Does Digital Marketing Impact Student Enrollment At Universitas Buana Perjuangan Karawang?

[1]Muhammad Abi Dzar [2]Dini Yani [3]Rieke Retnosary
_mn20.muhammaddzar@mhs.ubpkarawang.ac.id[1] diniyani@ubpkarawang.ac.id [2]
rieke.retnosary@ubpkarawang.ac.id [3]_

Management Program, Faculty of Economics and Business,
Universitas Buana Perjuangan Karawang

**Abstract** This research aims to explore the impact of Instagram usage among management students who were enrolling at Universitas Buana Perjuangan Karawang in 2023. The study examines students' experiences and perceptions of the university's official Instagram account using a quantitative descriptive approach based on multiple linear regression analysis. The research reveals that management students of the 2023 intake highly prefer Universitas Buana Perjuangan Karawang over other universities. Additionally, the study shows the positive impact of Social Media Instagram and digital marketing strategies in influencing students' decision-making processes. The enrollment of management students at Universitas Buana Perjuangan Karawang for the 2023 intake increased impact by implementing Instagram as a marketing strategy.

Keywords: Management students, university's official instagram, decesion-making, marketing strategy

INTRODUCTION

Education holds significant meaning in human life. Nowadays, acquiring an education has become a requirement for the people. A good education is an asset for competing in the workforce. Recognising the importance of education will motivate everyone to strive harder to pursue these opportunities, whether through formal or informal education. The education system managed by the Indonesian government consists of several levels, starting from elementary school, senior high school or vocational high school. The opportunity to advance to higher levels is to get a degree to a doctoral. Education is no longer limited to the early stages of an individual's life. It has become a crucial aspect of professional and personal development throughout one's career. Education is a tool for supporting individuals to face various challenges in providing knowledge and shaping character. In the modern era, the significance of continuous education has become increasingly vital in ensuring the relevance and high quality of human resources (Hendra, 2023).

The thing to consider when choosing a school is that it should provide significant benefits to individuals after completing their studies. Because this investment involves considerable costs and a relatively long time, favourable outcomes are expected. Colleges must have experienced faculty if they want to provide such services (Wijaya et al., 2023). Therefore, prospective students should be careful when selecting a place to school so that the

time and money they invest are commensurate with what they receive. According to Fridayanthie (2017), the assessments are usually based on the information promoted by educational institutions when marketing their educational services through various communication channels.

The study on Instagram users as one of the communication tools in Indonesia becomes relevant considering the significant growth of social media users in this country in recent years. As shown by the We Are Social report (Widi, 2023), there were 167 million people in Indonesia actively using social media in January 2023. This number decreased from 191 million active social media users in 2022. This decline could be due to several possibilities such as policy changes from social media platforms and the filtering of inactive accounts.
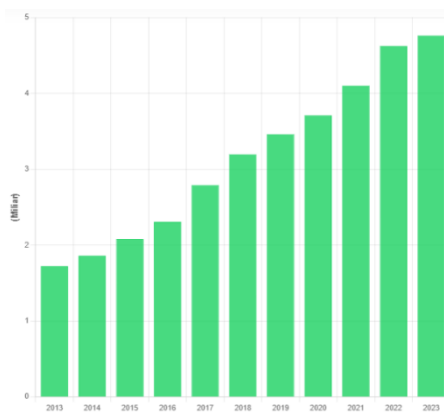

Figure 1: Number of Social Media Users 2013-2023.
Source: https://data.goodstats.id. March 3rd 2024.

Globally, there are 4.76 billion active social media users, as shown in the above figure. This is equivalent to 60% of the global population. Over the past ten years, social media usage has rapidly increased. The number of new users has risen to 137 million by mid-2023, but this is the lowest increase in the past decade. Social media users increased by 20.9% from 2016 to 2017, with the number of users rising from 2.307 billion to 2.789 billion, then dropped from a total of 4.623 billion in 2022 to only 3% from early 2022 to early 2023. The 167 million active social media users in Indonesia represent 60.4% of the population. This ensures that 78.5% of internet users have at least one social media account (data.goodstats.id, 2023).

In the digital era, the presence of social media platforms such as Instagram is crucial for universities. This platform enables universities to directly connect with students, expand the reach of information, and foster engagement within the academic community. Through Instagram, the promotion of university programs, activities, and achievements can be effectively carried out, creating emotional bonds with students, alumni, and other stakeholders while reinforcing the institution's image in the digital world. The new generation, including

students, has convenient and widespread access to digital devices such as laptops, iPads, and smartphones. Young people utilize social media platforms as a means of communication, sharing experiences, and building relationships. Additionally, they can interact with peers and expand their social networks (Ashari et al., 2023).

The Instagram account @ubpkarawangofficial is the online representation of Universitas Buana Perjuangan Karawang, with over twenty thousand followers. The @ubpkarawangofficial Instagram account presents diverse and informative content related to campus life, academic activities, and the latest developments within the university environment. This platform is used for interaction among students, faculty, and academicians. The account promotes collaboration, spirit, and achievements among university members. Through creative and informative posts, @ubpkarawangofficial also plays a role in building the university's digital identity, creating a space for students and the university to connect online, and providing insights into campus life to the general public.

Figure 2: Instagram Account @ubpkarawangofficial

Source: https://www.instagram.com/ubpkarawangofficial. March 3rd 2024.

a. **Purpose of Writing**

Universitas Buana Perjuangan Karawang continues to strive to improve its quality to attract prospective students. The current marketing strategy involves the use of social media marketing, competitive and affordable tuition fees, offering scholarships up to 100%, quality facilities, a variety of study programmes, and the availability of flexible class schedules. All of these are efforts to build a strong university brand.

The Instagram profile @ubpkarawangofficial is believed to have a substantial impact on sharing information regarding the University. The content published may impact the public perception of the university's image. From this explanation, a writing question can be formulated regarding whether there is an influence from the content uploaded by the Instagram account @ubpkarawangofficial. The purpose of this writing is to investigate the impact of the Instagram account @ubpkarawangofficial on the decision-making of Management 2023 students in choosing Universitas Buana Perjuangan Karawang.

THEORITICAL REVIEW

Social Media Instagram

Instagram is one of the fastest growing social media and can be used in marketing goods and services to reach larger consumers. According to Gunelius (Yani, 2023), promotion of digital content involves the use of valuable content, such as audio, video and text. Promotion is an important part of a marketing strategy and functions as a way to communicate with the market in one direction using the marketing mix. The goal is to provide information and influence people to buy goods and services. This is intended to influence other people so that there is an exchange in marketing (Nurlenawati and Retnosary, 2023). Accoridng to Luthfi and Mubarak (2023), in Brian Solis' book "*Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success on the Web*", Chris Heuer outlines four components for evaluating the effectiveness of social media: The first one is context, which is the way we create stories or information that depends on the form of the message, word choice, and the content of the message itself.

The next element is communication, which includes effectively disseminating information or stories, responding to users, and improving the system in various ways to ensure user satisfaction and effective message transmission.

In addition, there is a collaboration component, which involves working together to improve the situation. This is a process in which a company or account collaborates with its social media users to enhance productivity and effectiveness in creating positive impacts. This research examines perspectives on the goods and services provided by Universitas Buana Perjuangan Karawang to its students as well as the references given by Universitas Buana Perjuangan Karawang students to other students. The final component is connection, which serves to maintain established relationships and make customers feel more connected to the company using social media.

Digital Marketing Strategy

E-commerce marketing includes strategic initiatives undertaken by companies to advertise, distribute, and procure goods and services over the internet (Laksamana, 2018) Digital marketing includes all forms of marketing that use the internet or electronic devices. Digital channels such as search engines, social media, email, and websites are used by businesses to communicate with existing and prospective clients (Yani et al., 2022).

To achieve the goals of marketing communications, the company must have a strategy. Every business person must have a way to make their business known to consumers. By using a good strategy, companies can achieve their goals (Hakim et al., 2022). To know the market, management is required to have a certain strategy (Retnosary, 2016).

To maintain its smooth operations and adapt to market changes and existing conditions, Universitas Buana Perjuangan Karawang utilizes Digital Marketing strategies. There are six indicators to focus on in implementing this digital marketing, such as: Accessibility, Interactivity, Entertainment, Credibility, Irritation, Informativeness (Santosa and Vanel, 2022)

Accessibility is the belief that digital marketing systems, such as Instagram as a media are not too difficult to understand and require less effort. On the other hand, a strategy that emphasises a two-way exchange between brands and consumers by combining various formats, such as video and audio, to grab the audience's attention and drive engagement with the content. Entertainment strategy is another option for introducing products or services in digital marketing. Humour, stories, or interactive videos in posts can make the message more engaging to reach and appeal to the audience.

In addition, the importance of credibility in building consumer trust in a brand or product cannot be ignored, which is influenced by reputation, reliability of information, and customer testimonials. Irritation, as well as informativeness are both important aspects to consider when evaluating the success of a marketing campaign or content. This evaluation involves considering the discomfort or interruption users might experience, along with how effectively the conveyed information enhances the audience's perceived value.

Decision Making

According to Kotler and Armstrong (2016:177), the concept of purchasing decision can be defined as "*the study of how organizations, groups, and individuals select, acquire, utilize, and dispose of products, services, concepts, or experiences in order to satisfy their wants and needs*". This suggests that consumer behavior includes the process by which organizations, groups, and individuals acquire, utilize, and select products, services, concepts, or experiences that satisfy their wants and needs (Astuti, 2020).

The purchasing decision comprises a series of stages in the five-stage model of consumer purchasing decisions, according to this definition. This phase begins with identifying consumer problems or needs, followed by information gathering, alternative evaluation, purchase decision formulation, and post-purchase behavior. This indicates the complexity of the consumer journey, which involves identifying requirements, gathering information, comparing brands and products, making purchases, and evaluating the decisions they have made.

CONCEPTUAL FRAMEWORK AND WRITING HYPOTHESES

This thinking framework aims to serve as a systematic basis for thinking by outlining the various problems discussed in this writing. Obtain information about "Social Media: Instagram @ubpkarawangofficial as a Digital Marketing Strategy for the Decision of the Management Students Class of 2023 to choose Universitas Buana Perjuangan Karawang".

The writing hypothesis is that a digital marketing strategy that uses Instagram as a social media platform will have a positive impact on Management students class of 2023 in choosing Universitas Buana Perjuangan Karawang.

RESEARCH METHOD

The researchers used SPSS version 27.0 to analyze the writing data, using multiple linear regression analysis techniques. To determine the extent to which a bound variable is affected by the free variable studied, linear regression is used. The researchers in this study used a Likert scale that shows a five-point scale. These psychometric measurement instruments are often used in survey writing and are frequently used in the development of questionnaires. Opinions, attitudes, and perceptions of a person or group of social phenomena or events are measured using the Likert scale (Rahayu and Shafina, 2022).

This writing belongs to the category of descriptive writing that uses quantitative methodology. Descriptive writing collects data about the actual state of the subject of writing to evaluate the hypothesis or provide answers to the question of writing. In this writing, two independent variables—Media Social Instagram (X_1) and Digital Marketing Strategy (X_2)—are used, along with one dependent variable—Option Decision (Y).

Population, Geographic Area, and Writing Subject Sample The subject of this writing is the students of the 2023 Bachelor's Degree Program in Management at Universitas Buana Perjuangan Karawang who utilize the Media Social Instagram platform. The existing sample

possesses the following attributes: (1) individuals enrolled as students in the Management Program at Universitas Buana Perjuangan Karawang; and (2) students actively enrolled in the management program at Universitas Buana Perjuangan Karawang who are willing to participate in the writing survey. The sampling method used in this writing is total sampling.

Table 1 Number of students of Buana University Struggle for Prodi Management in 2023

Students of Management Program				Have Seen UBP Karawang's Media Social	UBP Karawang's most widely viewed		
Class	Total	Active	Non Active	Total Students	Facebook	Instagram	Youtube
A - L	498	487	11	487	7	467	13
					1%	96%	3%

Source: Faculty of Economic and Businsess Administration, Universitas Buana Perjuangan Karawang

The data above shows that the total number of students in the 2023 Management program is 498, with a total of 487 active students. All students have viewed the social media of Universitas Buana Perjuangan Karawang, while the most frequently viewed social media platform of Universitas Buana Perjuangan Karawang is Instagram, with 467 students or 96%. This is followed by YouTube with 7 students or 3%, and Facebook with 7 students or 1% of the total students in the 2023 Management program.

Data was collected through two methods: a questionnaire, consisting of written questions in a Google Form prepared by the researcher and distributed via WhatsApp, and documentation, involving direct recording of documents related to the writing issue. The primary data used originated from the Administration Office of the Faculty of Economics and Business at Universitas Buana Perjuangan Karawang regarding students of the Management program in 2023. Additionally, secondary data was sourced from various references, including books, the internet, theses, and other writing sources. The writing model is depicted as follows:
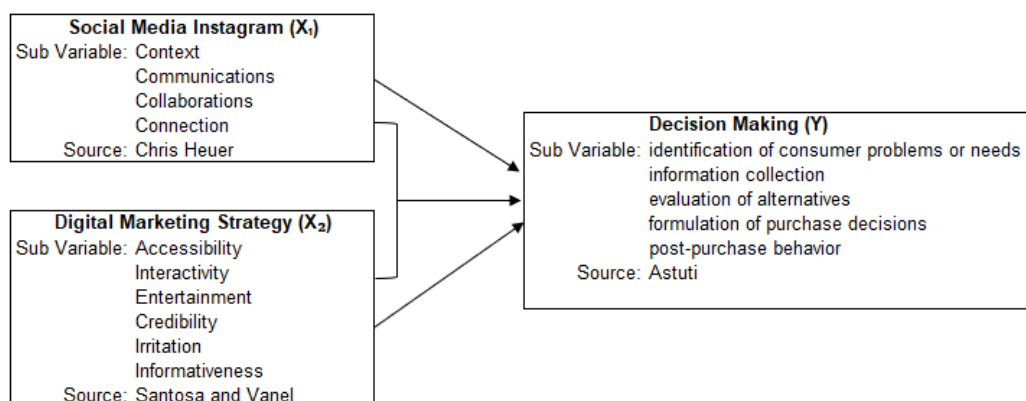
RESULTS AND DISCUSSION

Validity test

To assess the validity of the instrument, the following criteria are used: 1) In the context of the questionnaire, an item is considered valid if the calculated r value exceeds the critical r value from the table. Conversely, an item is considered invalid if the calculated r value is below the critical r value from the table. Thus, the coefficient of each statement on the variables Instagram, Digital Marketing Strategy, and The decision to choose is considered valid based on the results of the validity test, because all calculated r values exceed the r table value by 0.138.

Reliability Test

Table 2 Reliability Test

Variabel	Standard Alpha	Cronbach's Alpha	Keterangan
Media Sosial Instagram	0,6	0,915	Reliabel
Strategi Pemasaran Digital	0,6	0,933	Reliabel
Keputusan Memilih	0,6	0,946	Reliabel

Table 2. Cronbach's Alpha Values > Standard Alpha, with a Standard Alpha of 0.6 based on the variables Instagram Social Media, Digital Marketing Strategy, and Decision Making. Therefore, the results indicate that the statement items for each variable are reliable.

Normality test

Table 3 Normality test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	487
Asymp. Sig. (2-tailed)	.097^c

Table 3 provides the asymp sig values. A value (two-sided) of 0.097 is greater than 0.05 indicating a normal residual distribution.

Multicollinearity Test Results

Table 4 Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
(Constant)	-4.335	5.188		-.836	.420		
X_1	1.032	.222	.641	4.639	.001	.274	3.655
X_2	.442	.169	.362	2.622	.022	.274	3.655

Table 4 shows that Media Social Instagram (X_1) and Digital Marketing Strategy (X_2) both have an acceptable score of 0.274, greater than 0.10. The VIF value of these two variables is $3.655 < 10.00$, which indicates that there are no symptoms of multicollinearity.

Heteroscedasticity Test Results

Table 5 Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.929	.585		5.005	.000
	X_1	.051	.052	.258	.974	.331
	X_2	-.073	.039	-.490	-1.845	.067

Based on Table 5, the significance value for Social Media Instagram (X_1) is 0.331 and for Digital Marketing Strategy (X_2) is 0.067, which is greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity effect.

Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.316	.869		-1.513	.132
X_1	.622	.077	.398	8.055	.000
X_2	.702	.058	.594	12.023	.000

Based on regression analysis calculations via SPSS 27, the following equation is obtained: $Y = \alpha + b1X_1 + b2X_2$

$Y = -1.316 + 0.622\ X_1 + 0.702\ X_2$

If the value of Social Media Instagram (X_1) and Digital Marketing Strategy (X_2) remains unchanged or constant, then the value of purchase interest is -1.316. The result is that students are less likely to choose Universitas Buana Perjuangan Karawang or opt for other universities if X_1 and X_2 are not implemented.

The Media Social Instagram coefficient value (X_1) is 0.622. This means that with the increase in uploads on Instagram social media, the value of the decision to choose (Y) increases

by 0.622. This means that the more often Universitas Buana Perjuangan Karawang uploads posts on Instagram social media, the greater the possibility of students choosing Universitas Buana Perjuangan Karawang.

The Digital Marketing Strategy (X_2) has a coefficient value of 0.702. In other words, an increase in Digital Marketing Strategy in enhancing decision-making (Y) is by 0.702. This can be interpreted as the more effective the Digital Marketing Strategy conducted by Universitas Buana Perjuangan Karawang, the more it will enhance students' decisions to choose Universitas Buana Perjuangan Karawang.

T Test Results (Partial Test)

Table 7 T Test Results (Partial Test)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.316	.869		-1.513	.132
X_1	.622	.077	.398	8.055	.000
X_2	.702	.058	.594	12.023	.000

Above Table 7, it can be seen that H_0 is rejected and H_1 is approved because the level is much lower than the error rate, as shown by the significant comparison, namely 0.000 is smaller than 0.05. According to the findings, X_1, or Instagram, had little influence on voting choices.

With reference to the variable Furthermore, the fact that the significance of 0.000 is smaller than the significance threshold value of 0.05 means that the alternative hypothesis (H_2) is accepted and the null hypothesis (H_0) is rejected. The results show that the assessment is somewhat influenced by Digital Marketing Strategy (X_2).

F Test Results (Simultaneous)

Table 8 F Test Results (Simultaneous)

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12612.474	2	6306.237	2934.723	.000[b]
Residual	423.321	197	2.149		
Total	13035.795	199			

Based on table 8, it is said that the significance value of Media Social Instagramand Digital Marketing Strategy on voting decisions is 0.000 < 0.05, calculated F > F table or 2934.723 > 3.04, so that H_0 is rejected then H_1 is accepted. These results explain that Media Social Instagram and Digital Marketing Strategy simultaneously influence voting decisions.

Coefficient of Determination

Table 9 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984[a]	.968	.967	1.466

From the data listed in Table 9, it can be concluded that the Digital Marketing Strategy and Media Social Instagram Variables contributed 96.7% or 0.967 percent to the selection decision, with other variables that were not recommended influencing 3.3% of the writing results.

CONCLUSIONS AND IMPLICATIONS

Several implications can be drawn from the overarching findings of this study:

The influence of the use of Media Social Instagram on the decisions taken by Management Study Program students class of 2023 in choosing Universitas Buana Perjuangan Karawang

Students of the 2023 management study program at Universitas Buana Perjuangan Karawanghave made an important choice influenced by the social media platform Instagram (X_1), with H_0 rejected and H_1 accepted. This is shown by the calculated t value of 8.055 and a significance of 0.000 (t table value: 1.972) which shows the influence of social media Instagram (X_1) on this choice in part.

The influence of digital marketing strategies on the decision to choose Management study program students class of 2023 in choosing Universitas Buana Perjuangan Karawang.

Based on the calculated t value of 12.023 and a significance of 0.000 (t table value: 1.972), Digital Marketing Strategy (X_2) has a big influence on the choice of 2023 Management study program students to choose Universitas Buana Perjuangan Karawang. This shows that Digital Marketing Strategy (X_2) moderately influences the decision to accept H_2 and reject H_0.

Media Social Instagramand Digital Marketing Strategy have a simultaneous influence on the decision to choose Management study program students class of 2023 in choosing Universitas Buana Perjuangan Karawang.

Table 7 shows that the calculated F value is higher than the tabulated F value (2934.723 is greater than 3.04), and the significance of Media Social Instagram and Digital Marketing Strategy on voting preferences is $0.000 < 0.05$. H_0 is strongly rejected while H_1 is accepted. Therefore, Media Social Instagramand digital marketing tactics can be said to impact the decision of Universitas Buana Perjuangan University in accepting prospective students for the Management program of the 2023 cohort.

Here is the conclusion from the discussion above:

The Social Media Instagram variable has a positive and significant influence on the decision-making of Management students from the 2023 class in choosing Buana Perjuangan University Karawang. Regarding the digital marketing strategy variable, it also has a positive and significant influence on the decision-making of Management students from the 2023 class in choosing Buana Perjuangan University Karawang.

Simultaneous influence was found between Social Media Instagram and digital marketing strategy on the decision-making of Management students from the 2023 class in choosing Buana Perjuangan University Karawang. There is also an influence from Social Media Instagram and digital marketing strategy on student decision-making in choosing, thus it is recommended for the university to continue effective digital marketing strategies through Instagram to reach more prospective students and influence their choice of university.

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