

ABSTRAK

**PENGARUH WORD OF MOUTH, PERSEPSI AKREDITASI, BRAND
IMAGE, DAN BIAYA PENDIDIKAN TERHADAP KEPUTUSAN
MEMILIH FAKULTAS BISNIS DAN EKONOMI
UNIVERSITAS SANATA DHARMA**

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Penelitian ini bertujuan untuk mengetahui pengaruh *word of mouth*, persepsi akreditasi, *brand image*, dan biaya pendidikan terhadap keputusan memilih Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma. Penelitian ini juga bertujuan untuk mengetahui perbedaan persepsi *brand image* berdasarkan angkatan mahasiswa. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah mahasiswa aktif Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma angkatan 2022 sampai 2025. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan teknik *quota sampling* dan *convenience sampling*. Jumlah sampel dalam penelitian ini sebanyak 327 responden. Teknik pengumpulan data dilakukan menggunakan kuesioner. Analisis data menggunakan analisis regresi linear berganda, uji t, uji F, koefisien determinasi, dan uji *Kruskal-Wallis* dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa *word of mouth*, persepsi akreditasi, *brand image*, dan biaya pendidikan secara simultan berpengaruh terhadap keputusan memilih Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma. Hasil penelitian menunjukkan bahwa *word of mouth*, persepsi akreditasi, dan biaya pendidikan secara parsial berpengaruh positif dan signifikan terhadap keputusan memilih Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma. *Brand image* tidak berpengaruh positif terhadap keputusan memilih Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma. Selain itu, hasil penelitian menunjukkan bahwa tidak terdapat perbedaan persepsi *brand image* berdasarkan angkatan mahasiswa Fakultas Bisnis dan Ekonomi Universitas Sanata Dharma.

Kata kunci: *Word of Mouth*, Persepsi Akreditasi, *Brand Image*, Biaya Pendidikan, Keputusan Memilih.

ABSTRACT

**THE INFLUENCE OF WORD OF MOUTH, ACCREDITATION
PERCEPTION, BRAND IMAGE, AND TUITION FEES ON THE
DECISION TO CHOOSE THE FACULTY OF BUSINESS AND
ECONOMICS AT SANATA DHARMA UNIVERSITY**

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This study aims to determine the influence of word of mouth, accreditation perception, brand image, and tuition fees on the decision to choose the Faculty of Business and Economics, Sanata Dharma University. This study also aims to identify differences in brand image perception based on student cohorts. This research used a quantitative approach. The population in this study consisted of active students of the Faculty of Business and Economics, Sanata Dharma University from the 2022 to 2025 cohorts. The sampling technique used was nonprobability sampling with a quota sampling and convenience sampling method. The sample size in this study was 327 respondents. The data were collected using questionnaires. The data analysis techniques used multiple linear regression analysis, t-test, F-test, coefficient of determination, and Kruskal-Wallis test with the assistance of SPSS software. The results showed that word of mouth, accreditation perception, brand image, and tuition fees had simultaneous effect on the decision to choose the Faculty of Business and Economics, Sanata Dharma University. The results showed that word of mouth, accreditation perception, and tuition fees had partial positive and significant effect on the decision to choose the Faculty of Business and Economics, Sanata Dharma University. Brand image did not have positive effect on the decision to choose the Faculty of Business and Economics, In addition, the results showed that there was no difference in brand image perception based on student cohorts at the Faculty of Business and Economics, Sanata Dharma University. Sanata Dharma University.

Keywords: Word of Mouth, Accreditation Perception, Brand Image,
Tuition Fees, Decision to Choose.