



The Influence of Perceived Value on Campus Selection Mediated by Brand Trust at Aviation Polytechnics in Indonesia

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Abstract. The decision to choose a university is crucial for prospective students, as it impacts their future. Therefore, this study will examine the influence of perceived value on campus choice, mediated by brand trust at Aviation Polytechnics in Indonesia. The research method used is associative research and a literary approach. The population was first-semester students at six Aviation Polytechnics in Indonesia. The sample size was 390. The results showed that perceived value significantly influenced brand trust at Aviation Polytechnics in Indonesia. Furthermore, perceived value also significantly influenced the decision to study at Aviation Polytechnics in Indonesia. Likewise, brand trust significantly influenced the decision to study at Aviation Polytechnics in Indonesia. The indirect variable, perceived value through brand trust, significantly influenced the decision to study at Aviation Polytechnics in Indonesia.

Keywords: Perceived Value, Campus Choice, Aviation Polytechnic, Brand Trust

1 Introduction

Many researchers in Indonesia and other countries have conducted various studies on college choice. Academic quality, facilities, tuition fees, and location are some of the factors frequently discussed in Indonesia. Reference [36] conducted a study examining how academic service quality, tuition fees, and promotion influence students' decisions to enroll in private universities in Jakarta. They found that the main factors influencing student decisions were academic service quality and tuition fees. According to this study, universities should improve educational facilities and tuition accessibility to attract more students.

A study by [26] found that college reputation is a key factor in university choice decisions in Indonesia. Research conducted at several universities in Jakarta showed that colleges that focus on good academic service and have a good reputation are more likely to attract students. Student decisions are strongly influenced by the quality of teachers and supporting facilities. Perceived quality, also known as perceived quality, is a crucial factor that often

influences prospective students' decisions to enroll in an educational institution. Both prospective students and their parents typically assess the quality of polytechnic programs based on the curriculum, facilities, faculty experience, and industry connections.

Perceived quality can increase the desire to pursue higher education at an institution, as it is perceived to meet industry standards and offer skills relevant to job market needs. According to research by [1], perceived quality, or the perceived quality of an institution, significantly influences student decisions about where to attend, particularly in educational settings. In most cases, prospective students choose schools they perceive to have high academic standards, which are typically associated with a relevant curriculum, facilities, and the reputation of the faculty.

Furthermore, brand trust is also a significant factor in college decisions. Experience, alumni testimonials, and interactions with the institution are common ways this trust is formed. Brand trust in an aviation polytechnic will foster prospective students' confidence that the institution can provide a high-quality education and help them develop in their aviation careers.

A study by [6] found that trust in a brand, or educational institution, increases student loyalty and their decision to attend college. Students are more likely to choose schools with a more trusted brand. Research by [13] examined the psychological aspects that influence students' decisions to enroll in college.

The results of the various considerations mentioned above are the variables that shape the decision to attend college. In this study, the decision to attend college is considered to be the result of a complex relationship between perceived quality and brand trust. Research on college choice must be conducted in depth to understand these factors. This study is expected to provide valuable information about students' motivations and preferences for choosing aviation polytechnics and help educational institutions create better plans to increase student attraction. Based on the problem analysis, the researcher will examine the influence of perceived value on campus choice mediated by brand trust at Aviation Polytechnics in Indonesia.

2 Literature Review

2.1 Perceived Quality

Reference [40] define perceived quality as consumers' perceptions of the superiority or inferiority of a product or service based on their experience, even though consumers may not know the product technically. Direct interactions and external data shape this perception of quality. Reference [14] state that customers subjectively assess the quality of a product or service compared to similar, competing products. They argue that brand reputation, price, and consumers' previous experience with the product often influence perceived quality.

Reference [3] states that perceived quality is a consumer's perception of the overall quality of a product or service compared to other alternatives available

in the market. According to Aaker, this is because customers are more likely to choose high-quality products. Reference [21] define consumer-perceived quality as how well a service meets or exceeds their expectations. They emphasize that service quality is more abstract than the quality of a physical product because it depends on personal experience and immutable service characteristics.

According to [10], perceived quality is a consumer's subjective assessment of the quality of a product or service after interacting with the brand. According to Grönroos, perceived quality is a combination of direct experience and external information obtained by the consumer, as well as the product or service's ability to meet the consumer's initial expectations. The definition above indicates that perceived quality is a consumer's subjective assessment of the quality of a product or service after interacting with the brand.

2.2 Brand Trust

Reference [6] state that consumers believe a brand will fulfill its promises and deliver consistent performance. They believe that this brand trust consists of elements of integrity and reliability in meeting customer expectations, which increases customer loyalty. According to [7], brand trust is a customer's perception that a brand can be trusted to meet their needs and desires. This trust is considered a crucial component influencing the long-term relationship between customers and brands.

Brand trust is a customer's belief in a brand's ability to meet and fulfill their expectations. According to [14], positive customer experiences with a brand, whether through products or communications, are the source of this trust. According to [9], brand trust is a customer's belief that a brand will act consistently and reliably, even in

uncertain situations. This trust stems from consumers' understanding that the brand strives to provide the best possible benefits to customers while minimizing risks.

According to [18], brand trust is a customer's belief that a brand has the ability and intention to reliably meet their needs. According to Lau and Lee, brand trust consists of two main aspects: reliability and goodwill. These definitions indicate that brand trust is a customer's belief in a brand's reliability, integrity, and ability to meet their expectations and needs, which ultimately influences consumer loyalty to that brand.

2.3 Decision to Choose

According to [14], a consumer's choice decision is a process in which customers consider their rationality and emotions before making a final decision. They argue that the decision-making process includes identifying needs, searching for information, evaluating options, and ultimately selecting a product or service that is deemed to meet the customer's needs and desires. According to [32], consumers evaluate various available product or service options, influenced by

personal preferences, perceived quality, price, and previous experience. They emphasize that consumer choices reflect their values and priorities to meet specific needs.

According to [23], internal factors, such as motivation and attitudes, influence consumer choice decisions; external factors, such as social and environmental influences, also influence choice decisions. Reference [35] describes a consumer's choice decision as an action taken after evaluating various options. Solomon emphasizes that these decisions are not always logical, as customers consider emotional and symbolic elements associated with their decisions.

Reference [8] describe the purchasing decision as the result of a decision-making process in which customers consider various available options based on information obtained from internal and external sources and choose the option that best suits their needs and desires. This process requires an understanding of personal preferences as well as situational elements that may influence the decision. According to this definition, the purchasing decision is the end result of a complex process consisting of evaluation, rational and emotional considerations, and the impact of internal and external factors. This decision reflects the customer's preference for the option that best suits their needs and expectations.

3 Methods

The type of research used in this study is associative research and a literary approach. The data in this study consists of secondary and primary data. The population in this study were first-semester students at six aviation polytechnics in Indonesia: Indonesian Aviation Polytechnic Curug, Makassar Aviation Polytechnic, Medan Aviation Polytechnic, Palembang Aviation Polytechnic, Jayapura Aviation Polytechnic, and Surabaya Aviation Polytechnic. The total sample size was 390 people. To do this, SEM examines the relationship structure expressed in a set of equations, as is done using a set of multiple regression equations. Theoretical structure, equally important, determines variables and constructs that are likely unrelated to each other. Many variables describe the structure as latent or invisible components. Path models, also known as path models, are used when SEM is applied to visually show hypotheses and relationships between the variables being examined [11].

3.1 Operational Definition of Variables

The operational definition of each research variable is presented in Table 1-3.

3.2 Research Hypothesis

- H1.** Perceived value significantly influences brand trust at Aviation Polytechnics in Indonesia.
- H2.** Perceived value significantly influences the decision to study at Aviation Polytechnics in Indonesia.

Table 1. Operationalization of Research Variables

Variable	Definition	Indicators	Measure- ment
Perceived Quality	Consumers' subjective assessment of the overall quality of a product or service based on their perceptions of the benefits and characteristics offered	– Fulfillment of quality standards – Consistent maintenance of teaching quality – Fulfillment of quality education – Enduring reputation – Resilience and relevance of study programs – Quality of facilities and infrastructure – Effectiveness in education – Operational speed: learning – Producing quality graduates – Uniqueness of the study program – Added value of the study program – Alignment of the study program with student needs – Compliance with quality standards – Minimal graduate failure – Fulfillment of promised quality – Easy access to administrative and academic services – Extensive network with key companies and institutions	Ratio

Table 2. Operationalization of Research Variables

Variable	Definition	Indicators	Measure- ment
Brand Trust	Consumer confidence that a brand will meet their expectations consistently and reliably	– Demonstrates commitment to student success – Study programs consistently function smoothly without issues – Reliable with consistent educational quality – Always provides honest and unmis-takable information – Possesses values that align with my expectations as a student – Genuinely cares about student satis-faction and success – Feel safe while pur-suing education – Provide easily ac-cessible student ser-vices – Programs meet high quality standards – Responsive to stu-dent feedback or complaints – Support social issues and play a positive role in the commu-nity – Possess competence and a strong reputa-tion in their field – Consistently develop study programs ac-cording to industry needs – Consistently main-tain educational quality standards	Ratio

Table 3. Operationalization of Research Variables

Variable		Definition	Indicators	Measurement
Decision Choose	to	The process by which consumers evaluate several alternatives before finally making a decision to choose a particular product or service	– Chose because the program met my needs – Aligned with my personal preferences – Met my practical reasons, such as location, cost, and facilities – Offers better quality than other options – Tuition fees are commensurate with the quality offered – Has advantages that make it more attractive than other options – Family or friends recommend it – Positive reviews or testimonials from others – Not worried about financial risks – Believe in long-term benefits – No perceived social or psychological risks	Ratio

- H3.** Brand trust significantly influences the decision to study at Aviation Polytechnics in Indonesia.
- H4.** Perceived value, through brand trust, significantly influences the decision to study at Aviation Polytechnics in Indonesia.

4 Result and Discussion

4.1 The Influence of Perceived Quality on Brand Trust

Reference [2], entitled "The Relationship Between Perceived Quality and Brand Trust in the Indonesian Tourism Sector," concluded that perceived quality significantly influences brand trust. Positively perceived quality in tourism services increases trust in the brand. Reference [17], entitled "The Influence of Perceived Quality on Brand Trust in Higher Education," concluded that the reputation and quality perceived by prospective students can strengthen their trust in a university, which is crucial for fostering loyalty and the decision to choose that institution.

Reference [29], entitled "The Influence of Perceived Quality on Brand Trust in College Selection," concluded that the perceived quality of an educational institution can increase prospective students' trust in that university, which in turn influences their decision to choose a university. Reference [39], entitled "The Role of Perceived Quality in Increasing Brand Trust in Private Universities," concluded that improved quality perceived by students can increase their level of trust in private universities, which in turn influences student loyalty and satisfaction.

Reference [24] with the title of the influence of perceived quality of educational services on brand trust and the decision to choose a private university, concluded that the quality of educational services provided by private universities has a positive impact on brand trust and ultimately influences the decision of prospective students to choose that university.

4.2 The Influence of Perceived Quality on the Decision to Choose College

Reference [37], entitled "The Influence of Perceived Quality and Service Quality on Students' Decisions to Choose Private Universities in Surabaya," concluded that perceived quality significantly influences student decisions, with service quality as a supporting factor. Perceived quality significantly influences student decisions, particularly in terms of service quality, campus environment, and other supporting facilities. Reference [24], entitled "Analysis of the Influence of Perceived Quality and University Image on Decisions to Study at a University," concluded that perceived quality significantly influences students' decisions to choose a university. Perceived quality, particularly related to academic and teaching quality, is a crucial factor influencing prospective students' university choices.

Decisions to Choose a University Study Program,” concluded that perceived quality significantly influences student decisions. The quality of teaching and facilities influence students’ decisions to choose their desired study program. Reference [22], entitled “The Influence of Perceived Quality on the Decision to Choose a Private University in Jakarta,” concluded that perceived quality significantly influences the decision to choose a private university, with the quality of facilities and reputation being the primary factors. Perceived quality, which encompasses the quality of facilities, teaching staff, and institutional reputation, plays a significant role in students’ decisions to choose a university.

Reference [19], entitled “The Role of Perceived Quality in Influencing Students’ Decisions to Choose a University in Yogyakarta,” concluded that perceived quality contributes significantly to the decision to choose a university, particularly in terms of teaching quality and career prospects for graduates. Perceived quality, related to teaching quality and career prospects, is a key factor in prospective students’ decisions to choose a university.

4.3 The Influence of Brand Trust Has a Significant Influence on the Decision to Choose College

Reference [27], entitled “Brand Trust and the Decision to Choose a College: A Case Study of New Students,” concluded that there is a significant positive influence. Strong brand trust is a key factor in determining students’ choice of college. Sari and Hartanto (2022), entitled “Analysis of the Influence of Brand Trust on College Choice Decisions,” concluded that brand trust has a significant influence. Students are more likely to choose colleges with high brand trust. Reference [38], entitled “The Influence of Brand Trust on Students’ Decisions in College Choice,” concluded that brand trust has a significant influence. High brand trust in an educational institution can improve students’ decisions to choose a particular college.

Reference [20], entitled “The Influence of Brand Trust on Students’ Decisions in College Choice,” concluded that there is a significant relationship between the two—strong brand trust in a college can encourage students to choose that institution. Reference [34], entitled “The Role of Brand Trust in Students’ University Choice Decisions,” likewise concluded that there is a positive and significant relationship between brand trust and these decisions, indicating that students tend to choose universities with strong brand trust and public recognition.

Reference [25], entitled “Perceived Quality Through Brand Trust as a Determining Factor in College Choice Decisions,” concluded that there is a significant influence, where brand trust built through perceived quality contributes significantly to students’ college choice decisions. Reference [28], entitled “Analysis of the Influence of Perceived Quality and Brand Trust on College Choice Decisions,” concluded that brand trust functions as a mediator—high brand trust contributes to students’ decisions to choose higher education institutions with high perceived quality.

Reference [33], entitled “Perceived Quality and Brand Trust: Implications for College Choice Decisions,” concluded that both variables have a significant

influence, and improving perceived quality can strengthen brand trust and influence students' college choices. Reference [29], entitled "Perceived Quality, Brand Trust, and the Decision to Choose a College," concluded that brand trust acts as a mediator between perceived quality and the decision, so improving the perceived quality of an educational institution can build strong brand trust and influence student decisions. Reference [17], entitled "The Influence of Perceived Quality and Brand Trust on the Decision to Choose a College," concluded that both perceived quality and brand trust have a significant influence; good perceived quality can increase brand trust, which in turn influences students' decisions in choosing a college.

4.4 The Influence of Perceived Quality Through Brand Trust on the Decision to Choose College

Reference [25], entitled "Perceived Quality Through Brand Trust as a Determining Factor in College Selection Decisions," concluded that there is a significant influence—brand trust built through perceived quality contributes significantly to students' decisions in choosing a college. Reference [28], entitled "Analysis of the Influence of Perceived Quality and Brand Trust on College Selection Decisions," concluded that brand trust functions as a mediator; high brand trust contributes to students' decisions to choose higher education institutions with high perceived quality.

Reference [33], entitled "Perceived Quality and Brand Trust: Implications for College Selection Decisions," concluded that both variables have a significant influence, such that improving perceived quality can strengthen brand trust and influence students' decisions in choosing a college. Reference [29], entitled "Perceived Quality, Brand Trust, and College Selection Decisions," concluded that brand trust acts as a mediator between perceived quality and decisions; improving the perceived quality of an educational institution can build strong brand trust, thereby influencing students' decisions. Reference [17], entitled "The Influence of Perceived Quality and Brand Trust on the Decision to Choose a College," concluded that both perceived quality and brand trust have a significant influence; good perceived quality can increase brand trust, which in turn influences students' decisions in choosing a college.

5 Conclusions

- C1.** Perceived value has a significant influence on brand trust at Aviation Polytechnics in Indonesia.
- C2.** Perceived value has a significant influence on the decision to study at Aviation Polytechnics in Indonesia.
- C3.** Brand trust has a significant influence on the decision to study at Aviation Polytechnics in Indonesia.
- C4.** Perceived value, through brand trust, has a significant influence on the decision to study at Aviation Polytechnics in Indonesia.

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