

The relationship between university brand trust and personal selling on students' decisions to choose tourism majors)

Charles Parnauli Saragi^{1*}, Bambang Hengky Rainanto²

¹*Charles Prnaulai Saragi, Institut Bisnis dan Informatika Kesatuan, Bogor, Indonesia*

²*Bambang Hengky Rainanto, Institut Bisnis & Informatika Kesatuan, Bogor, Indonesia*

**Corresponding author email: charlessaragi@ibik.ac.id*

The number of universities that manage tourism majors in Indonesia is 48 universities, so it is necessary to examine the parameters selected by prospective students in choosing the campus they are going. This study aims to determine from university brand trust and personal selling to student decisions in choosing tourism majors. Positiveistic research methodology with a quantitative approach, with data collection through a survey method using a questionnaire. Respondents are new students who are majoring in tourism in the first semester. The theory used is Stimulus – Organism – Response. Based on the results obtained, there is a significant influence with a value of 0.019 which means that it has a positive effect with an interval value of 2,433, so that the conclusion is that university brand trust affects students choosing to study in the Department of Tourism and has a very strong influence, then there is a significant influence with a value of 0.035 which means it has an effect positive with an interval value of 2434. The overall conclusion in this study is that university brand trust and personal selling both have a strong influence but brand trust is stronger in influencing students to choose to study in the tourism department. The benefit of this research is to help university marketing parties in terms of getting new students.

Keywords: Personal selling, Brand Trust, Campus Choice Decision, Tourism Study Program, Tourism campus in Indonesia

Ralph, M., Schneider, B., Benson, D. R., Ward, D., & Vartia, A. (2021). *Student enrollment decisions and academic success: evaluating the impact of classroom space design. Learning Environments Research.*

Li, Fangxuan (Sam); Qi, Hongxia; Guo, Qiang (2020). *Factors influencing Chinese tourism studentsâ choice of an overseas PhD program. Journal of Hospitality, Leisure, Sport & Tourism Education, 100286–.*

Naheen, F., Elsharnouby, T. (2021). *You are what you communicate: on the relationships among university brand personality, identification, student participation, and citizenship behavior, Journal of Marketing for Higher Education.*

Castro-Lopez, A., Cervero, A., Galve-González, C., Puente, J., & Bernardo, A. B. (2021). *Evaluating critical success factors in the permanence in Higher Education using multi-criteria decision-making. Higher Education Research & Development, 1–19.*

Matli, M. C., Tlapan, T., & Mofekang, R. H. (2021). *The role of branding in the choice of a university of technology: A study among first years students in Kwazulu-Nata. International Journal of Research In Business and Social Science 342-3521*