

ABSTRACT

Continuing studies from a diploma (D3) program to an undergraduate extension (S1) program is a decision that presents an interesting subject for investigation, considering that not all D3 graduates necessarily proceed to the next level despite the availability of various facilities and support provided by the institution. This extension program also serves as part of the educational marketing strategy implemented by the Directorate of Marketing and Admissions at Telkom University, with the primary goal of retaining internal students while enhancing their loyalty to the institution. This phenomenon is important to explore further, as it relates to the effectiveness of institutional marketing efforts and the level of student satisfaction. Therefore, this study aims to identify the factors that influence students' decisions to continue from the D3 program to the S1 extension program at Telkom University.

This study aims to analyze the factors that influence students' decisions to enroll in the D3 to S1 extension program at Telkom University. The research employs a quantitative method with a survey approach. Data was collected through questionnaires distributed to 190 students from the Faculty of Applied Sciences at Telkom University, ranging from the 2020 to 2024 cohorts. The analysis technique used is multiple logistic regression, with the goal of identifying the variables that most significantly affect students' interest in continuing to the extension program.

The results of this study indicate that there are other external factors beyond the tested model that influence students' decisions to pursue the extension program. Among all the independent variables tested, the Q4 variable (Brand Preference) showed a significant influence on student decisions. The findings also revealed that 170 students expressed interest in continuing the extension program at Telkom University, while 20 students stated they were not interested.

Keywords: *Decision, Loyalty, Intention to Continue, Extension*