The Effect of Internet Marketing on Students' Decisions to Choose Through Brand Awarenessas The Intervening Variable at Muhammadiyah University Pringsewu Lampung

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ABSTRACT:*Utilization of Internet Marketing in Promotion has become an important part of the world of advertising. The high level of information technology forces all aspects of advertising to use internet media in marketing their products and services. Likewise, Pringsewu Muhammadiyah University used the internet to spread promotions to raise brand awareness and attract prospective new students. The purpose and objective of this study was to determine the effect of internet marketing on student decisions to choose, which was mediated by brand awareness of Pringsewu Muhammadiyah University students. The case study in this study is an active student of the Regular S1 at the University of Muhammadiyah Pringsewu. This research uses quantitative research. The data in this study used primary data obtained by distributing questionnaires directly via Google Form at Muhammadiyah University of Pringsewu Lampung. The data obtained was then processed using the AMOS analysis tool version 24.0. The population in this study were active undergraduate students at the University of Muhammadiyah Pringsewu Lampung for the academic year 2020/2021 and 2021/2022, with total population 1279 students and the sampling in this study used the proportional stratified random sampling technique using the Hair formula so that a sample of 400 respondents was obtained. The results of this study are that social media has a positive influence on the decision to choose; the website has a positive influence on the decision to choose; social media has a positive influence on brand awareness; the website has no influence on brand awareness; social media has a positive influence on the decision to choose through brand awareness as a mediating variable and the website does not have a positive* influence on the decision to choose *students through brand awareness as a mediating variable*
Keyword: Internet Marketing, Social Media, Website, Choice Decision, Brand Awareness.

I. INTRODUCTION AND LITERATURE REVIEW

At this time, marketing through the internet has become a must for a university. Through internet marketing, a university can reach a wider market. In addition, at this time, the majority of teenagers use InstagramDihni, (2021), while adults (35-56 years old) prefer to use Youtube and FacebookLidwina, (2021). Internet marketing is intended to attract potential consumers by growing brand awareness of the products offeredAaker, (2014). A product that has high brand awareness can also affect the level of sales so that profits can be created. Positive brand awareness will also be able to encourage consumers to more easily make purchasing choicesAaker, (2014).

Godey et al., (2016)also conducted research on the effect of social media marketing on brand equity (brand awareness and brand image) and consumer response (preference, premium price, and loyalty). The results of this study are the influence of social media marketing on brand equity elements, namely brand awareness and brand image. Other research fromAhmed et al., (2017)also gives similar results that interactive digital media channels have a positive and significant influence on brand awareness.Jan & Ammari, (2016)conducted research on online advertising at Malaysian universities and found that two aspects of online advertising (websites and social media) influence university decisions and choices.

*Internet marketing*intended to attract potential consumers by growing brand awareness of the products offeredAaker, (2014). Brand awareness is a situation when a consumer is aware of the existence of a product or

service by itself. A product that has high brand awareness can also affect the level of sales so that profits can be created. Positive brand awareness will also be able to encourage consumers to more easily make purchasing choicesAaker, (2014).

The internet marketing currently being used by Muhammadiyah University of Pringsewu includes Facebook, Youtube, Instagram, Whatsapp and Website which are expected to create brand awareness for students and prospective students to Pringsewu Muhammadiyah University who will continue to higher education. Then internet marketing will be measured whether it has an impact on the decision to choose and make brand awareness a mediating variable on the relationship between internet marketing and the decision to choose students.

1.2 Internet Marketing

*Internet marketing*is a stage and form of promotion in organizations that use online media, in general, internet marketing is the behavior of marketing products and services online for marketing. In another sense, internet marketing is also called electronic marketing, and there is not much difference in the field of marketing through offline methodsHa, EY, & Lee, (2018). I*internet marketing*can be defined as "a form of communication intended to convince an audience (viewer, reader, or listener) to purchase or take action on a product, information, or serviceRAO, PH, & VEMKATRAO, (2015).McCoy, S., Everard, A., Galletta, DF, & Moody, (2017)stated that online advertising is considered the second largest media expenditure and already surpassed newspapers and magazines in 2017.

According toChen, (2014)Internet marketing is the process of using online media to sell products and services to customers, which can be used for promotion, advertising, transactions and payments via the internet.Chen, (2014). Internet marketing users can also easily find and dig up information anywhere online. Internet marketing is also a form of advertising that uses Internet and Web 2.0 technologies to deliver marketing messages to attract consumersDe Mooij, (2018),Waheed & Jianhua, (2018). Examples of such advertising include contextual advertising on search engine results pages, banner ads, social network advertising, online classifieds advertising, network advertising and email marketing, including email spam.Bhakar, S., Bhakar, S., & Kushwaha, (2019). Marketing professionals recognize that advertisements shared among friends on social media have a significant effect on brand awareness and purchase intention than traditional marketing tools.De Mooij, (2018).Heikkinen, (2012)revealed that the indicators of internet marketing are divided into two, namely websites and social media.

1.2.1 Social Media

Social media creates a close relationship between people and brandsMousavi, J., Rad, HS, & Asayesh, (2015),Balakrishnan & Griffiths, (2017)thereby also contributing to the relationship between the brand and the customerKhan, (2017). Social media provides an environment where people can trust their brands more and bring new forms of socialization with consumersAlam, MS, & Khan, (2015). Consumers communicate directly with companies via social networking sites to make their own decisionsLee, C., & Kahle, (2016). On the other hand, companies are also using social media as a marketing tool because of its popularity and it is considered as a new advertising channelHuang, Z., & Benyoucef, (2017). Therefore the interaction of companies with customers on social media sites is increasing rapidly. Social media provides an environment where people can trust their brands more and bring new forms of socialization with consumersAlam, MS, & Khan, (2015),Rambe & Bere, (2013),Kurniawan et al., (2020). Consumers communicate directly with companies via social networking sites to make their own decisionsLee, C., & Kahle, (2016),Heikkinen, (2012),Mamonov & Benbunan-Fich, (2017).

Table 1. Percentage of Social Media Users in Indonesia

Year	Youtube	Whatsapp	Instagram	Facebook	Average
2020	88%	84%	79%	82%	83%
2021	93%	87.7%	86%	85%	87.9%

(Source: Hootsuite. 2020 and 2021)

Table 1 shows the number of social media users in Indonesia in 2020 and 2021 from the total population. At the top level, the social media applications with the most users are Youtube, Whatsapp, Instagram, and Facebook by reaching numbers above 93% in 2021 and 88% in 2020 of the total number of internet users in Indonesia. Meanwhile, other social media are also widely used by internet users in Indonesia, namely Whatsapp, Instagram and Facebook to reach an average of 83% users in 2020 and 87.9% in 2021. The data

shows that there is an increase of 6.6% users in that year, so it can be assumed that social media users increase significantly every year.

1.2.2 Website
The image of the university can be measured and interpreted through its websiteSung, M., & Yang, (2008). According toJager, JW, & Jan, (2015), University's image is the result of a collective process reflected on its website where students compare and contrast many programs and curricula. Since attracting a large number of students online has become a marketing priority and a big challenge at the same time, therefore, it is important to have this kind of facility due to its significant impact on student interest and satisfaction with a particular institution.Jager, JW, & Jan, (2015). Similarly, visualization is also a very effective tool to attract international and local students. Furthermore,Stack, (2016)also stated that visuals are considered as an alternative way to communicate information while supporting written content on university websites.

In developing an effective website, there are practical aspects that need to be addressed. Prospective students should be able to get the information they need to make the right decisions, and the images on the website should reflect the state of the university, as well as the facilities, resources, culture and even the work program that will be encountered.Angulo-Ruiz et al., (2016),Florez et al., (2018). Even though it is a huge task, the results will be beneficial for both the university and the students. While universities will be able to corner a larger share of the global higher education market, the student experience will also be enhanced by feeling welcome from the first time they access the website.Angulo-Ruiz et al., (2016),Tsimonis, G., & Dimitriadis, (2014).

1.3 Student Selection Decision
A consumer's decision to make a purchase comes from the awareness to fulfill their needs and desires. The process is strongly influenced by consumer behavior.Purwiyanto, D., Purwanto, (2020)said that this stage is a problem-solving process that ends in getting the fulfillment of the needs and desires of a consumer.

In the higher education sector, the decision to choose a university can be caused by two factors, namely individual factors and environmental factorsDemetris Vrontis, Alkis Thrassou, (2007). Individual factors include consumer attributes (race, socio-economic status, parental education, family culture, religion, and gender) and personal attributes (class, self-image, personality and values, desired benefits, lifestyle, educational aspirations). , and academic ability.Meanwhile, environmental factors consist of general influences (job structure, economic conditions, cultural conditions), assistance, and media (parents, colleagues, communication, college staff).Kotler, P., & Keller, (2016).

Young people's decision-making when considering expanding their education, obtaining training or deciding on their career is a complex interactive processDwivedi et al., (2021). Interests and preferences may change due to available information, which can also be modified by influential parties such as peers, teachers, career officials, parents, and other important adultsHope, (2015),Zhang & Benyoucef, (2016). They may also be influenced by their own life experiences, both inside and outside the classroomSadovykh, V., Sundaram, D., & Piramuthu, (2015). By examining university selection as a decision-making process, much can be learned that will provide recruitment personnel with the means to select more functional tools in achieving their enrollment goals.Sadovykh, V., Sundaram, D., & Piramuthu, (2015)Shaouf, A., Lü, K., & Li, (2016).

1.4 Brand Awareness
A product must have a brand so that consumers can be aware of the products made and issued by a company. Brands play an essential role in introducing a product to the target marketSeo, EJ, & Park, (2018). A brand must have a uniqueness so that it will be easy to remember and recorded in the memory of consumers. When a product reaches that position, then brand awareness of the product or service appears in the minds of consumers. According toAbbas et al., (2019),Hutter et al., (2013)Building brand awareness can be done through providing information about products or servicesTulasi, (2012).

According toDavid A Aaker, (1996)Brand awareness consists of two components, namely, the introduction of a brand (brand recognition) and recalling a brand (brand recall). Brand recognition refers to the consumer's ability to recognize a brand with or without a clue and can distinguish the brand from other brands of the same category. Brand awareness can be created from the intensity of interaction between consumers and brands continuously and repeatedlyKim, SS, Choe, JYJ, & Petrick, (2018).

1.5 Hypotheses and Framework
Pringsewu Muhammadiyah University is one of the newly established private universities in Lampung. As a new higher education institution, it takes a lot of effort to attract the attention of prospective new students. For that we need the right way of promotion. In the first year, Pringsewu University Muhammadiyah Pringsewu new student admissions used a combination of traditional and digital promotion methods, including using the

internet, social media, SMS, banners, banners, and word of mouth. From the above review, this research can be seen that the decision of prospective students in choosing a university cannot be separated from internet marketing activities and the influence of brand awareness.
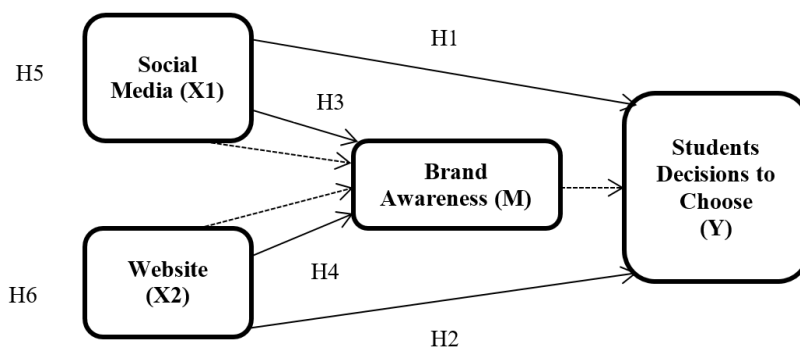

Figure 1. Thinking Framework

Hypothesis:
H1: Social Media has a significant positive effect on voting decisions.
H2: Website has a significant positive effect on the decision to choose.
H3: Social Media has a significant positive effect on brand awareness.
H4: Website has a negative effect on brand awareness.
H5: Social media has a significant positive effect on the decision to choose through brand awareness as an intervening variable.
H6: Website has a significant negative effect on the decision to choose through brand awareness as an intervening variable.

1.6 Research Methodology and Data Analysis
This study includes three variables, including one independent variable, one dependent variable and one mediating variable. A variable in research refers to a person, place, or phenomenon to be measured.Sugiyono, (2011)states that a variable is an attribute, trait, or value of a person, object, or activity that has variations to be studied and concluded. This study uses a quantitative approach where data collection uses a questionnaire based on the new academic year 2020/2021 and 2021/2022 and then analyzed using Structural Equation Modeling (SEM) with the AMOS 24.0 statistical tool. The 400 respondents' data collected were analyzed using structural equation modeling (SEM) analysis with AMOS 24.0 statistical tool. The sampling method used in this study is the*proportional stratified sampling*using the Hair formula.

1.7 Data Collection
Collecting data from this study used two data, namely secondary and primary data. Primary data is the result of data collected directly by researchers through data in the field in accordance with predetermined measuring instruments(Hair, JF, Ortinau, DJ, & Harrison, 2010), by distributing questionnaires to the total sample that has been obtained from proportional stratified sampling. thus will get the results of primary data to support this research. Secondary data is obtained from collecting data and information from the internet and similar research to support this research.

Table 2: Characteristics of Respondents

Demographic variables	Category	Frequency Number	Percentage (%)
Gender	Man	118	29.5
	Woman	282	70.5
Age	17-18	180	45
	19-20	179	44.75
	21-22	36	9
	23	5	1.25
Based on study program	S1 Guidance Counseling	42	10.5
	S1 Sharia Economic Law	17	4.25
	S1 Nursing	65	16.26
	S1 Management	104	26

	S1 Indonesian Language and Literature Education	38	9.5
	S1 English Education	47	11.75
	S1 Elementary School Teacher Education	51	12.75
	S1 Mathematics Education	36	9
Internet media that are often used	Facebook	125	31.25
	Instagram	153	38.25
	Youtube	84	21
	Twitter	34	8.5
	Website	4	1
2020/2021 school year	S1 Guidance Counseling	20	5
	S1 Sharia Economic Law	8	2
	S1 Nursing	30	7.5
	S1 Management	44	11
	S1 Indonesian Language and Literature Education	18	4.5
	S1 English Education	22	5.5
	S1 Elementary School Teacher Education	25	6.25
	S1 Mathematics Education	15	3.75
Academic year 2021/2022	S1 Guidance Counseling	22	5.5
	S1 Sharia Economic Law	9	2.25
	S1 Nursing	35	8.75
	S1 Management	60	15
	S1 Indonesian Language and Literature Education	20	5
	S1 English Education	25	6.25
	S1 Elementary School Teacher Education	26	6.5
	S1 Mathematics Education	21	5.25

Source: Primary Data Processed, 2022

Table 2 shows the total number of respondents totaling 400 students consisting of 282 female respondents (70.5%) and 118 male respondents (29.5%). This shows that the students of the University of Muhammadiyah Pringsewu strata one class of 2020 and 2021 are dominated by women.

Characteristics of respondents based on age showed that of all respondents, which amounted to 400 people, consisted of respondents aged 17-18 years old totaling 180 respondents (45%), then those with vulnerable ages 19-20 years amounting to 179 respondents (44.75%), vulnerable age 21-22 years amounted to 36 respondents (9%), and vulnerable aged 23 years amounted to 5 respondents (1.25%). From this number, it can be seen that those aged 17-18 years and 19-20 years are of productive age and tend to be interested in continuing their education to the tertiary level.

a total of respondents consisting of two academic years, namely the 2020/2021 academic year and the 2021/2022 school year, from the two academic years obtained 8 undergraduate study programs totaling a total of 400 respondents. Then from the 8 study programs, it showed that the management undergraduate study program received the highest frequency, reaching 104 respondents (26%), and followed by the nursing undergraduate study program totaling 65 respondents (16.26%), the elementary school teacher education undergraduate study program (PGSD). totaling 51 respondents (12.75%), the undergraduate study program in English education 47 respondents (11.75%), the undergraduate study program counseling guidance (BK) totaling 42 respondents (10.5%), the undergraduate study program language and literature education Indonesia numbered 38 respondents (9.5%), mathematics education undergraduate study programs amounted to 36 respondents (9%), and the one who got the least was the sharia economic law study program, which was only 17 respondents (4.25%). All of the above amounts were obtained from combining the two batches for the 2020/2021 and 2021/2022 academic years.

the number of respondents for the 2020/2021 school year is less than the number of respondents for the 2021/2022 school year, where the number of respondents for the 2020/2021 school year is 182 respondents (45.5%) and for the 2021/2022 school year, 218 respondents (54.5%). The amounts for each study program are, among others. The undergraduate guidance and counseling study program for the academic year 2020/2021 is 20 respondents (5%) and for the academic year 2021/2022, there are 22 respondents (5.5%). The S1 study program in Islamic economic law for the 2020/2021 academic year is 8 respondents (2%) and for the 2021/2022 school year, there are 9 respondents (2.25%). The undergraduate nursing study program for the 2020/2021

academic year totaled 30 respondents (7.5%) and for the 2021/2022 academic year, there were 35 respondents (8.75%). The management undergraduate study program for the 2020/2021 batch year is 44 respondents (11%) and for the 2021/2022 school year, there are 60 respondents (15%). The undergraduate study program for Indonesian literature and language education for the 2020/2021 school year is 18 respondents (4.5%) and for the 2021/2022 school year, there are 20 respondents (5%). The English language education undergraduate study program for the 2020/2021 academic year amounted to 22 respondents (5.5%) and for the 2021/2022 school year, there were 25 respondents (6.25%). The primary school teacher education undergraduate study program for the 2020/2021 school year is 25 respondents (6.25%) and for the 2021/2022 academic year, there are 26 respondents (6.5%). And the undergraduate mathematics education study program for the 2020/2021 academic year, which amounted to 15 respondents (3,

1.8Structural Model

Test the validity and reliability in this study using confirmatory factor analysis (CFA), CFA is used to test the unidimensional validity and reliability of the construct measurement model that cannot be measured directly. each statement item must have a factor loading > 0.40 and significant at a significance level of 5%. According toHair, et al, (2010)If the loading factor value is above 0.5 then it is declared valid. The generally accepted reliability value is 0.70 for both Cronbach's Alpha (CA) and construct reliability (CR).

Table 3: Measurement Model

Variable	Items	*Factor Loading*	AVE	Cronbach's Alpha	*Construct Reliability*
Social media	SM1	0.845	0.780	0.960	0.961
	SM2	0.884			
	SM3	0.865			
	SM4	0.930			
	SM5	0.909			
	SM6	0.905			
	SM7	0.841			
Website	W1	0.848	0.776	0.971	0.971
	W2	0.915			
	W3	0.895			
	W4	0.945			
	W5	0.939			
	W6	0.917			
	W7	0.913			
Brand Awareness	KM1	0.900	0.837	0.939	0.939
	KM2	0.929			
	KM3	0.916			
Choice Decision	PK1	0.926	0.843	0.918	0.973
	PK2	0.928			
	PK3	0.901			
	PK4	0.759			
	PK5	0.627			

Source: SEM application processed, 2022
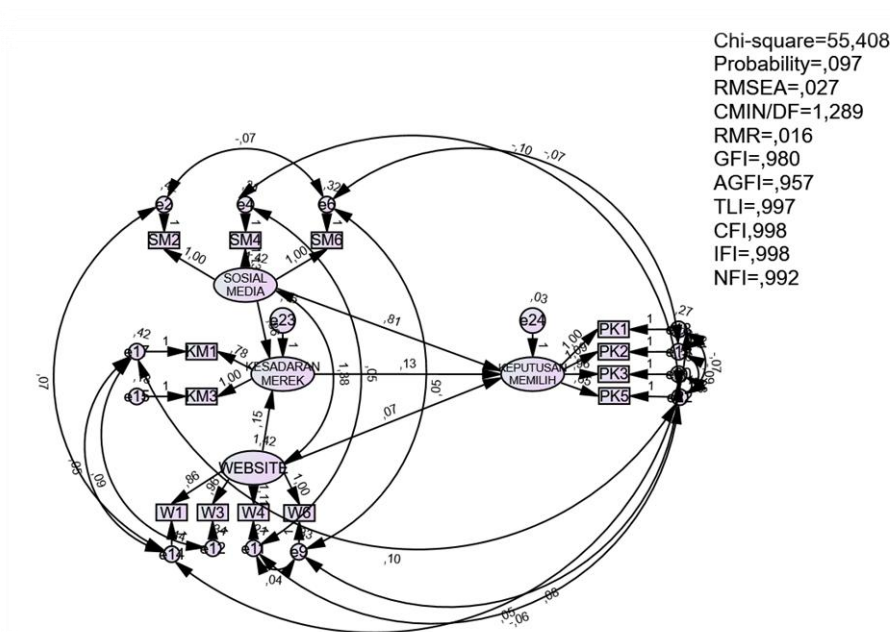
1.9 Goodness of fit analysis

Figure 2: Structural Model Test Results

The estimation results of the measurement model or measurement model show that the criteria for p-value, GFI, RMR, RMSEA, TLI, NFI, RFI, and CFI provide the recommended conformity index and are included in the good fit category, which can be seen in table 4.

Table 4: Measurement of Goodness of Fit in Structural Models

GOF	Acceptable Match Level	Model Index	Explanation
Chi-square	chi-square 2df (good fit), 2df < chi-square 3df (marginal fit), chi-square > 3df (bad fit)	Small	*Good Fit*
***p*-value**	P 0.05 (good fit), p<0.05 (bad fit)	0.097 0.05	*Good Fit*
GFI	GFI 0.9 (good fit), 0.8 GFI 0.9 (marginal fit)	0.980 0.9	*Good Fit*
RMR	RMR 0.5 (good fit)	0.0160.5	*Good Fit*
RMSEA	$0.05 <$ RMSEA 0.08 (good fit), $0.08 <$ RMSEA 1 (marginal fit)	0.027 0.08	*Good Fit*
TLI	TLI 0.9 (good fit), 0.8 TLI≤0.9 (marginal fit)	0.997 0.9	*Good Fit*
NFI	NFI 0.9 (good fit), 0.8 NFI 0.9 (marginal fit)	0.998 0.9	*Good Fit*
AGFI	AGF I≥ 0.9 (good fit), 0.8 AGFI 0.9 (marginal fit)	0.957 0.9	*Good Fit*
CFI	CFI 0.9 (good fit), 0.8 CFI 0.9 (marginal fit)	0.998 0.9	*Good Fit*

Source: SEM application processed, 2022

Table 4 shows the measurement results that the overall results of the Goodness-of-Fit model after being modified are declared good. The chi-square value of 55.408 with a probability level of 0.097 indicates a good indication or fit. The Goodness of Fit index (GFI) model has a GFI value of 0.980 so it can be said to have a good level of model fit. The RMSEA value of 0.027 indicates a good level of conformity. RMR got a value of 0.016 which indicates a fit value. The modified AGFI value of 0.957 indicates a fit indication. Thus, the overall model developed is good with the data. The TLI shows a good level of conformity with the TLI value of 0.997. The CFI value of 0.998 indicates that this model has a good fit.

1.9 Structural Model

After analyzing using a measurement model, the next step is to test the proposed hypothesis using a structural model.

Table 5: direct effect

Hypothesis	CR	P Value	Information
(H1) Social media → choice decision	5,376	0.000	**Received**
(H2) Website → choosing decision	2.818	0.005	**Received**
(H3) Social media → brand awareness	5,245	0.000	**Received**
(H4) Website → brand awareness	1,450	0.147	**Rejected**

Source: SEM application processed, 2022

Table 5 shows the results of the direct influence of the four variables, there is a significant relationship if the significance value is below 0.05 and the critical ratio (CR) value is above the t-table (1.96). The results of hypothesis testing on the direct influence variable. The results show that the first, second and third hypotheses are accepted, including: social media on choosing decisions, websites on choosing decisions, social media on brand awareness, and the fourth hypothesis is rejected, namely websites on brand awareness.

Table 6: indirect effect

Hypothesis	t-Calculate	t-Table	Information
(H5) Social media → voting decisions through brand awareness	3,754	1,965	**Received**
(H6) Website → choosing decision through brand awareness	1,291	1,965	**Rejected**

Source: SEM application processed, 2022

Table 6 shows the results of measuring the effect of mediation on variable X to variable Y, the measurement results are accepted if the value of t-count is greater than the value of t-Table, from these results obtained the influence of social media on the decision to choose which is mediated by brand awareness is accepted because the value t-Calculate 3.754 > t-Table 1.965. And the results of the measurement of the influence of the website on the decision to choose which is mediated by brand awareness are rejected because the t-Count value is 1.291 < t-Table 1.965.

1.10 Discussion

The purpose of this study was to determine the effect of Internet Marketing on Student Selection Decisions at Muhammadiyah University of Pringfsewu. This study uses three dimensions, namely Internet Marketing, Brand Awareness and Choice Decision. A total of six hypotheses were developed and tested using the Structural Equation Modeling (SEM) method and assisted by the AMOS 24.0 software. The results of this study show the following:

The first hypothesis in this study found that social media had a positive and significant effect on the decision to choose students at Pringsewu Muhammadiyah University. Based on the results obtained by Social Media, it proves that there is a significant positive effect on employee performance, so this hypothesis is accepted. Social media builds and creates relationships between people and brands so that social media becomes a tool as people interact with the intended brand, in this case the decision to choose students in determining the university or college that will be the place for further education is influenced by social media.Lee, C., & Kahle, (2016).

The results of the second hypothesis in this study prove that the Website has a positive and significant effect on the decision to choose. It is only natural that the website affects the decision to choose as well as the previous results, namely social media has a positive effect on the decision to choose, this is in accordance with the expressionHeikkinen, (2012)that the Website and social media are included in the internet marketing dimension, where one another is related. It can be concluded thatthe importance of the internet in marketing a product to consumers because it has a high opportunity in determining consumer decisions and can maintain long-term relationships with customers.Keller, KL, & Kotler, (2012).

And then the third hypothesis in this study proves that Social Media has an effect and is significant on Brand Awareness. Based on the results obtained by Social Media, it proves that there is an influence on brand awareness so that this hypothesis is accepted.When a product reaches a certain position, then brand awareness of the product or service appears in the minds of consumers. And one is to build brand awareness through social mediaAbbas et al., (2019).

The results of the fourth hypothesis in this study get different results that the Website has no and negative effect on brand awareness of Pringsewu Muhammadiyah University so that this hypothesis is not accepted. these results are different from previous studies which found that the website had an effect on brand awareness, the researcher assumed that this research was conducted at a university that had just been merged for 2 years so that the use of the website may still be rarely known by prospective students who will register so that brand awareness of the website is Pringsewu Muhammadiyah University has not had a good impact on prospective students. However, the following results can be used as evaluation material for Pringsewu Muhammadiyah University to further improve internet marketing, especially on the Website dimension.

In the fifth and sixth hypotheses, namely the influence of Social Media and Website on the decision to choose which is mediated by brand awareness. In this hypothesis, different results are obtained, namely the influence of Social Media on the decision to choose which is mediated by brand awareness to get a significant positive result, Brand awareness has an impact in mediating the relationship to social media and the decision to choose students at Muhammadiyah University Pringsewu. While the influence of the Website on the decision to choose which is mediated by brand awareness gets negative results. It can be assumed that brand awareness has no impact in mediating the relationship to the website and the decision to choose. This happens if the use of social media is more often used than websites among young people to advertise colleges, so the use of the website can be very less desirable. As it is known that social media has a question and answer service so that prospective students will immediately be able to ask for information about the college they will choose, it is different for websites that only announce information about universities or colleges so that there is a lack of interaction with prospective students.Alam, MS, & Khan, (2015).

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