
**ANALYSIS OF EASE OF INFORMATION AND QUALITY OF SERVICE
ON THE DECISION TO CHOOSE A PURE UNIVERSITY
TEGUH PEMATANGSIANTAR YANG
TRUST MEDIATED**

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Abstract

This study aims to test and analyze the influence of ease of information and service quality on decision to choose Murni Teguh Pematang Siantar University and to test and analyze the influence ease of information and service quality on the decision to choose Murni Teguh Pematang Sia University mediated by Trust. The population of this study was 227 respondents and with the slo formula, a sample of 145 respondents was obtained. This research was processed with SEM PLS. Fr the results of the study, it was found that the ease of information had a positive and significant effect the trust to choose a pure and firm university in Pematang Siantar. The quality of service has a posit and significant effect on the trust to choose a pure university of Pematang Siantar. Trust has a posit and significant effect on the decision to choose a firm pure university Pematang Siantar. The ease information has a positive and significant effect on the decision to choose a pure and firm univer Pematang Siantar. The quality of service has a positive and significant effect on the decision to cho a pure and firm university Pematang Siantar. The ease of information has a positive and significant eff on the decision to choose a pure university that is firm and firm in Pematang Siantar which is media by trust. The quality of service has a positive and significant effect on the decision to choose a p university that is firm in Pematang Siantar which is mediated by the use of trust.

Keywords: *Ease of Information, Service Quality, Trust, Decision to Choose*

INTRODUCTION

The digital era has changed the way prospective students seek information about higher education. Surveys show that the internet is the main source of information for more than 80% of prospective students in their searches (Rafique, 2023) An informative and easily accessible university website has become a crucial factor in their decision-making process. Digital transformation in higher education has experienced a significant acceleration, especially after the COVID-19 pandemic, which requires educational institutions to massively adopt digital technology (Panjaitan et al., 2022).

Educational institutions that have succeeded in optimizing digital technology, especially in the development of information-rich websites, have a higher competitive advantage in attracting the interest of prospective students ("Factors Influencing Digital Transformation in Learning in Universities With Special Reference to Karnataka State," 2023). However, the main challenge lies in efforts to ensure the quality and relevance of the information presented according to the needs of users (Eiriemiokhale & James, 2023)

The quality aspect of university services plays a vital role in influencing the preferences of prospective students, where excellent service is proven to increase the level of satisfaction

and loyalty (Wang et al., 2021). Previous studies indicate that there is a strong correlation between the quality of university websites and the perception of prospective students towards the service standards offered (Jabbari et al., 2020). However, there is still a research gap in examining the interaction between ease of information and service quality in the context of university selection decision-making, especially in the environment of Murni Teguh University, Pematangsiantar. Website universities not only function as a medium for conveying information, but also act as an interactive platform that can enrich the user experience (Timotheou et al., 2022). Effective website design can facilitate better access to information while building a positive perception of the institution. This study aims to explore the role of websites as a mediator between ease of information and service quality in influencing the decision-making process of prospective students.

As one of the potential universities and one of the best universities in North Sumatra, Murni Teguh University has 8 study programs. However, if you look at the student admission data from year to year at Murni Teguh University, there is a tendency for admissions that lead to a decrease in the number of admissions, and of course this is not good for Murni Teguh University.

The data on the number of student admissions can be displayed as follows:

Table 1. Recapitulation of the Number of Student Registrations in 2021 - 2024

	Program Studi	Number of New Student Admissions per Academic Year			
		2021	2022	2023	2024
	Accountancy (S1)	210	132	62	21
	Management (S1)	328	156	71	48
	Nursing Science (S1)	315	143	64	30
	Physiotherapy (S1)	154	67	32	15
	Law (S1)	0	0	28	12
	Information Systems (S1)	0	0	21	10
	Midwifery	195	91	40	14
	Nurse Profession	235	104	51	20
Sum		1.437	693	369	170

Table 1.1 shows that in terms of the number of student admissions, there is a decrease of 51.77% from 2021-2022, 46.75% from 2022-2023, 53.93% from 2023-2024. During that period, there was at least an average decrease in the number of new student registrants at Murni Teguh University of 50.82% per year.

This competition is even more relevant considering that data from the Ministry of Education and Culture (Kemendikbud) shows an increase in the number of private universities in

Indonesia by 8.5% between 2020 and 2023. In this context, the ease of access to information and the quality of service are key factors that influence the decision of prospective students in choosing a university. The results of research by (Hidayat, 2023) revealed that the ease of information has an influence of 64.3% on university selection decisions. However, this study has not included service quality variables or the role of website mediation as part of its analysis. This study does not explicitly discuss the role of websites as mediators in the relationship between ease of information and service quality on university selection decisions (Surya et al., 2023). In addition, research by Wijaya and Sutanto (2022) shows that there is a significant positive relationship between the quality of digital services and the decision to choose a university, but the geographical coverage is limited and the website has not been considered as a mediating variable.

This gap in literature is even more evident when referring to the National Survey of Higher Education Information Technology (2023) report, which states that 82% of universities in Indonesia have not made full use of their websites as marketing and information tools. This emphasizes the importance of more in-depth research to understand the role of websites in mediating the relationship between ease of information and service quality to university selection decisions, especially at Murni Teguh Pematang Siantar University.

This study aims to analyze the influence of ease of information and service quality on the decision to choose Murni Teguh Pematangsiantar University, with trust as a mediating variable. Through a quantitative approach and path analysis, this study is expected to be able to identify the direct and indirect effects of each variable, as well as highlight the importance of the role of website mediation (Surya et al., 2018). The results of this research are expected to make a theoretical contribution to the development of a digital technology-based university selection decision model. Practically, this finding is also expected to be a guideline for Universitas Murni Teguh Pematangsiantar to improve its digital marketing strategy, especially through optimizing the website as a means of information and services for prospective students (Surya & Suwarno, 2023).

Based on the description of the background of the problem that has been described above, the researcher is interested in raising a study entitled **"Analysis of Ease of Information and Service Quality on the Decision to Choose Murni Teguh Pematangsiantar University Mediated by Trust"**.

LITERATURE REVIEW

EASE OF INFORMATION

Ease of Information Ease of information is the extent to which the necessary information can be accessed, understood, and used by prospective students. According to Khatimah, easy access to information is very important in the context of educational services, because it can affect user satisfaction and decisions (Khatimah, 2024). In addition, the definition of ease of information can also be found in the views of several other experts. According to Alavi and Leidner, ease of information includes the ability to find and use relevant information in decision-making. Meanwhile, according to Davis, ease of information is related to how quickly and easily users can access the information needed.

Factors Affecting Ease of Information Ease of information includes several important aspects.

Website Design: User-friendly and intuitive website design improves the ease of access to information, as expressed by (Rochman et al., 2020).

1. **Availability of Information:** The availability of complete and relevant information about study programs, costs, and facilities can increase the ease of information (Zulfikar, 2021).
2. **Device Accessibility:** The availability of devices used to access information, such as computers, tablets, or smartphones, greatly affects the ease of information. According to Siregar et al. (2023), good device accessibility allows users to get information more easily.
3. **Connection Quality:** A stable and fast internet connection also affects the ease of information. Research by (Asmadi, 2024) shows that a good quality connection can improve the user experience in accessing educational information.
4. **Information Structure:** A clear and logical information structure will make it easier for users to find the information they need. (Nurfatimah et al., 2022) emphasized the importance of information structure in improving ease of access.
5. **Format of Presentation:** The format of presentation of information, including the use of text, images, and videos, also affects the ease of information. (Frisdayanti, 2019) shows that the presentation of interesting and varied information can improve user understanding.

Information Ease Indicators include several measurable aspects to assess how well information can be accessed and used (Nurfatimah et al., 2022). 1) Access Speed, 2) Clarity of Information, 3) Availability of Content, 4) Website Navigation, 5) Ease of Search, 6) Accuracy of Information

a. SERVICE QUALITY

The quality of service in the context of education includes aspects such as reliability, responsiveness, empathy, and guarantees provided by the university to prospective students. According to Titin, good service quality can increase user satisfaction and trust (Titin, 2023).

The SERVQUAL theory, developed by Parasuraman, Zeithaml, and Berry, explains that service quality can be measured through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions provide a framework for evaluating the user experience in receiving services. In the context of higher education, the quality of service is very important because it can affect the decision of prospective students in choosing a university. Good service quality not only increases student satisfaction, but can also contribute to the loyalty and reputation of educational institutions. Factors Affecting Service Quality in higher education include several important aspects.

1. **Human Resources:** The quality of teaching and administrative staff affects the quality of service, as expressed by Sari (Agustina, 2024). Well-trained and competent staff can provide better service to students.
2. **Service Process:** Clear and efficient procedures in registration and communication with prospective students are essential to create a positive experience (Fitria, 2024).
3. **Infrastructure:** The availability of adequate physical facilities, such as classrooms, laboratories, and information technology, also contributes to the quality of service. Research by Titin shows that good infrastructure can increase student satisfaction (Titin, 2023).
4. **Management System:** Good management in educational institutions can ensure that all aspects of services run smoothly and efficiently (Susanti, 2021).

5. Operational Standards: The existence of clear operational standards can help staff in providing consistent and quality services (Rizal et al., 2020).
6. Service Culture: An organizational culture that supports excellent service can create a positive environment for students and staff (Setiawan, 2023)

Service quality indicators include several aspects that can be measured to assess how well the service is provided (Wardhana et al., 2021); (Nabilla et al., 2023). 1) Reliability, 2) Responsiveness, 3) Empathy, 4) Assurance Tangibles

TRUST

Trust has an important role in carrying out business activities. Business transactions between two or more parties will only happen if they trust each other. This trust cannot be directly acknowledged by other parties or business partners, but must be built gradually and can be proven. Trust is considered a catalyst in various transactions between sellers and buyers to achieve consumer satisfaction as per the desired expectations. According to Barnes, trust involves a person's belief that they will get what they want from an exchange partner. This trust includes an individual's readiness to perform a particular action because they are confident that their partner will meet their expectations. Trust also involves the general expectation that the words, promises, or statements of others can be trusted by Widhiaswara et.al (2022). According to the Trust-Commitment theory, trust is a key variable in maintaining long-term relationships, including in the context of brands. This long-term relationship will increase the level of consumer trust in the expectations that will be given. Factors That Affect Trust According to McKnight, there are several factors that can affect consumer trust, which are as follows: 1) Perceived web vendor reputation Reputation is an attribute given to sellers based on information that comes from other people or other sources. This reputation is crucial in building consumer trust in the seller, especially when the consumer has no first-hand experience with the seller. Word-of-mouth reputation also has a key role in the relationship between consumers and sellers. When consumers hear positive information about the seller, this can reduce the perception of risk and insecurity in making transactions with the seller. Thus, reputation helps increase consumer confidence in the competence, kindness, and integrity of the seller. 2) Perceived web site quality Perceived web site quality is an introduction to the site quality of an online store. The appearance of an online store can affect the first impression formed on visitors. According to Wing Field in a study by Chen & Phillon, the presentation of a professional-looking website indicates that the online store has good expertise in running its operations. Professional website design also provides convenience to customers, so customers

The Trust Indicator according to Abror et al (2022) can be formed through three dimensions, namely 1) Ability (Ability) Refers to the competence and characteristics of the seller. In this case, how the seller provides service and security in making transactions. This means that consumers get a guarantee of satisfaction and security from the seller in making transactions. According to Aubert & Kelsey, ability includes competence, experience, institutional, and attestation ability in science. 2) Benevolence is the willingness of the seller to provide satisfaction that is mutually beneficial to both parties. Sellers do not solely pursue maximum profits, but have great attention in realizing consumer satisfaction. According to Aubert & Kelsey, benevolence includes caring, empathy, confidence and acceptance. 3) Integrity (Integrity) Relating to how the seller's behavior in running his business, whether the information provided to the buyer is correct and in accordance with the facts or not. The quality

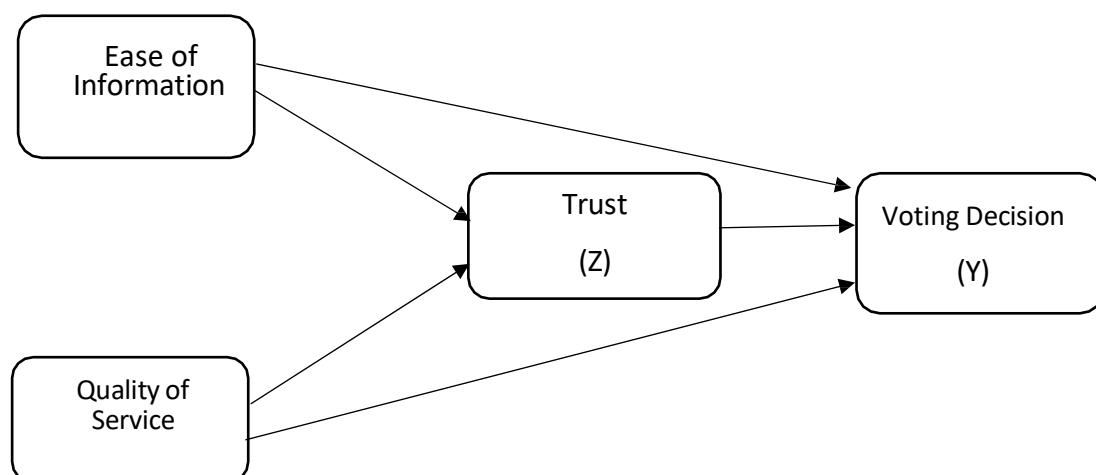
of the products sold is trustworthy or not. According to Abror et al (2022), integrity includes fairness, fulfillment, loyalty, honesty, dependability, and reliability.

CHOOSING DECISION

The decision to choose is a mental process that a person undergoes to make a choice between several alternatives or options available. This process involves considering various factors, such as the information available, personal value, goals, and the potential outcome of each choice. The decision to choose is often made to overcome a problem or achieve a specific goal, and can involve rational and emotional considerations, Kottler, (2022). Factors that affect voting decisions according to Kottler, (2022). 1) Psychological Factors, 2) Cognitive Factors, 3) Social and Cultural Factors, 4) Economic and Environmental Factors, 5) Individual Factors

Indicators in the election decision include Kottler (2022): 1) Recognition of needs, 2) Information Search, 3 Alternative Evaluatives, 4) Election decisions, 5) Post-election behavior

Conceptual Framework



b. Figure 1. Conceptual Framework of the Researcher

Research Hypothesis

- | | |
|----|---|
| H1 | Ease of Information has a positive and significant effect on trust at Murni Teguh Pematang Siantar University. |
| H2 | Service Quality has a positive and significant effect on Trust at Murni Teguh Pematang Siantar University. |
| H3 | Trust have a positive and significant influence on the Decision to Choose at Murni Teguh Pematang Siantar University. |

- H4 Ease of Information has a positive and significant effect on the Decision to Choose at Murni Teguh Pematang Siantar University
- H5 Service Quality has a positive and significant effect on the Decision to Choose at Murni Teguh Pematang Siantar University.
- H6 Ease of Information has a positive and significant effect on the Decision to Choose at Murni Teguh Pematang Siantar University mediated by Trust.
- H7 Service Quality has a positive and significant effect on the Decision to Choose at Murni Teguh Pematang Siantar University mediated by Trust

RESEARCH METHODS

Research Location and Research Time

The location of the research was conducted at Murni Teguh University Pematang Siantar. The research time was carried out for 3 months. Starting from Oktober to Desember 2024.

Population and Sample

Population

The population in this study is all active students of Murni Teguh Pematang Siantar University who have used the university website in the registration process, with a total population of 227 students spread across 2 study programs at Murni Teguh Pematang Siantar University during the 2021-2024 period. Population characteristics are determined based on active student status, experience using the university's website, and enrollment within the academic year.

Sampel

In this study, samples were taken from some active students at Murni Teguh Pematang Siantar University using a google form and were considered representative of the population as a whole. The sample size was determined using the formula put forward by slovin;

$$n = \frac{N}{1 + (N \cdot e^2)}$$

$$n = \frac{227}{1 + (227 \cdot (0,05)^2)}$$

$$n = \frac{227}{1 + (227 \cdot (0,0025))}$$

$$n = \frac{227}{1.5675}$$

$$n = 144.82$$

$$n = 145 \text{ Active Students}$$

Research Data Sources

Data Primer

Primary data was obtained directly from active students of Murni Teguh University Pematang Siantar through a questionnaire distributed using Google Form. This questionnaire was designed systematically to collect information about the four main variables of the study: ease of information, quality of service, use of the website, and decision to choose a university.

Data Seconds

This research also utilizes secondary data from various sources. Internal secondary data is obtained from university documents such as 2021-2024 student admission data, website performance reports, statistics on the use of digital services, and student feedback documentation. External sources include scientific publications such as accredited national and international journals, conference proceedings, relevant dissertations and theses, as well as reference books on educational digital marketing.

Operational Definition of Research Variables

Table 2. Variable Operational Definition

Jenis Variable	Definition	Indicator
Ease of Information (X1)	The extent to which the necessary information can be accessed, understood, and used by prospective students through the university's website. (Nurfatimah et al., 2022).	1. Access Speed 2. Clarity of Information 3. Content Availability 4. Website Navigation 5. Ease of Search 6. Information Accuracy (Nurfatimah et al., 2022).
Quality of Service (X2)	The level of service provided by the university to prospective students through a digital platform that includes aspects of reliability, responsiveness, empathy, and assurance Wardhana et al., (2021)	1. Reliability (Keandalan) 2. Responsiveness 3. Empathy 4. Assurance (Jaminan) 5. Tangibles (Physical Proof)) Wardhana et al., (2021)

Trust (Z)	Catalyst in various transactions between sellers and buyers to achieve customer satisfaction as desired Abror et al (2022)	1. Ability 2. Kindness 3. Integrity Abror et al (2022)
Voting Decision (Y)	The decision-making process of prospective students in choosing a university based on the information and services received through the website Kottler (2022)	1. Introduction of Needs 2. Information Search 3. Evaluate Alternatives 4. Election Results 5. Post-Election Behavior Kottler (2022)

Source: Researcher, 2024

Variable Measurement Scale

In this study, data collection was carried out systematically and structured as a crucial step to ensure the quality and relevance of the data obtained. This process is a critical stage that will determine the success of the research in achieving its goals. The data collected must be in accordance with the established research procedures to ensure the validity and reliability of the research results.

To quantitatively measure the research variables, this study used a Likert scale with five levels of assessment consisting of: Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Neutral (N) with a score of 3, Disagree (TS) with a score of 2, and Strongly Disagree (STS) with a score of 1. The use of the Likert scale allows the measurement of respondents' attitudes, opinions, and perceptions towards the variables studied in a measurable and systematic manner.

Table 3. Instrumen Skala Likert

No.	Skala	Rekor
1	Strongly Agree	5
2	Agree	4
3	Disagree	3
4	Not Disagree	2
5	Strongly disagree	1

Source: Processed by Researchers (2023)

Data Collection Techniques

1. Questionnaire
2. Observation

Data Analysis Techniques

This study uses the Structural Equation Modeling analysis method with the Partial Least Square (SEM-PLS) approach. The analysis is carried out in three main stages:

1. **Measurement Model Analysis (Outer Model)** This model tests the relationship between indicators and their variables. The goal is to ensure that each indicator truly represents the variables measured through validity and reliability tests. For example, ensuring that the "ease of access" indicator actually measures the variable "ease of information."
2. **Structural Model Analysis (Inner Model)** This stage tests the relationship between research variables. For example, how "ease of information" affects "decision to choose a university", or how "quality of service" relates to "use of the website".
3. **Hypothesis Testing** Using the results of SEM-PLS analysis to prove the research hypothesis. For example, proving whether it is true that "the ease of information has a positive effect on the decision to choose a university".

RESULTS AND DISCUSSION

Result In this research, the first test carried out was the analysis of the outer model (measurement model). There are two components in the validity test, namely the convergence test and the discrimination test. The validity of convergence was assessed through an average variance extracted (AVE) score of > 0.5 and a loading factor value of > 0.7 . The validity of the crime was tested by cross-loading. The reliability test was determined using Cronbach's alpha > 0.7 and composite reliability > 0.7

Table 4. Cronbach's alpha, composite reliability, and average variance extracted

Variable	Indicator Items	Factor loading	Cronbach's alpha	Composite reliability	AVE	Conclusion
Voting Decision (Y)	VDC1	0,719	0,921	0,925	0,646	Reliable
	VDC2	0,860				
	VDC3	0,691				
	VDC4	0,881				
	VDC5	0,709				
Trust (Z)	TRS1	0,870	0,953	0,954	0,810	Reliable
	TRS2	0,825				

	TRS3	0,890				
Ease of Information (X1)	EIF1	0,934	0,883	0,886	0,632	Reliable
	EIF2	0,932				
	EIF3	0,826				
	EIF4	0,929				
	EIF5	0,760				
	EIF6	0,649				
Quality of Service (X2)	QSV1	0,795	0,903	0,909	0,594	Reliable
	QSV2	0,766				
	QSV3	0,796				
	QSV4	0,748				
	QSV5	0,828				

The factor loading score obtained based on Table 2 is more than 0.70, which means that it shows the reliability of the indicator measuring the online purchase decision process. Cronbach's alpha and composite values. Reliability is greater than 0.70, proving that the five variables are said to be reliable. Meanwhile, the AVE score > 0.5 , proving that each variable was declared valid. The cross-loading value with its construct is used to test the validity of discrimination. In order to evaluate the validity of discrimination, an additional method that can be applied is to compare the average variance extracted (AVE) score along with the correlation between the construct and other constructs

Table 5. Results of the validity test of Diskrimin-Fornell Larcker Criterium

	Voting Decision	Trust	Ease of Information	Quality of Service
Voting Decision	0,928			
Trust	0,920	0,950		
Ease of Information	0,911	0,949	0,945	
Quality of Service	0,931	0,909	0,955	0,908

Based on the results of Table 5, the Ease of Information, Quality of Service and Trust of toward voting Decision obtained an AVE value of > 0.5 , so it was declared to have passed the discrimination validity test. It can be said that variable measurement indicators have been proven to be valid in terms of discriminant validity. It can be concluded that the data model of this study meets the good criteria. After passing the validity and reliability test, the next stage is to evaluate the inner model through

coefficient determination (R²) and the coefficient path test. The magnitude of the influence given by independent variables on other variables can be analyzed with R-square.

Table 6. Result R-square

	R-square (R ²)	R-square adjusted
Voting Decision (Y)	0,922	0,919
Trust (Z)	0,916	0,913

Based on Table 4, Voting Decision R² value of 0.919 (91.9%) was obtained due to the aspects of Ease of Information and Quality of Service through the use Trust influenced by 0.913 (91.3%).

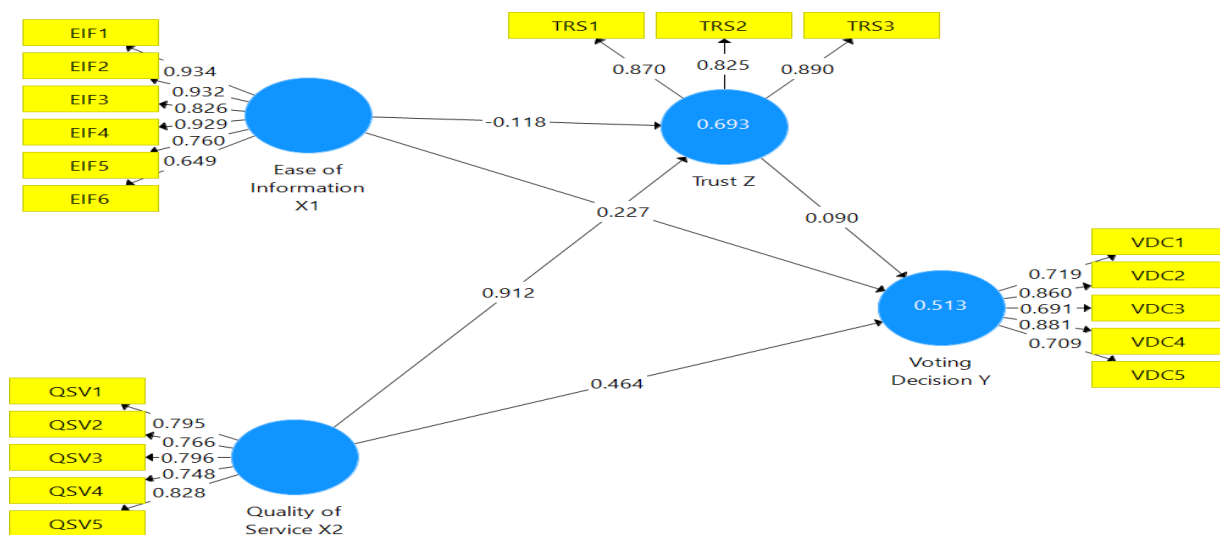


Figure 2. Full Model Research

Table 7. Direct Influence test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P-Value
Ease of Information → Trust	0,084	0,090	0,111	4,757	0,000
Quality of Service → Trust	0,579	0,580	0,103	5,634	0,000
Trust → Voting Decision	0,182	0,185	0,094	3,935	0,000

Ease of information → Voting Decision	0,282	0,282	0,101	2,802	0,005
Kualitas Pelayanan → Voting Decision	0,075	0,238	0,102	2,901	0,003

Based on Table 5, Ease of Information gets a t-statistic of 4.757 higher than t-table (1.65) and a p-value of 0.000 greater than 0.05. Thus, the ease of information positively and significantly affects the use of the Trust, so H1 is accepted. The quality of service obtained a t-statistical value of 5.634 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05. It can be said that the quality of service has a positive and significant impact on the Trust so that H2 is accepted. The Trust got a t-statistic value of 3.935 higher than t-table (1.65) and a p-value of 0.000 greater than 0.05. It was concluded that the acquisition of the Trust had a positive and significant effect on the decision to vote, then H3 was accepted. Ease of information got a t-statistical score of 2.802 higher than t-table (1.65) dan p-value 0,005 greater than 0.05. Concluded that The ease of information has a significant effect on the decision to vote, so H4 is accepted. The quality of service obtained a t-statistical value of 6.508 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05 in the voting decision. This proves that the quality of work services has a positive and significant effect on the voting decision, so that H5 is accepted.

Table 8. Indirect Coefficient path test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P-Value
Ease of information → Voting decision → Trust	0,084	0,090	0,111	4,757	0,000
Quality of service → Voting decision → Trust	0,579	0,580	0,103	5,634	0,000

The ease of information obtained a t-statistical value of 4.757 higher than the t-table (1.65) and a pvalue of 0.000 greater than 0.05. This proves that the ease of information has a positive and significant effect on the voting decision t a mediated Trust, the higher H6 is accepted. The quality of service obtained a t-statistical value of 5.634 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05. This proves that the quality of service has a significant positive effect on the voting decision which is mediated by the Trust so that H7 is accepted.

DISCUSSION

Based on the results of the first hypothesis test, the ease of information has a positive and significant influence on the use of the Trust. The ease of information has a great influence on the use of the website. The easier it is for users to access the information on a website, the more likely they are to revisit it. Websites that have a clear structure, easy navigation, and easy-to-find information tend to be preferred by users (Rifqi et al., 2023). A good user experience depends largely on how

easily they can get to the information they are looking for. A fast, responsive, and user-friendly website will make visitors feel more satisfied and more likely to use the site regularly. A website that provides easily accessible and clear information can increase user trust. Conversely, websites that are difficult to navigate or information that is not can reduce the user's trust in the site.

Based on the results of the second hypothesis test, the quality of service has a positive and significant influence on the use of the Trust. The quality of service on a website greatly affects how often and how long users will access it. A website that provides high-quality services, both in terms of speed, responsiveness, and friendly and professional interaction, will increase the level of user satisfaction. This satisfaction has the potential to make users return and use the site more often (Mesra et al., 2021) Service quality is very closely related with user experience. For example, the live chat feature, fast customer service, and clear guidance make users feel valued and helped. Pengalaman positif ini meningkatkan the possibility of users to recommend the site to others.

Based on the results of the third hypothesis test, the use of the Trust has a positive and significant influence on the decision to choose. The use of a website can have a great influence on a person's decision to choose a product, service, or even choose to use the site itself. Websites that provide complete and relevant information help users in making more informed decisions (Mesra, B, Sri Wahyuni et al., 2020). For example, information about products, features, customer reviews, and price comparisons can greatly influence purchasing decisions or choosing services. Users tend to choose websites that have an attractive, professional, and easy-to-navigate design. A good display and clear information arrangement will make it easier for visitors to find what they are looking for.

Based on the results of the fourth hypothesis test, the ease of information has a positive and significant influence on the decision to choose. ease of information plays a crucial role in influencing a person's voting decision, whether it's about selecting a product, service, or even a school, as in the case we're discussing. When information is easily accessible, clear, and well-structured, it positively impacts the decision-making process in several ways. When the information is easily available, users don't have to spend a lot of time searching for what they need. They can quickly compare options, understand key features, and make informed choices. This streamlines the decision process, as individuals are more likely to make a choice when they don't encounter obstacles in finding what they need.

Based on the results of the fifth hypothesis test, the quality of service has a positive and significant influence on the decision to choose. The ease of information has a great influence on the decision to choose, whether in the context of purchasing a product, choosing a service, or even in choosing a website to use. The easier and faster users can find the information they are looking for, the more likely they are to make a decision faster and more confidently. For example, if a website or app provides clear information about a product or service in a direct and easy-to-find manner, users are likely to feel more confident in choosing it. When the information available on a website or platform is very comprehensive, users feel more confident and confident in their decisions. Information such as detailed product descriptions, important features, product advantages and disadvantages, and reviews from other users can influence a person's decision to choose a product or service.

Based on the results of the sixth hypothesis test, ease of information has a positive and significant influence on the decision to choose mediated by the use of Trust. The ease of information available on the website has a direct influence on the decision to choose, and this influence can be mediated by the Trust itself. This means that the efficient and effective use of a website allows users to make optimal use of the ease of information, which then influences their decision to choose a product or

service. The easy-to-use website and having a clear navigation structure allows users to quickly find the information they are looking for. This convenience reduces the time required to make decisions and speeds up the election process. Users who find the website easy to navigate will be more comfortable and more likely to make quick and informed decisions.

Based on the results of the seventh hypothesis test, the quality of service has a positive and significant influence on the decision to choose mediated by the use of the Trust . The quality of service can influence the decision to choose, and that influence can be mediated by the use of the website. In other words, the user experience with the quality of service provided through the website can affect how they make decisions in choosing a product or service. Good quality of service on a website, such as an easy-to-use interface, accessibility of information, and responsive design, affects how users feel when interacting with the site. A good user experience (UX) makes it easier for them to obtain the necessary information, speed up the decision-making process, and increase satisfaction. If users are satisfied with the site's services, they are more likely to choose the product or service offered.

CONCLUSION

From the results of the study, it was found that the ease of information had a positive and significant effect on the use of the trust to choose a pure and firm university in Pematang Siantar. The quality of service has a positive and significant effect on the use of trust the to choose a pure and firm university in Pematang Siantar. The use of Trust has a positive and significant effect on the voting decision a pure and firm university in Pematang Siantar. The ease of information has a positive and significant effect on the voting decision a pure and firm university Pematang Siantar. The quality of service has a positive and significant effect on the voting decision a pure and firm university Pematang Siantar. The ease of information has a positive and significant effect on the voting decision a pure university of Pematang Siantar mediated by the use of the trust. The quality of service has a positive and significant effect on the decision to choose a pure university of Matatang Siantar mediated by the trust.

SUGGESTION

Ease of Information: Ease of accessing product or service information can increase consumer confidence. Higher trust will have a direct effect on the purchase decision. The easier it is for consumers to obtain relevant and clear information, the more likely they are to feel confident and confident in choosing the product or service.

Quality of Service: Quality of service also plays an important role in building trust. Fast, friendly, responsive, and responsive service that meets consumer needs can strengthen consumer trust in a company or brand. This trust, in turn, increases the likelihood of consumers making a purchase decision.

The Role of Trust as a Mediator: Trust functions as a mediator that connects the ease of information and service quality with purchase decisions. This means that both the ease of information and the quality of service will be more effective in influencing purchasing decisions if followed by a high level of trust from consumers.

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