

# FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN MEMILIH POLITEKNIK UBAYA

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## Abstract

Polytechnic, a diploma three (D3) education institutions in Indonesia still considered below university in popularity, since the majority of Indonesian people are still consider that having a S1 degree is a must. Politeknik Ubaya is experiencing a brand choice problem. It can be seen from their lack of new students. This study wanted to see what factors influence the purchase decision on Politeknik Ubaya. This study aimed to examine whether brand awareness, brand image and product benefits influence the purchase decisions on Politeknik Ubaya. Simple random sampling is used and processed through the Structural Equation Modeling analysis. The results of this study showed that brand awareness was proven have positive influence over the purchasing decisions on Politeknik Ubaya. Product benefits were also proven have influence over the purchasing decisions on Politeknik Ubaya. While the brand image was unproven have influence over the purchasing decisions on Politeknik Ubaya.

Keywords: Politeknik Ubaya, brand awareness, product benefits, brand image, purchase decisions