	87	87
Man	13	13
Sum	100	100

Source: Appendix

##### 2. Characteristics of Respondents by Age

The characteristics of respondents by age can be seen in the following Table 4.2:

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percent
16-20 years	79	79
21-25 years old	21	21
Sum	100	100

3. Characteristics of Respondents by Age

The characteristics of respondents by age can be seen in the following Table 4.2:

Table 3. Characteristics of Respondents by Age

Age	Frequency	Percent
16-20 years	79	79
21-25 years old	21	21
Sum	100	100

Source: Appendix 3

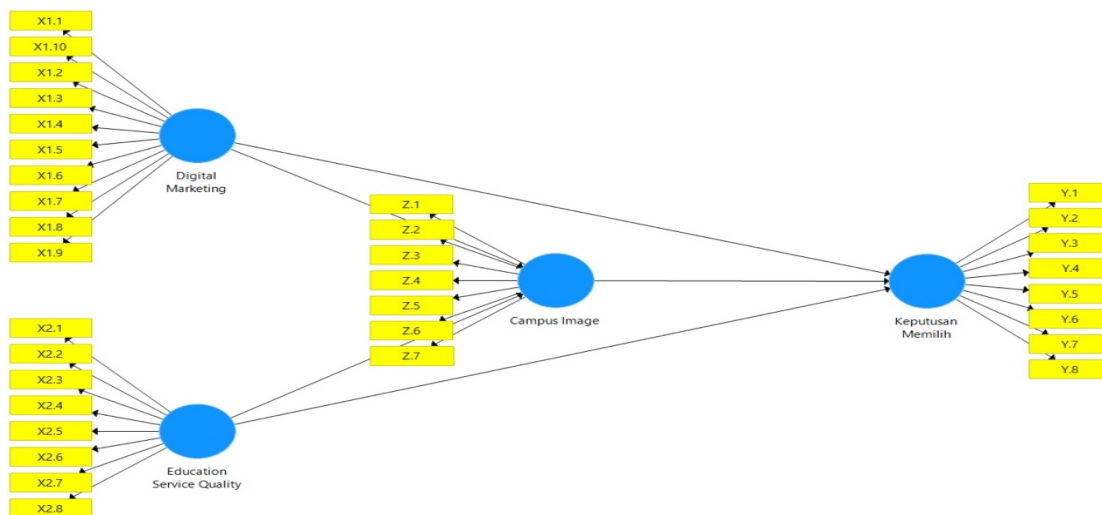


Figure 2. Reflective Structural Model

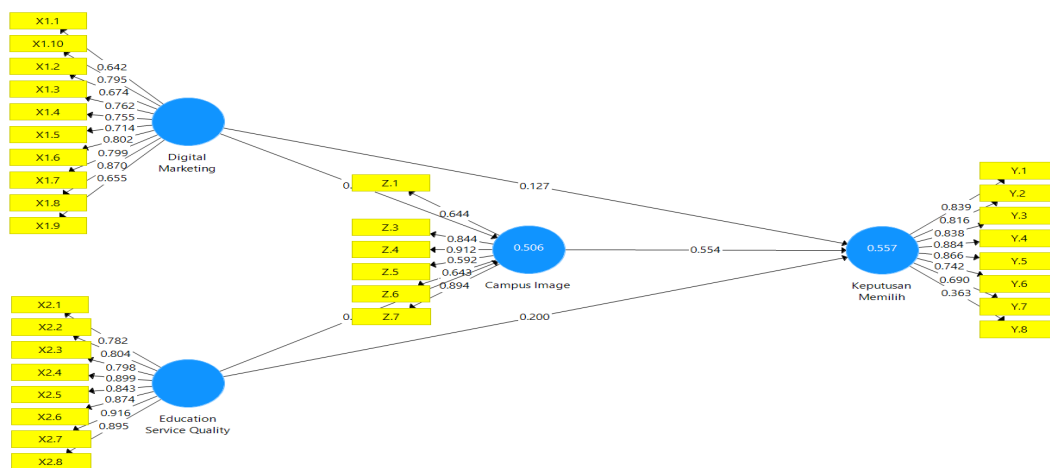


Figure 3. Convergent Validity Test

Table 4. AVE (Average Variance Extracted)

	Average Variance Extracted (AVE)
Campus Image	0.587
Digital Marketing	0.563
Education Service Quality	0.727
Selection Decision	0.595

Table 5. Internal Consistency Reliability

	Cronbach's Alpha	Composite Reliability
Campus Image	0.850	0.892
Digital Marketing	0.913	0.927
Education Service Quality	0.946	0.955
Selection Decision	0.894	0.918

Table 6. HTMT

	Campus Image	Digital Marketing	Education Service Quality	Selection Decision
Campus Image				
Digital Marketing	0.284			
Education Service Quality	0.752	0.162		
Selection Decision	0.813	0.335	0.641	

Direct Effect Significance Test

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Digital Marketing -> Choosing Decision	0.127	0.130	0.076	1.666	0.096
Digital Marketing -> Campus Image	0.162	0.170	0.081	1.995	0.046
Education Service Quality -> Selection Decision	0.200	0.198	0.132	1.517	0.129
Education Service Quality -> Campus Image	0.672	0.672	0.065	10.408	0.000
Campus Image -> Voting Decision	0.554	0.554	0.117	4.748	0.000

Source: Appendix

## a. Indirect Effect Significance Test

Table 8. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Digital Marketing -> Campus Image -> Selection Decision	0.089	0.094	0.050	1.795	0.073
Education Service Quality -> Campus Image -> Selection Decision	0.372	0.372	0.086	4.314	0.000

Source: Appendix

## 5. Discussion

### 5.1. The Influence of Digital Marketing on Campus Image

Based on the results of the PLS test, it is known that the coefficient value of the Digital Marketing pathway is 0.162, which is a positive value, with a significance of 5 percent  $t$  calculated as  $1.995 > 1.96$  and a  $p$  value of  $0.046 < \alpha (0.05)$ , meaning that Digital Marketing has a positive and significant effect on the Campus Image. This means that the better the Digital Marketing, the more it will significantly improve the Campus Image.

Digital marketing leverages digital technologies to promote educational institutions, aligning with dimensions such as accessibility, interactivity, and credibility (Retnosary et al., 2024). Patandean (2023) defines digital marketing as a strategic tool utilizing online platforms to enhance visibility and engagement, particularly through social media promotions and interactive communication. These align with the accessibility dimension, enabling prospective students to access information easily, and interactivity, fostering two-way communication. For instance, social media campaigns can provide credible information about academic programs, influencing campus image. Similarly, Hamdani et al. (2023) found that digital marketing, particularly through social media, significantly enhances campus image by increasing awareness and trust among prospective students at AKBARA Polytechnic Surakarta. However, unlike the current study, their research focused on a vocational institution, suggesting that digital marketing's impact may vary by institutional type due to differing target audiences.

### 5.2. The Influence of Education Service Quality on Campus Image

Education Service Quality has a positive and significant influence on Campus Image, based on the results of the PLS test which showed a path coefficient value of 0.672 which was a positive sign, with a significance level of 5%, the calculated  $t$  value was  $10.408 > 1.96$  and the  $p$  value was  $0.000 < \alpha (0.05)$ . This means that the better Education Service Quality, will increase Campus Image Significantly.

Education service quality is critical in shaping campus image and student satisfaction, encompassing dimensions like academic quality, administrative efficiency, and support services (Milfelner & Ramovs, 2023). Prabowo et al. (2023) emphasize that high-quality educational services, such as effective teaching and responsive administration, foster public trust and loyalty, enhancing campus image. For example, competent faculty and streamlined administrative processes (administrative quality dimension) contribute to a positive perception of institutional reliability. This aligns with findings from Wu et al. (2025), who noted that academic quality significantly influences institutional image in larger universities. The difference in context larger versus smaller institutions like STIKES Namira, suggests that smaller colleges may rely more heavily on personalized services to build image due to limited resources.

The importance of Education Service Quality: a framework to guarantee student happiness and loyalty, the capacity to monitor attitudes and expectations, as well as the most widely used approaches and publications in the education service sector, are all necessary for the quality of private higher education. A strong educational culture, outstanding educational outcomes, adaptive and evolving management, orderly administration, and excellent graduates are all related to services in the field of education.

### 5.3. The Influence of Digital Marketing on Choosing Decisions

With a significance level of five percent,  $t$  count  $1.666 > 1.65$ ,  $p$  value  $0.096 < \alpha (0.05)$ , and positive coefficient value of 0.127, the Digital Marketing pathway has a positive impact on the Decision to Choose, according to the results of the PLS test. This implies that the decision to opt will increase dramatically as digital marketing improves.

Digital marketing facilitates direct engagement with prospective students, supporting dimensions like entertainment and informativeness (Retnosary et al., 2024). Patandean (2023) highlights that digital marketing provides efficient information delivery through websites and social media, reducing the need for offline interactions while enhancing accessibility. For instance, informative content about study programs can attract students by addressing their academic needs. Kwartawaty (2023) similarly found that digital marketing positively affects institutional image by providing credible and accessible information, though their study focused on urban universities with broader digital reach. The current study's rural context may explain a weaker effect, as digital infrastructure limitations could reduce accessibility and engagement.

The use of Digital Marketing in attracting new students to choose and register at STIKES Namira Mandailing Natal is a quick step, because with the benefits of Digital Marketing will provide an advantage in the speed of information delivery, the many sources of information that can be conveyed through Digital Marketing, and can be an attraction for new students. So the decision was made to choose and register at the STIKES Namira Mandailing Natal Private College. This is due to the information conveyed through various online media used by new students as a reference in making choices and providing greater opportunities to access and respond directly to various information about STIKES Namira Mandailing Natal Private Universities.

#### 5.4. The Influence of Campus Image on Choosing Decisions

Based on the results of the PLS test, it is known that the Campus Image path coefficient value is 0.554, which is a positive value, with a significance of 5 percent  $t$  calculated  $4.748 > 1.96$  and a  $p$  value of  $0.000 < \alpha (0.05)$ , which means that the Campus Image has a positive and significant effect on the Choosing Decision. This means that the better the Campus Image, the more it will significantly improve the Voting Decision.

Campus image, defined by student recognition, reputation, and affinity (Fitriyah et al., 2023), is critical for attracting students and building trust. Lasiba et al. (2024) argue that a strong campus image, driven by academic reputation and student achievements, provides a competitive edge in higher education markets. Jocellyn and Depari (2024) add that a positive image, reinforced by quality services, enhances enrollment decisions by fostering trust. This aligns with Indrawati et al. (2024), who found that campus reputation significantly mediates the relationship between service quality and enrollment in Indonesian universities. Unlike their focus on larger institutions, this study's focus on a small health college highlights how localized reputation may amplify image effects due to community ties.

#### 5.5. The Influence of Digital Marketing on Choosing Decisions Through Campus Image

Based on the results of the PLS test, the magnitude of the indirect influence coefficient of Digital Marketing on the Choosing Decision through Campus Image was 0.089, which was a positive value, with a significance of 10 percent  $t$  calculated  $1.795 > 1.65$  and a  $p$  value of  $0.073 < \alpha (0.1)$ , this shows that Campus Image is able to significantly mediate the relationship between Digital Marketing and Choosing Decisions.

Digital marketing's role in shaping campus image is evident through its ability to deliver credible and engaging content (Retnosary et al., 2024). Patandean (2023) notes that digital marketing strategies, such as targeted website content, enhance campus image by highlighting institutional strengths. Sudhahar and R. (2024) found that digital marketing significantly improves institutional image in Indian higher education by leveraging social media credibility, though their urban context contrasts with STIKES Namira's rural setting. The difference suggests that digital marketing's effectiveness on image may be constrained by regional digital literacy and infrastructure, explaining variations in impact.

#### 5.6. The Influence of Education Service Quality on Choosing Decisions Through Campus Image

Based on the results of the PLS test, the coefficient of the indirect influence of Education Service Quality on the Decision to Choosing through Campus Image is 0.372, which is a positive value, with a significance of 5 percent  $t$  calculated  $4.314 > 1.96$  and a  $p$  value of  $0.000 < \alpha (0.05)$ , this shows that Campus Image is able to significantly mediate the relationship between Education Service Quality against the Voting Decision.

Campus image serves as a competitive differentiator, influenced by dimensions like academic quality and facilities (Fitriyah et al., 2023). Strong educational services, including modern facilities and industry partnerships, enhance reputation and affinity, attracting students (Indrawati et al., 2024). The increasing number of private universities in Indonesia—over 3,200 by 2023 (Directorate General of Higher Education, 2023)—underscores the need for a distinct campus image. While larger universities may leverage extensive resources, smaller institutions like STIKES Namira rely on targeted service improvements to build image, highlighting a contextual difference in resource availability.

The increasingly fierce competition between educational institutions should also be an encouragement for private universities to continue to innovate and provide quality education in order to create quality graduates. Thus, Campus Image in private universities is not only a determining factor in student decision-making, but also a very important aspect in the formation of the reputation and image of an educational institution

## 6. Conclusion

Based on the results of the explanation above, it can be concluded that:

1. Digital Marketing has a positive and significant effect on the Choosing Decision for new students of STIKES Namira Mandailing Natal.
2. Digital Marketing has a positive and significant effect on Campus Image in new students of STIKES Namira Mandailing Natal.
3. Education Service Quality has a positive and insignificant effect on the Selection Decision for new students of STIKES Namira Mandailing Natal.
4. Education Service Quality has a positive and significant effect on Campus Image in new students of STIKES Namira Mandailing Natal.

5. Campus Image has a positive and significant effect on the Voting Decision for new students of STIKES Namira Mandailing Natal.
6. Digital Marketing has a positive and significant effect on the Decision to choose through Campus Image for new students of STIKES Namira Mandailing Natal.
7. Education Service Quality has a positive and significant effect on the Choosing Decision through Campus Image for new students of STIKES Namira Mandailing Natal.

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