

## **The Influence of Institutional Image, Publicity, Digital Marketing on Students Purchase Decisions And Their Implications For Customer Value By Implementing Link & Match As Moderation (A Survey on Six Polytechnic Of Lp3i In Indonesia)**

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### **ABSTRACT**

*Research aimed to get empirical evidences and finding obvious phenomenon and conclusion of the effect of three variables mentioned through purchase decision and it's implication on customer value and moderation effect of link and match at Polytechnic of LP3I.*

*This research used descriptive and verification methods with the process as data collecting, serving, analyzing, hypothesis testing, instrument testing, causality testing among variables and making conclusion and suggestion. The result of data analysis concluded as follows:*

- 1. The result of descriptive analysis show that the condition of institutional image, publicity, digital marketing, purchase decision, link and match, and customer value were in a good enough;*
- 2. The institutional image, publicity, and digital marketing had significant effect on purchase decision.*
- 3. Purchase decision had significant effect on customer value at 6 Campus of Polytechnic of LP3I in Indonesia.*
- 4. Moderation of link and match strengthened influence of purchase decision toward customer value.*

*From this research, The Polytechnic of LP3I could innovate and optimize the marketing process and academic programs in creating value added and competitive advantage.*

**Key words:** *Institution image; publicity; digital marketing; purchase decision; link and match; customer value*

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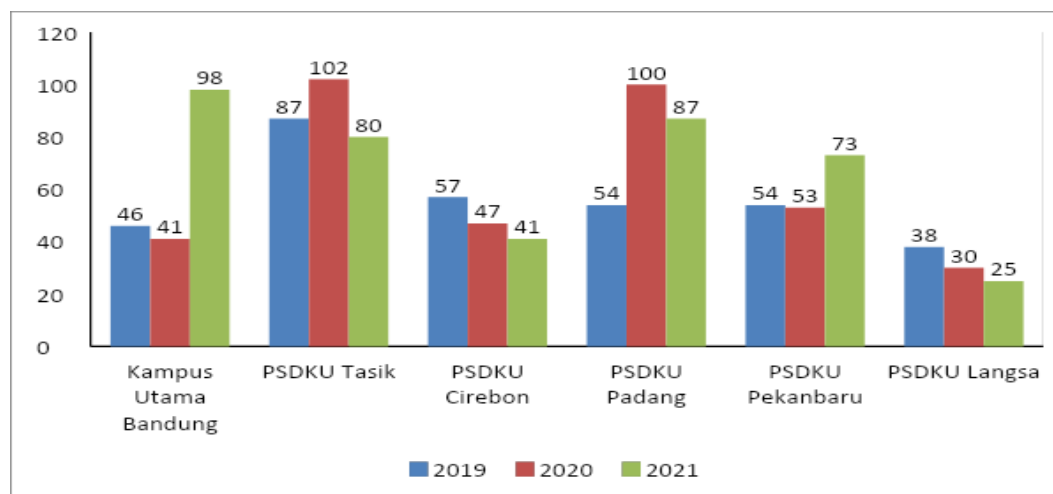
### **I. INTRODUCTION**

Presidential Regulation Number 82 of 2019 stipulates the Directorate General of Vocational Education as one of the new echelon 1 units at the Ministry of Education and Culture. The Ministry of Education and Culture's structural change policy is intended for learning independence. The three main reasons behind this change are the need for integration between formal and non-formal institutions, streamlining the organization according to the president's direction regarding deregulation and debureaucratization, and efforts to present a government that focuses on output. This restructuring had an impact on changes in governance, programs and budgets as a manifestation of the government's priority to create superior, productive, competitive and work-ready human resources. As mandated in Presidential Decree Number 82 of 2019, article 17 states that the Directorate General of Vocational Education has the task of carrying out the formulation and implementation of policies in the field of vocational education. The Directorate General of Vocational Education has a very strategic role in the development of Vocational Education in Indonesia and the successful implementation of the Vocational Education program depends on the formulation of policies taken, implementation and monitoring in the fields of vocational education, vocational education, and skills education and job training. The normative foundation regarding Vocational Education is contained in Presidential Decree Number 82 of 2019, article 17. Minister of Industry Regulation Number 3 of 2017. Minister of Energy and Mineral Resources Regulation Number 22 of 2017 concerning Competency-based Vocational Education and Training that links & matches with the business world. Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System article 15.

The performance of the LP3I Polytechnic, especially in the growth in the number of students at the 6 LP3I Polytechnic campuses in Indonesia, cannot be separated from the marketing process and the implementation of the strategies. Marketing performance is a measure of achievement of the overall marketing process activities in a company. In the context of education service marketing, the marketing performance indicators are the increasing number of students each year, increasing Institutional income each year, and achieving the target of new student admissions each year. The following is a table of data on the growth of new LP3I Polytechnic students for 3 years from 2019 to 2020. Based on data on the growth of new LP3I Polytechnic students from 2019 to 2021,

the acquisition of new students has decreased. Only the PSDKU Padang campus experienced growth, the main campus and other PSDKU experienced fluctuations, on average experiencing a decrease of 10% to 20%.

Likewise in the realization of student target achievement on average it is still below 85%. As presented in the data on the realization of the percentage of achieving the new student admission target for the last three years.



Source: Politeknik LP3I (2021)

**Figure 1.1.**  
**Percentage of Target Realization of New Student Admissions**

Based on Figure 1.1, the percentage of realized targets for new student admissions has fluctuated but tends to decrease in the period 2020 to 2021, especially on the Tasikmalaya campus. %, even the Cirebon campus has decreased gradually over the 3 (three) period 2019 - 2021 from 57% to 41%, the Padang campus has decreased from 100% to 87%, and the Langsa campus has decreased from 28% to 25 %. However, for the Bandung campus from 41% it has increased significantly to 98% in 2021 and the Pekanbaru campus has increased from 53% to 73%.

Based on Figure 1.2, the percentage of realization of the new student admission target has fluctuated but tends to decrease in the period 2020 to 2021, especially on the Tasikmalaya campus, it is known that the percentage of realization of the new student admission target has increased in 2020, but the following year has decreased from 102% to 80 %, even the Cirebon campus has decreased gradually over the 3 (three) period 2019 - 2021 from 57% to 41%, the Padang campus has decreased from 100% to 87%, and the Langsa campus has decreased from 28% to 25 %. However, for the Bandung campus from 41% it has increased significantly to 98% in 2021 and the Pekanbaru campus has increased from 53% to 73%.

LP3I Polytechnic strives to continue to improve services to students because after all the indicators of higher education success are largely determined by how much student satisfaction is with campus services. Dissatisfaction with LP3I Polytechnic students occurs when what is promised is realized late by the Institution, for example the Institute promises work placements after graduation with a Grade Point Average category above 3.00, it turns out that there are students who graduate late in getting work placements for various reasons, this condition will make students become dissatisfied and protest to the Institute for their dissatisfaction, in this case there is a gap between the costs that have been incurred by students and the benefits received. Because the customer value is less than the costs incurred so there is a difference in the gap that causes students to be dissatisfied. From a survey of student satisfaction in the four odd semester LP3I Polytechnic study programs for the 2020/2021 academic year, using the Tangibles, Reliability, Assurance, Empathy, and Information System indicators, the following results were obtained:

**Table 1.1**  
**Student Satisfaction Survey of Polytechnic LP3I**

No	Programme Study	Average	Criteria
1	Businss Administration	3,39	Pretty Good
2	Management of Informatics	3,39	Pretty Good
3	Accountancy	3,36	Pretty Good
4	Communication	3,06	Pretty Good
	Average	3,30	Pretty Good

Source: Directorate of Polytechnic LP3I, 2021

A preliminary survey was conducted to find out the purchasing decisions of students at the LP3I Polytechnic can be seen from the following table.

**Table 1.2**  
**Pre-Survey of Polytechnic LP3I Student Purchasing Decisions**

No	Dimention	Answerd Alternative					Average	Critria
		5	4	3	2	1		
1	Academic Program a	19	39	6	5	31	3,12	Pretty Good
2	Campus Reputation	18	40	4	6	32	3,06	Pretty Good
3	Campus Location	17	50	8	5	20	3,42	Pretty Good
4	Education Fasilities4	15	45	8	5	27	3,19	Pretty Good
5	Cost	17	35	4	7	37	2,91	Pretty Good
6	Employment Opportunity	28	50	6	4	12	3,81	Pretty Good
7	Advertising	23	34	5	8	30	3,15	Pretty Good
Total Average Value of Purchase Decision							3,24	Pretty Good

Source: Primary data (Processed)

The buying decision of students in choosing a tertiary institution cannot be separated from the image of the institution. According to Tjiptono (2016: 44) Image is a series of associations that are perceived by individuals all the time, as a result of direct or indirect experience of a brand. Therefore, various kinds of institutional attributes continue to be addressed in creating a good image. The following are the results of the initial survey (pre-survey) of researchers in knowing the institutional image of the Main Campus LP3I Polytechnic and the PSDKU Campus. The following are the results of the pre-institutional survey.

In order to obtain research results with a high level of relevance, the research problems are limited and focused on the following:

1. The object of research is on aspects of institutional image, publicity, digital marketing, purchasing decisions, link & match implementation and customer value;
2. The research was conducted at vocational higher education institutions, namely 6 LP3I Polytechnics in Indonesia covering the Bandung main campus and all PSDKU under the coordination of the Bandung main campus, namely the LP3I Polytechnic Tasikmalaya Campus, Cirebon, Padang, Pekanbaru, Langsa;
3. The unit of analysis to be studied is final year students (level 3) at 6 LP3I Polytechnics in Indonesia;
4. The sampling technique used is proportional cluster sampling; The data analysis technique used the Structural Equation Modeling (SEM) technique.

## **II. LITERATUR REVIEW**

### **1. Institutional Image Dimensions and Indicators**

The dimensions and indicators of institutional image according to (Lestiana & Maradita, 2020) consist of the following factors:

- a. Common product, namely the name or brand of the institution can attract customers to high associations regarding the attributes of a product and marketing innovations carried out by marketers. In this study, common product indicators consist of the attractiveness of the name, logo, work placement tagline, higher education accreditation, campus atmosphere and campus facilities and infrastructure;
- b. People & Relationships (People and Relationships, namely the image of Higher Education can be seen from the characteristics of its employees such as services provided to customers. In this study, indicators of people & relationships are the friendliness of employees in providing services, the speed of employees in providing services, the quality of lecturers in providing teaching , and quality of institutional leaders;
- c. Values and Programs (values & programs), namely the values and programs of the company that do not have to be related to the products being sold, for example forms of social care, concern for the surrounding environment. Value and program indicators consist of the frequency of community social care programs, the attractiveness of competition events and institutional cooperation programs in apprenticeship placements and work with companies;

d. Trust (Credibility), namely opinions or statements about the company, as well as the attitude of trust in companies that are competent in selling products and delivering their services, as well as the level of customer liking and interest in the company. The indicators of this trust consist of trust in institutions because of their academic programs, trust in institutions because of their services, interest in quality in providing services, liking for power and responsibility in providing services.

## 2. Marketing Communications

Communication does not only connect consumers with producers, but also connects consumers with their social environment. That means marketing communications can occur in two types: namely marketing communications originating from companies and consumers. Marketing communications originating from the company occur in the form of promotions and all kinds of mixes, meaning that the company is trying to communicate its products or company to the wider community so that they get to know and then buy the company's products, while marketing communications originating from the community occur in the form of a response which is the result of using the product. a company. This type of communication is then called communication between consumers (Firmansyah, 2020: 13).

## 3. Publicity

Publicity according to Liliweri (2015: 82) is information designed to show the introduction of maintaining the name and honor of a person, group of people or organization to the public in a certain context through the media in order to create public appeal. Publicity according to Kotler & Keller (2016: 125) is an activity to promote, report or praise products, services, ideas, places, people or organizations through print or electronic media such as television, radio or cinemas, and all of this is not paid for by the sponsor. According to Black in (Alhadid, 2016) publicity is a way of management that functions as an evaluation of public attitudes, and identifies policies and procedures of individuals or associations with the public interest. It is a planned and implemented program that requires action, to gain public understanding and approval

## 4. Digital Marketing

Digital Marketing involves the effective use of the internet and digital channels to promote a business, product, service or brand. Sawicky explained that digital marketing is the exploitation of digital technology that is used to create a channel to reach potential recipients to achieve company goals through more active fulfillment of consumer needs (Purwana et al., 2016). Digital marketing is becoming more dominant and efficient as digital platforms are increasingly integrated into marketing plans and daily life, and by the way, people are using digital devices instead of going to physical stores (Maha & Ranj, 2016). Digital marketing is an electronic communication channel used by marketers to support products and services to market. Specifically, digital marketing is defined as the sale and purchase of information, products and services through computer networks or the internet (Rao & Ratnamadhuri, 2018).

## 5. Purchase Decision

According to Schiffman & Kanuk (2015: 32) purchasing decisions are "choosing of two or more alternatives" which means choosing from two or more alternative choices. Thus it can also be interpreted that a person in making a decision must have several alternative choices.

According to Jobber & Lancaster in Tjiptono (2016: 52) the consumer decision-making process is influenced by the following three factors, namely the buying situation, psychological influences (personality, motivation, perception and learning process), and social influences (social strata, reference groups, culture and family).

Purchasing decisions according to Buchari (2014: 65) are consumer decisions that are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions so that they form attitudes towards consumers to process all information and draw conclusions in the form of responses that appear to make purchase of products/services

## 6. Customer Value

Customer value according to Kotler & Keller (2016: 154) is the difference between the total value/benefit received by the customer and the total customer cost. Customer value relates to the use of a product and is something that is felt by the customer rather than the seller. Customer value is a strategic weapon in attracting and retaining customers and has become one of the most important factors in the success of manufacturing companies and service providers.

According to Woodruff in Fatihudin & Firmansyah (2019: 58) customer value is the perception and what is felt by the customer and his evaluation of product attributes and performance, the consequences that arise after

consuming the product which will ultimately make the customer achieve his goals in various usage situations. Customer value according to Parasuraman (2014: 144) is a strategic weapon in attracting and retaining customers and has become one of the most important factors in the success of manufacturing companies and service providers.

#### 7. Link and Match

According to the Director General of Vocational Education, Wikan Sakarinto, there are 5 (five) minimum link and match requirements between vocational education and the industrial world, namely as follows: (<https://www.kemdikbud.go.id>)

- a. Create a shared curriculum, namely the curriculum in vocational education is synchronized with industry. Curriculum indicators consist of curriculum compatibility with the world of work, availability of education and training modules, percentage of practical and theoretical learning;
- b. There are educators (tendik) from professionals who come from industry. The indicators used consist of the availability of teaching staff from industry practitioners, the competence of teaching staff, and the credibility of teaching staff;
- c. Internship opportunities. That is, students at vocational schools or colleges are given the opportunity to do an internship for at least one semester in the industry. The indicators used are the availability of industrial internship places, suitability of industrial internship places, duration of time for industrial internships, industry services in the apprenticeship process;
- d. There is competency certification. This is because competence is the main thing for vocational education graduates. The indicators used are the suitability of the competency test material, the suitability of the competency test administering institution, the credibility of the institution issuing the certificate;
- e. There is a commitment from the industry to absorb vocational school graduates. The indicators used are industry support in link and match cooperation, absorption of graduates by industry, and program implementation performance

### III. RESEARCH METHODE

This study aims to test the research hypotheses to make inductive decisions or generalizations, so that this research is confirmatory. In this study, researchers did not manipulate research variables or provide treatments (treatment) to respondents. Thus, the research method used in this study is a survey method. This research design also conducts an analysis of the causality relationship between research concepts. This research is a management science approach, especially the science of human resource management and organization

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2015: 135). In this study, the study population was the number of final year students at the LP3I Polytechnic on the Bandung Main Campus and all PSDKU (Main Off-Campus Study Program) campuses under the coordination of the Bandung Main Campus which includes PSDKU (Main Off-Campus Study Program) Tasik, Cirebon, Padang, Pekanbaru and Langsa with a total of 769 students out of the total 1st year students. up to level 3 as much as 1955

### IV. RESULT RESEARCH AND DISCUSSION

#### A. Descriptive Analysis

Assessment of the results of observations through questionnaires and in-depth analysis of the respondents' answers and their relation to phenomena and theories is contained in the descriptive analysis as follows:

Table 1.3.  
Recapitulation of Descriptive Analysis Results

No	Variable	Average	Std Deviasion	Vadlue WRank	Categories
1	Institution Image	3,35	1,35	2,61 – 3,40	Pretty Good
2	Publicity	3,30	1,39	2,61 – 3,40	Pretty Good
3	Marketing digital	3,36	1,41	2,61 – 3,40	Pretty Good
4	Buying decision	3,33	1,37	2,61 – 3,40	Pretty Good
5	<i>Link &amp; Match</i>	3,36	1,42	2,61 – 3,40	Pretty Good
6	Customer Value	3,36	1,36	2,61 – 3,40	Pretty Good

Source: Primary Data, processed (2022)

#### A. Descriptive Discussion

Descriptive analysis which describes the characteristics of respondents based on gender, age, work status, study program, campus location indicates that the assessment of the LP3I Polytechnic is very appropriate because the students who are respondents in this study have undergone and experienced the teaching and learning process for



3 years. This time was considered sufficient for respondents to be able to make an objective assessment because they already had sufficient experience of teaching and learning activities and teaching and learning activities at the Link and Match-based Vocational Higher Education Polytechnic LP3I. as well as the ages of the students who were respondents reflecting the normal age range of a student pursuing higher education. The overall results show that all variables are in a fairly good range, which is consistent with pre-survey results, which are in a fairly good range. There was no difference in the range between the pre-survey and the results of the descriptive analysis, although there were differences in the number of respondents, the characteristics of the respondents who became the research sample, both in terms of age, gender, differences in campus locations, differences in study programs and work status and differences in the time of data collection. Likewise the consistency of pre-survey data collection which was carried out during the Covid-19 pandemic where the LP3I Polytechnic carried out online-based distance learning with field data collection carried out after almost one year of implementing online-based distance learning, in this case the LP3I Polytechnic Respondents were good at the time pre-survey and during the research survey have provided perceptions that are not much different. The data collection process is carried out when students have carried out teaching and learning process service activities with the implementation of link and match in the form of competency tests, internships and work placements for students who have more than 70% placed work.

#### **B. Discussion of verification analysis**

The discussion of verification analysis aims to explain the causal relationship between variables associated with theoretical studies and the results of previous research so that it can provide a position that the research conducted supports or rejects. The following is a description of the verification discussion.

##### **1.The Influence of Institutional Image (X1), Publicity (X2), and Digital Marketing (X3) on Purchasing Decisions (Y1) at LP3I Polytechnic**

Based on the results of the analysis through Structural Equation Modeling (SEM) calculations using Lisrel regarding the influence of institutional image, publicity and digital marketing on purchasing decisions at the LP3I Polytechnic, it can be seen that the total effect (Total Effect) of institutional image variables on purchasing decisions has a value of 0.314% or 31.4%, publicity variables on purchasing decisions of 0.16 or 16%, and digital marketing on purchasing decisions of 0.234 or 23.4%. The R-Square value is 0.708, thus the coefficient of determination in sub structure I shows 70.8%. This means that the influence of institutional image, publicity and digital marketing influences purchasing decisions by 70.8% and the remaining 29.2% is influenced by other variables including celebrity endorsers, price, trust and others.

##### **2.The Effect of Institutional Image (X1) on Purchasing Decisions (Y1) at the LP3I Polytechnic**

Hypothesis testing shows that there is a significant influence of institutional image on student purchasing decisions, which means that the better the institutional image, the higher the student purchasing decisions. The influence of institutional image on student purchasing decisions is 31.4%. The people & relationship dimension has a loading factor value that is greater than the other dimensions, which is 0.954, while the common product dimension has a loading factor value that is smaller than the other dimensions, which is 0.804. The meaning of the statistical test states that the institutional image variable is the dominant variable in the formation of student purchasing decisions. The increase in student purchasing decisions is largely determined by the variable image of the institution with the dimensions of common product, people & relationship, value & program, and credibility.

##### **3. The Effect of Publicity (X2) on Purchasing Decisions (Y1) at the LP3I Polytechnic**

Testing the hypothesis shows that there is a significant effect of publicity on student purchasing decisions where this can be interpreted that the better the publicity, the higher the student purchasing decisions. The influence of publicity on student purchasing decisions is 16%. The speech dimension has a loading factor value that is greater than the other dimensions, which is 0.975, while the community service activity dimension has a loading factor value that is smaller than the other dimensions, which is 0.889. The meaning of the statistical test states that the publicity variable is the dominant variable in the formation of student purchasing decisions. The increase in purchasing decisions is largely determined by the publicity variable with the dimensions of publication, media identity, community service activities, news, speeches, events and sponsorships.

##### **4. Effect of Digital Marketing (X3) on Purchasing Decisions (Y1) at the LP3I Polytechnic**

Testing the hypothesis shows that there is a significant influence of digital marketing on student purchasing decisions where this can be interpreted that the better the digital marketing, the higher the student purchasing decisions. The influence of digital marketing on student purchasing decisions is 23.4%. The social media dimension has a loading factor value that is greater than the other dimensions, namely 0.994, while the Search Engine Marketing dimension has a loading factor value that is smaller than the other dimensions, which is 0.79. The meaning of the statistical test states that the digital marketing variable is the dominant variable in the

formation of student purchasing decisions. The increase in purchasing decisions is largely determined by digital marketing variables with dimensions of website, social media, whatsapp marketing, search engine marketing.

#### **5. Effect of Purchase Decision (Y1) on Customer Value (Z) at LP3I Polytechnic**

Testing the hypothesis shows that there is a significant influence on student purchasing decisions on customer value, which means that the better the student buying decision, the higher the customer value. The influence of student purchasing decisions on customer value is 72.5%. The Advertising dimension has a loading factor value that is greater than the other dimensions, namely 0.99, while the campus location dimension has a loading factor value that is smaller than the other dimensions, which is 0.77. The meaning of the statistical test states that the variable of student purchasing decisions is the dominant variable in the formation of customer value. Increasing customer value is largely determined by the variable student purchasing decisions which are formed from the dimensions of academic programs, campus reputation, campus location, educational facilities, costs, job opportunities, and advertising.

#### **6. Effect of the implementation of Link & Match (Y1) on Customer Value (Z) at the LP3I Polytechnic**

Hypothesis testing shows that there is a significant effect of link & match implementation on customer value, which means that the better the link & match implementation, the higher the customer value. The effect of link & match implementation on customer value is 43.2%. The dimension of industrial commitment has a loading factor value that is greater than the other dimensions, which is 0.950, while the competence certification dimension has a loading factor value that is smaller than the other dimensions, which is 0.871. The meaning of the statistical test states that the link & match implementation variables play a dominant role and contribution to the formation of customer value. Increasing customer value is largely determined by the contribution of link & match implementation which is formed from the dimensions of an industry-based curriculum, professional teaching staff, work apprenticeship opportunities, competency certification, and industry commitment.

Hypothesis testing shows that the t-count value of the link and match moderating variable is 3.368 greater than t-table 1.967 which results in the conclusion that  $H_0$  is rejected. This means that the implementation of link and match significantly moderates the influence of student purchasing decisions on customer value. The type of moderation is quasi moderation, besides acting as a moderator it also acts as a predictor/independent variable. This shows that as moderation, the implementation of link & match contributes to strengthening the influence of student purchasing decisions on customer value. It can be interpreted that the better the interaction between purchasing decisions and the implementation of link & match, the higher the customer value. The magnitude of the interaction effect of student purchasing decisions with the implementation of link & match on customer value is 8.2%. The meaning of the statistical test states that the interaction of student purchasing decisions with the implementation of the link & match role and contribution is dominant to the formation of customer value. Increasing customer value is very dependent on the contribution of student purchasing decisions and the implementation of link & match. which is formed from the dimensions of the academic program, campus reputation, campus location, educational facilities, costs, job opportunities, and advertising and industry-based curriculum dimensions, professional teaching staff, work internship opportunities, competency certification, and industry commitment.

### **CONCLUSION**

Based on the results of research on the influence of institutional image, publicity, and digital marketing on student purchasing decisions and the implications for customer value with link and match as moderation which were carried out at six LP3I Polytechnics in Indonesia, the following conclusions can be drawn:

1. Institutional Image, Publicity, Digital Marketing at the LP3I Vocational Higher Education Polytechnic in Indonesia are summarized as follows:

a. The institutional image of the LP3I Polytechnic is categorized as quite good. This is based on the results of obtaining the average value of respondents' answers which are in the category or range from good enough to good. Although the average value of the respondents' answers are in the pretty good category. However, there are still aspects that are in a fairly good category but are still below the overall average score, namely the attractiveness of the logo, the attractiveness of the campus atmosphere, the infrastructure, the tagline, the accreditation of study programs, the friendliness of employees in fostering relationships, the speed of employees in providing services, the quality lecturers, leadership dialogue with students, social care programs, competition events, trust in institutional services

b. Publicity at the LP3I Polytechnic is categorized as quite good. This is based on the results of obtaining the average value of respondents' answers which are in the category or range from good enough to good. Although the average value of the respondents' answers are in the pretty good category. However, there are still aspects that are in the category below the average value that must be improved, including the attractiveness of news through brochures, interesting video profiles, news through newspapers and bulletins, attractive logos, attractive building appearances, activities to care for the surrounding environment, activities community service, financial

contributions to the surrounding environment, news coverage of activities, press conference activities, LP3I Anniversary attractiveness, interesting exhibition events, and sponsorship activities.

c. Digital Marketing at the LP3I Polytechnic is categorized as quite good. This is based on the results of obtaining the average value of respondents' answers which are in the category or range from good enough to good. Although the average value of the respondents' answers are in the pretty good category. However, there are still aspects that are still below the overall average score that must be improved including website appearance, completeness of information and attractiveness of content and advertisements on Instagram and Facebook social media, the ease of getting information directly via WA, Search Engine in speed in searching LP3I Polytechnic on the page first website.

2. The buying decision of students at the LP3I Vocational Higher Education Polytechnic in Indonesia is categorized as quite good. This is based on the results of the acquisition of the average value of the respondents' answers which are in a fairly good category or range. Even though the average score of respondents' answers is in the fairly good category, there are still aspects that are still below the overall average score, namely the popularity of the LP3I Polytechnic, completeness of supporting facilities, novelty of practicum facilities, affordability of educational costs, compatibility of costs with benefits, attractiveness of advertising .

3. The implementation of link & match carried out by the LP3I Vocational Higher Education Polytechnic in Indonesia is categorized as good. This is based on the results of the acquisition of the average value of the respondents' answers which are in a fairly good category or range. Even though the average value of the respondents' answers is in the fairly good category, there are still aspects that are still below the overall average score, namely the credibility of the teaching staff, the suitability of internship places, the availability of internship places, industry services for internship places, industry support in link & match cooperation , absorption of graduates by industry, program implementation performance.

4. The customer value implemented by the LP3I Vocational Higher Education Polytechnic in Indonesia is categorized as quite good. This is based on the results of the acquisition of the average value of the respondents' answers which are in a fairly good category or range. Even though the average value of the respondents' answers is in the fairly good category, there are still aspects that are still below the overall average score, namely the availability of parking lots, the comfort of the campus environment, the comfort of the classroom.

5. The influence of institutional image, publicity, and digital marketing on student purchasing decisions at 6 LP3I Polytechnics in Indonesia simultaneously is 70.8% while the remaining 29.2% is the influence of other variables outside of research.

6. The influence of institutional image on student purchasing decisions at Polytechnic LP3I vocational colleges throughout Indonesia is 31.4%, while the remaining 69.6% is the influence of other variables outside the research.

7. The magnitude of the influence of publicity on student purchasing decisions at Polytechnic LP3I vocational colleges throughout Indonesia is 16% while the remaining 84% is the influence of other variables outside of research.

8. The influence of digital marketing on student purchasing decisions at Polytechnic LP3I vocational colleges throughout Indonesia is 23.4%, while the remaining 76.6% is the influence of other variables outside of research.

9. The influence of student purchasing decisions on customer value at the LP3I Polytechnic vocational colleges throughout Indonesia is 72.5% . while the remaining 27.5% is the influence of other variables outside the study.

10. The influence of student purchasing decisions on customer value with the implementation of link & match as moderation is 82.7% while the remaining 17.3% is the influence of other variables outside the research.

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