

ABSTRAK

PENGARUH SOCIAL MEDIA MARKETING, CITRA KAMPUS, LOKASI, DAN E-WOM TERHADAP KEPUTUSAN MENDAFTAR DI PROGRAM RPL IIB DARMAJAYA

Oleh :

I NYOMAN RIZKIANA PUTRA

Penelitian ini bertujuan untuk mengetahui apakah Social Media Marketing, Citra Kampus, Lokasi, dan *E-WOM* mempengaruhi keputusan Mendaftar di program RPL IIB Darmajaya. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan pendekatan kausalitas. Populasi yang diteliti adalah mahasiswa RPL IIB Darmajaya. Metode pengambilan sampel yang digunakan adalah nonprobability sampling dengan Rumus *slovin*, yang menghasilkan 80 responden. Analisis data dalam penelitian ini menggunakan metode Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa variabel Citra Kampus, Lokasi, dan *E-WOM* memiliki pengaruh terhadap Keputusan Mendaftar di program RPL IIB Darmajaya. Sementara itu, variabel Social Media Marketing tidak berpengaruh terhadap Keputusan Mendaftar di program RPL IIB Darmajaya. Penelitian ini memberikan kontribusi dalam memahami perilaku Keputusan Mendaftar, dengan menunjukkan bahwa Citra Kampus, Lokasi, dan *E-WOM* menjadi pertimbangan penting dalam Keputusan Mendaftar di program RPL IIB Darmajaya

**Kata Kunci : Social Media Marketing, Citra Kampus, Lokasi, *E-WOM* Dan
Keputusan Mendaftar**

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING, CAMPUS IMAGE, LOCATION, AND E-WOM ON ENROLLMENT DECISIONS IN THE RPL PROGRAM AT IIB DARMAJAYA

By:

I NYOMAN RIZKIANA PUTRA

This study aimed to determine whether Social Media Marketing, Campus Image, Location, and E-WOM influenced enrollment decisions in the RPL program at IIB Darmajaya. A quantitative research design with a causal approach was employed. The population consisted of students enrolled in the RPL program at IIB Darmajaya. Nonprobability sampling with Slovin's formula was used to select respondents, resulting in a sample of 80 participants. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results revealed that Campus Image, Location, and E-WOM significantly influenced enrollment decisions in the RPL program. In contrast, Social Media Marketing exhibited no significant effect on enrollment decisions. This study contributed to understanding enrollment decision behavior by demonstrating that Campus Image, Location, and E-WOM were critical factors in students' decisions to enroll in the RPL program at IIB Darmajaya.

Keywords: Social Media Marketing, Campus Image, Location, E-WOM, Enrollment Decision

