Digital Marketing In The Selection Of Educational Services (Case Study Of Faculty Of Economics And Business Ahmad Dahlan University)

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Abstract. This study examines the impact of digital marketing, which includes websites, search engine optimisation, digital advertising, affiliate and partnership marketing, online public relations, social networking, email marketing, and customer relationship management, on the Faculty of Economics and Business (FEB UAD) election decision. Utilising a quantitative methodology, this investigation. With a goal sample size of at least 100 individuals, the sample for this study was drawn using the probability sampling approach and simple random sampling on enrolled students at FEB UAD. This study uses primary data as a source of data obtained by distributing questionnaires using a Likert scale to be analyzed and tested using the F-test and T-test. The results of this study indicate that simultaneously digital marketing can influence the selection of FEB UAD, and what can most influence is digital advertising (pay per click) and how companies can manage relationships with their customers

Keywords: Digital Marketing; Digital Promotion; Public Relationship; Purchasing Decisions; Social Media

1 Introduction

The era of disruption that is being hotly discussed in several media in Indonesia has encouraged almost all business and non-business lines to use technology that has never been used before, which is a special consideration for several companies in the world. According to Deandra (2021)[14], the current branding target is not only targeting the millennial generation but also the previous generation which is also influenced by the tastes of today's children. To be able to survive in this digital era, at least, business actors inevitably have to be familiar with related technologies, especially in product promotion. Biztech (2021)[10] argues that entrepreneurs who don't want to know technology will be displaced by themselves. Digital use in Indonesia is also increasingly showing significant growth, as can be seen in Table 1[16]

Table 1. Annual Digital Growth.

In Million	Percentage Based	Annual Growth

	Population		
Total Population	274,9		+1,1 %
Active Social Media Users	170	61,84%	+6,3 %
Mobile Connection	345.3	125,61%	+1,2 %
Internet User	202.6	73,70%	+15,5 %

Source: We Are Social Hootsuite Indonesia Digital Report (2023)

This significant increase also encourages the potential for digital use in every line of life, even to the use of digital in every company's marketing. This can be seen in table 1.2[16] regarding the allocation of time used every day in using the device that is owned.

Table 2. Allocation of Time Every Day in Using the Device.

Average Time Allocation Each Day	Use of Time
8 Hours 52 Minutes	Use the internet
2 Hours 50 Minutes	Watching television
3 Hours 14 Minutes	Social media
1 Hours 38 Minutes	Read online
1 Hours 30 Minutes	Listen to music via live broadcast
0 Hours 33 Minutes	Listening to the radio
0 Hours 44 Minutes	Listen to podcasts
1 Hours 16 Minutes	Playing console games

Source: We Are Social Hootsuite Indonesia Digital Report (2023)

Iblation et al. (2016)[6] in his research entitled "the Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on SAMSUNG for Electrical Home Appliances) resulted in that there are several recommendations for companies in terms of using social media, namely as follows:

1. The importance of companies using social media to market their products because websites can attract large categories of people.
2. The importance of focusing on social media (facebook, twitter and youtube) because of their significant influence on purchasing decisions
3. Design marketing strategies through social media by considering attracting users and consumers from different age and income groups.

Hendrawan (2021)[5] says that the community paradigm in developing businesses tends to be apathetic, closed-minded, selfish, and short-minded, even though they should always pay attention to the changes that are occurring in their environment related to technological changes and the use of digital marketing in the latest marketing concepts. Because of this, this research analyzes the effect of Digital Marketing on the selection of the Faculty of Economics and Business, Ahmad Dahlan University (FEB UAD).

2 Literature Review And Hypothesis Development

2.1 Disruption

Disruption is a phenomenon of behavior that changes from a normal state or old habitual state to a new habitual behavior that basically changes fundamentally. Based on the Big Indonesian Dictionary (2021)[7], in the era of disruption what is meant is a change in behavior that initially still uses old technology to become new technology or capabilities that adapt to the latest technological developments.

2.2 Promotion Mix

In the communication environment, especially in marketing, although advertising is often the main element in communicating the value of a product, there are many factors that can support communicating value. According to Kotler and Keller (2016)[8], this is summarized in 8 marketing communications, namely advertising, seller promotions, events and experiences, public relations and publicity, social media and online marketing, walk-in marketing, database and direct marketing, and personal selling.

2.3 Advertising

According to Kotler and Keller (2016)[8] Advertising is any form of non-personal presentation and promotion of a product in the form of ideas, goods, or services in the form of print media which can be in the form of newspapers or magazines, can also be in the form of broadcast media such as radio or television, or can be also in network media such as telephone, cable, satellite, or wireless, or it could be in the form of electronic media such as voice recordings, image recordings, or it could be in the form of display media such as billboards, posters, etc.

2.4 Sales Promotion

Kotler and Keller (2016)[8] argue that in promotions, sellers are a variety of short-term incentives to encourage trial or purchase of goods or services including sales promotions such as coupons, premiums, discounts, sales discounts, or salespeople.

2.5 Digital Marketing

Digital Marketing is an activity in a marketing strategy that uses electronic media technology, both connected and not connected to the internet network. Kotler and Keller (2016)[8] say that digital marketing is a company's efforts to inform, communicate, promote, and sell its products and services through internet media.

2.6 Digital Marketing Dimensions

Judy and Raymond (2009)[12] divided the dimensions of digital marketing into 8 dimensions:

1. **Website** is a link between its users and the digital world as a whole. A website is a page that can provide all the information needed by its users via internet (Vermaat, et al. 2018)[15]

   H1 : Networking Sites Have a Positive Influence on the Selection Decision of the Faculty of Economics and Business, Ahmad Dahlan University.

2. **Search Engine Optimization (SEO)** is the process of arranging website content so that it is easily found by users on the internet who are looking for content that is relevant to what is

on the website, and also presenting content so that it can be easily found by search engines. According to Vermaat, et al. (2018)[15], a search engine is software for searching for networking sites, networking pages, social networking sites, images, videos, news, and other information related to a particular topic.

H2 : Search Engine Optimization Has a Positive Influence on the Selection Decision of the Faculty of Economics and Business, Ahmad Dahlan University.

3. **Click-Search-Based** or Pay Per Click (PPC) allows marketers to purchase pages of internet search results based on selected keywords and sentences. PPC is a marketing method that is carried out by paying a fee to the provider for each target who clicks on a special banner/link which is then directed to a certain page as promotional information in the form of images or videos.

   H3 : Search Click-Based Advertising Has a Positive Influence on the Selection Decision of the Faculty of Economics and Business, Ahmad Dahlan University.

4. **Affiliate Marketing and Strategic Partnerships** is an activity with partners that is integrated through the internet network to achieve mutual benefits from a collaboration to promote products or services.

   H4 : Affiliate Marketing Has a Positive Influence on the Selection Decision of the Ahmad Dahlan University Faculty of Economics and Business.

5. **Online Public Relations** uses online platforms such as websites, blogs, press releases and the like to create positive perceptions of brands and/or to position organizations or companies as authorities in certain fields. With public relations, trust in the product can be built. Public relations can be used as a comparison and provider of information related to the products produced. According to Batra and Keller (2016)[8], potential customers also feel comfortable and trust because the information obtained is official from the company.

   H5 : Online Public Relations Has a Positive Influence on the Election Decision of the Ahmad Dahlan University Faculty of Economics and Business.

6. **Social Networking (Sosial Media)** is a meeting place between certain users to exchange ideas, writing, pictures, sounds, videos or the like to get certain needs. According to Batra and Keller (2016)[1], apart from being a medium for conveying the value of the products they produce, social and online media can be used by companies to create emotional things for both the products they produce and the company's brand and corporate image.

   H6 : Social Networks Have a Positive Influence on Election Decisions of the Faculty of Economics and Business, Ahmad Dahlan University.

7. **Electronic Mail Marketing** (E-mail Marketing) is a media for conveying news in the form of sentences, pictures, sounds, videos sent via the internet network. E-mail marketing is mostly carried out as an alternative to direct marketing strategies carried out by companies in establishing relationships with consumers and company partners.

   H7 : Marketing E-Mail Has a Positive Influence on the Selection Decision of the Ahmad Dahlan University Faculty of Economics and Business.

8. **Customer Relationship Management** (CRM), relationships with consumers need to be maintained for the continuity of business processes within a company, if the relationship with

consumers is maintained then consumer satisfaction will also be maintained and the hope of customer loyalty will also be maintained.

H8 : Consumer Relations Management Has a Positive Influence on Selection Decisions at the Ahmad Dahlan University Faculty of Economics and Business.

9. **Visual Appeal** is anything that can be seen by the eye that can generate emotions that can influence the minds of people who see to do something. According to Zeithaml and Bitner (2000)[17] Physical appearance is something that significantly influences the decision to buy and use the services offered.

H9 : Visual Appeal Has a Positive Influence on the Selection Decision of the Faculty of Economics and Business, Ahmad Dahlan University.

10. Factors in digital marketing are: website, search engine optimization, pay per click, affiliate marketing, online public relations, social media, email marketing, customer relationship management (CRM), and visual appeal.

H10 : Digital Marketing Simultaneously Has a Positive Influence on the Selection Decision of the Faculty of Economics and Business, Ahmad Dahlan University.
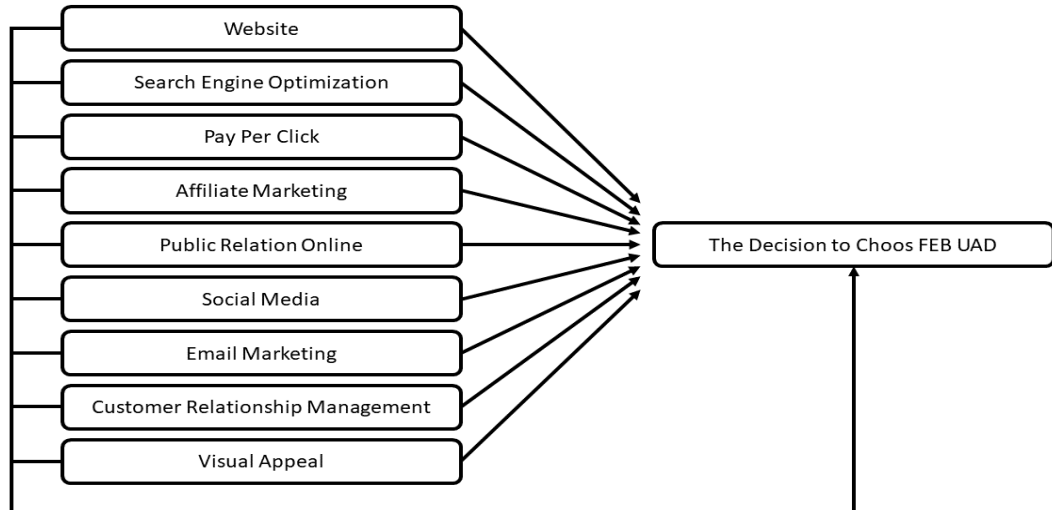
2.7 Research Framework

Fig. 1. Research Model.

3 Research Methods

3.1 Population and Sample

The population in this study were students of the Faculty of Economics and Business, Ahmad Dahlan University. The sample used in this study was obtained by probability sampling method. In this study, simple random sampling was used on active students of the Faculty of Economics and Business, Ahmad Dahlan University with a target sample size of 100 people. This figure is obtained from the theory of Roscoe (1975)[11] which says that if the research is to carry out multivariate analysis, then the number of sample members is at least 10 times the number of variables studied. In this case, this study uses 10 variables, therefore determining the number of samples is 100 people.

3.2 Collecting Data Method

This study uses primary data as a data source. Primary data obtained from distributing questionnaires (questionnaire). The questionnaire used uses a Likert scale by making a list of statements that will be filled in by respondents to obtain data in the form of answers to be analyzed.

3.3 Data Analysis Method

3.3.1 Validity Test

According to Misbahuddin and Hasan (2013)[9] validity test is a measure that shows the level of validity of an instrument. An instrument that is valid or valid means that it has high validity. An instrument is said to be valid if it is able to measure what is desired or reveal data from the variables studied.

3.3.2 Reliability Test

According to Sugiyono (2016)[13] reliability test is a test used to show that an instrument is reliable enough to be used as a data collection tool because the instrument is good. This test is also used to determine the consistency of measuring instruments that use scales in the questionnaire.

3.3.3 Multiple Regression Analysis

In this study using multiple regression analysis test, which is a test used to look for partial and simultaneous forms of influence between the dependent variable (Y) and the independent variable (X). The models are as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + b_9X_9 + \quad (1)$$

Information:

Y = Election Decision

X_1 = Website

X_2 = Search Engine Optimization

X_3 = Click-Search-Based Advertising

X_4 = Affiliate Marketing and Strategic Partnerships

X_5 = Online Public Relations

X_6 = Social Network

X_7 = E-mail Marketing

X_8 = Consumer Relations Management

X_9 = Visual Appeal

b = Predictor Coefficient Number

α = Constant Number

3.3.4 Partial Test

This test is used to test partially which aims to determine the direct effect of each independent variable (X) on the dependent variable (Y).

3.3.5 Simultaneous Test

This test is used to determine the effect of the independent variable (X) simultaneously or together on the dependent variable (Y).

4 Results And Discussion

This study aims to analyze the influence of digital marketing (digital marketing) on the decision to elect the Faculty of Economics and Business, Ahmad Dahlan University, both partially and simultaneously. After the researchers collected research data by distributing questionnaires to students of the Faculty of Economics and Business, Ahmad Dahlan University, as many as 200 respondents.

Data analysis was carried out using SPSS v.25 software by first identifying whether the question item data submitted to the respondent was valid or not. Furthermore, the reliability test was carried out, then a regression was carried out to answer the hypothesis proposed in this study. Next, a simultaneous test (F test) was carried out to determine whether there was a simultaneous effect and a partial test (T test) to determine whether there was a partial effect.

4.1 Descriptive Analysis

This analysis explains the respondent's data such as the type of gender and age of the respondent, as well as the respondent's assessment of digital marketing variables and the decision to choose educational service products from Ahmad Dahlan University, which in this case is specifically at the Faculty of Economics and Business.

4.1.1 Gender of Respondents

Based on the gender of the respondents, it consisted of two groups, namely the male and female groups. The results of this data analysis obtained the percentage of respondents based on gender as shown in the following table:

Table 3. Gender of Respondents.

Gender	Amount	Percentage
Male	91	45%
Female	109	55%
Total	**200**	**100%**

Source: Processed Data (2023)

It can be seen from Table 3, that the majority of respondents who chose education at the Faculty of Economics and Business, Ahmad Dahlan University were female or by occupying 55% as many as 109 people. While the remaining 45% are males with a total of 91 people.

4.1.2 Respondent Study Program

Based on the choice of the respondent's Study Program, it consists of 5 groups, namely Development Economics, Management, Accounting, Food Service Business, and Masters in Management. From the results of data analysis, it was obtained the percentage of respondents based on the force shown in table 2 below. It can be seen that the majority of study program students who filled in and chose the Faculty of Economics and Business at Ahmad Dahlan University were Management Study Programs, namely 42% with a total of 83 people, the remaining 22% Development Economics Study Program, namely 45 people, 32% Accounting

Study Program. 64 people, Food Service Business Study Program as much as 2%, namely 4 people, and Master of Management Study Program as many as 2%, namely 4 people.

Table 4. Respondents Study Program.

Program	Amount	Percentage
Economic Development	45	22%
Management	83	42%
Accounting	64	32%
Food and Culinary Service Business	4	2%
Master of Management	4	2%
Total	**200**	**100%**

Source: Processed Data (2023)

4.1.3 Validity Test

Before the regression is carried out so that the research results can produce reliable results, then validation is carried out on the questionnaire question items that will be distributed to the respondents. These items are website items (7 question items), search engine optimization (4 question items), pay per click (3 question items), affiliate marketing (3 question items), online public relations (3 question items), social media (7 question items), email marketing (3 question items), customer relationship management (3 question items), visual appeal (3 question items), and purchasing decisions (9 question items). Purchase decision items are also tested for validity so that it can be measured to what extent the accuracy of a measuring instrument through its measuring function.

Analysis used the Kaiser-Meyer Olkin test (KMO), the KMO test was used to determine the Measure of Sampling Adequacy (MSA) which indicated whether the data obtained was suitable for factor analysis. This analysis was carried out on each item of the questionnaire. KMO and MSA values must be equal to or greater than 0.5 for factor analysis to be carried out according to Cleff (2020)[2]. The results of the KMO test and the MSA value of individual items can be seen in the following table:

Table 5. KMO Test Results and MSA Values.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,869
Bartlett's Test of Sphericity	Approx. Chi-Square	3457,277
	df	406
	Sig.	0,000

Source: Processed Data (2023)

The KMO and Bartlett's test results show that the KMO value is 0.869 with a significance of 0.000. It can be concluded that the factor analysis test meets the criteria because all the sub-variables or measurement items are feasible as factors for each of the variables it measures.

Table 6 below shows the results of factor analysis on website variables, search engine optimization, pay per click, affiliate marketing, online public relations, social media, email marketing, customer relationship management, visual appeal, and purchasing decisions. Items WBS3, WBS6, WBS7, SCM4, SCM5, SCM6, SCM7, EMP3, CRM1, VAP1, VAP2, VAP3,

KPP1, KPP2, and KPP9 statistically do not form digital marketing dimensions because there is cross loading on these items that do not match the the criteria in this study, which must be above 0.5, so that the item is declared invalid. The results of the factor analysis on the other constructs show that no question items were discarded because all of them had a factor loading above 0.5.

Table 6. Validity Test Result.

Question Item	Component									Result
	1	2	3	4	5	6	7	8	9	
WBS1		.644								Valid
WBS2		.587								Valid
WBS3										Invalid
WBS4		.557								Valid
WBS5		.554								Valid
WBS6										Invalid
WBS7										Invalid
SEO1							.719			Valid
SEO2							.714			Valid
SEO3							.757			Valid
SEO4							.661			Valid
PPC1					.741					Valid
PPC2					.658					Valid
PPC3					.736					Valid
AFM1			.709							Valid
AFM2			.718							Valid
AFM3			.636							Valid
PRO1								.616		Valid
PRO2								.751		Valid
PRO3								.721		Valid
SCM1				.671						Valid
SCM2				.856						Valid
SCM3				.745						Valid
SCM4										Invalid
SCM5										Invalid
SCM6										Invalid
SCM7										Invalid
EMP1						.717				Valid
EMP2						.713				Valid
EMP3										Invalid
CRM1										Invalid
CRM2									.750	Valid
CRM3									.787	Valid
VAP1										Invalid
VAP2										Invalid
VAP3										Invalid
KPP1										Invalid
KPP2										Invalid
KPP3	.660									Valid
KPP4	.756									Valid
KPP5	.791									Valid
KPP7	.870									Valid
KPP8	.792									Valid
KPP9										Invalid

Source: Processed Data (2023)

4.1.4 Reliability Test

After the question items are declared valid, the next step is to test their reliability to determine the extent to which a measuring instrument can provide consistent results when used to measure the same object with the same measuring instrument. The technique used to assess reliability is Cronbach alpha, by distributing questionnaires to students of the Faculty of Economics and Business, Ahmad Dahlan University. An instrument can be said to be reliable if it is more than 0.6 (Ghozali, 2005)[3].

Table 7. Reliability Test Result.

Variable	Cronbach's Alpha	Result
Website	0,767	Reliable
Search Engine Optimization	0,803	Reliable
Pay Per Click	0,703	Reliable
Affiliate Marketing	0,856	Reliable
Public Relation Online	0,794	Reliable
Social Media	0,800	Reliable
Email Marketing	0,703	Reliable
Customer Relationship Management	0,887	Reliable
The Decision to Choose FEB UAD	0,916	Reliable

Source: Processed Data (2023)

According to Hair et al., (2010)[4] a construct is said to be reliable if it gives a value greater than 0.6. Based on the summary of the reliability test results in table 3, it can be seen that the value of Cronbach's alpha in all variables is greater than 0.6. Thus all the questions in the research variables can be said to be reliable.

4.2 Multiple Regression Analysis

4.2.1 Partial Test

Table 8. Partial Test Result.

Variable	Digital Marketing Partial		
	B	T	Sig.
Website	0,093	0,510	0,610
Search Engine Optimization	0,121	0,580	0,563
Pay Per Click	0,436	4,525	0,000
Affiliate Marketing	0,098	0,633	0,527
Public Relation Online	0,140	0,914	0,362
Social Media	0,018	0,082	0,935
Email Marketing	0,321	1,760	0,080
Customer Relationship Management	1,029	8,131	0,000

Source: Processed Data (2023)

The first hypothesis says that networking sites have a positive effect on the decision to select FEB UAD. The test results show that the factors in digital marketing in the website dimension have no influence on the decision to choose FEB UAD ($\beta = 0.093$; t = 0.510; Sig. = 0.610). This shows that the first hypothesis is rejected.

The second hypothesis says that search engine optimization has a positive effect on the decision to select FEB UAD. The test results show that the factors in digital marketing in the SEO dimension have no influence on the decision to choose FEB UAD ($\beta = 0.121$; t = 0.580; Sig. = 0.563). This shows that the second hypothesis is rejected.

The third hypothesis says that search click-based advertising has a positive effect on the decision to select FEB UAD. The test results show that the factors in digital marketing in the PPC Marketing dimension have a positive and significant influence on the decision to select FEB UAD ($\beta = 0.140$; t = 4.525; Sig. = 0.000). This shows the third hypothesis is accepted.

The fourth hypothesis says that affiliate marketing has a positive effect on the decision to select FEB UAD. The test results show that factors in digital marketing have no influence on the decision to choose FEB UAD ($\beta = 0.098$; t = 0.633; Sig. = 0.527). This shows the fourth hypothesis is rejected.

The fifth hypothesis says that online public relations has a positive effect on the decision to elect FEB UAD. The test results show that factors in digital marketing have no influence on the decision to choose FEB UAD ($\beta = 0.140$; t = 0.914; Sig. = 0.362). This shows the fifth hypothesis is rejected.

The sixth hypothesis says that social networks have a positive effect on the decision to elect FEB UAD. The test results show that factors in digital marketing have no influence on the decision to choose FEB UAD ($\beta = 0.018$; t = 0.082; Sig. = 0.935). This shows the sixth hypothesis is rejected.

The seventh hypothesis says that marketing e-mail has a positive effect on the decision to select FEB UAD. The test results show that factors in digital marketing have no influence on the decision to choose FEB UAD ($\beta = 0.321$; t = 1.760; Sig. = 0.080). This shows the seventh hypothesis is rejected.

The eighth hypothesis says that consumer relations management has a positive effect on the decision to select FEB UAD. The test results show that factors in digital marketing have a positive and significant influence on the decision to choose FEB UAD ($\beta = 1.029$; t = 8.131; Sig. = 0.000). This shows that the eighth hypothesis is accepted.

The ninth hypothesis was not used from the start because when it was tested for validity, it resulted in invalidity so that the ninth hypothesis was rejected.

Table 9. Simultaneous Test Result.

Variable	Digital Marketing Simultaneously	
	F	Sig
The Decision to Choose FEB UAD	28,313	0,000

Source: Processed Data (2023)

The tenth hypothesis says that digital marketing factors simultaneously have a positive and significant effect on the decision to select FEB UAD. The test results show that digital marketing factors simultaneously have a positive and significant influence on the decision to select FEB UAD (F = 28.313; Sig. = 0.000). This shows the tenth hypothesis is accepted.

4.3 Discussion

4.3.1 The Positive Influence of Click-Search-Based Advertising on Selection Decisions of the Faculty of Economics and Business, Ahmad Dahlan University.

The third hypothesis says that pay per click has a positive effect on the decision to choose the Faculty of Economics and Business, Ahmad Dahlan University. The test results show that factors in digital marketing have a positive and significant influence on the decision to choose FEB UAD ($\beta = 0.140$; t = 4.525; Sig. = 0.000). This shows the third hypothesis is accepted.

The existence of support for this positive influence indicates that there is an influence if FEB UAD conducts search-click-based advertising via Google so that people, whether intentionally or unintentionally, can enter the FEB UAD website page while increasing traffic both paid and organic.

4.3.2 The Positive Influence of Consumer Relations Management on Election Decisions of the Faculty of Economics and Business, Ahmad Dahlan University.

The eighth hypothesis says that consumer relations management has a positive effect on the decision to select the Faculty of Economics and Business, Ahmad Dahlan University. The test results show that factors in digital marketing have a positive and significant influence on the decision to choose FEB UAD ($\beta = 1.029$; t = 8.131; Sig. = 0.000). This shows that the eighth hypothesis is accepted.

With the support of this positive influence, it shows that there is an influence on consumer relations management such as semester evaluation in teaching, evaluation in service, evaluation in facilities obtained by students, as well as complaint services for UAD FEB students to be considered for students in choosing the Faculty of Economics and Business, Ahmad Dahlan University .

4.3.3 Simultaneous Positive and Significant Influence of Digital Marketing on Election Decisions of the Faculty of Economics and Business, Ahmad Dahlan University.

The tenth hypothesis states that digital marketing factors (website, search engine optimization, pay per click, affiliate marketing, online public relations, social media, email marketing, customer relationship management (CRM), and visual appeal) simultaneously have a significant effect on the Faculty selection decision. Ahmad Dahlan University of Economics and Business. The test results show that digital marketing factors simultaneously have a significant effect on the decision to select FEB UAD (F = 28.313; Sig. = 0.000). This shows the tenth hypothesis is accepted.

With a significant influence on digital marketing (website, search engine optimization, pay per click, affiliate marketing, online public relations, social media, email marketing, customer relationship management (CRM), and visual appeal) simultaneously on the decision to choose the Faculty of Economics and UAD Business means that every student in the UAD FEB environment in choosing the Faculty of Economics and Business at Ahmad Dahlan University, based on networking sites, search engine optimization, search click-based advertising, affiliate marketing, online public relations, social networking, electronic mail, and consumer relationship management.

5 Conclusion

Based on the results of data analysis and discussion, it can be concluded as follows:

1. There is no influence on the website variable on the decision to elect the Faculty of Economics and Business, Ahmad Dahlan University.

2. There is no influence on the search engine optimization variable on the decision to elect the Faculty of Economics and Business, Ahmad Dahlan University.

3. There is a positive and significant influence on the pay per click variable on the decision to select the Faculty of Economics and Business, Ahmad Dahlan University.

4. There is no influence on the affiliate marketing variable on the decision to elect the Faculty of Economics and Business, Ahmad Dahlan University.

5. There is no influence on online public relations variables on the decision to elect the Faculty of Economics and Business, Ahmad Dahlan University.

6. There is no influence on social media variables on the decision to elect the Faculty of Economics and Business, Ahmad Dahlan University.

7. There is no effect on the email marketing variable on the decision to elect the Faculty of Economics and Business, Ahmad Dahlan University.

8. There is a positive and significant influence on the customer relationship management variable on the decision to select the Faculty of Economics and Business, Ahmad Dahlan University.

9. There is a positive and significant influence of digital marketing simultaneously on the Selection

Decision of the Faculty of Economics and Business, Ahmad Dahlan University.

Based on the conclusions above, suggestions can be proposed that are expected to be useful for marketers of educational service products related to the influence of digital marketing on UAD Faculty of Economics and Business selection decisions, namely as follows:

1. The Faculty of Economics and Business can consider all digital marketing factors starting from networking sites, search engine optimization, search click-based advertising, affiliate marketing, online public relations, social networking, electronic mail, and consumer relations management that supports the selection of the Faculty of Economics and UAD Business because simultaneously there is influence on the decision to choose educational services for the Faculty of Economics and Business, Ahmad Dahlan University.

2. Ahmad Dahlan University in this particular case is the Faculty of Economics and Business can pay more attention to search click-based advertising on any website or application that can make search click-based advertising a consideration when potential consumers, in this case prospective students who wish to register at the Faculty of Economics and Business Ahmad Dahlan University Business.

3. The Faculty of Economics and Business, Ahmad Dahlan University should also pay attention to managing relationships with consumers, because it is engaged in the education service industry, it is very important to build relationships with consumers, in this case students and female students in the FEB UAD environment. There needs to be a kind of suggestion box for students so that when they complain about the educational services they receive they can be followed up immediately and not become a bad image for UAD, especially the Faculty of Economics and Business, Ahmad Dahlan University.

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