

The Influence of Social Media Marketing and Electronic Word of Mouth on Interest in Choosing Dhyana Pura University, Bali Through Brand Image Mediation

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ABSTRACT

This study examines the influence of Social Media Marketing (SMM) and Electronic Word of Mouth (eWOM) on the level of interest in selecting Dhyana Pura University Bali, with brand image serving as a mediator. Utilizing a quantitative research approach, data was gathered from students at the university and analyzed through SEM-PLS. The results highlight that both SMM and eWOM significantly enhance the university's brand image, which in turn positively affects students' interest in choosing the institution. The findings suggest that effective utilization of SMM and eWOM can be crucial strategies for educational institutions aiming to enhance their attractiveness and competitive edge in the educational sector.

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1. INTRODUCTION

Marketing encompasses all the operations undertaken by a corporation. The purpose of marketing is to sell products or services to consumers which is done to attract consumer attention so as to generate consumer interest in using the products or services offered by the company [1], [2]. Marketing activities carried out by the company will later influence consumers' interests and decisions in choosing the products or services offered [3], [4]. The occurrence of technological developments

encourages marketing developments carried out by companies [5]. Currently, the majority of marketing is carried out by companies via the Internet, which is familiarly called digital marketing. This is because people can easily access the internet from anywhere and at any time, whether through computerized devices or gadgets owned by consumers [6], [7].

Currently, the trend of marketing activities using social media is increasing rapidly [8]. This is due to the very significant increase in social media users, namely 4.7 billion users worldwide in 2022 [9]. This increase in users can be used as an instrument

or tool that can be utilized by companies in marketing products or services so that it can make it easier to expanding the reach of marketing activities carried out [10]. Marketing promotion strategies carried out on social media will increase sales of company products or services widely and can reduce costs in marketing activities [11]. The utilization of social media as a marketing tool is essential due to its capacity to facilitate sales, generate adverts or promotions, disseminate content, and share information, among other functions. The proliferation of many social media channels serves the purpose of facilitating and enhancing companies' communication with unfamiliar consumers [12]. Four characteristics are utilized to measure the effectiveness of Social Media Marketing: Content Creation, Content Sharing, Connecting, and Community Building [13].

In addition to employing Social Media Marketing, organizations may also leverage Word of Mouth methods to gain a competitive edge over their rivals [14]. The internet provides various forms of information containing consumer opinions related to products or services from other consumers. Information written by consumers on an internet site, whether positive or negative opinions from consumers regarding a product and service, as well as information from social networking sites are dimensions of Electronic Word of Mouth (EWOM) which will have an influence on the company's reputation, because EWOM encouraging consumers to collectively obtain information about a desired product in the hope of increasing interest in purchasing [14]. EWOM carried out by consumers can influence other potential consumers so that the reputation they have will attract consumers' interest in using the products or services offered and consumer loyalty will be formed [15].

In addition to Social Media Marketing and technological Word of Mouth, organizations must also prioritize their Brand Image. An effective brand image will be established in the minds of consumers, enhancing consumer trust and stimulating

consumer purchasing intent [16]. Brand image refers to the collection of perceptions and emotions that individuals develop towards a brand over time, based on their direct or indirect interactions with the brand [17]. The brand image of a company can be seen from the information obtained by consumers through social media and EWOM [18]. Brand Image has an important role in increasing consumer interest in purchasing a product or using services provided by a company. If consumers view a brand as having a good name, then consumers will be interested in buying that product [19]–[21]. The good and bad of a Brand Image can be seen from the company image, user image and product image.

Based on research conducted by [22] utilizing social media and electronic word-of-mouth (EWOM) for marketing purposes can greatly impact brand image. Both social media marketing and EWOM also have a substantial influence on the level of purchase intention. Brand image, in turn, positively and significantly affects purchase intention. Furthermore, social media marketing and EWOM have a positive and significant effect on purchase intention by means of brand image. In line with research conducted by Adriana in 2022, research conducted by [23] Social media marketing and word-of-mouth (WOM) have an impact on consumer purchasing intentions, although brand image does not. Concurrently, it has been demonstrated that Social Media Marketing, Word-of-Mouth (WOM), and Brand Image have an impact on consumer purchasing intentions.

Marketing activities are very necessary for every business actor to get consumers or service users. Likewise, educational institutions, especially universities, are currently intensively carrying out marketing activities to attract high school or vocational school students to continue their studies at the university in question. Dhyana Pura University (Undhira) routinely and continuously carries out marketing activities to high school, vocational school and general students through various media, be it print media through newspapers, digital media

through social media such as Instagram, TikTok, Twitter and so on as well as through local television broadcasts. Marketing activities carried out by Undhira aim to increase the number of students attending college each year with predetermined targets.

Table 1. Number of Targets and Achievements of Dhyana Pura University Student Registration in 2023

No	Year	Target	Number of Lists
1	2021	600	536
2	2022	650	506
3	2023	1000	697

Source: (PDPT Undhira, 2023)

According to the provided statistics, there is a noticeable rise in the count of students who re-enroll yet fail to achieve the desired outcome at Undhira, which triggers the marketing department to be more innovative in carrying out marketing activities so that it is hoped that this will result in an increase in students registering to study at Undhira. Innovation that can be done is by carrying out digital marketing activities. Digital marketing activities aim to market a product or service with the help of digital technology, where in its application digital technology is used more to share marketing content and pay more attention to reviews in internet applications. (Jasin, 2022).

Judging from Undhira's new student admission data based on the Dhayana Pura University New Student Admissions Report in 2022, it was found that 83 students who registered at Undhira received information about Undhira from social media and only 28 people received information about Undhira through the University website. The rest of the students who register at Undhira get information about Undhira through the people closest to them, namely parents, siblings, teachers, friends, Undhira lecturers and other marketing media. This shows a lack of digital marketing activities which can be seen from the number of students who filled out survey sheets regarding obtaining University information. There is a need to optimize digital marketing through social media platforms and electronic word of

mouth to increase the achievement targets of students who register to study at Undhira.

Undhira has uploaded videos and other content several times on the social media Instagram, but it only contains activities carried out by the university, has not shared content regarding university promotions with content that is conceptual and innovative and has the same impression every year. Apart from that, the marketing team and the parties tasked with providing feedback on reviews given to the university's social media or Google review accounts do not respond to existing reviews so that there is no communication between the reviewer and the university. However, Undhira always strives to increase its Brand Image and always strives to increase interest in choosing prospective students to study at Undhira through various promotional activities carried out.

Based on existing problems and research results by [24] research indicates a correlation between Social Media Marketing and Electronic Word-of-Mouth (EWOM) that is influenced by Brand Image. This correlation might impact consumer preferences and their decision to select a particular product or service [25] also shows similar results, it is necessary to research the influence of Social Media Marketing and Electronic Word of Mouth on interest in choosing Dhyana Pura University Bali through Brand Image mediation.

Formulation of the problem

The influence of Social Media Marketing (SMM) and Electronic Word of Mouth (eWOM) on the brand image and interest in choosing Dhyana Pura University, Bali, is multifaceted. SMM plays a significant role in shaping the brand image of Dhyana Pura University, Bali, and similarly, eWOM contributes to how the university's brand is perceived. Both SMM and eWOM not only enhance the brand image but also influence prospective students' interest in choosing the university. Additionally, the brand image itself directly impacts students' decisions to enroll. Furthermore, SMM and eWOM influence students' interest through the mediation of the brand image, indicating that

a positive brand image, fostered by effective SMM and eWOM strategies, can significantly increase the likelihood of students choosing Dhyana Pura University, Bali.

Research purposes

This study aims to identify the influence of Social Media Marketing (SMM) and Electronic Word of Mouth (eWOM) on the brand image of Dhyana Pura University, Bali, and how these factors affect the interest in choosing the university. Specifically, it seeks to determine the impact of SMM and eWOM on the university's brand image, examine how SMM and eWOM influence prospective students' interest in enrolling, and explore the role of brand image as a mediator in the relationship between SMM, eWOM, and students' interest in choosing Dhyana Pura University, Bali. Additionally, the study investigates how the brand image itself directly influences students' enrollment decisions.

2. METHODS

This study employs quantitative research methods via a survey-based approach. The research is conducted in Dhyana Pura University in Bali, specifically located at Jl. Raya Padang Luwih, Dalung, North Kuta, Dalung, District, North Kuta, Badung Regency, Bali. The research was carried out from November 2023 to February 2024. The research relies on primary data as the source of information.

The population in this research is all students in 2023 who re-registered and continued their education at Dhyana Pura University Bali in 2023, totaling 697 people. The sample that will be used in this research is 87.45 or 87 respondents. The research sample will be selected using the purposive sampling method.

This research uses a questionnaire which will be designed based on the variables studied and contains questions related to Social Media Marketing, EWOM, Brand Image, and interest in choosing Dhyana Pura University Bali. Participants will be requested to offer their replies using a Likert scale, specifically ranging from 1 to 5. The

questionnaire employed has undergone rigorous testing to ensure its validity and reliability.

The research conceptual framework dictates that path analysis is the proper method of analysis for this research. Path analysis is a statistical technique used to examine the indirect relationship between an independent variable and a dependent variable. This indirect relationship is mediated by a mediating variable. Additionally, path analysis also allows for the examination of the direct relationship between the independent variable and the mediating variable.

Grand Theory

The emergence of planned behavior plays a crucial role in influencing someone's interest in purchasing a product. The theory of planned behavior is a framework utilized to forecast and examine future consumer behavior by scrutinizing the impact of motivation on consumer behavior, taking into account common sense. It aims to elucidate the implicit or explicit actions of individuals by considering the consequences of their behavior [26]. The Theory of Planned Behavior is constructed around three key factors: attitude, subjective norms, and behavior. Attitude encompasses an individual's positive or negative emotions towards engaging in a specific activity. Subjective norms, on the other hand, pertain to the social pressures exerted by significant individuals in the person's life. Believes in the necessity of deciding whether or not to engage in the conduct, while perceived behavioral control pertains to the level of ease or difficulty experienced in executing the behavior [26].

This theory also explains that behavior is not completely under individual control, such as behavior that involves achieving goals, for example product purchasing behavior, where consumers want to achieve goals by buying products that are useful and in accordance with consumer needs [27]. This means that consumer behavior does not only depend on the individual control that the consumer has but

can be influenced by the consumer's desires and needs so that planned behavior arises to achieve a goal that the consumer desires.

3. RESULTS AND DISCUSSION

3.1 Results

a. Validity Test Results

A valid instrument refers to a measuring tool that is reliable and accurate in obtaining data. Valid refers to the capability of an instrument to accurately measure the intended quantity

or attribute [28]. Items that have a positive correlation with the total score and possess a high correlation value suggest that the item also demonstrates a high level of validity. Typically, a value of $r = 0.05$ is the minimal criteria for qualification. If the correlation between the items and the total score is below 0.05, the items in the instrument are deemed invalid [28]. The validity test results can be seen in table 5.1 as follows:

Table 2. Research Questionnaire Validity Test Results

NO	Variable	Indicator	Pearson Correlation	Information
1	Social Media Marketing (X1)	X1.1	0.779	Valid
		X1.2	0.816	Valid
		X1.3	0.867	Valid
		X1.4	0.887	Valid
2	Electronic Word Of Mouth (X2)	X2.1	0.813	Valid
		X2.2	0.775	Valid
		X2.3	0.694	Valid
		X2.4	0.840	Valid
		X2.5	0.822	Valid
		X2.6	0.769	Valid
		X2.7	0.712	Valid
		X2.8	0.751	Valid
3	Brand Image (Z)	Z1.1	0.843	Valid
		Z1.2	0.810	Valid
		Z1.3	0.837	Valid
		Z1.4	0.818	Valid
		Z1.5	0.614	Valid
		Z1.6	0.731	Valid
4	Interest Select (Y)	Y1.1	0.801	Valid
		Y1.2	0.857	Valid
		Y1.3	0.850	Valid
		Y1.4	0.840	Valid
		Y1.5	0.849	Valid

Based on the table above, all variables have a correlation above 0.05 so that all instruments used in this research are declared valid.

b. Reliability Test Results

A trustworthy instrument is one that consistently yields consistent results

when used multiple times to measure the same object. A construct or variable is considered dependable if it yields a Cronbach Alpha value greater than 0.60. The results of the reliability test are displayed in the table below:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Information
Social Media Marketing(X1)	0.858	Reliable
Electronic Word of Mouth(X2)	0.899	Reliable
Brand Image(Z)	0.859	Reliable
Vote Interest (Y)	0.895	Reliable

According to the data provided, it is evident that the research instruments for all variables are considered dependable as their reliability coefficient exceeds 0.60. This demonstrates that if the research is replicated, it will yield same findings.

c. **Classic Assumption Test Results**

a. Normality Test Results

To identify normality, one can employ the Kolmogorov-Smirnov (KS) non-parametric statistical test. If the KS value exceeds 0.05, it indicates a normal distribution. Conversely, if the KS value is below 0.05, it suggests a non-normal distribution. The outcomes of the normalcy test are as follows:

Table 4. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		87
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.93802222
Most Extreme Differences	Absolute	.084
	Positive	.059
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.184 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The One-Sample Kolmogorov-Smirnov Test was conducted to assess the normality of the data. The test results indicate that the Kolmogorov-Smirnov value is 0.184. The Kolmogorov-Smirnov statistic exceeds the critical value of 0.05, leading to the acceptance of the null hypothesis (H0). This implies that the data utilized in this study follows a normal distribution, thereby satisfying the assumption of normality.

b. Multicollinearity Test Results

The purpose of the multicollinearity test is to determine

if there is a correlation among the independent variables. Multicollinearity can be detected by examining the tolerance value and the variance inflation factor (VIF) value. Tolerance quantifies the extent of variation in a specific independent variable that cannot be accounted for by other independent variables. A commonly used threshold to detect multicollinearity is a tolerance value greater than 0.10 or a VIF value less than 10. The interpretation of the multicollinearity test results is as follows:

Table 5. Multicollinearity Test Results

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	Total_X1	.378	2,645
	Total_X2	.260	3,854
	Total_Z	.365	2,740

a. Dependent Variable: Total Y

Based on the table, it is evident that the tolerance value for each variable above 0.10 and the VIF value for each variable surpasses 10. Therefore, it can be inferred that there is no presence of multicollinearity among the independent variables. Social Media Marketing (X1), Electronic Word Of Mouth (X2), and Brand Image (Z).

c. Heteroscedasticity Test Results

The heteroscedasticity test is conducted to determine if there is a difference in variance inside the regression model, and if the residuals between observations remain constant. Homoscedasticity refers to the condition where the variance and residuals remain constant across

multiple observations, while heteroscedasticity refers to the condition where they vary. The Glejser test can be utilized to determine the presence or absence of heteroscedasticity. The Glejser test suggests performing a regression analysis where the absolute value of the residual is regressed against the independent variable. If the independent variable has a statistically significant impact on the dependent variable, it suggests the presence of heteroscedasticity. Heteroscedasticity is absent if the likelihood of significance exceeds the 5% confidence threshold. The outcomes of the heteroscedasticity test are as follows:

Table 6. Heteroscedasticity Test Results with the Glejser Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,955	,843		5,880	,000
	Total_X1	,050	.071	.113	,708	,481
	Total_X2	-.045	,045	-.190	-.986	,327
	Total_Z	-.121	,054	-.363	-2,239	.028

a. Dependent Variable: abs_e

According to the table, it is evident that each model has a significance value that exceeds 0.05 (5%). Based on the analysis, it can be inferred that there is no heteroscedasticity present in the regression model. Therefore, the regression model is deemed

appropriate for predicting the Voting Interest (Y) using the independent variables: Social Media Marketing (X1), Electronic Word Of Mouth (X2), and Brand Image (Z).

d. Descriptive Analysis Results

a. Characteristics of Research Subjects

Table 7. Characteristics of Research Subjects

Variable	n = 87
Age	
18-20	70 (80.5%)
21-23	11 (12.6%)
24-26	1 (1.1%)
27-30	3 (3.4%)
>30	2 (2.3%)
Gender	
Man	23 (26.4%)
Woman	64 (73.6%)
Faculty	
Faculty of Business and Humanities	41 (47.1%)

Faculty of Health and Science	37 (42.5%)
Faculty of Technology and Informatics	9 (10.3%)
Study program	
Bachelor of Management	14 (16.1%)
Bachelor of English Literature	4 (4.6%)
S1 PG-PAUD	2 (2.3%)
S1 PKK	2 (2.3%)
D3 Marketing Management	1 (1.1%)
D4 Hospitality Management	7 (8%)
S1 Accounting	9 (10.3%)
Masters in Management	2 (2.3%)
Bachelor of Psychology	7 (8%)
S1 SMI	7 (8%)
Bachelor of Science in Nutrition	6 (6.9%)
S1 PIK	6 (6.9%)
Bachelor of Physiotherapy	5 (5.7%)
Bachelor of Information Engineering	7 (8%)
Bachelor of Information Systems	2 (2.3%)
S1 Biology	2 (2.3%)
Physiotherapy Profession	4 (4.6%)

Table 5.6 explains the characteristics of research subjects based on respondent age, gender, faculty and study program of research respondents. Respondent characteristics are presented in the form of numbers and percentages. Based on the age range, the majority of research respondents were in the 18-20 year age range, amounting to 70 people (53%). Furthermore, the age range of respondents aged 21-23 was 11 people (12.6%), the age range 27-30 years was 3 people (3.4%), the age range >30 years was 2 people (2.3%) and the fewest respondents with an age range of 24-26 years amounted to 1 person (1.1%). Most of the research respondents were 64 people (73.6%) female and 23 people (26.4%) were male. Research respondents came from 3 faculties at Dhyana Pura University. The largest number of respondents were in the Faculty of Business and Humanities, amounting to 41 people (47.1%), followed by the Faculty of Health and Science, amounting to 37 people (42.5%) and the fewest came from the Faculty of Technology and Informatics, amounting to 9 people (10, 3%). Most of the respondents in this study came

from the Bachelor of Management Study Program, numbering 14 people (16.1%). Research respondents also came from the Bachelor of Accounting study program totaling 9 people (10.3%), Bachelor of Psychology, Bachelor of Public Health Sciences, Bachelor of Informatics Engineering and D4 of Hospitality Management totaling 7 people each (8%), Bachelor of Welfare Education study program. Family, Bachelor of Science in Nutrition and Bachelor of Health Recording and Information each amounted to 6 people (6.9%), Bachelor of Physiotherapy study program totaled 5 people (5.7%), Profession of Physiotherapy study program and Bachelor of English Literature totaled 4 people (4.6%), Bachelor of Education Teacher Education study programs, Bachelor of Biology, Master of Management study programs, and Bachelor of Information Systems study programs each amounted to 2 people (2.3%) and the least came from the D3 Marketing Management study program. 1 person (0.8%).

b. Results of Descriptive Analysis of Research Variables

In this research, a descriptive analysis was carried out of each research variable consisting of Social Media Marketing, EWOM, Brand Image and interest in choosing Dhyana Pura University.

The statistics used in this research include mean, median, mode and standard deviation. The class interval formula (criteria) in this research:

- Highest score = 5
- Low value = 1
- Range = Highest-lowest value

$$C = \frac{R \text{ (Rentangan)}}{K \text{ (jumlah Klasifikasi)}}$$

$$C = \frac{5-1}{5}$$

$$C = 0.80$$

From the class interval values above, the classification boundaries (criteria) with the selected categories are obtained as follows:

- 1.00 – 1.80 = Very poor / very low
- 2.61 – 3.40 = not good / low
- 1.81 – 2.60 = quite good / average
- 3.41 – 4.20 = good / high
- 4.21 – 5.00 = very good / very high

Table 8. Statistical Description According to the Mean (average) value of the Social Media Marketing Variable

Indicator	Mean	Category
X1.1 <i>Content creation</i>	4.26	Very good
X1.2 <i>Content sharing</i>	4.30	Very good
X1.3 <i>Connecting</i>	4.24	Very good
X1.4 <i>Community building</i>	4.11	Good
Average	4.23	Very good

The assessment of Social Media Marketing variables consists of several indicators, namely content creator, content sharing, connecting and community building. According to the table provided, the average score for the 4 assertions related to

social media marketing is 4.23, falling within the range of 4.21 – 5.00, indicating a very good performance. Consequently, the individuals participating in the sample for this study evaluated social media marketing as highly commendable.

Table 9. Statistical Description According to the Mean (average) value of the eWOM Variable

Indicator	Mean	Category
X2.1 <i>Assistance platform</i>	4.24	Very good
X2.2 <i>Concern for others</i>	4.13	Good
X2.3 <i>Economic intensive</i>	4.13	Good
X2.4 <i>Helping company</i>	4.28	Very good
X2.5 <i>Expressing positive emotions</i>	4.30	Very good
X2.6 <i>Venting negative feelings</i>	4.13	Good
X2.7 <i>Social benefits</i>	4.26	Very good
X2.8 <i>Advice seeking</i>	4.30	Very good
Average	4.22	Very good

The assessment of the EWOM variable comprises various indicators, including platform assistance, altruism, economic focus, support for the company, positive emotional

expression, negative emotion release, social advantages, and seeking counsel. According to the table provided, the average score for 8 statements related to EWOM is 4.22,

falling within the range of 4.21 – 5.00, indicating a very good rating. Consequently, the individuals

surveyed in the sample for this study evaluated electronic word-of-mouth (EWOM) as highly favorable.

Table 10. Statistical Description According to the Mean (average) value of the Brand Image Variable

Indicator	Mean	Category
Z1.1 Quality	4.24	Very good
Z1.2 Can be trusted	4.11	Good
Z1.3 Benefit	4.13	Good
Z1.4 Service	4.25	Very good
Z1.5 Risk	4.30	Very good
Z1.6 Price	3.76	Good
Average	4.13	Good

The assessment of the Brand Image variable includes various indicators, specifically quality, trustworthiness, benefits, service, risk, and pricing. According to the table provided, the average score for the 6 statements related to Brand

Image is 4.13. This score is within the range of 3.41 – 4.20, indicating a positive evaluation. Consequently, the participants in the sample of this study regarded the brand image as favorable.

Table 11. Statistical Description According to the Mean (average) Value of the Voting Interest Variable

Indicator	Mean	Category
Y1.1 Interested in finding information	4.23	Very good
Y1.2 Considering a purchase	4.09	Good
Y1.3 Interested in trying	4.13	Good
Y1.4 Want to know the product	4.28	Very good
Y1.5 Want to use or own	4.30	Very good
Average	4.20	Good

The evaluation of the variable interest in decision-making involves multiple indicators, specifically the inclination to gather information, the inclination to make a purchase, the inclination to test out, the desire to learn about the product, and the want to possess or utilize the service/product. According to the provided table, the average score for the 5 statements related to interest in voting is 4.20, falling within the range of 3.41 – 4.20, indicating a positive

result. Consequently, the individuals participating in the sample for this study evaluated their level of interest in voting as positive.

The research utilized a path analysis model to examine the correlation between Social Media Marketing and Electronic Word of Mouth (EWOM), with Brand Image acting as a mediator, in connection to the interest in selecting Undhira. The visual representation of this model can be shown in Figure 5.1

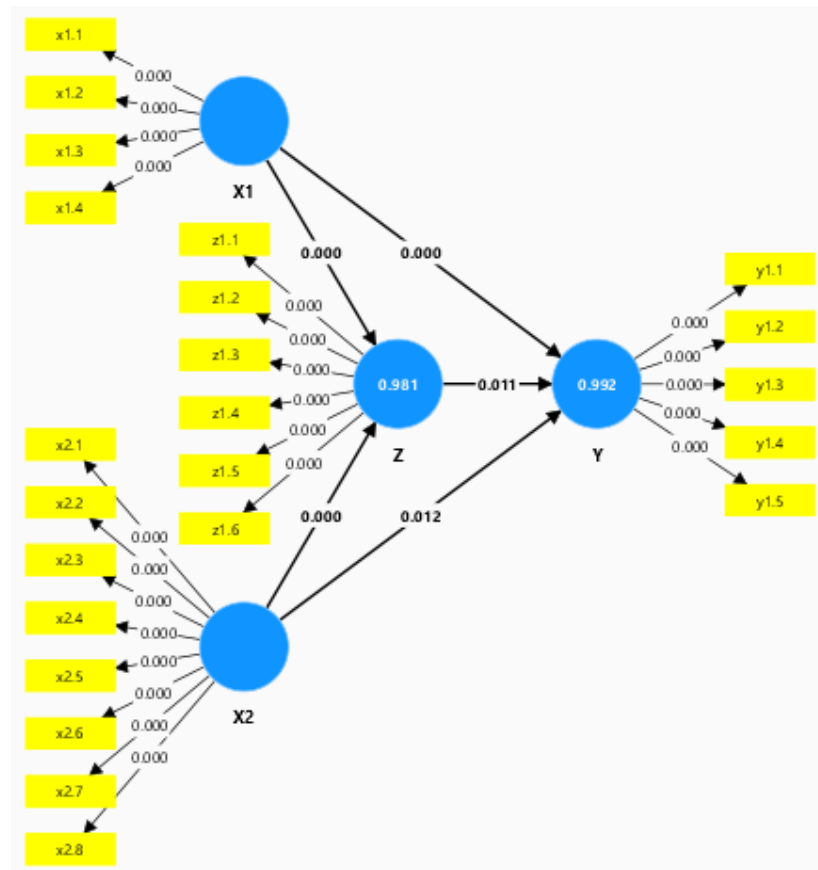


Figure 2. Image of the Significance of the Relationship between Social Media Marketing, EWOM and Voting Interest Mediated by Brand Image

Table 12. Calculation Results of Direct, Indirect and Total Variable Effects

Relationship between variables	Direct	Indirect	Total
	P value	P value	P value
Social Media Marketing (X1) →interest in voting (Y)	0,000	-	0.036
Social Media Marketing (X1)→Brand Image (Z)	0,000	-	0,000
Electronic Word Of Mouth(X2)→interest in voting (Y)	0.012	-	0,000
Electronic Word Of Mouth (X2) →Brand Image (Z)	0,000	-	0.008
Brand Image(Z)→interest in voting (Y)	0.011	-	0.011
Social Media Marketing(X1)→Brand Image (Z)→interest in voting (Y)	-	0.036	-
Electronic Word Of Mouth(X2)→Brand Image (Z)→interest in voting (Y)	-	0.008	-

Figure 5.1 depicts a path model of a recursive type, in which all arrows are unidirectional. The path analysis model and table 5.11 indicate that the variable of Social Media Marketing has a direct and substantial impact on voting interest (p = 0.000) and Brand Image (p = 0.000) due to the p value being less than 0.05. EWOM has a notable and direct impact on voting interest (p =

0.012) and Brand Image (p = 0.000) due to the fact that the p value is below 0.05. In addition, it is worth noting that Brand Image has a substantial and statistically significant impact on voting interest (0.011), as indicated by the p value being below 0.05.

In addition to evaluating the direct impact, path analysis also examines the presence of indirect

influences among variables. It was discovered that Brand Image can act as a mediator in the association between the Social Media Marketing variable and voting interest, with a p-value of 0.036, which is statistically significant ($p < 0.05$). Furthermore, the association between EWOM and voting interest can be influenced by Brand Image, as indicated by a statistically significant p-value of 0.008, which is below the threshold of 0.05.

The combined impact of direct and indirect influence is determined by the effect of Social Media Marketing on voting interest,

which can be either direct ($p = 0.000$) or indirect (0.036). Additionally, Social Media Marketing has a direct effect on Brand Image (0.000), as indicated by a p value below 0.05. The findings from the electronic word-of-mouth (EWOM) study demonstrate a significant impact on voting interest ($p = 0.008$) and a strong direct influence on Brand Image ($p = 0.000$), as indicated by the p-values being below the threshold of 0.05. In addition, it is worth noting that Brand Image significantly affects voting interest ($p = 0.011$), as the p value is below the threshold of 0.05.

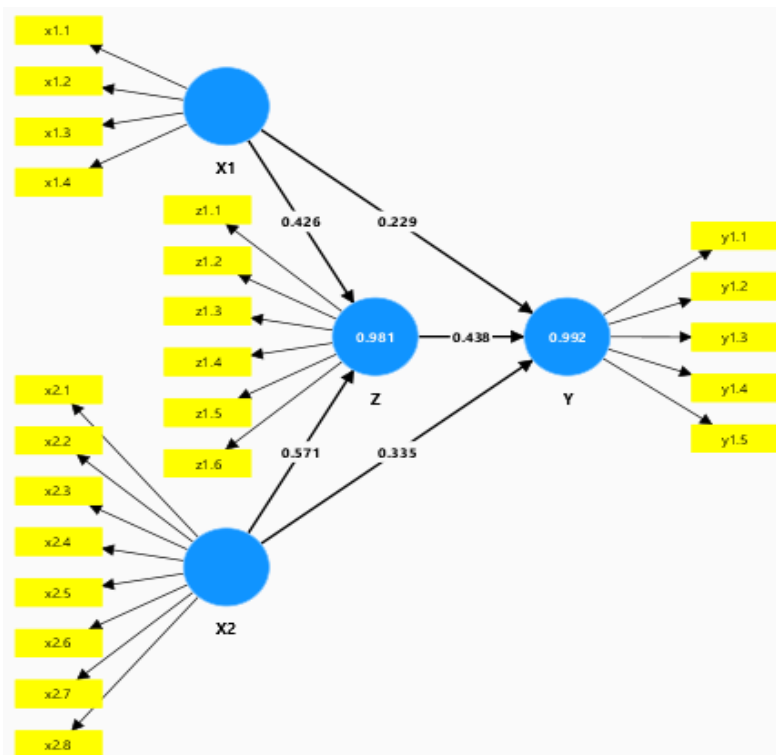


Figure 3. Image of the Relationship Value of Social Media Marketing, EWOM on Voting Interest Mediated by Brand Image

Table 13. Variable Relationship Value Test Results

Variable	Path Coefficient
Social Media Marketing (X1) → interest in voting (Y)	0.229
Social Media Marketing (X1) → Brand Image (Z)	0.426
Electronic Word Of Mouth (X2) → interest in voting (Y)	0.335
Electronic Word Of Mouth (X2) → Brand Image (Z)	0.571
Brand Image (Z) → interest in voting (Y)	0.438
Social Media Marketing (X1) → Brand Image (Z) → interest in voting (Y)	0.186
Electronic Word Of Mouth (X2) → Brand Image (Z) → interest in voting (Y)	0.250

Based on figure 5.2 and table 5.12, The research demonstrates a positive link between all variables. Social media marketing has a direct and positive correlation with brand image (0.426) and voter interest (0.229) due to its values falling within the range of 0 to 1. The association between eWOM and brand image (0.571) and voting interest (0.335) is good because it falls within the range of 0-1. Similarly, the correlation between brand image and intention to choose (0.438) is positively correlated, since it falls within the range of 0 to 1. In addition, the brand image has a beneficial role in facilitating the

connection between social media marketing and voting interest (0.186) due to its range falling between 0 and 1. The brand image can effectively facilitate the connection between electronic word-of-mouth (eWOM) and the level of interest in voting (0.250), as it falls within the range of 0-1.

The findings of hypothesis testing, derived from the visual representations in figure 5.1 and figure 5.2, as well as the numerical data in table 5.11 and table 5.12, are presented below. All 7 hypotheses that were suggested were accepted.

Table 14. Hypothesis Test Results

Hypothesis	Information	Test result
H1	<i>Social Media Marketing</i> has a positive influence on the Brand Image of Dhyana Pura University, Bali	ACCEPTED
H2	eWOM has a positive effect on the Brand Image of Dhyana Pura University, Bali.	ACCEPTED
H3	<i>Social Media Marketing</i> has a positive effect on interest in choosing Dhyana Pura University Bali.	ACCEPTED
H4	eWOM has a positive effect on Interest in Choosing Dhyana Pura University Bali	ACCEPTED
H5	<i>Brand Image</i> has a positive effect on interest in choosing Dhyana Pura University Bali.	ACCEPTED
H6	<i>Social Media Marketing</i> has a positive influence on interest in choosing Dhyana Pura Bali University through Brand Image mediation.	ACCEPTED
H7	EWOM has a positive influence on interest in choosing Dhyana Pura University Bali through Brand Image mediation	ACCEPTED

According to the provided table, it is evident that H1, namely Social Media Marketing, has a favorable impact on the Brand Image of Dhyana Pura University, Bali, and is approved. The research findings indicate that H2 eWOM has a favorable impact on the Brand Image of Dhyana Pura University, Bali, and this impact is acknowledged. The utilization of H3 Social Media Marketing has a beneficial impact on the level of interest in selecting Dhyana Pura University Bali, after a thorough evaluation process to achieve satisfactory outcomes. The

research findings indicate that H4, specifically electronic word-of-mouth (eWOM), has a favorable impact on the level of interest in selecting Dhyana Pura University, located in Bali, and is deemed acceptable. The research findings indicate that Brand Image has a favorable impact on the level of Interest in Choosing Dhyana Pura University, Bali, and these results are deemed satisfactory. The research findings indicate that Social Media Marketing positively influences the interest in selecting Dhyana Pura University Bali, with Brand Image (H6) serving as a

mediator. These results are deemed satisfactory. The final hypothesis, H7, demonstrates that Electronic Word of Mouth (EWOM) has a favorable impact on the level of interest in selecting Dhyana Pura Bali University, with Brand Image acting as a mediator. Furthermore, the results of the hypothesis calculation confirm the acceptance of this relationship.

3.2 Discussion

a. The Influence of Social Media Marketing on Brand Image

The research results show that Social media marketing exerts a beneficial and substantial impact on brand image. Undhira Bali's brand image can be enhanced through the implementation of social media marketing. There needs to be an increase in content distributed on social media that can build consumer trust to build relationships with other users on social media in disseminating various information about the products offered. By having a good relationship with previous users, information about the product is conveyed well to other users.

Research conducted by [13], [15], [22]–[24] shows similar results if social media marketing can influence and have positive value on a company's brand image. The information contained in social media can be used as promotional media that can increase the company's positive brand image.

b. The Influence of Electronic Word of Mouth on Brand Image

The findings of this study indicate a substantial and favorable correlation between electronic word-of-mouth (EWOM) and brand image. This implies that the more effectively consumers and potential consumers engage in electronic word-of-mouth (EWOM), the greater the perception of brand image among respondents at Undhira Bali. EWOM can be used as

marketing media so that consumers know more clearly about the services offered by Undhira Bali. The results of this research can explain that respondents' assessment of EWOM can be a medium for conveying information about Undhira Bali so that there can be a forum for consumers to communicate related to Undhira Bali through the official Undhira Bali website and Google reviews. The results of this research also show that the more often students talk about positive things about Undhira Bali online, the Brand Image owned by Undhira will be built positively.

In research by [14] shows the results if EWOM has a positive and significant influence on Brand Image which shows that opinions, reviews and information disseminated through EWOM will later form a Brand Image regarding a product or service. Apart from that, in research conducted by [14] shows that there is a positive influence of EWOM on Brand Image, where this is influenced by the activities of consumers who read reviews from friends or other consumers regarding a product or service being offered, thus creating curiosity and impressions related to the product or service which will later create a sense of consumer.

c. The Influence of Social Media Marketing on Voting Interest

According to the findings of the research hypothesis test, this study demonstrates that Social Media Marketing has a substantial and favorable influence on the level of interest in selecting Undhira Bali. Therefore, social media marketing has a major impact on the interest in choosing Undhira Bali. The use of social media in marketing activities has become very massive in the current era because social media can be accessed easily, from anywhere and at low cost. Content on social

media should also be presented in an attractive way because consumers will more easily remember a brand through certain images, characteristics and sounds in social media posts so that it will generate consumer buying interest.

In line with the results of this research, the results of the hang research were carried out by [12], [29] shows that social media marketing has an influence on consumers' interest in choosing or buying. This is because promotions carried out on social media can attract consumer buying interest.

d. The Influence of Electronic Word of Mouth on Voting Interest

In this research, the results Demonstrated that electronic word-of-mouth (EWOM) had a favorable and substantial impact on the level of interest in selecting Undhira Bali. Essentially, EWOM has the potential to sway students towards selecting Undhira Bali as their preferred educational institution. The higher the EWOM activity and the more positive reviews you have, the more interest you will have in choosing students to study at Undhira Bali.

The findings of this study are corroborated by research carried out by [14] The findings indicate that electronic word of mouth (EWOM) has a favorable impact on consumers' inclination to purchase products. Additionally, this study demonstrates that brand image plays a constructive role in facilitating the relationship between EWOM and consumers' interest in buying. This is because consumers who actively view reviews or provide reviews will increase their interest in choosing consumers to use the products or services offered.

e. The Influence of Brand Image on Voting Interest

The research findings indicate a substantial and favorable correlation between Brand Image and

voting interest. This is because the brand image built by Undhira Bali is closely related to the interest in selecting students to continue their education at Undhira Bali. If the Brand Image is bad, then when there are openings for new student registration, prospective students will not be interested in choosing to continue their education at Undhira. Competition among educational institutions is very tight nowadays. This encourages Undhira to have a positive Brand Image which will hopefully increase student interest in continuing their education at Undhira Bali.

Research conducted by [17], [30] indicates that the company's positive Brand Image has a notable impact on the intention to buy a product. Consistent with this study, research carried out by [18] also shows the results that Brand Image is able to significantly influence consumer buying interest. Based on the results of these studies, it can be seen that the level of Brand Image owned by a company can be a stimulus for consumers' interest in choosing to use or buy a product or service offered.

f. The Influence of Social Media Marketing on Voting Interest Through Brand Image

The research results show that Social Media Marketing is positive and has a significant influence on interest in choosing Undhira Bali. This means that the marketing content and marketing strategies using social media carried out by Undhira Bali have benefits for Undhira Bali's promotional or marketing activities. This of course must be improved, because ease of access, variety of content and current trends in social media can motivate consumers to choose to use the products or services offered to build a positive brand image which will have

an impact on increasing consumer buying interest. Research conducted by [31], [32] shows similar results. This means that it is necessary to optimize marketing using social media because the content displayed on social media will increase the company's brand image in a positive direction so that consumers will be interested in buying or using the services offered.

g. The Influence of Electronic Word of Mouth on Voting Interest Through Brand Image

The results of this research show that EWOM has a significant and positive influence on voting interest mediated by Brand Image. This is because EWOM has an important role in influencing the Brand Image of Undhira Bali which creates interest in choosing Undhira Bali as an educational institution to continue education at college level. The reviews, comments and replies that occur on the Undhira Bali online website are actively able to provide information to students which builds a positive Brand Image which encourages interest in choosing. By interacting more frequently online on the official Undhira website, it is hoped that Undhira Bali will increase the positive Brand Image so that students are more familiar with Undhira and are interested in choosing Undhira.

In research conducted by [32] also shows that EWOM has a positive and significant influence on consumer buying interest, mediated by Brand Image and research conducted by (Iswara & Santika, 2019) shows similar results if EWOM influences positively and significantly on purchasing interest with Brand Image as the mediating variable. This shows that interaction, communication and reviews provided online regarding a product or service can build a brand image of

a company which will trigger consumer interest in using or purchasing a product being offered.

4. CONCLUSIONS

Social media marketing has a substantial and favorable impact on the brand image of Undhira Bali, as evidenced by a p-value of 0.000, which is less than the significance level of 0.05. Similarly, electronic word-of-mouth (EWOM) also has a significant and positive effect on the brand image of Undhira Bali, with a p-value of 0.000, indicating its importance. Additionally, social media marketing has a positive and significant influence on the interest in selecting Undhira Bali, as indicated by a p-value of 0.000, which is less than the significance level of 0.05. The impact of electronic word-of-mouth (EWOM) on interest in choosing Undhira Bali is significant and positive, with a p-value of 0.012, which is less than the significance level of 0.05. Similarly, brand image also has a positive and significant effect on interest in choosing Undhira Bali, with a p-value of $0.011 < 0.05$. Furthermore, brand image plays a significant role in mediating the relationship between social media marketing and interest in choosing Undhira Bali, as indicated by a p-value of $0.036 > 0.05$. Additionally, brand image also mediates the relationship between EWOM and interest in choosing Undhira Bali, with a p-value of $0.008 < 0.05$.

In presenting Social Media Marketing content, it is necessary to pay attention to the content content and content template design to attract the attention of students to participate in sharing Undhira Bali's social media content so that it can increase Brand Image and interest in choosing, especially content that can create and strengthen the community between Undhira Bali and its students. In Interacting through EWOM requires responding by providing a way out or providing active feedback for comments given by students or other parties who share unpleasant experiences at Undhira Bali to reduce dissatisfaction experienced by customers (students). Undhira must also carry

out EWOM interactions on an ongoing basis so that other students' desire arises to help students in making decisions to study at Undhira. Undhira can also provide reciprocity in the form of discounts or incentives to encourage student behavior as a sign of appreciation from Undhira. There is a need to carry out an evaluation in determining the price or educational fees set by Undhira to build a more positive Undhira Bali brand

image. Undhira needs to pay attention to appropriate media, strategies and strategic methods to increase consumer interest so that it will increase consumer purchasing considerations. It is recommended to add or combine other variables that can influence interest in choosing so as to increase the novelty and accuracy of the research and add variation to the research variables.

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