



# The Influence of Social Media Marketing and Brand Awareness on Students' Interest in Registering to University

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**Abstract.** This research aimed to identify the impact of social media marketing and brand awareness on students' interest in enrolling at the Universitas Informatika dan Bisnis Indonesia (UNIBI). The independent components used in this research are social media marketing and brand awareness, while the dependent element is interest in registering. The population used in this research were students from the Indonesian University of Informatics and Business through sampling using the Slovin formula of 92 respondents. The method used in this research was the cluster random sampling method. The data collection technique in this research uses a quantitative questionnaire. The data analysis technique in this research uses descriptive statistical analysis and multiple regression, and hypothesis testing uses SPSS 25. The research results show that testing using partial social media marketing has an impact on students' interest in registering, including brand awareness, which influences students' encouragement to register. The R Square (R<sup>2</sup>) value is 0.807, showing that the high impact of social media marketing and brand awareness on students' interest in registering is 80.7%. The remaining 0.193 or 19.3% is influenced by other components not examined in this research.

**Keywords:** Brand Awareness, Interest in Registering, Social Media Marketing.

## 1 Introduction

The interest of High School or Vocational School graduates and their equivalent to study at a higher level of education increases significantly every year [1]. This can be proven by the emergence of many private universities and the opening of various study programs. As a result, competition in education, especially private universities, is also increasingly competitive, so private university managers must have a strategy to win the competition [2]. Private university managers must demonstrate the superiority of each study program opened at the university by adapting to consumer demand and needs. Several private universities (PU) have attracted students' attention and dominated the market. UNIBI has succeeded in increasing the growth of prospective students who register yearly, especially after COVID-19 ended.

A student's interest in registering is determined by post-registration evaluation or the results of the student's experience with the expectations they desire in the form of testimonials. Therefore, UNIBI carries out strategies and innovations to increase enrollment and provide awareness of the importance of education in society, especially high school, Islamic high school, or vocational school graduates and equivalent. The marketing strategy implemented by UNIBI is to utilize social media marketing. Most private universities (PTS) commented that by using social media marketing, they can increase and add value to the university brand. Besides that, social media marketing can also reduce university financing so that costs are used more effectively and efficiently.

The high school, Islamic high school, or vocational school graduates and equivalent who are familiar with a college and close registration, the more effective and efficient the marketing strategy will be, ultimately leading to profits earned by the college. According to experts, marketing aims to achieve targets and obtain maximum profits. Based on this, social media must be used as much as possible to increase and provide brand awareness so that it becomes top of mind [3]. Following the opinion of [4], brand awareness is a person's ability to recognize a product brand. Based on Yuswohady's opinion, the millennial generation was born between 1980 and 1980. 2000, this generation was known as Gen-Y [5].

UNIBI, in this case, has gained an identity among students, including the millennial generation. UNIBI's uniqueness has become trending among Gen-Y in Bandung City because UNIBI is not just a university that graduates scientists but also produces entrepreneurs, according to preliminary research results obtained by researchers through direct data from UNIBI students from various faculties and study programs. Apart from offline promotional activities, UNIBI also carries out promotions using social media so that Gen-Y in Bandung City registers and those from outside Bandung City. On the other hand, negative posts on social media accounts on universities have an impact on reducing students' interest in registering even more than that, namely giving universities a negative image. In accordance with the initial discussion presented, the researcher formulated this research problem as follows: Does social media marketing influence students' interest in registering at UNIBI? Does brand awareness influence students' interest in registering at UNIBI? The simultaneous influence of social media marketing and brand awareness on students' interest in registering at UNIBI.

## 1.1 Interested in Registering

Factors that influence students to register for a study program are motivating students by utilizing social media and conveying brand awareness to students so that it raises students' interest in registering [6, 7], the variables that can encourage students' desire to register are the influence of other people. Each student will be influenced by 2 (two) things, including the negative impact of other students on things the student likes and the student's motivation to follow other students' invitations. Based on [8], the desire to register can be determined through the following things: Transactional desire is someone's desire to register, Referential desire is a person's desire to refer others, and Preferential desires are desires that imply the behavior of someone who has a strong preference for a particular product, can only be replaced if something happens to that

product and Exploratory desire is a desire that implies the behavior of someone who tries to find out more information about the product they want.

## **1.2 Social Media Marketing**

Social media is a platform based on the existence of users that provides facilities for users to carry out activities and collaborate [9]. Another researcher, Coulter, said that social media is an important information center for decision-making. Social media marketing is a medium that allows entrepreneurs to use consumers to be actively involved in it [10]. As an illustration of the research results, [11] stated that 5 (five) variables can be used as dimensions in creating relationships between companies and consumers: Networked community and shared interests are beneficial to help members share important information. Interaction: Interaction is communication between community members to share and communicate directly. Consumer interaction on social media is essential because interaction dialogue can occur between consumers, improving the user experience. Shared content can be shared in the form of images and videos, or it can also be shared in the form of status updates.

## **1.3 Brand awareness**

Brand awareness is the reliability of a brand in the market to appear in consumers' minds when consumers think about a product and how quickly the brand is remembered by consumers [6]. Other scientists believe that brand awareness is the consumer's ability to identify and evoke memories of a particular product [12]. Factors used to identify the extent to which consumers are aware of a brand are recalling names that are short, easy to pronounce, and have explicit meaning, causing a brand to appear quickly in consumers' memory. Recognition is the extent to which consumers can identify the brand of a product; Purchase is the extent to which consumers will store and bring up a brand in their minds as an alternative when consumers decide to buy a product/service; and Consumption is the extent to which consumers can identify a brand when consumers are using another brand.

## **2 Methods**

This study employs a quantitative research approach by conducting a survey described by [13]. The survey method involves using questionnaires as a research instrument, applicable to both large and small populations. This study collected data from a sample representing the target population. Additionally, the research examines the simultaneous influence of two independent variable social media marketing and brand awareness—on the dependent variable, which is interest in registration. The target population for this study consists of UNIBI students, with a total of 116 respondents participating. A random sampling technique was used to select participants based on the research area's distribution. The sample includes Generation Y social media users among UNIBI

students. To determine the appropriate sample size, the researchers applied the Slovin formula in Equation (1).

$$n = \frac{N}{1+(Ne^2)} \quad (1)$$

Information:

n: Number of Samples

N: Total Population

e: Error Rate (standard error 5%)

By using the Slovin formula, the number of samples can be calculated and obtained as shown in Equation (2).

$$n = \frac{116}{1+(116 \cdot 0,05^2)} = 89,922 \sim 90 \quad (2)$$

Based on the Slovin equation calculation, the research sample size was 90 respondents. This research data collection method uses a questionnaire/questionnaire distribution technique for data processing using SPSS version 25. A questionnaire collects data by giving respondents a list of statements to which they can respond. In this research, researchers distributed questionnaires directly to respondents. Researchers assess the responses given by respondents. Respondents are required to choose 1 (one) of the 5 (five) alternative response options provided. The scale used to assess and measure responses uses a Likert scale by selecting 5 (five) alternative responses. This test is used to identify whether the questionnaire statements given to respondents can reveal something that the researcher will measure. This method was used to ensure the accuracy of each questionnaire statement. A statement is categorized as valid if the Cronbach's Alpha if Item Deleted value of each statement variable is  $\leq$  Cronbach's Alpha of the instrument [14]. Identify the reliability of statements from a questionnaire distributed to respondents. In other words, the reliability test was utilized to determine the consistency of respondents' responses. A statement is reliable if the Cronbach alpha value is 0.7 to 0.9, meaning the questionnaire is included in the high-reliability category. Still, if the Cronbach alpha value is 0.5 to 0.7, it is moderately reliable [15]. Regression analysis was carried out to determine the causal relationship between the independent and dependent components and the magnitude of the influence of social media marketing and brand awareness on the dependent component, namely Gen-Y's interest in registering. The equation used is:

$$\text{Interest in Registering} = a + b_1 \text{ Social Media Marketing} + b_2 \text{ Brand Awareness} + e \quad (3)$$

Where:

a = Constant

e = Standard Error

b1, b2 = Coef. regression of each independent component

This test is used to determine whether all independent components simultaneously influence the bound components. a. If the value of  $F > 4$ , then  $H_0$  is rejected with a

degree of confidence of 5%, which means that all independent components simultaneously and significantly influence the dependent component. Match the F value from the calculation results with F according to the table. If  $F_{count} > F_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted [16] and then If the significant probability value is greater than 0.05, the hypothesis is rejected, which means the independent component does not have a significant influence on the dependent component, If the probability value of significance is less than 0.05, the hypothesis is accepted, This means that the independent component has a significant influence on the dependent component [17]. Determination is an instrument used to determine the strength of a method in explaining variations in dependent components and coef price. Determination is in the range of zero or one [18].

### 3 Results and Discussion

This test is used to determine whether all independent components simultaneously influence the bound components. a. If the value of  $F > 4$ , then  $H_0$  is rejected with a degree of confidence of 5%, which means that all independent components simultaneously and significantly influence the dependent component.

**Table 1.** F Test (Simultaneous).

	<b>Model</b>	<b>Sum of Squares</b>	<b>DF</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	474,403	2	237,201	18,357	0,00 <sup>b</sup>
	Residual	113, 282	89	1,273		
	Total	587,685	91			

a. Dependent Variable: Interest in Registering  
 b. Predictors: (Constant), Brand Awareness, Social Media Marketing

Match the F value from the calculation results with F according to Table 1. If  $F_{count} > F_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted (Chen et al., 2024), and then If the significant probability value is greater than 0.05, the hypothesis is rejected, which means the independent component does not have a significant influence on the dependent component.

Table 2 infers that the hypothesis is accepted if the probability value of significance is less than 0.05. This means that the independent component significantly influences the dependent component [17]. Determination is an instrument used to determine the strength of a method in explaining variations in dependent components and coef price. Determination is in the range of zero or one [18].

Table 3 reflects the coef determination of the R2 Model Summary. Determination (R2) is an instrument to determine the strength of a method in explaining variations of independent components coef price. Determination is in the range of zero or one. A small R<sup>2</sup> value shows that the ability of the independent component to explain variations in the dependent component is very limited. If the value of R2 is close to 1, it means that the free component provides almost all the information needed to estimate the dependent component.

**Table 2.** T-test (partial).

Model	Undstandardized Coefficients		Standardized Beta	t	Sig.	Collinearity Statistic	
	B	Std. Error					
(Contant)	474,403	0,882		1,787	,077		
Social Media Marketing	113, 282	,063	0,451	5,961	,000	0,3780	2,6453
Brand Awareness	587,685	,066	0,498	6,582	,000	0,495	4,455

Dependent Variable: Interest in Registering

**Table 3.** Coef. Determination of R2 Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,898	0,807	0,803	1,1282

a. Dependent Variable: Interest in Registering  
b. Predictors: (Constant), Brand Awareness, Social Media Marketing

## 4 Conclusions

### 4.1 Conclusions

Based on research and testing, the following conclusions can be drawn:

Social media marketing influences interest in registering prospective students. This is shown by the comparison of the t count value for social media marketing of  $5.96 > t$ -table 1.66. The significance value is  $0.000 < 0.05$ , which means it is significant. Brand awareness influences interest in registering prospective students. This is shown by the comparison of the t-count value for brand awareness of  $6.58 > t$ -table 1.66. The significance value is  $0.000 < 0.05$ , which means it is significant. Social media marketing and brand awareness can influence interest in registering prospective students. This is shown by a comparison of the calculated f values for each of the influences of the independent components of social media marketing and brand awareness on the dependent component of students' interest in registering with a value of  $186.36 > f$ -table 3.10. The significance value is  $0.000 < 0.05$ , which means it is significant.

### 4.2 Suggestion

This research has been designed in such a way as to obtain optimal results. From the research results, input can be given as follows:

1. Business actors (owners) should use engaging and communicative social media marketing to carry out activities by making it easier for consumers to learn about the products offered. So, it is hoped that this will generate interest in prospective students registering.

2. For institutions, business developers must be able to maintain and even improve the product brand image so that prospective students remain aware of the company brand. It is hoped that this can trigger interest in registering among prospective students.
3. It is hoped that other researchers can develop a method to measure interest in registering prospective students and use different methods to gain other points of view to enrich their research repertoire.

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