

# Digital Pathways to Enrollment: The Mediating Role of Perceived Value in Instagram Marketing Activities for Higher Education

Anisa Shany Farah Angelica<sup>1</sup>, Grandys Frieska Prassida<sup>1\*</sup>

<sup>1</sup>Department of Information Systems, Universitas Internasional Semen Indonesia, Gresik, Indonesia

\*Corresponding author: [grandys.prassida@uisi.ac.id](mailto:grandys.prassida@uisi.ac.id)

## ABSTRACT

As higher education institutions increasingly rely on digital channels to attract prospective students, understanding how social media activities translate into enrollment becomes critical. This study investigates the impact of Instagram Social Media Marketing Activities (SMMA) on prospective students' electronic word-of-mouth (EWOM) and enrollment intentions, with a focus on the mediating role of perceived value. Using an online survey, data were collected from 138 valid high school student respondents who interacted with the official Instagram account of a private university in Gresik, Indonesia, and were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The empirical results demonstrate that Instagram SMMA has a significant positive effect on perceived value, EWOM, and enrollment intentions. In addition, mediation analysis reveals that perceived value partially mediates the relationship between social media marketing and both behavioral outcomes. Theoretically, this study advances consumer behavior literature by validating that digital stimuli shape cognitive-affective internal states before prompting distinct behavioral responses. These insights offer higher education marketers a strategic framework to move beyond vanity metrics, demonstrating how value-driven digital communication actively fosters institutional advocacy and channels prospective student interest into enrollment.

**Keywords:** Social media marketing activities, Perceived value, Electronic word-of-mouth (EWOM), Enrollment intention, Higher education institution

## 1. INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed the way organizations communicate with their stakeholders. In the higher education sector, digital platforms have become increasingly important for attracting and engaging prospective students. As competition among universities intensifies, higher education institutions are no longer relying solely on traditional promotional channels such as educational fairs, brochures, and institutional websites. Instead, social media platforms have emerged as strategic tools for building institutional visibility, fostering engagement, and influencing prospective students' decision-making processes (Widodo & Maylina, 2022).

Among various social media platforms, Instagram has gained particular prominence due to its visually oriented features and widespread adoption among younger generations. According to recent digital usage reports, Instagram remains one of the most popular social networking platforms among high school students and prospective university applicants. Through images, videos, stories, reels, and interactive features, universities can communicate their academic offerings, campus culture, student achievements, and institutional values in a more engaging and accessible manner. Consequently, Instagram has evolved beyond a communication

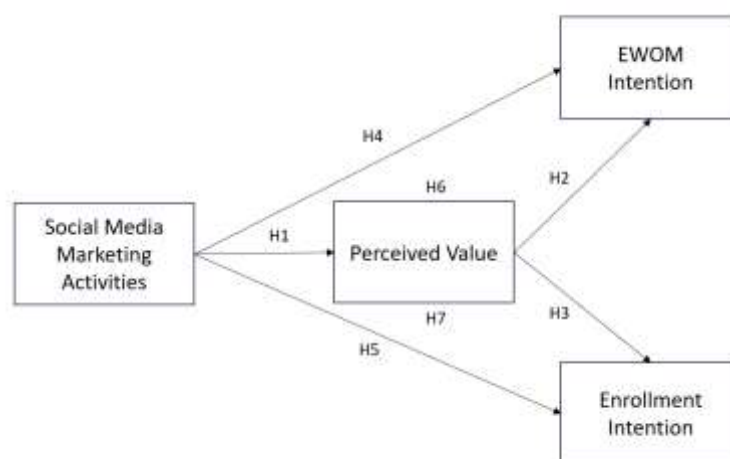
platform into a critical marketing channel capable of shaping perceptions and influencing educational choices.

Social Media Marketing Activities (SMMA) have been widely recognized as an effective approach for enhancing consumer engagement and strengthening brand relationships. Previous studies suggest that social media marketing activities characterized by entertainment, interaction, trendiness, customization, and informativeness can positively influence consumers' perceptions and behavioral responses (Wahab et al., 2023). In the context of higher education, effective social media marketing may encourage prospective students to develop favorable attitudes toward an institution, share positive information with others, and ultimately express intentions to enroll (Fitri & Othman, 2026; Nafisa et al., 2025). However, the mechanisms through which social media marketing activities translate into enrollment-related behaviors remain insufficiently understood.

Therefore, this study aims to investigate the influence of Instagram Social Media Marketing Activities on electronic word-of-mouth and enrollment intention among prospective students, and to examine the mediating role of perceived value in these relationships. The findings are expected to enrich theoretical understanding of consumer behavior in higher education contexts and provide actionable recommendations for institutions seeking to enhance student recruitment through social media platforms.

## 2. METHODS

### 2.1. Proposed Research Model and Hypothesis



**Figure 1.** Proposed Model

Figure 1 illustrates the relationships among the constructs of Social Media Marketing Activities (SMMA), Perceived Value (PV), electronic word-of-mouth (EWOM), and Enrollment Intention (ITE). Grounded in the Stimulus–Organism–Response (S-O-R) framework, SMMA serves as the stimulus, Perceived Value represents the organism, while EWOM and Enrollment Intention constitute the response. The model proposes that SMMA

directly influences perceived value, EWOM, and enrollment intention, while perceived value serves as a mediating mechanism linking social media marketing activities to both behavioral outcomes. Specifically, H1 proposes that SMMA positively and significantly influences perceived value, H2 proposes that perceived value positively and significantly influences EWOM intention, H3 proposes that perceived value positively and significantly influences enrollment intention, H4 proposes that SMMA positively and significantly influences EWOM intention, and H5 proposes that SMMA positively and significantly influences enrollment intention. H6 proposes that perceived value mediates the effect of Social Media Marketing Activity on EWOM intention. H7 proposes that perceived value mediates the effect of Social Media Marketing Activity on enrollment intention.

## **2.2. Research Design**

This study employed a quantitative research approach to examine the relationships among Instagram Social Media Marketing Activities (SMMA), perceived value, electronic word-of-mouth (EWOM), and enrollment intention in the context of higher education. A cross-sectional survey design was utilized to collect data from prospective university students. The proposed research model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is well-suited to predictive research and mediation analyses involving latent constructs.

## **2.3. Population and Sample**

The target population consisted of senior high school students who were prospective university applicants and had interacted with the official Instagram account of a private university located in Gresik, Indonesia. Purposive sampling was employed to ensure that respondents possessed relevant experience with the university's Instagram content.

To be eligible for participation, respondents had to meet the following criteria: (1) be enrolled in senior high school, (2) follow or have viewed the university's official Instagram account, and (3) be considering higher education options. Data were collected through an online questionnaire distributed via social media platforms and educational networks. After data screening and validation, a total of 138 usable responses were retained for analysis.

## **2.4. Questionnaire Development**

The questionnaire consisted of two sections. The first section collected demographic information, including gender, age, grade level, and frequency of Instagram use. The second section measured the study constructs using previously validated scales adapted from the social media marketing and consumer behavior literature. All measurement items were assessed using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Instagram Social Media Marketing Activities (SMMA) were measured through four dimensions: entertainment, interaction, trendiness, and informativeness. Perceived value

assessed respondents' overall evaluation of the benefits obtained from the university based on information encountered on Instagram. Electronic word-of-mouth (EWOM) intention measured respondents' willingness to share positive information and recommendations regarding the university through online channels. Enrollment intention captured respondents' likelihood of applying to or enrolling in the university. Details of the measurement items used in this study are presented in Table 1.

**Table 1.** Measurement Items

| Construct                                       | Indicator | Item                                                                                                                                                                  | Source                                       |
|-------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| <b>Social Media Marketing Activities (SMMA)</b> | SMMA1     | I feel that the content posted on the @pmbuisi Instagram account helps me broaden my knowledge about the undergraduate study program and academic activities at UISI. | (Bushara et al., 2023; Labausa et al., 2023) |
|                                                 | SMMA2     | I can easily share my opinions through the @pmbuisi Instagram account.                                                                                                |                                              |
|                                                 | SMMA3     | I find the information provided through the @pmbuisi Instagram account very clear, informative, and accurate.                                                         |                                              |
|                                                 | SMMA4     | I feel that the @pmbuisi Instagram account provides comprehensive and important information.                                                                          |                                              |
|                                                 | SMMA5     | I feel that the content posted on the @pmbuisi Instagram account always follows the latest trends.                                                                    |                                              |
|                                                 | SMMA6     | I feel that the content on the @pmbuisi Instagram account shows how enjoyable it is to be a student at UISI.                                                          |                                              |
|                                                 | SMMA7     | I find the content on the @pmbuisi Instagram account always interesting and never boring.                                                                             |                                              |
|                                                 | SMMA8     | I find the @pmbuisi Instagram account to be innovative and interactive.                                                                                               |                                              |
| <b>Perceived Value (PV)</b>                     | PV1       | I find the registration fee for the undergraduate study program at UISI more affordable than at other private universities.                                           | (Auliarahman & Sumadi, 2020)                 |
|                                                 | PV2       | I feel that continuing my studies at UISI will help me obtain a quality education.                                                                                    |                                              |

| Construct                         | Indicator | Item                                                                                                                      | Source                                     |
|-----------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| <b>EWOM Intention (EWOM)</b>      | PV3       | Continuing my studies at UISI helps me feel accepted in my environment.                                                   | (Bushara et al., 2023; Bilal et al., 2022) |
|                                   | EWOM1     | I will post positive comments about UISI on my personal social media.                                                     |                                            |
|                                   | EWOM2     | I will recommend my friends and relatives to visit the @pmbuisi Instagram account.                                        |                                            |
|                                   | EWOM3     | I will encourage my friends and relatives to visit the @pmbuisi Instagram account for information about higher education. |                                            |
| <b>Enrollment Intention (ITE)</b> | ITE1      | I am interested in pursuing a bachelor's degree at UISI.                                                                  | (Cortes et al., 2023)                      |
|                                   | ITE2      | I would like to learn more about the bachelor's degree programs offered at UISI.                                          |                                            |
|                                   | ITE3      | I plan to enroll in a bachelor's degree program at UISI in the future.                                                    |                                            |

## 2.5. Data Analysis

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software (Ringle et al., 2024). PLS-SEM is a variance-based structural equation modeling technique suitable for predictive research, complex structural models, and mediation analysis involving latent constructs (Hair et al., 2022). The analysis followed a two-stage approach, assessing the measurement and structural models.

The measurement model evaluation included indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was assessed using factor loadings, with values above 0.70 considered acceptable. Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR), with values above 0.70 indicating satisfactory reliability. Convergent validity was examined using the Average Variance Extracted (AVE), with a threshold of 0.50. Discriminant validity was assessed using the Fornell-Larcker criterion and Heterotrait-Monotrait Ratio (HTMT).

The structural model was evaluated by examining path coefficients, coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), predictive relevance ( $Q^2$ ), and hypothesis testing. Bootstrapping with 5,000 subsamples was conducted to determine the significance of direct and indirect effects. A p-value below 0.05 was considered statistically significant.

### 3. RESULTS AND DISCUSSIONS

The results section provides a concise overview of the study's data, presenting descriptive statistics and the outcomes of pertinent inferential analysis (such as hypothesis tests) conducted on the dataset. It is crucial to present the results with enough elaboration, allowing the reader to understand the conducted statistical analyses and their rationale, while also providing a basis for your conclusions. Ensure that all relevant findings are included, even those that may contradict the initially stated hypotheses (American Psychological Association 2001: 20). You can make sub-sections if you need.

#### 3.1 Measurement Model Evaluation (Outer Model)

The measurement model was evaluated by examining indicator reliability and internal consistency, as well as convergent and discriminant validity. As presented in Table 2, all indicator loadings ranged from 0.751 to 0.939, exceeding the recommended threshold of 0.70, indicating satisfactory indicator reliability. Furthermore, all constructs demonstrated adequate internal consistency, with Cronbach's alpha ranging from 0.826 to 0.914 and composite reliability from 0.896 to 0.930, both exceeding the recommended threshold of 0.70. Convergent validity was also established, as all Average Variance Extracted (AVE) values ranged from 0.626 to 0.810, surpassing the minimum threshold of 0.50.

**Table 2.** Measurement Model Assessment Results

| Construct & Items                        | Outer Loading | Cronbach's Alpha | Composite Reliability | AVE   |
|------------------------------------------|---------------|------------------|-----------------------|-------|
| Social Media Marketing Activities (SMMA) |               |                  |                       |       |
| SMMA1                                    | 0.790         | 0.914            | 0.930                 | 0.626 |
| SMMA2                                    | 0.751         |                  |                       |       |
| SMMA3                                    | 0.855         |                  |                       |       |
| SMMA4                                    | 0.771         |                  |                       |       |
| SMMA5                                    | 0.773         |                  |                       |       |
| SMMA6                                    | 0.771         |                  |                       |       |
| SMMA7                                    | 0.807         |                  |                       |       |
| SMMA8                                    | 0.806         |                  |                       |       |
| Perceived Value (PV)                     |               |                  |                       |       |
| PV1                                      | 0.783         | 0.826            | 0.896                 | 0.743 |
| PV2                                      | 0.913         |                  |                       |       |
| PV3                                      | 0.885         |                  |                       |       |

| Construct & Items          | Outer Loading | Cronbach's Alpha | Composite Reliability | AVE   |
|----------------------------|---------------|------------------|-----------------------|-------|
| EWOM Intention (EWOM)      |               |                  |                       |       |
| EWOM1                      | 0.873         | 0.882            | 0.927                 | 0.810 |
| EWOM2                      | 0.939         |                  |                       |       |
| EWOM3                      | 0.886         |                  |                       |       |
| Enrollment Intention (ITE) |               |                  |                       |       |
| ITE1                       | 0.903         | 0.859            | 0.913                 | 0.777 |
| ITE2                       | 0.895         |                  |                       |       |
| ITE3                       | 0.846         |                  |                       |       |

**Table 3.** Fornell-Larcker Criterion

| Construct | ITE   | PV    | SMMA  | EWOM  |
|-----------|-------|-------|-------|-------|
| ITE       | 0.882 |       |       |       |
| PV        | 0.713 | 0.862 |       |       |
| SMMA      | 0.697 | 0.759 | 0.791 |       |
| EWOM      | 0.750 | 0.753 | 0.758 | 0.900 |

**Table 4.** HTMT Results

|      | ITE   | PV    | SMMA  | EWOM |
|------|-------|-------|-------|------|
| ITE  |       |       |       |      |
| PV   | 0,822 |       |       |      |
| SMMA | 0,760 | 0,875 |       |      |
| EWOM | 0,849 | 0,876 | 0,835 |      |

Discriminant validity was assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT). As shown in Table 3, the square root of the AVE for each construct exceeded its correlations with other constructs, satisfying the Fornell-Larcker criterion. In addition, all HTMT values presented in Table 4 were below the recommended threshold of 0.90, confirming adequate discriminant validity. Overall, these findings indicate that the measurement model demonstrates satisfactory reliability and validity and is suitable for subsequent structural model analysis.

### 3.2 Structural Model Evaluation (Inner Model)

Following the assessment of the measurement model, the structural model was evaluated to examine the predictive power of the proposed research framework. The evaluation included assessing the coefficient of determination ( $R^2$ ) to quantify the proportion of variance explained by the predictor variables. The effect size ( $f^2$ ) was also examined to evaluate the relative contribution of each exogenous construct to the endogenous construct. Furthermore, direct effects were analyzed by assessing the significance and magnitude of the path coefficients between the constructs. Finally, mediation effects were tested to determine whether the relationships between the independent and dependent variables were transmitted through the proposed mediating construct.

#### 3.2.1. Coefficient of Determination ( $R^2$ )

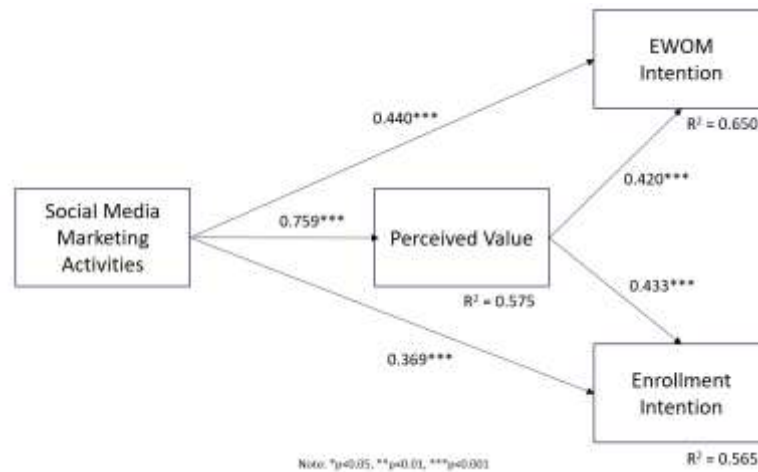
Table 5 presents the  $R^2$  values for the three endogenous constructs in the model. EWOM intention obtained the highest  $R^2$  value of 0.650, Perceived value obtained an  $R^2$  of 0.575, while Enrollment intention obtained an  $R^2$  of 0.565.

**Table 5.** Coefficient of Determination ( $R^2$ )

| Construct                  | $R^2$ |
|----------------------------|-------|
| Perceived Value (PV)       | 0.575 |
| EWOM Intention             | 0.650 |
| Enrollment Intention (ITE) | 0.565 |

#### 3.2.2. Hypothesis Testing

The structural model and hypothesis testing results are presented in Figure 2 and Table 6. The results of the direct effect analysis indicate that all proposed direct relationships are statistically significant. Instagram Social Media Marketing Activities (SMMA) have significant positive effects on Perceived Value ( $\beta = 0.759$ ,  $p < 0.001$ ), EWOM Intention ( $\beta = 0.440$ ,  $p < 0.001$ ), and Enrollment Intention ( $\beta = 0.369$ ,  $p < 0.001$ ). Furthermore, Perceived Value also has significant positive effects on both EWOM Intention ( $\beta = 0.420$ ,  $p < 0.001$ ) and Enrollment Intention ( $\beta = 0.433$ ,  $p < 0.001$ ). These findings indicate that Instagram marketing activities directly enhance prospective students' perceptions of university value while simultaneously encouraging positive electronic word-of-mouth and strengthening their intention to enroll.



**Figure 2.** Structural Model Results

**Table 6.** Path Coefficients and Hypothesis Testing

| Hypothesis | Relationship            | $\beta$ | t-value | p-value | Decision  |
|------------|-------------------------|---------|---------|---------|-----------|
| H1         | SMMA $\rightarrow$ PV   | 0.759   | 18.906  | 0.000   | Supported |
| H2         | SMMA $\rightarrow$ EWOM | 0.440   | 4.052   | 0.000   | Supported |
| H3         | SMMA $\rightarrow$ ITE  | 0.369   | 3.836   | 0.000   | Supported |
| H4         | PV $\rightarrow$ EWOM   | 0.420   | 3.899   | 0.000   | Supported |
| H5         | PV $\rightarrow$ ITE    | 0.433   | 4.353   | 0.000   | Supported |

### 3.2.3. Mediation Analysis

**Table 9.** Specific Indirect Effects

| Hypothesis | Indirect Relationship                    | $\beta$ | t-value | p-value | Decision  |
|------------|------------------------------------------|---------|---------|---------|-----------|
| H6         | SMMA $\rightarrow$ PV $\rightarrow$ EWOM | 0.319   | 3.718   | 0.000   | Supported |
| H7         | SMMA $\rightarrow$ PV $\rightarrow$ ITE  | 0.328   | 4.177   | 0.000   | Supported |

The indirect effect analysis demonstrates that Perceived Value significantly mediates the relationships between Instagram Social Media Marketing Activities (SMMA) and both behavioral outcomes. Specifically, the indirect effect of SMMA on EWOM through Perceived Value is significant ( $\beta = 0.319$ ,  $p < 0.001$ ), as is the indirect effect of SMMA on Enrollment Intention through Perceived Value ( $\beta = 0.328$ ,  $p < 0.001$ ). Since the direct effects of SMMA on EWOM and Enrollment Intention remain significant after the inclusion of the mediator, Perceived Value acts as a partial mediator. This indicates that Instagram social media marketing activities influence behavioral outcomes through two pathways: directly and indirectly through the formation of value perceptions. These findings suggest that Instagram

marketing activities influence prospective students not only directly but also indirectly by enhancing their perceived value of the university before shaping their behavioral intentions.

These findings support the Stimulus–Organism–Response (S-O-R) framework, which posits that external stimuli influence behavioral responses through internal cognitive evaluations. In this study, SMMA serves as the stimulus, Perceived Value represents the organism, and EWOM and Enrollment Intention constitute the response. Consequently, the results demonstrate that effective Instagram marketing not only directly influences prospective students' behavior but also operates through value-creation mechanisms that foster advocacy and enrollment intentions.

### 3.3 Discussion

The findings of this study demonstrate that Instagram Social Media Marketing Activities (SMMA) significantly enhance prospective students' perceived value, supporting H1. This finding indicates that Instagram content characterized by informativeness, interaction, entertainment, and trendiness enable prospective students to perceive greater educational value offered by the university. As students are increasingly exposed to engaging digital content, they develop more favorable evaluations regarding academic quality, campus life, and future opportunities. This result is consistent with Perera et al. (2023), who argued that social media marketing activities positively influence consumers' perceptions of value by delivering relevant and engaging information. Similarly, Hartini et al. (2025) emphasized that effective social media marketing enhances users' perceived value, which in turn affects their behavioral responses. These findings support the Stimulus–Organism–Response (S-O-R) framework, in which social media marketing serves as an external stimulus that shapes individuals' internal cognitive evaluations.

The results also support H2, indicating that Instagram Social Media Marketing Activities have a significant positive effect on electronic word-of-mouth (EWOM) intention. This suggests that attractive and interactive Instagram content encourages prospective students to voluntarily share positive information and recommend the university through online platforms. Social media not only functions as an information channel but also facilitates interaction and digital advocacy among users. This finding is consistent with Wahab et al. (2023), who reported that social media marketing activities significantly stimulate positive electronic word-of-mouth by increasing user engagement. Likewise, Ruangkanjanases and Sivarak (2022) found that social media marketing activities encourage prospective students to actively recommend higher education institutions through online communication. Therefore, universities should continuously develop engaging Instagram content that motivates prospective students to become active advocates of the institution.

Furthermore, H3 is supported, demonstrating that Instagram Social Media Marketing Activities significantly influence enrollment intention. This finding indicates that well-

designed Instagram marketing activities directly encourage prospective students to consider enrolling at the university. Through visual storytelling, academic information, student testimonials, and campus activities, Instagram reduces uncertainty and strengthens prospective students' confidence in their choice of the institution. This result is consistent with Hartini et al. (2025) and Sentosa et al. (2025), who concluded that social media marketing significantly affects prospective students' intentions to choose higher education institutions. Consequently, Instagram has evolved beyond a promotional medium into a strategic marketing communication platform capable of influencing educational decision-making.

The analysis further confirms H4, showing that Perceived Value has a significant positive effect on electronic word-of-mouth intention. This finding implies that prospective students who perceive greater value from the university are more likely to recommend the institution and share positive experiences through social media. When students believe that the university offers meaningful academic and personal benefits, they become more willing to engage in voluntary promotional behavior. This finding is consistent with Widodo and Maylina (2022), who demonstrated that perceived value positively influences individuals' willingness to engage in electronic word-of-mouth. Accordingly, universities should focus not only on increasing social media exposure but also on communicating value that is relevant to prospective students' educational expectations.

Finally, the results support H5, indicating that Perceived Value significantly influences enrollment intention. This finding suggests that prospective students' overall evaluation of the university's educational benefits, affordability, and future career prospects plays a crucial role in shaping their intention to enroll. When prospective students perceive that the institution offers superior value compared with other universities, they are more likely to choose it for their higher education. This finding supports the argument of Perera et al. (2023), who identified perceived value as a key determinant of behavioral intention because it reflects individuals' overall assessment of the benefits obtained relative to the costs incurred. Therefore, universities should emphasize value-oriented communication strategies that clearly convey academic excellence, student achievements, campus facilities, and career opportunities to strengthen prospective students' intentions to enroll.

#### 4. CONCLUSION

This study examined the influence of Instagram Social Media Marketing Activities (SMMA) on electronic word-of-mouth (EWOM) and enrollment intention, as well as the mediating role of perceived value among prospective students in the higher education context. The findings provide empirical evidence that social media marketing not only directly influences prospective students' behavioral intentions but also creates value perceptions that strengthen these relationships.

First, the results confirm that Instagram Social Media Marketing Activities (SMMA) have a significant positive influence on perceived value, electronic word-of-mouth (EWOM), and enrollment intention. Furthermore, perceived value has a significant positive effect on both EWOM and enrollment intention, indicating that prospective students' evaluations of a university's value play an important role in shaping their willingness to recommend the institution and their intention to enroll.

Second, the findings demonstrate that perceived value partially mediates the relationships between SMMA and both EWOM and enrollment intention. These results support the Stimulus–Organism–Response (S-O-R) framework, suggesting that social media marketing activities function as external stimuli that shape prospective students' cognitive evaluations before influencing their behavioral responses. Consequently, Instagram serves not only as a promotional platform but also as a value-creation mechanism that encourages positive advocacy and strengthens enrollment intentions.

Third, this study has several limitations. The research was conducted using respondents from a single private university and employed a cross-sectional research design, which may limit the generalizability of the findings and the ability to establish causal relationships. Future research is encouraged to include multiple higher education institutions, adopt longitudinal research designs, and incorporate additional variables, such as university brand image, institutional trust, perceived credibility, and social influence, to provide a more comprehensive understanding of prospective students' enrollment decisions.

## 5. REFERENCES

- Abbas, M. (2026). Digital and Social Media Marketing as a Core Strategy in Higher Education: Evidence from Student Engagement and Institutional Branding. *Golden Ratio of Mapping Idea and Literature Format*, 6, 1394–1404. <https://doi.org/10.52970/grmilf.v6i2.2086>
- Agus Sriyanto, P., & Muttaqin, Z. (2024). *From Instagram to Campus: The Impact of Social Media Marketing on Students' Interest through Trust and Brand Recognition* Agus Sriyanto, Purwanto, Zaenal Muttaqin. 6(2), 139–170.
- Al-dmour, R., Al-dmour, H., & Al-dmour, A. (2024). *The Role of Marketing Mix and Social Media Strategies in Influencing International Students' University Choices in Jordan*. 14(4), 642–663.
- Ali, J., & Rana, S. (2026). *From Knowledge Assets to Brand Equity : The Role of Integrated Marketing Communication and Social Media in Indonesian Private Universities*. 1, 75–95.
- Arief, Z., & Brabo, N. A. (2024). *The Influence of Word of Mouth and Social Media Marketing on Students' Decision to Choose a University With Brand Image as a Mediating Variable ( Case Study at Darunnajah University )*. 8887, 227–243.
- Artiyani, M., & Munawar, F. (2025). THE IMPACT OF DIGITAL INBOUND MARKETING ON ADMISSION INTEREST AT KEBANGSAAN REPUBLIK INDONESIA

- UNIVERSITY: THE MEDIATION ROLE OF CAMPUS REPUTATION AND BRAND AWARENESS. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(3), 11550–11560.
- Auliarahman, L., & Sumadi, S. (2020). *The effect of social media marketing and religiosity on perceived value and student's decision in choosing non-religious program at Islamic higher education*. *Asian Journal of Islamic Management*, 2(2), 82–95. <https://doi.org/10.20885/ajim.vol2.iss2.art2>
- Bilal, M., Ghani, U., & Idrees, M. (2022). *The effect of social media-based eWOM communication on consumer's purchase intention (A case of students' admission choices in HEIs)*. *Webology*, 19(3).
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). *Power of social media marketing: How perceived value mediates the impact on restaurant followers' purchase intention, willingness to pay a premium price, and e-WoM? Sustainability*, 15(6), 5331. <https://doi.org/10.3390/su15065331>
- Cortes, S., et al. (2023). *Factors influencing students' intention to enroll in Bachelor of Science in Biology: A structural equation modelling approach*. *Cogent Education*, 10(2). <https://doi.org/10.1080/2331186X.2023.2273635>
- Fitri, S. R., & Othman, L. (2026). *EXPLORING THE IMPACT OF MARKETING ON RPL ENROLLMENT DECISIONS: STUDENT INTEREST AS A*. 23(1), 22–36.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Hartini, P., Krisjanti, M. N., & Septiari, E. D. (2025). *The Influence of Social Media Marketing Activities on Intention to Enroll in Senior High School*. 7(1), 1–21.
- Khaeroni, Meiliawati, F., & Ramadhani, N. N. (2026). *How Marketing Mix Strategy Influences Prospective Student Admission Decisions: A Case Study of Madrasah Ibtidaiyah Teacher Education Program in Indonesia*. 12(01), 11–28.
- Labausa, F. S., Pinca, J. M., & Cruda, N. E. (2023). *Investigating Digital Marketing Strategies in Influencing Student Enrollment Decisions in Tertiary Education*. 5(5), 119–133.
- Nafisa, N., Sembiring, B. K. F., & Munir, E. (2025). *THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER TRUST IN ALLIANCE FRANCAISE MEDAN THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE*. *Journal Analytica Islamica*.
- Nur, P., Mj, D., Prassida, G. F., & Kunci, K. (2025). *ANALISIS PENGARUH SOCIAL MEDIA MARKETING ACTIVITIES TERHADAP PERCEIVED VALUE , EWOM INTENTION , DAN INTENTION TO ENROLL DENGAN PENDEKATAN SEM-PLS Abstraksi* Keywords : Pendahuluan Tinjauan Pustaka. 7(1).
- Nuzzila, S. F., Santoso, B., & Nursaid. (2026). *THE EFFECT OF SERVQUAL, SOCIAL MEDIA MARKETING, AND FACILITIES ON INTEREST IN ADMISSION AT PRIVATE ISLAMIC UNIVERSITY OF JEMBER THROUGH BRAND RELIGIOSITY IMAGE AS AN INTERVENING VARIABLE*. 9(1), 8556–8566.
- Perera, C. H., Nayak, R., & Nguyen, L. T. Van. (2023). *The impact of social media marketing and brand credibility on higher education institutes ' brand equity in emerging countries*. *Journal of Marketing Communications*, 29(8), 770–795. <https://doi.org/10.1080/13527266.2022.2086284>

- Rahmadina, A., Dirgantari, P. D., Setiawati, N., Tuyen, T. T., Education, B., Indonesia, U. P., Ward, T. H., Chi, H., & City, M. (2026). *SHAPING STUDENT PATHWAYS: HOW DIGITAL MARKETING INFLUENCES*. 4.
- Reza, M., Ghani, A., Nurul, W., Wan, F., & Nawi, M. (2021). SOCIAL MEDIA IMPACT ON UNIVERSITY REPUTATION AND ENROLLMENT: AN EMPIRICAL INVESTIGATION OF ONLINE. *Iecons*.
- Ruangkanjanases, A., & Sivarak, O. (2022). *Creating behavioral engagement among higher education 's prospective students through social media marketing activities : The role of brand equity as mediator*. October, 1–15. <https://doi.org/10.3389/fpsyg.2022.1004573>
- Ringle, C. M., Wende, S., & Becker, J.-M. (2024). *SmartPLS* 4. SmartPLS GmbH. <https://www.smartpls.com>
- Sentosa, B., Bangsawan, S., & Wulan, M. N. (2025). *The Impact of Social Media Marketing on College Selection Mediated By Brand Image : Case Study on @officialunila Instagram Account*. 4(2), 322–335.
- Wahab, A., Aqif, T., & Bint-e-shehzad, Z. (2023). Studying the impact of e-marketing by universities on students' loyalty with the mediation of intention to get enrollment and moderation of eWOM. *Journal of Applied Research in Higher Education*, 16(5), 1486–1499. <https://doi.org/10.1108/JARHE-08-2022-0264>
- Widodo, T., & Maylina, N. (2022). The mediating role of perceived value and social media word-of-mouth in the relationship between perceived quality and purchase intention. *Jurnal Manajemen Dan Pemasaran Jasa*, 15, 49–68. <https://doi.org/10.25105/jmpj.v15i1.9468>