



## THE INFLUENCE OF INFORMATION QUALITY, FACILITIES, AND ALUMNI ON THE DECISION TO CHOOSE A WBI POLYTECHNIC CAMPUS THROUGH BRAND IMAGE AS AN INTERVENING VARIABLE

**Muhammad Roestian Fahmi Nasution**

Faculty of Economics and Business, Universitas Sumatera Utara  
[rustian.fahmi@gmail.com](mailto:rustian.fahmi@gmail.com)

**Sugiharto Pujangkoro**

Faculty of Economics and Business, Universitas Sumatera Utara  
[sugiharto@gmail.com](mailto:sugiharto@gmail.com)

**Beby Karina Fawzee Sembiring**

Faculty of Economics and Business, Universitas Sumatera Utara  
[bebykarina2017@yahoo.com](mailto:bebykarina2017@yahoo.com)

### **Abstract**

*Wilmar Bisnis Indonesia Polytechnic (WBI) is an educational institution committed to becoming the best and ideal educational institution for Indonesia's young generation to be ready to compete in the increasingly competitive business world in the industrial era 4.0. One of the factors that can make prospective students decide to choose to study at the WBI Polytechnic includes the Quality of Information, Facilities, Alumni, and Brand Image. This study aims to determine the effect of the quality of information, facilities, and alumni on the decision to choose a WBI Polytechnic Campus through Brand Image as an Intervening Variable. The population in this study were active students in the 2019, 2020 and 2021 batches, totaling 396 students and the sample with the criteria for class 2021 students totaling 123 students. Data collection methods were carried out by means of interviews, questionnaires, and documentation studies. Methods and techniques of analysis of multiple regression using path analysis (path analysis). The results of the research on the direct effect on the first substructure state that simultaneously and partially, Information Quality, Facilities, and Alumni have a positive and significant effect on Brand Image. The results of the research on the direct effect on the second substructure state that simultaneously and partially, Information Quality, Facilities, Alumni, and Brand Image have a positive and significant effect on Voting Decisions. The results of the indirect effect study stated that Information Quality, Facilities, and Alumni had a positive and significant effect on Voting Decisions through Brand Image as an intervening variable.*

*Keywords : Information Quality, Facilities, Alumni, Brand Image, Voting Decision*

### **Abstrak**

*Politeknik Wilmar Bisnis Indonesia (WBI) adalah lembaga pendidikan yang berkomitmen untuk menjadi lembaga pendidikan terbaik dan ideal bagi generasi muda Indonesia agar siap bersaing di dunia bisnis yang semakin kompetitif di era industri 4.0. Salah satu faktor yang dapat membuat calon mahasiswa memutuskan memilih kuliah di Politeknik WBI antara lain Kualitas Informasi, Fasilitas, Alumni, dan Brand Image. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas informasi, fasilitas, dan alumni terhadap keputusan memilih Kampus Politeknik WBI melalui Brand Image sebagai Variabel Intervening. Populasi dalam penelitian ini adalah mahasiswa aktif angkatan 2019, 2020 dan 2021 yang berjumlah 396 mahasiswa dan sampel dengan kriteria mahasiswa angkatan 2021 berjumlah 123 mahasiswa. Metode pengumpulan data dilakukan dengan cara wawancara, kuesioner, dan studi dokumentasi. Metode dan teknik analisis regresi berganda menggunakan analisis jalur (path analysis). Hasil penelitian pengaruh*

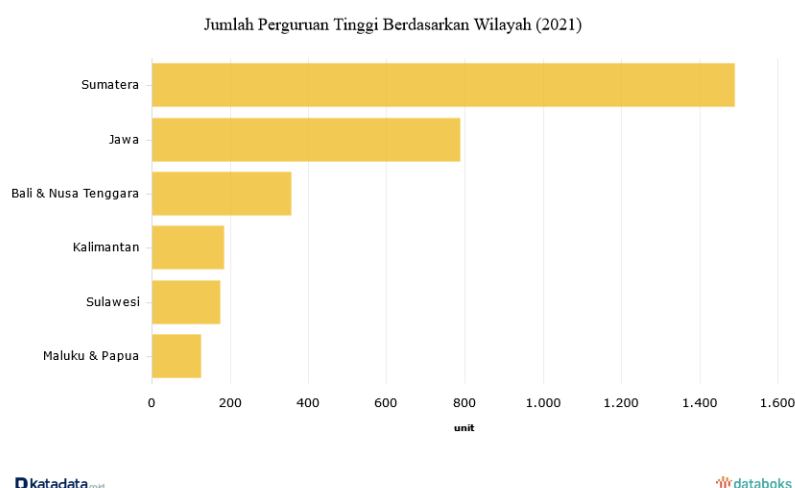
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*langsung pada substruktur pertama menyatakan bahwa secara simultan dan parsial, Kualitas Informasi, Fasilitas, dan Alumni berpengaruh positif dan signifikan terhadap Brand Image. Hasil penelitian pengaruh langsung pada substruktur kedua menyatakan bahwa secara simultan dan parsial, Kualitas Informasi, Fasilitas, Alumni, dan Brand Image berpengaruh positif dan signifikan terhadap Keputusan Voting. Hasil penelitian indirect effect menyatakan bahwa Kualitas Informasi, Fasilitas, dan Alumni berpengaruh positif dan signifikan terhadap Keputusan Voting melalui Brand Image sebagai variabel intervening.*

**Kata Kunci :** Kualitas Informasi, Fasilitas, Alumni, Brand Image, Keputusan Voting

## INTRODUCTION

One aspect of the national education system is higher education. Higher education is the dream of most high school graduates, especially high schools. There are many choices for prospective students to continue their education to the tertiary level and various considerations in choosing a tertiary institution as a place to continue their education for prospective students both from the perspective of the prospective students themselves and from the side of the tertiary institution as well as from both external aspects.



**Picture 1.**Number of Higher Educations by Region in 2021

Source: <https://bit.ly/PerguruanTinggiIndonesia>, 25 February 2022

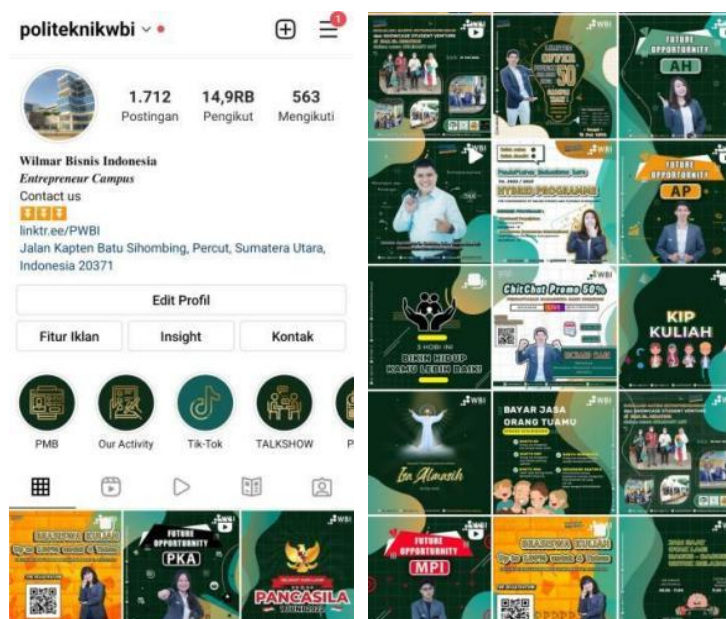
Based on Figure 1.1 Number of Tertiary Education Institutions by Region for 2021 obtained, stating that the large number of private tertiary institutions will certainly raise questions about the quality of their graduates and of course the distribution of the number of students in Indonesia. Competition between higher education institutions to get students is clearly visible among private higher education institutions.

Polytechnic is a part of the national education system, especially Higher Education which is aimed at developing Human Resources (HR) through vocational education. Wilmar Bisnis Indonesia Polytechnic (WBI) is one of the tertiary institutions in Sumatra. The location is on Jl.

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Warakauri, Dendang Sea, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra Province. This university was founded by one of the successful Indonesian businessmen born in Pematang Siantar, Mr. Martua Sitorus. His noble intention stems from his concern for the relatively high unemployment rate and the low number of entrepreneurs (entrepreneurs) in Indonesia.

Through five Study Programs supported by teaching staff who are experts in their fields and modern campus facilities, WBI Polytechnic is committed to becoming the best and ideal educational institution for young Indonesians to be ready to compete in an increasingly competitive business world in the industrial era 4.0. The educational program at the WBI Polytechnic has been designed in such a way as to produce educated, skilled, and resilient young entrepreneurs from college. This goal will certainly strengthen the national resilience of the Indonesian nation, in accordance with the WBI Polytechnic motto, namely "Nurturing Entrepreneurs, Empowering Nation". The learning curriculum at the WBI Polytechnic is structured to provide specific skills and competency competencies according to the study program chosen by students.



**Figure 2.**WBI Polytechnic Instagram account

Source: WBI Polytechnic Instagram, 2 June 2022

The current rapid and increasingly modern developments are driving various kinds of system changes, both directly and indirectly, in terms of transactions and marketing systems.<sup>1</sup> In

<sup>1</sup> Bustani, Muammar Khaddafi, and Rico Nur Ilham, "Regional Financial Management System of Regency/City Regional Original Income in Aceh Province Period Year 2016-2020," *International Journal*

the past, if we bought a product or item, we first had to meet the seller of the item. Between the seller and the buyer must meet face to face until an agreement is reached between the two parties, namely the seller and the buyer or what is usually referred to as a transaction.

The quality of providing information that can now be accessed easily from anywhere and using any device with an internet-connected device. Quality is how the product has a value that can satisfy consumers both physically and psychologically which shows the attributes or characteristics contained in an item or result.<sup>2</sup>

In the world of education there is a division between priority on productivity or quality priority. This can occur when, on the one hand, you want a high graduation rate, but on the other hand you also want very good quality graduates, where productivity and quality cannot be separated.<sup>3</sup> Educational development does not only focus on providing educational input factors, but must pay more attention to educational process factors.

Alumni are a measure of the success of an educational institution. This indicates that the presence of alumni should be used as a criterion for the success of an educational institution in producing quality and highly competitive graduates.<sup>4</sup> If alumni can be maximally absorbed in the world of work and society in accordance with their competencies, it means that the tertiary institution has succeeded in becoming a quality and quality educational institution.

As for finding data that is valid and in accordance with the reality of the problems that exist in the WBI Polytechnic, researchers are looking for findings by means of pre-research observations conducted on several active students using data collection techniques through interviews and documentation studies. In the findings of pre-research observation problems on the factors in the decision to choose the WBI Polytechnic campus, researchers classify these conditions by dividing them into 2 groupings, namely for prospective students who will register at the tertiary institution and for active students who are undergoing the lecture process at the Wilmar Bisnis Indonesia Polytechnic.

The decision of prospective students to choose to study at a tertiary institution is based on considerations that are adapted to the circumstances or conditions that exist. If the circumstances or conditions that appear are not in accordance with what is expected, then there will be doubts which can result in the decision not to choose, in this case the decision not to continue their

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of *Educational Review, Law And Social Sciences (IJERLAS)* 2, no. 3 (2022), <https://doi.org/10.54443/ijerlas.v2i3.277>.

<sup>2</sup> Durotun Nasikah and Selamat Fuadi, "Pengaruh Persepsi Keamanan, Kemudahan Bertransaksi, Kepercayaan Konsumen, Kualitas Produk dan Harga Terhadap Keputusan Pembelian pada Marketplace Tokopedia," *Derivatif: Jurnal Manajemen* 16, no. 1 (2022), <https://doi.org/10.24127/jm.v16i1.789>.

<sup>3</sup> Kharisul Wathoni, "Alumni Menurut Perspektif Total Quality Management (TQM)," *MA'ALIM: Jurnal Pendidikan Islam* 2, no. 01 (2021), <https://doi.org/10.21154/maalim.v2i01.3036>.

<sup>4</sup> A. Said Hasan Basri, "Eksistensi Dan Peran Alumni Dalam Menjaga Kualitas Mutu Fakultas Dakwah," *Jurnal Dakwah: Media Komunikasi Dan Dakwah* 12, no. 1 (2011).

education at a tertiary institution. Where there are several indicators that influence students in choosing a college. These indicators such as collecting information regarding campus predicates are realized through accreditation values, affordability of tuition fees, fairness of tuition fees, value or quality to be received, apart from that the choice of location is also very important.

This will add positive value or added value for prospective students in making choices. Several education experts suggest several considerations in choosing a tertiary institution, namely suitability of interests and talents, intellectual abilities, family financial capabilities and paying attention to the reputation of the selected tertiary institution.<sup>5</sup> The following is Table 1.2 of the number of students from the 2019, 2020 and 2021 batches.

**Table 1.**Number of active WBI Polytechnic students Batch  
2019, 2020 and 2021

No	Study program	Class of 2019 students	Class of 2020 students	Class of 2021 students	Number of Students
1	International Marketing Management	33	45	61	139
2	Tax accounting	16	60	61	137
3	Horticulture Agribusiness	16	34	44	94
4	Management of Conventions and Events	7	7	5	19
5	Software Engineering Technology	0	0	7	7
<b>Total Number of Students</b>					<b>396</b>

Source: WBI Polytechnic Academic Section (2022)

One of the marketing strategies to win the competition is through brands. Brand is a very important thing, both for consumers and producers, in this case is a university. Branding is giving brand power to products and services, branding creates a mental structure that helps consumers organize their knowledge about products and services by explaining their decision making and in

<sup>5</sup> Bukhori Alma, *Manajemen Pemasaran & Pemasaran Jasa* (Bandung: Alfabeta, 2021).

the process provides value to the company, consumers are convinced that there are meaningful differences between brands in product and service categories.<sup>6</sup>

A positive brand image will make it easier for prospective students to choose to continue their education at a tertiary institution, because brands that have a positive image will be in greater demand and are chosen compared to other brands with a bad image.<sup>7</sup> A strong brand image provides several advantages such as creating a competitive advantage and forming a trust that has an impact on student decisions to choose to study at a university. Brand image is an intervening variable in this study.

So thus that there is a positive correlation of brand image with the decision to choose, where students who have an interest in a tertiary institution will find it easier to make the decision to study at that tertiary institution, if influenced by information quality factors, college alumni, and availability of facilities. Based on the background described above, the authors are interested in conducting research with the title "The Influence of Information Quality, Facilities, and Alumni on the Decision to Choose a WBI Polytechnic Campus Through Brand Image as an Intervening Variable".

## LITERATURE REVIEWS

### A. Information Quality

Quality is how the product has a value that can satisfy consumers both physically and psychologically which shows the attributes or characteristics contained in an item or product.<sup>8</sup> Quality Information can be useful for the wearer or it may not be useful at all. It depends on the quality of the information, information will be useful if the quality is good. The information provided, preferably regarding information that is related to the products and services that are owned. From this understanding it can be concluded that the quality of information is the information provided by sellers to consumers clearly and accurately.<sup>9</sup> Information should be useful and relevant in predicting the quality and usability of products/services.

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<sup>6</sup> Fandy Tjiptono, *Strategi Pemasaran: Prinsip Dan Penerapan* (Yogyakarta: Penerbit Andi, 2019).

<sup>7</sup> Raman Deep Gautam and Sanjay Kumar Bahl, "Measuring the Impact of Brand Reputation Through Social Media on Choice of Higher Education," *IJARET Journal* 11, no. 12 (2020).

<sup>8</sup> Arif Fakhruddin, "Kepercayaan, Kemudahan, Kualitas Informasi dan Harga Berpengaruh Terhadap Keputusan Kuliah Penerbangan di Masa Pandemi Covid-19," *Jurnal Manajemen Dirgantara* 15, no. 1 (2022), <https://doi.org/10.56521/manajemen-dirgantara.v15i1.577>.

<sup>9</sup> Sutanto Angkoso, Andre Rahmanto, and Yulius Slamet, "Faktor-Faktor Yang Mempengaruhi Kualitas Informasi Pelayanan Bidang Akademik Kepada Mahasiswa," *Jurnal Manajemen Komunikasi* 1, no. 2 (2019), <https://doi.org/10.24198/jmk.v1i2.9563>.

## **B. Facility**

Quality education requires the availability of adequate facilities and infrastructure. Educational facilities are facilities that are used directly in the teaching and learning process so that learning objectives are achieved, such as buildings, classrooms, tables, chairs, and learning media tools. While educational infrastructure is everything that indirectly supports the educational process, such as gardens, courtyards, school gardens, and roads leading to schools. Educational facilities and infrastructure play an important role because the quality of education can be improved through the procurement of facilities and infrastructure.<sup>10</sup>

Facilities are physical resources that must exist before a service can be offered to consumers. The facilities provided by service companies greatly influence consumer decisions, because they are closely related to the formation of customer perceptions.<sup>11</sup>

## **C. Alumni**

Alumni or alumnus (single form of alumni) basically has a formal and non-formal sense. The Big Indonesian Dictionary (KBBI) Online states that the formal understanding of alumni is people who have attended or graduated from school or college. Meanwhile, the non-formal understanding can be understood as parties who no longer have a role in an institution other than education or who have become ex-members, former employees or others. Nevertheless, the use of the term alumni is often directed at graduates of formal education as the end result of the learning process in an educational institution.<sup>12</sup> In the Indonesian education system, alumni who refer to graduates of the formal education level include Kindergartens (TK), Elementary Schools (SD), Junior High School (SMP), Senior High School (SMA) and Higher Education (PT). The bonds of relationships that are built from the mention of alumni at the basic to high levels are different.<sup>13</sup>

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<sup>10</sup> Maulana Majied Sumatrani Saragih, Ummul Hikmah Saragih, and Rico Nur Ilham, "Relationship Between Motivation and Extrinsic Motivation to Increasing Entrepreneurship Implementation From SPP Al-Falah Group at Blok 10 Village Dolok Masihul," *MORFAI Journal* 1, no. 1 (2021), <https://doi.org/10.54443/morfai.v1i1.11>.

<sup>11</sup> Tjiptono, *Strategi Pemasaran: Prinsip Dan Penerapan*.

<sup>12</sup> Em Yusuf Iis et al., "The Effect of Career Development and Work Environment on Employee Performance with Work Motivation as Intervening Variable at the Office of Agriculture and Livestock In Aceh," *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBA)* 2, no. 2 (2022), <https://doi.org/10.54443/ijevas.v2i2.191>.

<sup>13</sup> Anissa Maila Rahayu, Endin Mujahidin, and Budi Handrianto, "Perencanaan Pengembangan Alumni Perguruan Tinggi dalam Perspektif Islam," *Idarah Tarbawiyah: Journal of Management in Islamic Education* 2, no. 2 (2021), <https://doi.org/10.32832/itjmie.v2i2.4654>.

#### **D. Brand Image**

A brand is a name, term, sign, symbol, design or overall combination that is intended to identify the goods or services offered by the company as well as product differentiation.<sup>14</sup> A brand has several elements/identities, both tangible (such as a brand name, symbol, slogan, graphic design, and so on) and intangible (for example, symbolic value, special ties, personality, self-image and so on). Brands are useful for producers and consumers, for manufacturers brands play an important role as a means of identifying products and companies, a form of legal protection, a quality assurance signal, a means of creating unique associations and meanings (differentiation), a means of competitive advantage and a source of financial returns.<sup>15</sup>

Meanwhile for consumers, brands play a crucial role as identification of product sources, assignment of responsibilities to specific producers or distributors, risk reduction, internal and external cost reduction, promises or special bonds with producers, symbolic tools that project self-image and quality signals. A well-known and trusted brand is an invaluable asset.<sup>16</sup> The most unique skill of the marketing professional is the ability to create, maintain, protect and enhance brands.

#### **E. Buying decision**

The purchasing decision process can also be classified broadly into three main stages: pre-purchase, consumption, and post-purchase evaluation.<sup>17</sup> The pre-purchase stage includes all consumer activities that occur before the purchase transaction and product usage. This stage includes three processes, namely identification of needs, information search and evaluation of alternatives. The consumption stage is the stage of the consumer decision process where consumers buy and use products or services. While the after-purchase evaluation stage is the stage of the consumer decision-making process when the consumer determines whether he has made the right purchase decision.

### **RESEARCH METHODOLOGY**

#### **A. Types and Nature of Research**

This research uses a type of quantitative descriptive research, with the aim of obtaining profiles or relevant aspects of an interesting phenomenon from an organization or a particular

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<sup>14</sup> Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, "Marketing 3.0: From Products to Customers to the Human Spirit" (Singapore: Springer, 2019).

<sup>15</sup> Tjiptono, *Strategi Pemasaran: Prinsip Dan Penerapan*.

<sup>16</sup> Iwoeng Geovani et al., "Juridical Analysis of Victims of the Economic Exploitation of Children Under the Age to Realize Legal Protection from Human Rights Aspects: Research Study at the Office of Social and Community Empowerment In Batam City," *International Journal of Educational Review, Law And Social Sciences (IJERLAS)* 1, no. 1 (2021), <https://doi.org/10.54443/ijerlas.v1i1.10>.

<sup>17</sup> Tjiptono, *Strategi Pemasaran: Prinsip Dan Penerapan*.



group. Furthermore, this research is an explanatory research which aims to test the hypotheses that have been formulated previously and the research results will be able to explain the causal relationship between variables by testing the hypotheses.<sup>18</sup>

## **B. Location and Time of Research**

This research was conducted at the Wilmar Bisnis Indonesia Polytechnic (WBI). This research was conducted from August - October 2022.

## **C. Population and Sample**

In this study, the population of WBI Polytechnic students who are still active as students is 396 students from the 2019-2021 class. Some research limitations such as funds, time and manpower, so researchers can use samples from this population. Therefore, it can be concluded that the sample is a representative part of the population due to the impossibility of researchers being able to examine all members of the population. Researchers form a representative population called the sample. In this research, prospective respondents are WBI Polytechnic students with the criteria of active students class of 2021 totaling 178 students.

# **RESULTS AND DISCUSSION**

## **A. Validity and Reliability Test**

### **1. Validity test**

The validity test was carried out with the aim of testing the validity of each statement item on the designed questionnaire. An item statement is said to be valid if the correlation value (R count) of the statement item is  $> 0.3$  (R table). The results of the validity test for each statement item in the questionnaire for the variables Information Quality (X1), Facilities (X2), Alumni (X3), Brand Image (Z), and Voting Decision (Y) are presented.

### **2. Reliability Test**

The reliability test must be carried out only on statements that already have or fulfill the validity test, so if it does not meet the validity test requirements, it does not need to be continued for the reliability test. The following Table 2 results from the reliability test of valid statement items.

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<sup>18</sup> Nursapia Harahap and Sri Delina Lubis, *Metodologi Penelitian Kuantitatif* (Medan: HO Publisher, 2020).

**Table 2.** Reliability Test

Variable	Cronbach's Alpha	Critical Value	Results
Information Quality (X1)	0.95	0.60	Reliable
Facility (X2)	0.877	0.60	Reliable
Alumni (X3)	0.932	0.60	Reliable
<i>Brand Image</i> (Z)	0.913	0.60	Reliable
Voting Decision (Y)	0.894	0.60	Reliable

Source: Primary Data Processed (2022)

Based on Table 2 reliability test if the Cronbach's Alpha value is greater than ( $>$ ) 0.6, then the research questionnaire is reliable. It is known that all Cronbach's Alpha values are greater than ( $>$ ) 0.6, so the questionnaire is reliable.

## B. Descriptive Statistical Analysis

In research at the Wilmar Bisnis Indonesia Polytechnic, the independent variables observed were Quality of Information (X1), Facilities (X2) and Alumni (X3) and the intervening variable was Brand Image (Z) while the dependent variable was decision consumers (Y). The descriptive statistical analysis of the research only aims to explain the answers from the research respondents and not to be generalized. The descriptive statistics of the study were tabulated based on the answers of all respondents to each statement item in the questionnaire and a summary of the answers was obtained which were then categorized into groups of conclusions based on the mean average value of the respondents' answers. The groupings are divided as in Table 3 below:

**Table 3.** Categorization of the Average Value of Respondents' Answers

Average Score (Mean)	Category	Conclusion Answers	Variable Conclusion
4.21 – 5.00	A	Strongly Agree (SS)	Very good
3.41 – 4.20	B	Agree (S)	Well
2.61 – 3.40	C	Disagree (KS)	Enough
1.81 – 2.60	D	Disagree (TS)	Bad
1.00 – 1.80	E	Strongly Disagree (STS)	Very bad

### C. Classic assumption test

The analysis was carried out using a multiple regression analysis model. Before testing the hypothesis, the researcher will test the classical assumptions. This test was conducted to determine whether the distribution of the data used in the study was normal, and free from symptoms of multicollinearity and heteroscedasticity.

#### 1. Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. Test and assume that the residual values follow a normal distribution. In this study, the normality test for residuals used the Kolmogorov-Smirnov test. The level of significance used  $\alpha = 0,05$

The basis for making a decision is to look at the probability number, with the following conditions.

If the probability value is  $0.05$ , then the normality assumption is met.

If the probability  $< 0.05$ , then the normality assumption is not fulfilled.

**Table 4.**The Average Value of the Dependent Variable

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		123
Normal Parameters,,b	Means	.0000000
	std. Deviation	2.47598388
Most Extreme Differences	absolute	.074
	Positive	.070
	Negative	-.074
Kolmogorov-Smirnov Z		.826
asyp. Sig. (2-tailed)		.503
Exact Sig. (2-tailed)		.480
Point Probability		.000

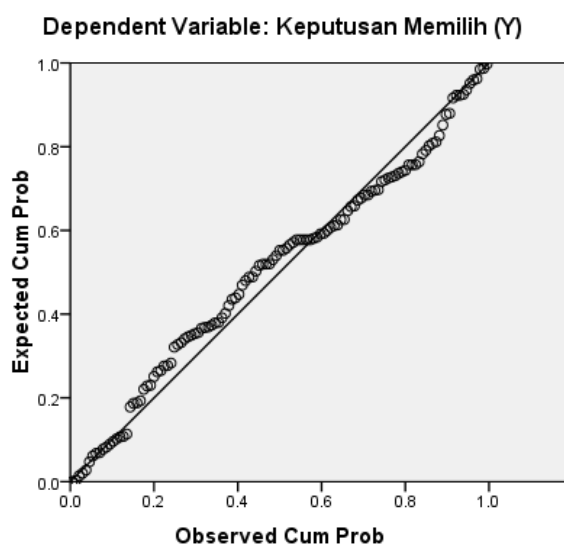
a. Test distribution is Normal.

b. Calculated from data.

Source: Primary Data Processed (2022)

Note that based on Table 4, the probability or Exact value is known. Sig. (2-tailed) of 0.480. Because the probability value, which is 0.480, is greater than the significance level, which is 0.05. This means the data is normally distributed.pp

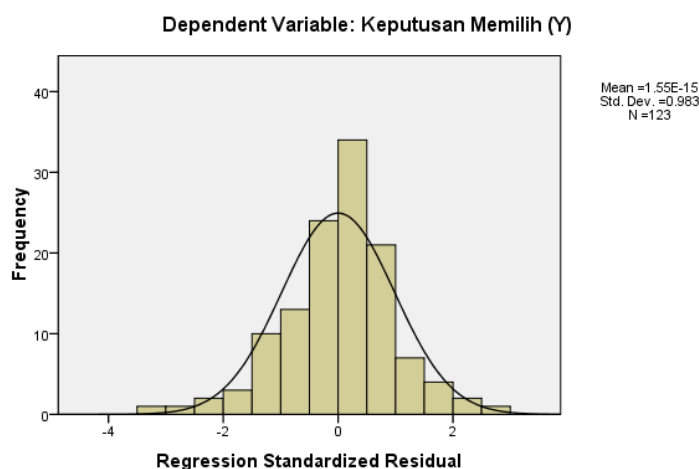
**Normal P-P Plot of Regression Standardized Residual**



**Figure 3.**Normality Test Normal Probability Plot

Source: Primary Data Processed (2022)

**Histogram**



**Figure 4.**Histogram Normality Test

Source: Primary Data Processed (2022)

Figure 3 is a normality test using the normal probability plot approach, while Figure 4 is a normality test using a histogram approach. It is known in Figure 3, the points spread around the diagonal line, while in Figure 4, it can be seen that the curve is in the form of a normal curve, so the data is normally distributed.

## 2. Multicollinearity Test

To check whether multicollinearity occurs or not multicollinearity can be seen from the value of the variance inflation factor (VIF). A VIF value of more than 10 is indicated as an independent variable where multicollinearity occurs.

**Table 5.**Multicollinearity Test

Model	Collinearity Statistics	
	tolerance	VIF
1 (Constant)		
Information Quality (X1)	.688	1,454
Facility (X2)	.622	1607
Alumni (X3)	.564	1,772
<i>Brand Image</i> (Z)	.625	1,600

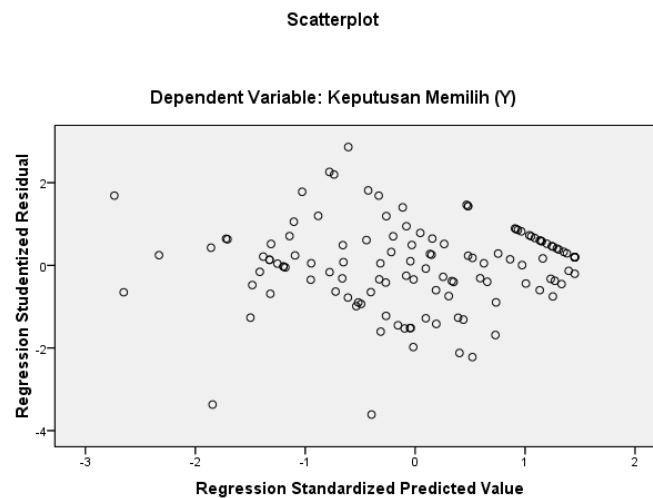
Source: Primary Data Processed (2022)

Note that based on Table 4.13, it is known that the VIF value of information quality (X1) is 1,454, the VIF value of facilities (X2) is 1,607, the VIF value of alumni (X3) is 1,772 and the VIF value of brand image (Z) is 1,600. Because all VIF values are <10, it is concluded that there is no multicollinearity.

## 3. Heteroscedasticity Test

Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatter plot graph between SRESID on the Y axis and ZPRED on the X axis. The basis of the analysis occurs if there are certain patterns, such as points that If there is a certain regular pattern, it indicates that heteroscedasticity has occurred. If

there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.



**Figure 5.**Heteroscedasticity Test

Source: Primary Data Processed (2022)

Note that based on Figure 4.4, there is no clear pattern, and the points spread above and below the number 0 on the Y axis, so there is no heteroscedasticity.

## CONCLUSIONS

Based on the research results, the conclusions that can be drawn from each of these hypotheses are as follows:

1. The quality of information has a positive and significant effect on brand image at the WBI Polytechnic.
2. Facilities have a positive and significant effect on brand image at the WBI Polytechnic.
3. Alumni have a positive and significant effect on brand image at the WBI Polytechnic.
4. The quality of information has a positive and significant effect on the decision to choose the WBI Polytechnic campus.
5. Facilities have a positive and significant effect on the decision to choose the WBI Polytechnic campus.
6. Alumni have a positive and significant influence on the decision to choose the WBI Polytechnic campus.
7. *Brand image* positive and significant effect on the decision to choose the WBI Polytechnic campus.
8. The quality of information has a positive and significant effect on the decision to choose the WBI Polytechnic campus through brand image as an intervening variable.

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9. Facilities have a positive and significant effect on the decision to choose the WBI Polytechnic campus through brand image as an intervening variable.
10. Alumni have a positive and significant effect on the decision to choose the WBI Polytechnic campus through brand image as an intervening variable.

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