



# The Influence of Marketing Strategy External Factors on Student Decisions With Trust As Moderator At STIE Riau Students

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## Abstract

*The purpose of this study was to find out how much influence competition has on student satisfaction at STIE Mahaputra Riau, to find out how much influence prospects have on the decisions of STIE Mahaputra Riau students, to find out how much influence economic conditions have on student decisions at STIE Mahaputra Riau, to find out how much influence there is. competition on student decisions through trust in STIE Mahaputra Riau students, to find out how much influence prospects have on student decisions through trust in STIE Mahaputra Riau students, to find out how much influence economic conditions have on student decisions through trust in STIE Mahaputra Riau students. The result of this research is that competition influences the decisions of STIE Mahaputra Riau students. Prospects influence the decisions of STIE Mahaputra Riau students. Economic conditions affect the decisions of STIE Mahaputra Riau students. Trust moderates the competition on the decisions of STIE Mahaputra Riau students. Trust does not moderate the prospects for the decisions of STIE Mahaputra Riau students. Trust moderates economic conditions on the decisions of STIE Mahaputra Riau students.*

## INTRODUCTION

Students are a process of change from adolescence to adulthood which is carried out gradually and will acquire abilities independently. Maturity is a period of building an independent personality who is very involved socially and socially, as opposed to the struggle of adolescents to define themselves. One form of independence is one of them in terms of a decision. In terms of decision making, adulthood is very different from childhood in terms of adulthood, of course it produces choices based on certain perspectives. In terms of stepping on to maturity, namely 18 years, a person will be faced with a choice, namely the choice of continuing to a higher level or not. In terms of decision making, it can be seen in choosing the type of college. Are colleges still high schools, universities or academics. Researchers conducted research, namely at the Mahaputra Riau School of Economics (STIE) Mahaputra Riau which is one of the universities that is quite a lot of interest to the public both from within the city and outside the city. In terms of deciding to study at STIE Mahaputra Riau, of course STIE Mahaputra Riau uses a strategy to attract these prospective students. One strategy is known as a marketing strategy. Marketing strategy can also consist of external strategy and internal strategy. External strategy is a strategy that comes from outside and vice versa. Several studies related to strategy include Prabowo (2021) with the results of the study that there is a significant influence of the variables of Marketing Strategy and Service Quality on Purchasing Decisions with a contribution of 59.3%, and 40.7% is the influence of other factors. Based on the results The analysis and discussion of the authors conclude that marketing strategy and service quality together have a positive and significant effect on consumer purchasing decisions at PT Sarana Bandar Logistik. There are several external strategic factors such as competition or competitors, prospects if studying at STIE Mahaputra whether alumni can be ready to use or not and economic conditions. In addition to external factors consisting of competition, prospects and economic conditions of trust can also influence a person's decision. Research related to trust, namely Karim et al (2020) with research results, namely the results of this study indicate that partially trust has a significant effect on purchasing decisions

The formulation of the problem in this study is how much influence competition has on student satisfaction at STIE Mahaputra Riau?, how much influence does the prospect have on student decisions at STIE Mahaputra Riau?, how much influence does economic conditions have on student decisions at STIE Mahaputra Riau?, how much influence does competition have on student decisions? through trust in STIE Mahaputra Riau students?, how much influence does the prospect have on student decisions through trust in STIE Mahaputra Riau students?, how much influence does economic conditions have on student decisions through trust in STIE Mahaputra Riau students.

The purpose of this study was to find out how much influence competition has on student satisfaction at STIE Mahaputra Riau, to find out how much influence prospects have on the decisions of STIE Mahaputra Riau students, to find out how much influence economic conditions have on student decisions at STIE Mahaputra Riau, to find out how much influence there is. competition on student decisions through trust in STIE Mahaputra Riau students, to find out how much influence prospects have on student decisions through trust in STIE Mahaputra Riau students, to find out how much influence economic conditions have on student decisions through trust in STIE Mahaputra Riau students.

## METHODS

The target population in this study were new students of STIE Mahaputra Riau, in the 2021/2022 academic year which consisted of three study programs, namely S1 Management, S1 Accounting, Diploma III Accounting, totaling 140 students who had decided to study at STIE Mahaputra Riau. While the research sampling technique using Slovin in order to obtain a research sample of 58 samples with an error rate of 10 percent.

The use of data types in this study can consist of 2 types of research data, namely primary data and secondary data. Primary data is data that comes from internal sources such as research questionnaires, while data from secondary sources is referred to as secondary data.

Collecting data in this study using research questionnaires as instruments used by researchers, while several processes in data collection include editing or editing, coding, scoring and tabulation.

The research instrument test, the research instrument test referred to in the research, namely the research questionnaire which was conducted to test the validity and reliability.

According to Ghozali (2018), the validity test is a test that shows the extent to which the measuring instrument used is capable of measuring what we measure and not measuring others so that the size is valid. The validity test is declared valid if it is significant  $< 0.05$  and vice versa. While reliability According to Ghozali (2018), reliability is a tool to measure a questionnaire which is an indicator of the variable or construct to be studied. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time and there is no change. 36 Questionnaire items are said to be reliable (feasible) if Cronbach's alpha  $> 0.7$  and are said to be unreliable (feasible) if Cronbach's alpha  $< 0.6$ .

Research data analysis tool using path analysis. Ghozali (2018) explains that path analysis is the use of regression analysis to estimate causality between variables (casual mode) that have been previously determined based on theory. In terms of testing variables that mediate research using absolute difference testing. The test of the absolute difference is to test the moderation by using the absolute difference model of the independent variable or independent variable.

## RESULTS AND DISCUSSION

The results of the research and discussion in this study can consist of a questionnaire instrument test carried out by testing the validity and reliability of this study. The following are the results of the validity and reliability tests on each research variable:

### 1. Competition Validity and Reliability Testing

**Tabel 1**  
**Competition Validity and Reliability Testing**

	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	.618	.912
X1.2	.786	.898
X1.3	.841	.894
X1.4	.842	.894
X1.5	.793	.898
X1.6	.772	.900
X1.7	.626	.912
X1.8	.513	.922

**Sumber : Olan Data (2022)**

Viewed from Table 1, it can be seen that the number of questions is 8, namely competition with the result of the corrected item total correlation above 0.3 and the value of Cronbach alpha on each statement item above 0.6, it can be stated that the competition variable can be declared valid and reliable.

## 2. Prospect Validity and Reliability Testing

**Tabel 2**  
**Prospect Validity and Reliability Testing**

	<b>Corrected Correlation</b>	<b>Item-Total Cronbach's Alpha if Item Deleted</b>
X2.1	<b>.701</b>	<b>.783</b>
X2.2	.380	.847
X2.3	.694	.786
X2.4	.579	.810
X2.5	.601	.804
X2.6	.683	.788

**Sumber : Olahan Data (2022)**

Viewed from Table 2, it can be seen that with a total of 6 questions, namely competition with the results of the corrected item total correlation above 0.3 and the value of Cronbach alpha on each statement item above 0.6, it can be stated that the prospect variable can be declared valid and reliable.

## 3. Test the Validity and Reliability of Economic Conditions

**Tabel 3**  
**Validity and Reliability Test on Brand Image Variables**

	<b>Corrected Correlation</b>	<b>Item-Total Cronbach's Alpha if Item Deleted</b>
X3.1	.697	.735
X3.2	.546	.788
X3.3	.490	.781
X3.4	.592	.773
X3.5	.472	.794
X3.6	.321	.810
X3.7	.517	.785
X3.8	.538	.782

**Sumber : Olahan Data (2022)**

Viewed from Table 3, it can be seen that the number of questions is 8, namely competition with the results of the corrected item total correlation above 0.3 and the value of Cronbach alpha on each statement item above 0.6, it can be stated that the economic condition variable can be declared valid and reliable.

## 4. Test the Validity and Reliability of Trust

**Tabel 4**  
**Test the Validity and Reliability of Trust**

	<b>Corrected Correlation</b>	<b>Item-Total Cronbach's Alpha if Item Deleted</b>
Z1.1	.627	.879
Z1.2	.724	.872
Z1.3	.733	.871
Z1.4	.613	.880
Z1.5	.735	.871
Z1.6	.501	.889
Z1.7	.630	.879
Z1.8	.516	.887
Z1.9	.572	.883
Z1.10	.660	.878

**Sumber : Olahan Data (2022)**

Viewed from Table 4, it can be seen that with the number of questions of 10, namely competition with the results of the corrected item total correlation above 0.3 and the value of Cronbach alpha on each statement item above 0.6, it can be stated that the trust can be declared valid and reliable.

## 5. Test the Validity and Reliability of Student Decisions

**Tabel 5**  
**Test the Validity and Reliability of Student Decisions**

	<b>Corrected Correlation</b>	<b>Item-Total Cronbach's Alpha if Item Deleted</b>
Y1.1	.404	.902
Y1.2	.310	.912
Y1.3	.496	.901
Y1.4	.562	.898
Y1.5	.576	.898
Y1.6	.764	.892
Y1.7	.711	.893
Y1.8	.625	.897
Y1.9	.617	.898
Y1.10	.573	.894
Y1.11	.694	.897
Y1.12	.590	.894
Y1.13	.718	.899
Y1.14	.558	.899
Y1.15	.547	.896
Y1.16	.648	.908

**Sumber : Olahan Data (2022)**

Viewed from Table 5, it can be seen that with the number of questions of 16, namely competition with the results of the corrected item total correlation above 0.3 and the value of Cronbach alpha on each statement item above 0.6, it can be stated that the decision can be declared valid and reliable.

The following are the results of testing in the path analysis model as follows :

#### 6. The Effect of Competition on Student Decisions

**Tabel 6**  
**The Effect of Competition on Student Decisions**

Variabel	t	Sig.
Kompetisi	1.917	.041

**Sumber : Olahan Data (2022)**

Based on Table 6, which is the effect of competition on the decisions of STIE Mahaputra Riau students, it shows that the t-count value is 1.917 and t-table is 1.617 or (tcount > ttable), it can be concluded that competition has an effect on the decisions of STIE Mahaputra Riau students.

#### 7. Influence of Prospects on Student Decision

**Tabel 7**  
**Influence of Prospects on Student Decision**

Variabel	t	Sig.
Prospek	7.549	.000

**Sumber : Olahan Data (2022)**

Based on Table 7, namely the effect of competition on the decisions of STIE Mahaputra Riau students, it shows that the t-count value is 7.549 and t-table is 1.617 or (tcount > ttable), it can be concluded that competition has an effect on the decisions of STIE Mahaputra Riau students.

#### 8. The Influence of Economic Conditions on Student Decisions

**Tabel 8**  
**The Influence of Economic Conditions on Student Decisions**

Variabel	t	Sig.
Kondisi ekonomi	1.859	.008

**Sumber : Olahan Data (2022).**

Based on Table 8, namely the influence of economic conditions on the decisions of STIE Mahaputra Riau students, it shows that the t-count value is 1.859 and t-table is 1.617 or (tcount > ttable), it can be concluded that economic conditions affect the decisions of STIE Mahaputra Riau students.

#### 9. Competition Against Students Through Trust

**Tabel 9**  
**Competition Against Students Through Trust**

Model		t	Sig.
1	(Constant)	58.515	.000
	Zscore: Kompetisi	37.618	.000
	Abs_Keprcyan_X1	6.588	.000

a. Dependent Variable: Keputusan

**Sumber : Olahan Data (2022)**

Based on the moderating results, it was found that trust with a significance value of  $0.008 < 0.05$ , it can be stated that trust can moderate the influence of competition on the decisions of STIE Mahaputra Riau students.

**Tabel 10**  
**Prospects for Students Through Trust**

Model		t	Sig.
1	(Constant)	620.319	.000
	Zscore: Prospek	13.979	.000
	Zscore: Kepercayaan_X2	1.177	.244

a. Dependent Variable: Keputusan

**Sumber : Olahan Data (2022)**

Based on the moderating results, it was found that trust with a significance value of  $0.244 < 0.05$ , it can be stated that trust can moderate the influence of prospects on student decisions at STIE Mahaputra Riau.

**Tabel 11**  
**Economic Condition Towards Students Through Trust**

Model		t	Sig.
1	(Constant)	447.745	.000
	Zscore: Kondisi Ekonomi	8.687	.000
	Zscore: Kepercayaan_X3	4.961	.000

a. Dependent Variable: Keputusan

**Sumber : Olahan Data (2022)**

Based on the moderating results, it was found that trust with a significance value of  $0.000 < 0.05$ , it can be stated that trust can moderate the influence of economic conditions on student decisions at STIE Mahaputra Riau.

## CONCLUSION

The conclusions in this study are:

1. Competition influences the decisions of STIE Mahaputra Riau students.
2. Prospects influence the decisions of STIE Mahaputra Riau students.
3. Economic conditions affect the decisions of STIE Mahaputra Riau students.
4. Trust moderates the competition on the decisions of STIE Mahaputra Riau students.
5. Trust does not moderate prospects for the decisions of STIE Mahaputra Riau students.
6. Trust moderates economic conditions on the decisions of STIE Mahaputra Riau students

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