

The Influence Of Instagram Social Media And School Image On Enrollment Decisions At SMP-IT DAR EL-HIJRAH

Shinta Alodia¹⁾
shalldya95@gmail.com

Vivi Ristanti²⁾
vi.ristanti17@gmail.com

Sekolah Tinggi Ilmu Manajemen Budi Bakti

ABSTRAK

The development of social media and the importance of school image in the competition of educational institutions have not been fully followed by an increase in student enrollment decisions, as seen in the fluctuations in the number of students at SMPIT Dar El Hijrah. This study aims to analyze the influence of Instagram social media and school image on student enrollment decisions. This study used a quantitative approach with a survey method through questionnaires to 65 respondents with saturated sampling techniques and analyzed using multiple linear regression. The results of the study showed that simultaneously Instagram social media and school image did not have a significant effect on enrollment decisions, but partially school image had a positive and significant effect, while Instagram social media did not have a significant effect, with a determination coefficient value of 8.6% which showed that the influence of variables was still relatively low.

Kata kunci: Instagram Social Media, School Image, Enrollment Results

INTRODUCTION

The development of information technology has brought significant changes in the way organizations communicate and deliver value to consumers (Kotler and Keller, 2016). In recent years, advances in digital technology have not only affected the business sector, but also penetrated into various aspects of life, including the field of education. Educational institutions today no longer only focus on the learning process in the classroom, but are also required to be able to adapt to technological developments in conveying information and promoting effectively to the wider community. This is important considering that competition between educational institutions is increasing, so a communication strategy is needed that is able to attract the attention of prospective students and parents in making registration decisions.

Social media has evolved to become one of the most influential communication and marketing channels in the digital age. With billions of active users across multiple platforms, social media provides a great opportunity for the Company to reach audiences directly and build more personal relationships (Ristanti, 2025). Social media is one of the means of digital communication that has an important role in conveying information and shaping public perception of an institution (Nuraisah, et. al., 2024). One of the platforms that is growing rapidly is Instagram, which is able to present visual content in an attractive and interactive manner and is easily accessible to various groups. One of the social media that is often used is Instagram. Through Instagram, educational institutions can convey various information, such as excellent programs, school activities, facilities, and achievements. In addition, interactions that occur through comments, likes, and *direct message* features also allow two-way communication between schools and the community, so that it can increase emotional closeness and trust which ultimately influences student enrollment decisions.

The image of a school is a perception or impression formed in the minds of the public based on the information received, either directly or indirectly (Alma, 2018). In this context, social media is one of the main sources of image formation. Information that is consistently conveyed through social media will form a certain assessment of the quality and character of an educational institution. A positive school image will increase public trust and strengthen the school's attractiveness in the midst of increasingly fierce competition. This is in line with the opinion of David A. Aaker (2014) who stated that a strong image can be a competitive advantage that is able to influence individual decisions in choosing a product or service, including in determining the decision to enroll in educational institutions. Brand image is a combination of the positive and negative associations that people have with the brand. The term "brand image" describes the mental representation of a product or service in the minds of consumers. The visual identity of the school is conveyed by several elements, including logos, student clothing, buildings, services, uniforms, and other visible objects. These elements are deliberately created by the school to communicate effectively and build recognition among the community. Creating a good perception of the school will basically serve as an effective type of advertising, thus influencing the Determination process carried out by parents in choosing the most suitable educational institution for their children (Nuraisah et al., 2024).

SMPIT Dar El Hijrah which is under the auspices of the Dar El Hijrah Modern Islamic Boarding School, Ciseeng, Bogor, is one of the educational institutions that has used Instagram social media as a means of publication and promotion. Various activities are published consistently, such as the tahfizh Al-Qur'an program, character and moral development, entrepreneurship development based on *Organic Plants*, foreign language learning (Arabic and English), scouting activities, and religious activities such as congregational prayers and halaqah. The publication of these activities not only functions as an information medium, but also indirectly shapes the image of the school in the eyes of the public. Through the presentation of diverse and sustainable content, the school seeks to build a positive perception as an educational institution

that excels in academic, religious, and character aspects, so as to encourage the community to make student enrollment decisions.

Tabel 1. Indikator Citra Sekolah SMPIT Dar El Hijrah

No	Image Aspect	Indikator	Description
1	Academic	Featured programs	Qur'an tahfiz program as the main curriculum
2	Academic	Quality of learning	Active learning of Arabic and English
3	Religious	Religious activities	Congregational prayer, halaqah, and book study
4	Character	Moral building	Formation of morals and discipline of students
5	Innovation	Entrepreneurship	Organic Plants Program
6	Advantages	Ekstrakurikuler	Scouting and camping activities
7	Reputation	Publication activities	Activities are published consistently on Instagram

Sumber: SMPIT Dar El Hijrah, 2026

The table shows that SMPIT Dar El Hijrah has various indicators that support the formation of a positive school image, both from academic, religious, character, and innovation aspects. However, even though the school's image has been formed through these various activities, the data on the number of students in the 2025-2026 school year has decreased. This can be seen in Table 2 as follows:

Table 2. Data on the Number of Students of SMPIT Dar El Hijrah in 2023-2026

No	Tahun Ajaran	Jumlah Siswa
1	2023–2024	20 siswa
2	2024–2025	30 siswa
3	2025–2026	15 siswa

Sumber: SMPIT Dar El Hijrah, 2026

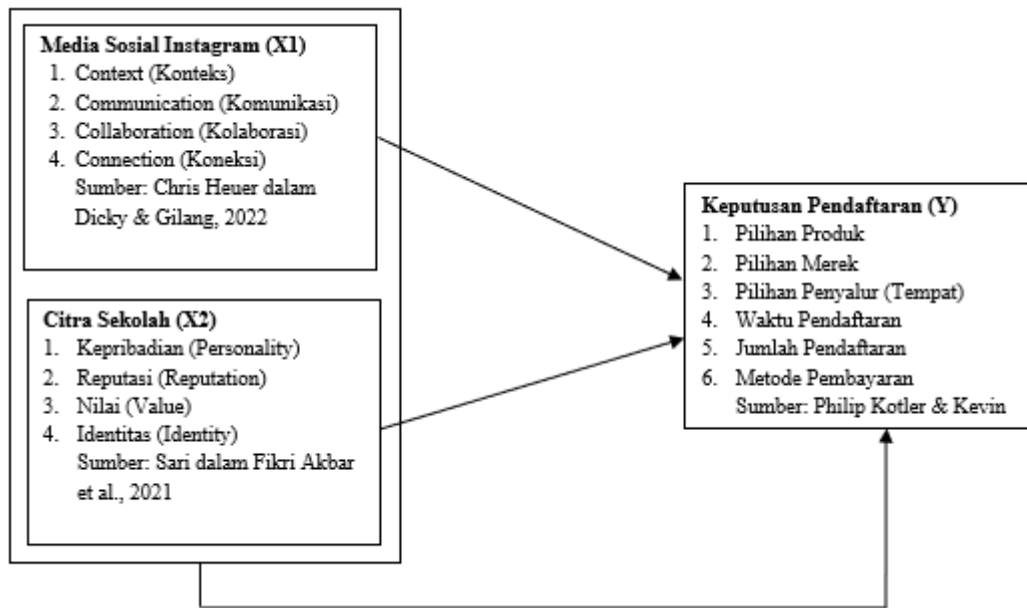
This condition shows that student enrollment decisions are not yet stable, even though the school has actively utilized Instagram social media and has a fairly good school image. These fluctuations indicate that the school's image and the use of Instagram social media have not fully exerted an optimal influence on student enrollment decisions. This is in line with the opinion of Ferdinand (2014) who states that decisions are the final result of the process of a person's tendency to take an action that is influenced by perceptions, attitudes, and information received.

Based on this description, there is a gap between the image of the school built through various activities and social media and the realization of student enrollment decisions. Therefore, this study is important to analyze the influence of Instagram social media and school image on student enrollment decisions at SMPIT Dar El Hijrah.

Frame of Mind

The frame of mind is the basis of thinking that makes a combination of theory with facts, observations, and literature studies, which will be used as the basis for research activities. A framework of thinking is a conceptual model that is used to explain the relationship between theories and various factors that have been identified as important problems in research (Sugiyono, 2017). A frame of mind is a logical picture that shows the relationship between variables to be studied, either two or more variables, so that it can be used as a basis for the formulation of research hypotheses (Haryoko, 2019). These variables are recorded, then compared, and explained in the following article.

Figure 1. Frame of Mind



Source: Researcher, 2026

The framework of this study illustrates the relationship between Instagram social media and school image on student enrollment decisions. Instagram (X1) social media is positioned as one of the promotional means used by schools to convey information to the public. Through the content presented, interaction with users, and the ability to build connections, Instagram is expected to be able to attract the attention of prospective students and parents. In other words, the better the social media management that is done, the greater the chance of increasing registration decisions. On the other hand, the image of the school (X2) reflects how the school is perceived by the community, both in terms of reputation, values instilled, identity, and character displayed. A positive image will foster a sense of trust and confidence in the community in choosing a school as a place of education. Therefore, the image of the school is an important factor that can influence the decision of prospective students in registering.

The decision to enroll students (Y) in this study is seen as a form of consumer decision in choosing educational services. The decision did not appear suddenly, but through a process of consideration influenced by the information received and the perception of the school. In this context, Instagram social media plays a role as a source of information, while the school's image plays a factor that strengthens confidence in decision-making.

Based on this relationship, it can be understood that Instagram social media and school image not only affect separately, but also together in influencing student enrollment decisions. Thus, the more effective the use of Instagram and the more positive the image of the school formed, the tendency of prospective students to register at SMPIT Dar El Hijrah will also be higher.

Hipotesis

According to John W. Creswell (2018), a hypothesis is a testable statement about the relationship between variables formulated based on theory and the results of previous research. In line with that, Uma Sekaran and Roger Bougie (2016) stated that a hypothesis is a logically estimated relationship between two or more variables that can be empirically tested. Meanwhile, Sugiyono (2017) explained that the hypothesis is a temporary answer to the formulation of a research problem whose truth needs to be tested through data obtained in the field.

In quantitative research, hypotheses function as a guideline in determining the direction of research as well as as a basis for conducting data analysis. Through hypothesis testing, researchers

can find out whether or not there is an influence between independent variables on dependent variables, either partially or simultaneously. In addition, the hypothesis also helps to clarify the relationship between the variables being studied so that the research becomes more directed and systematic. Thus, the hypothesis not only serves as the initial answer to the formulation of the problem, but also as an important foundation for drawing scientifically accountable conclusions.

Based on the framework of thinking that has been described earlier, the research hypothesis can be formulated as follows:

H1 : Instagram Social Media has a positive and significant effect on student registration decisions at SMPIT Dar El Hijrah.

H2 : School image has a positive and significant effect on student enrollment decisions at SMPIT Dar El Hijrah.

H3 : Social Media Instagram and School Image simultaneously have a positive and significant effect on student enrollment decisions at SMPIT Dar El Hijrah.

RESEARCH METHODS

(Sugiyono, 2019) explained that quantitative research is a research method used to test the relationship between variables through data in the form of numbers and analyzed using statistical techniques. This approach is generally used when researchers want to know whether or not there is an influence and how much of a relationship there is between the variables being studied.

This study uses a quantitative method because the main purpose of the study is to test the influence of Instagram Social Media and school image on enrollment decisions. By using a quantitative approach, researchers can measure the relationship between variables more objectively through data obtained from respondents in the form of numbers. In addition, this method also allows researchers to conduct hypothesis testing statistically, so that the results of the research can be more measurable and generalized. On the other hand, the use of questionnaires with a Likert scale in this study is also more suitable to be analyzed using a quantitative approach, because the data produced can be processed to determine the level of influence of each variable. Thus, the quantitative method is considered the most appropriate to be used in this study because it is able to provide a clear picture of the relationship between Instagram Social Media, school image, and enrollment decisions.

Sampel

The population in this study is all parents or guardians of students who registered at SMPIT Dar El Hijrah in the 2023–2026 school year period. This population was chosen because it was directly related to the variables studied, namely Instagram social media, school image, and student enrollment decisions. Based on data obtained from the school (Table 1.2), the number of students enrolled during the period was 65 students, consisting of 20 students in the 2023–2024 school year, 30 students in the 2024–2025 school year, and 15 students in the 2025–2026 school year. Thus, the number of population in this study is 65 respondents (secondary data from SMPIT Dar El Hijrah, 2026).

The sampling technique in this study uses saturated sampling (total sampling), which is a sample determination technique by making all members of the population as research samples. According to Sugiyono (2017), saturated sampling is used when the population is relatively small, so that the entire population can be used as a sample. Therefore, the number of samples in this study is 65 respondents.

The use of saturated sampling techniques in this study is considered appropriate because the population is not too large and allows researchers to obtain more accurate and representative data without having to calculate the sample using certain formulas. Thus, the results of the study are expected to describe the actual conditions according to the population being studied.

Data Collection

In this study, the data collection technique was carried out through the distribution of questionnaires to respondents who are parents or prospective students of SMPIT Dar El Hijrah. The questionnaire was compiled based on research variables, namely Instagram social media (X1), school image (X2), and student registration decisions (Y). The distribution of the questionnaire was carried out directly to the respondents in the hope of obtaining objective data in accordance with the actual conditions.

The research instrument uses a Likert scale with five levels of assessment, namely Strongly Agree (SS), Agree (S), Hesitating (RR), Disagree (TS), and Strongly Disagree (STS). This scale is used to measure respondents' perception of each statement given in the questionnaire.

Table 3. Questionnaire Indicators

Variabel	Dimensi	Indikator	Item
Instagram Social Media (X1)	Context	Language is easy to understand, content as needed	1,2
	Communication	Clear information, informative content	3,4
	Collaboration	User interaction, student engagement	5,6
	Connection	Proximity to the audience, interest in following	7,8
School Image (X2)	Personality	Religious character, moral formation	1,2
	Reputation	Trust in quality, good name of the school	3,4
	Value	The value of education, character development	5,6
	Identity	Characteristics of the school, uniqueness of the program	7,8
Registration Decision (Y)	Product Selection	Program suitability, top choice	1,2
	Brand Choice	Belief in school, belief in choosing	3,4
	Venue Options	Environment and location	5,6
	Decision Time	Plan to register, not delay	7,8

Source: Researcher, 2026

Data Analysis Techniques

This study uses a series of data tests conducted with the help of the IBM SPSS Statistics application to ensure the accuracy and feasibility of the data used. The validity test was carried out using Product Moment correlation to determine the extent to which the statement items in the questionnaire were able to measure the variables studied, by comparing the calculated r values and the r of the table. Furthermore, a reliability test was carried out using Cronbach's Alpha method to assess the level of consistency of respondents' answers, where an instrument is said to be reliable if the alpha value is greater than 0.70. After that, a normality test is carried out to find out whether the research data is distributed normally, which is one of the requirements in regression analysis. In addition, a multicollinearity test was conducted to determine whether or not there was a strong relationship between independent variables, which was seen through the Tolerance and Variance Inflation Factor (VIF) values. Heteroscedasticity tests were also performed to identify whether there was an inequality of variance in the residual regression model. Furthermore, multiple linear regression analysis was used to measure the magnitude of the influence of Instagram social media variables and school image on student enrollment decisions. The hypothesis test was carried out using a t-test to determine the influence of each partially independent variable on the dependent

variable, and an F test to determine the influence of independent variables simultaneously. With this series of tests, it is hoped that the results of the research can provide valid conclusions and can be scientifically accounted for.

Variable Operations

According to Sugiyono (2017), variable operations are the elaboration of research variables into measurable indicators that make it easier for researchers to collect and analyze data. Therefore, variable operations are used to explain the definition of research variables in more detail so that they can be measured empirically. The operational variables in this study are presented in the following table:

Table 4. Variable Operations

Variabel	Operational Definition	Dimensi	Indikator	Skala
Instagram Social Media (X1)	Digital communication media used by schools in conveying information and promotions through the Instagram platform to the public	Context	Language is easy to understand, content as needed	Likert
		Communication	Clear information, informative content	Likert
		Collaboration	User interaction, student engagement	Likert
		Connection	Proximity to the audience, interest in following	Likert
School Image (X2)	Public perception or impression of schools based on information received	Personality	Religious character, moral formation	Likert
		Reputation	Trust in quality, good name of the school	Likert
		Value	The value of education, character development	Likert
		Identity	Characteristics of the school, uniqueness of the program	Likert
Registration Decision (Y)	The decision-making process by prospective students/parents in choosing a school	Product Selection	Program suitability, top choice	Likert
		Brand Choice	Belief in school, belief in choosing	Likert
		Venue Options	Environment and location	Likert
		Decision Time	Plan to register, not delay	Likert

Source: Researcher, 2026

RESULTS AND DISCUSSION

Validity Test

Table 5 Validation Test

Questions	X1	X2	Y
Questions 1	0.695	0.603	0.588
Questions 2	0.466	0.534	0.632
Questions 3	0.649	0.721	0.471
Questions 4	0.413	0.678	0.630
Questions 5	0.622	0.635	0.715
Questions 6	0.574	0.617	0.646
Questions 7	0.616	0.828	0.596
Questions 8	0.613	0.697	0.501

Source: Researcher, 2026

Based on the results of the validity test using the Pearson Product Moment correlation of 65 respondents, a table r value of 0.244 was obtained at a significance level of 5%. The test results showed that all statement items (Question 1 through Question 8) on variables X1, X2, and Y had a calculated r value greater than the r table. The significance value of each item is also below 0.05, which means that each item has a significant relationship with its variable's total score. Thus, all statement items can be declared valid and can be used in this study.

Reliability Test

Table 6. Reliability Test

Questions	X1	X2	Y
Questions 1	0.693	0.805	0.715
Questions 2	0.727	0.824	0.706
Questions 3	0.715	0.784	0.740
Questions 4	0.793	0.792	0.705
Questions 5	0.716	0.798	0.686
Questions 6	0.752	0.800	0.705
Questions 7	0.695	0.762	0.717
Questions 8	0.694	0.788	0.741

Source: Researcher, 2026

Based on the results of the reliability test using Cronbach's Alpha, the value of Cronbach's Alpha if Item Deleted on the X1 variable ranged from 0.693–0.793, the X2 variable was 0.762–0.824, and the Y variable was 0.686–0.741. All of these values are above 0.60. This shows that each statement item has good internal consistency. Thus, the research instruments on variables X1, X2, and Y were declared reliable and suitable for further analysis.

Normality Test

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N	65	
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.04991424
Most Extreme Differences	Absolute	.057
	Positive	.057
	Negative	-.046
Test Statistic	.057	
Asymp. Sig. (2-tailed)	.200 ^{c,d}	
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Researcher, 2026

Based on the results of the normality test using the Kolmogorov-Smirnov One-Sample method, a significance value of 0.200 was obtained. The value is greater than 0.05, so it can be concluded that the data is normally distributed. This shows that the data in this study has met the assumption of normality, so that the regression model can be used for further analysis.

Multicollinearity Test

Table 8. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Instagram Social Media	1.000	1.000

School Image	1.000	1.000
a. Dependent Variable: Registration Decision		

Source: Researcher, 2026

Based on the results of the multicollinearity test on the variables of Social Media Instagram and School Image, a Tolerance value of 1,000 and a VIF value of 1,000 were obtained for each variable. A tolerance value greater than 0.10 and a VIF value smaller than 10 indicate that there are no symptoms of multicollinearity in the regression model. It can be concluded that the variables of Instagram Social Media and School Image are not highly correlated with each other, so they are suitable for use together in a regression model to explain the variables of Enrollment Decision.

Heteroscedasticity Test

Table 9. Heteroscedasticity Test Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.282	4.098		.557	.580
	Instagram Social Media	.043	.091	.060	.476	.636
	School Image	-.045	.086	-.067	-.526	.600

a. Dependent Variable: Registration Decision

Source: Researcher, 2026

Based on the results of the heteroscedasticity test using the Glejser method, it is known that the Instagram Social Media variable has a significance value of 0.636 and the School Image variable of 0.600. Both significance values are greater than 0.05. This shows that independent variables have no significant effect on the residual absolute value (Abs_RES). Thus, it can be concluded that the regression model does not experience symptoms of heteroscedasticity, so the classical assumptions are fulfilled and the regression model is feasible to use for further analysis.

Coefficient Determination Test (R²)

Table 10. Determination Coefficient Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.294 ^a	.086	.057	2.92177

a. Predictors: (Constant), School Image, Instagram Social Media

Source: Researcher, 2026

Based on the results of the determination coefficient test on multiple linear regression, an R Square value of 0.086 was obtained, which shows that the variables of Social Media Instagram and School Image were simultaneously able to explain the Registration Decision by 8.6%, while 91.4% were influenced by other variables outside the model. The Adjusted R Square value of 0.057 indicates the model's relatively low ability to explain dependent variables.

Uji Hypothesis

Simultaneous Tests (F)

Table 11. Test F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.108	2	25.054	2.935	.061 ^b
	Residual	529.276	62	8.537		
	Total	579.385	64			

a. Dependent Variable: Registration Decision

b. Predictors: (Constant), School Image, Instagram Social Media

Source: Researcher, 2026

Based on the results of the simultaneous hypothesis test (F test), a significance value of $0.061 > 0.05$ was obtained, so that H_0 was accepted and H_1 was rejected. This shows that the variables of Social Media Instagram and School Image together do not have a significant effect on the Enrollment Decision.

Partial Test (t)

Table 12. T test
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	25.275	6.278		4.026	.000
	Instagram Social Media	-.185	.140	-.161	-1.325	.190
	School Image	.269	.131	.248	2.045	.045

a. Dependent Variable: Registration Decision

Source: Researcher, 2026

Based on the results of the t-test, the Instagram Social Media variable has a significance value of $0.190 > 0.05$, so H_0 is accepted and H_1 rejected. This shows that Instagram Social Media does not have a significant effect on the Registration Decision. The School Image variable has a significance value of $0.045 < 0.05$, so that H_0 is rejected and H_1 is accepted. This shows that the School Image has a significant effect on the Enrollment Decision.

Thus, only partially the School Image variable has a significant effect on the Enrollment Decision.

Multiple Linear Regression Test

$$Y = 25,275 - 0,185X_1 + 0,269X_2$$

The constant value of 25.275 indicates that if the variables of Instagram Social Media and School Image are valued at 0, then the Registration Decision is 25.275. The Instagram Social Media regression coefficient of -0.185 indicates that every 1 unit increase of Instagram Social Media will decrease the Registration Decision by 0.185, assuming other variables are constant. While the School Image coefficient of 0.269 indicates that every 1 unit increase in School Image will increase the Enrollment Decision by 0.269, assuming other variables are constant.

Discussion

The results of the instrument test showed that all statement items on the variables of Instagram Social Media, School Image, and Registration Decision were declared valid and reliable. This indicates that the instrument used is able to measure research variables accurately and consistently, making it suitable for use in further analysis. Furthermore, based on the classical assumption test, the regression model has met all the requirements. The data was distributed normally, there was no multicollinearity between independent variables, and no symptoms of heteroscedasticity were found. Thus, the multiple linear regression model used in this study was declared feasible to test the relationship between variables.

The results of the determination coefficient test showed that the ability of the variables of Instagram Social Media and School Image in explaining the Registration Decision was still relatively low, which was 8.6%. This suggests that there are other factors outside the more dominant research model in influencing enrollment decisions.

Based on simultaneous hypothesis testing, the two independent variables did not have a significant effect on the Registration Decision. However, a partial difference was obtained, where the Instagram Social Media variable did not have a significant effect, while the School Image had a significant effect on the Registration Decision. These findings show that enrollment decisions are more influenced by perceptions of school image than promotional activities through social media.

The regression equation obtained showed that Instagram Social Media had a negative influence direction, although not significant, while School Image had a positive and significant

influence. This indicates that improving the school's image will encourage an increase in enrollment decisions, while the use of Instagram social media has not made a significant contribution.

Overall, the results of this study confirm that School Image is a more dominant factor in influencing Enrollment Decisions. Meanwhile, the role of Instagram Social Media has not been optimal, which may be due to the lack of effective communication strategies or content delivered. Therefore, efforts to improve the school's image and manage social media more strategically are important to increase interest and enrollment decisions.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the variables of Social Media Instagram and School Image simultaneously do not have a significant effect on the Student Registration Decision at SMPIT Dar El Hijrah. However, it partially shows that the Instagram Social Media variable does not have a significant effect on the Enrollment Decision, while the School Image variable has a positive and significant effect on the Enrollment Decision.

The results of the determination coefficient test showed that the ability of the two independent variables to explain the Registration Decision was still relatively low, so there were other factors outside the model that were more dominant in influencing the decision. The regression equation also shows that School Image has a positive influence direction, while Instagram Social Media has a negative but insignificant influence direction.

Thus, it can be concluded that School Image is the main factor that affects student Enrollment Decisions, while the use of Instagram Social Media has not had an optimal influence. Therefore, schools need to focus more on improving the school's image and optimizing social media use strategies to be more effective in attracting student enrollment.

REFERENSI

- Alma, B. (2018). *Manajemen pemasaran dan pemasaran jasa*. Bandung: Alfabeta.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Ferdinand, A. (2014). *Metode penelitian manajemen*. Semarang: BP Universitas Diponegoro.
- Foroudi, P., Jin, Z., Gupta, S., Melewar, T. C., & Foroudi, M. M. (2019). Influence of innovation capability and customer experience on reputation and loyalty. *Journal of Business Research*, 102, 234–247. <https://doi.org/10.1016/j.jbusres.2019.04.047>
- Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, 35(2), 183–191. <https://doi.org/10.1016/j.ijinfomgt.2014.12.005>
- Kaplan, A. M., & Haenlein, M. (2016). Social media: Back to the roots and back to the future. *Journal of Systems and Information Technology*, 18(1), 55–61. <https://doi.org/10.1108/JSIT-01-2016-0001>
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

- Nguyen, N., & LeBlanc, G. (2001). Image and reputation of higher education institutions. *International Journal of Educational Management*, 15(6), 303–311.
- Phua, J., Jin, S. V., & Kim, J. (2017). Uses and gratifications of social networking sites for branding. *Computers in Human Behavior*, 73, 115–122. <https://doi.org/10.1016/j.chb.2017.03.021>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode penelitian kuantitatif*. Bandung: Alfabeta.
- Tjiptono, F. (2015). *Strategi pemasaran*. Yogyakarta: Andi.
- Voorveld, H. A. M., Van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image, and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.
- Confente, I., & Vigolo, V. (2018). Online travel behaviour across cohorts. *Journal of Travel & Tourism Marketing*, 35(9), 1210–1221.
- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers and brand evaluations. *Journal of Retailing and Consumer Services*, 53, 101742.
- Rauschnabel, P. A., Sheldon, P., & Herzfeldt, E. (2019). What motivates users to hashtag on social media? *Psychology & Marketing*, 36(5), 473–488.
- Schivinski, B., & Dabrowski, D. (2018). The effect of social media communication on consumer perceptions. *Journal of Marketing Communications*, 24(2), 189–214.
- Yadav, M., & Rahman, Z. (2018). Measuring consumer perception of social media marketing activities. *Telematics and Informatics*, 35(7), 2032–2045.
- Zhang, M., Guo, L., Hu, M., & Liu, W. (2018). Influence of customer engagement with company social networks. *Information & Management*, 55(5), 617–630.
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity. *European Business Review*, 32(1), 131–154.
- Tafesse, W., & Wien, A. (2018). Implementing social media marketing strategically. *Journal of Marketing Management*, 34(9–10), 732–749.
- Nuraisah, Ristanti, V., Igo, A., & Ariyani, F. (2024). Pengaruh Citra Sekolah Dan Promosi Media Sosial Terhadap Di SMK Nusa Bangsa. *Jurnal Ilmu Manajemen Dan Pemasaran*, 2(2), 55–67.
- Ristanti, Vivi. 2025. *Pemasaran Digital*. Jakarta: Bukuloka