

Influence E-Word of Mouth Marketing, Internet Marketing and Social Media Marketing Regarding Student Decisions Choosing Stikom Prosia

Fransiska¹, Ridzki Rinanto Sigit²

^{1,2}Pascasarjana Ilmu Komunikasi, Universitas Sahid, Jakarta, Indonesia

Abstrak

Received: 5 Juni 2023
Revised: 10 Juli 2023
Accepted: 26 Juni 2023

The study is aimed at knowing the impact of marketing communication that it consists of e-word of mouth marketing, Internet marketing, and social media marketing to the student's decision to select prophylactica research using a quantitative approach. In this study used 23 samples by sampling techniques with saturated sampling techniques. The method of dat used is a linear regression analysis using the IBM SPSS program 25. Studies indicate that all three free variables simultaneously amount to (73.2%) of the student decision selecting proxia, while partially only social media marketing affects the student's choice STIKOM PROSIA

Keywords: Influence, marketing, social media

(*) Corresponding Author: rrsigit01@gmail.com

How to Cite: Fransiska, F., & Sigit, R. (2023). Influence E-Word of Mouth Marketing, Internet Marketing and Social Media Marketing Regarding Student Decisions Choosing Stikom Prosia. *International Journal of Education, Information Technology, and Others*, 6(3), 185-198. <https://doi.org/10.5281/zenodo.8280857>

INTRODUCTION

Universities in Indonesia total 2,694 (Two Thousand Six Hundred Ninety Four) campuses. List of countries that have the most tertiary institutions in the world with surprisingly Indonesia being ranked 3 (three) on the list (goodnewsfromindonesia.id, 2021).

In 2021, DKI Jakarta has 279 tertiary institutions consisting of 275 privately managed universities (PTS) and 4 state-managed universities (PTN). South Jakarta ranks first with the largest number of tertiary institutions in DKI Jakarta, namely, as many as 89 tertiary institutions consisting of 87 PTS and 2 PTN. Then as many as 84 tertiary institutions in East Jakarta consisting of 83 PTS and 1 PTN. In West Jakarta there are 30 tertiary institutions which are all managed by the private sector. Furthermore, North Jakarta has 16 tertiary institutions and is also managed by the private sector (jakarta.bps.go.id, 2021)

There are so many factors inhibiting the population with active age to continue on to higher education, one of which is the economic barrier. So many children who excel but are forced to drop their education and choose to go straight into the world of work. A factor that is no less influencing the population of active age in continuing to higher education is the COVID-19 pandemic. The corona outbreak (covid-19) also has an impact on education. According to UNESCO in detik.com (2020) it stated that the rights to education of students in the future were threatened and nearly 300 million students had their school activities disrupted. Several schools and universities have stopped their educational activities. If this

pandemic is long-term, the impact that is most worrying is that students feel a delay in the educational process and results in delays in the development of maturity in the future.

After running for more than 2 years during the pandemic. Now the pandemic is starting to subside. In . (cnnindonesia.com, 2022) conveyed by the President that the pandemic has begun to subside and maybe soon it will be declared that the pandemic will end. However, the economic situation around the world is not in good condition, even developed countries are in difficult conditions. This pandemic period resulted in a paralysis of the economy resulting in many changes in people's mindset from considering the future to how to continue to survive, in other words, people are entering an economic crisis. It is undeniable that there have been many government efforts to accelerate economic recovery, but the mindset that is formed in society influences the decision to proceed to higher education.

The above has an impact on the declining interest of the population in the active age to continue to tertiary institutions. Entering the third year of this pandemic, the economy is starting to gradually improve. Many universities are trying to continue to maximize performance in order to survive in the present. This is also experienced by the Indonesian Professional Communication College, commonly abbreviated as STIKOM PROSIA. STIKOM PROSIA is a private tertiary institution founded in 2002 and is located at Jalan Tegalan No. 1E, Palmeriam, Matraman, East Jakarta.

STIKOM PROSIA has a strategic location and is close to public transportation modes, namely the Tegalan busway shelter and Pondok Jati station and other public transportation. Not only is it easy to reach for the people of Jakarta, STIKOM PROSIA is also easy to reach from both the Bekasi and Depok areas and its surroundings. STIKOM PROSIA has one study program, namely Communication Studies with several concentrations, namely Broadcast Digital, Public and Media Digital Relations and Digital Media Advertising. Communication science is one of the study programs that is quite popular, where this study program studies how to speak in public, compose and deliver effective messages to the intended party. Communication science is in demand because of the promising job prospects from journalists, reporters to journalists and being able to work as copywriters, content creators, videographers and so on.

STIKOM PROSIA supports lectures with adequate facilities such as editing laboratories, broadcasting laboratories, photography studies and so on, with the hope that STIKOM PROSIA graduates are competent in entering the world of work. In addition to facilities that support lectures, tuition fees at STIKOM PROSIA are affordable, so that it can provide opportunities for prospective students with economic limitations to be able to receive higher education and deserve the expected future (stikomprosia.ac.id).

Changing times where the world that used to look very broad, now feels narrowed with changes where humans are expanding and trying to build relations between countries with the help of technology. This has resulted in changes in activities by prioritizing internet media as daily activities, without exception in marketing. Marketing that has been pursued traditionally, is now moving towards using internet media. Likewise with STIKOM PROSIA, STIKOM PROSIA uses

traditional marketing communications, but still tries to keep abreast of existing technological developments, even though it is in the adaptation stage.

Marketing efforts carried out by STIKOM PROSIA using 3 (three) integrated marketing communications, namely e-word of mouth marketing, internet marketing and social media marketing. STIKOM PROSIA uses e-word of mouth marketing, namely marketing by word of mouth which STIKOM PROSIA makes a program called member get member. Every stakeholder who brings prospective students to study at STIKOM PROSIA will be given compensation or a reference incentive of Rp. 350,000 (three hundred and fifty thousand) per student.

Then STIKOM PROSIA uses internet marketing which is direct marketing using media such as telephone, Whatsapp and others. STIKOM PROSIA provides 2 (two) telephone numbers that can be contacted either by telephone directly to that number or Whatsapp, where the number holder is a new student acceptance team that can market STIKOM PROSIA and provide complete information on how to register to become a STIKOM PROSIA student.

Finally, STIKOM PROSIA using social media marketing is marketing using social media. The social media used by STIKOM PROSIA are Facebook, Instagram, YouTube. In this modern era, STIKOM PROSIA seeks to take advantage of modern technology that is used by many people, especially young people in marketing, with the hope of attracting public interest to continue their education to a higher level.

STIKOM PROSIA has 2 (two) admissions in 1 year where the academic year is odd starting from April to August and new students will start studying in September. Then in the even academic year which starts from October to February and new students will start lectures in March.

Prospective students who have just graduated from high school will usually register in an odd academic year and prospective transfer students and specialists from D3 to S1 will usually register in an even academic year. In 2016 STIKOM PROSIA had 200 new students, but in recent years during the Covid-19 pandemic there has been a slow decline in new students.

In the 2019/2020 academic year the number of students at STIKOM PROSIA was 99 students, in September 2019 there were 95 new students and 4 new students in March 2020. The electronic word of mouth marketing that was attempted was to create a member get member program and 4 (four) new students who enter in March 2020 are through the member get member program. Internet marketing carried out by STIKOM PROSIA serves the provision of information via telephone and Whatsapp. Then the social media marketing used in marketing is to provide information through social media such as Instagram, Facebook and others. In the 2020/2021 academic year, STIKOM PROSIA students totaled 68 students with new students in September of 48 students and 20 students in March. In 2020, March has entered the Covid-19 pandemic, where mobility is limited and this also affects education, especially STIKOM PROSIA. At the beginning of 2020 STIKOM PROSIA took part in an edufair organized by the update campus in collaboration with LLDikti.

During the pandemic, marketing communications were still carried out through e-word of mouth marketing with the member get member program, internet

marketing by intensifying marketing via WhatsApp by updating Whatsapp status regarding student admissions and contacting the database to market STIKOM PROSIA, as well as conducting marketing through social media marketing, by updating appeals during covid while continuing to display marketing information about STIKOM PROSIA.

Not much different from the previous academic year, the 2021/2022 academic year the marketing activities carried out are still the same as the previous year. Strive for marketing communications to remain on e-word of mouth marketing, internet marketing and social media marketing, with the hope that they will comply with health protocols during a pandemic but can still carry out marketing communication activities through digital media.

Marketing communication that is implemented with the help of computer media is contained in the theory of CMC (computer mediated communication) which can be interpreted as communication carried out through the help of computer media connected to the internet, in other words if the communication is carried out not face to face directly and is assisted by media such as telephone, whatsapp, website, social media and so on.

Entering the 2022/2023 academic year in September, it has entered a post-pandemic period, crowds and mobility have started to recover, restrictions on community activities are already at the lowest level. STIKOM PROSIA seeks marketing communications from the 3 (three) activities, both through intensifying electronic word of mouth marketing by inviting all academics to invite relatives and friends to continue studying at STIKOM PROSIA. marketing communications through internet marketing by providing information via telephone and whatsapp from existing databases. Then update STIKOM PROSIA information on your social media such as Instagram, Facebook and others.

Marketing communication efforts carried out at STIKOM PROSIA by optimizing its advantages, namely strategic location, adequate facilities, study programs of interest and affordable costs have produced the expected results. The number of new students at STIKOM PROSIA in the 2022/2023 odd academic year is only 23 students.

With marketing communication activities and several advantages at STIKOM PROSIA both from a strategic location, adequate facilities, affordable costs and study programs that are of interest but not a large number of students at STIKOM PROSIA. Based on the background above, the researcher is interested in the influence of the three marketing communication mixes at STIKOM PROSIA on students' decisions to choose STIKOM PROSIA and to measure which of the three mixes significantly influences students in choosing STIKOM PROSIA.

According to (Fill, 2009:16), “*Marketing Communications is management process through which an organisation engages with its various audience*”. That marketing communication is a management process used by companies to deal directly with its customers. With marketing communication activities, companies can make the target market change in terms of behavior and emotion.

Marketing communication tools include: *Word of Mouth Marketing* is a conversation that occurs between humans naturally and is a genuine consumer conversation. *Word of Mouth Marketing* There are 2 types viz *organic word of mouth*

(is a natural talk of positive qualities of the company) and *amplified word of mouth* (is talk that stems from a deliberate campaign to get people talking about the company). *Word of mouth marketing* is an effective communication activity because it is derived from the trust that comes from people who do not benefit from the recommendations that he did. It was concluded that Word of mouth marketing is the art of building communication between consumers and consumers to become active and profitable marketers (Sernovitz, 2009).

Internet marketing is an internet media that is used for marketing activities with the aim of making a profit. According to Shera in the book, it is explained that there are 3 things that play an important role in internet marketing, namely the market (a place where potential buyers gather to buy products and services offered on the internet), vendors (manufacturers who provide, produce products or services sold on the internet) and affiliates. (intermediary between vendors and the market in sales) called the internet marketing triangle (IMT) (Shera, 2010:2)

Social media marketing is an effort made by companies to achieve a deeper understanding of customer needs through marketing media in building effective and efficient relationships, so that companies can convey and influence audiences and then the information that has been obtained is then re-discussed by audiences after (Priansa, 2017 :182).

(Prisgunanto, 2014: 4-6) explains that the development of internet networks is very rapid and has led to an information revolution in the digital era, this information revolution is able to change various aspects of human life, especially communication and marketing. The development of the internet also influences the way marketing communications are carried out, where previously marketing communications focused on personal selling as an effective way of marketing, now marketing communications collaborates with the internet to keep up with the times. Marketing communications collaborate with the internet by using the media to communicate it. The media used is computer-based media

(Lengel, Tomic, Thurlow, & Chrispin, 2004) explains that CMC (Computer Mediated Communication) has 3 main concepts, namely communication, communication here is not just a two-way conversation but how the meaning of the message conveyed is successfully received and understood by the communicant. Then the second is mediated, which is a mediating verb that functions as a medium in conveying or sending messages. Lastly is the computer, the computer that is meant is not a computer in its real form but a computing technology that facilitates communication between humans, namely the internet. So it can be concluded according to Turlow, CMC is the process of delivering messages using a delivery tool or intermediary, namely a computer (internet) in the hope that the message conveyed by the communicator can be interpreted in the same way as that received by the communicant.

Based on the description of the theory above, the hypothesis in this study can be briefly described as follows:

H1:*e-word of mouth marketing* has a positive and significant effect on the student's decision to choose STIKOM.

H2:*internet marketing* has a positive and significant effect on the student's decision to choose STIKOM.

H3: *internet marketing* has a positive and significant effect on the student's decision to choose STIKOM.

H4: *e-word of mouth marketing, internet marketing, internet marketing* simultaneously positive and significant effect on employee performance.

RESEARCH METHODS

The research approach used by the researcher is a quantitative approach. The procedures are objective procedures because they are based on objective principles: concrete or realistic, fair, measurable, logical, and analytical. This method is also called discovery method because various knowledge and the latest technology can be found and raised by using this method. This procedure is called a quantitative procedure because the survey information is numerical and the analysis is statistical (Sugiyono, 2017).

Influencee-*word of mouth marketing, internet marketing* and *social media marketing* on the decision of students to choose STIKOM PROSIA with the influence of independent variable *e-word of mouth marketing* (X_1), *internet marketing* (X_2), and *social media marketing* (X_3), and the dependent variable is the student's decision to choose STIKOM PROSIA (Y). The survey method is by distributing questionnaires to new STIKOM PROSIA students for the 2022/2023 odd academic year. The population is new students of STIKOM PROSIA in the odd semester of the 2022/2023 academic year, totaling 23 new students.

The sample is part of the number and characteristics possessed by the population and must be representative (Sugiyono, 2016). The method of determining the number of samples is done by using saturated sampling. According to Sugiyono (2016), saturated sampling is a sampling technique when all members of the population are used as samples. The number of samples taken from STIKOM students was 23 students.

Questionnaires are the main tool in data collection as well as observation and literature studies to complement this research (Ghozali, 2016). Bivariate data analysis, linear regression analysis used is multiple linear regression analysis. Data analysis was assisted by IBM SPSS 25 through the validity and reliability test stages, classical assumption test, multiple regression analysis (coefficient of determination), and hypothesis testing (t test).

RESULTS AND DISCUSSION

Validity and Reliability Test

SPSS is used in testing the validity of each of the three variable indicator *e-word of mouth marketing* (X_1), *internet marketing* (X_2), and *social media marketing* (X_3) and student decisions (Y) declared valid because of the results of $r_{count} > r_{table}$ (0.413)

Table 1. Validity Test Results

Statement Points	R count	R table	Information
x1	0,613	0,413	VALID
x2	0,520	0,413	VALID

x3	0,692	0,413	VALID
x4	0,564	0,413	VALID
x5	0,729	0,413	VALID
x6	0,584	0,413	VALID
x7	0,591	0,413	VALID
x8	0,692	0,413	VALID
x9	0,642	0,413	VALID
x10	0,863	0,413	VALID
x11	1	0,413	VALID
y1	0,597	0,413	VALID
y2	0,657	0,413	VALID
y3	0,669	0,413	VALID
y4	1	0,413	VALID[A1]

(Source. Processed Results of SPSS Researchers (2022))

Results reliability testing states that all variables have reliable properties, because cornbach alpha > 0.6

Table 2. Reliability Test Results

Variable	Cronbach Alpha (0,6)	Information
e-word of mouth marketing (X1), internet marketing (X2) and social media marketing (X3)	0,945	Reliable
Student Decision to Choose STIKOM PROSIA (Y)	0,841	Reliable[A2]

(Source. Processed Results of SPSS Researchers (2022))

The questionnaire is said to be reliable if a person's response to a statement is consistent or stable over time. The reliability test in this study will be carried out using the Cronbach Alpha statistical test (α) where a variable is said to be reliable if it gives a Cronbach Alpha value of > 0.60 (Ghozali, 2016).

Normality test

According to (Ghozali, 2016), the normality test aims to test whether in the regression model, the independent variable and the dependent variable both have a normal distribution or not. A good regression model is having normal or close to normal data distribution. The normality test in this study was carried out using the graphical method.

The graphical method used in this study is to look at the normal probability plot. The normal probability plot is to compare the cumulative distribution of the normal distribution (Ghozali, 2016). The basis for making decisions through this analysis, if the data spreads around the diagonal line as a representation of a normal distribution pattern, it means that the regression model meets the assumption of normality.

The normality test results can be illustrated from the Normal P-P Plot image below.

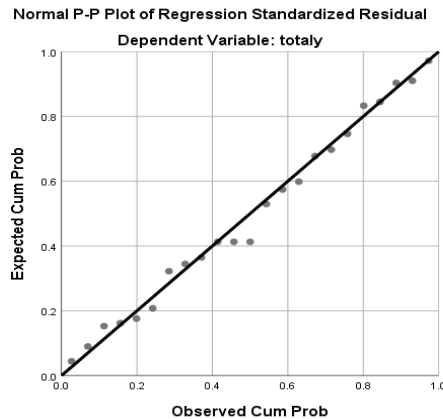


Figure 1. Normal P Plot

Because the distribution of the dots from the regular P-P plot images above tends to be linear, we can conclude that the (data) residuals are normally distributed. These results are consistent with the assumptions of traditional linear regression with the OLS approach.

Heteroscedasticity Test

The next test is a heteroscedasticity test. The purpose of this test is to try whether a form of regression has a different version from the residual to the monitoring (Ghozali, 2016). If there is no heteroscedasticity then it is claimed to be good. It is good if the points do not have a regular shape and are distributed either above or below 0 on the Y line, indicating that there is no heteroscedasticity. Heteroscedasticity testing is done by making a scatterplot between the residuals and the estimates of the bound elastic that have been standardized. The results of the heteroscedasticity experiment can be observed in the Scatterplot image, as shown below:

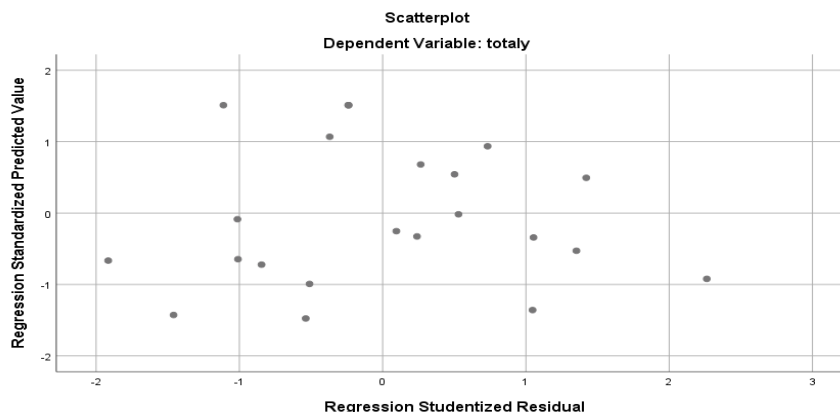


Figure 2. Scatterplots

From the figure above it is explained that the distribution of these dots does not form a particular pattern/groove. So it can be concluded that there is no heteroscedasticity, namely homoscedasticity. The classical assumption of heteroscedasticity in this model is fulfilled. There is no heteroscedasticity.

Multiple Regression Analysis

The testing tool used in this problem is multiple regression analysis in order to find out and get an overview of *word of mouth marketing* (X_1), *internet marketing* (X_2), and *social media marketing* (X_3) and student decisions (Y).

Table 3. Regression Coefficient Analysis Results

Model	Coefficients ^a									
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	5,039	1,778		2,834	0,011					
totalx1	0,370	0,249	0,239	1,485	0,154	0,695	0,322	0,176	0,543	1,843
totalx2	0,131	0,196	0,156	0,671	0,511	0,768	0,152	0,080	0,260	3,853
totalx3	0,356	0,159	0,537	2,235	0,038	0,829	0,456	0,266	0,245	4,086

a. Dependent Variable: totaly

Source: Primary data processed (2022)

In the regression coefficient table it is explained that this study used multiple regression analysis and the results can be seen through column B which is standard:

$$Y = 5.039 + 0.370 (X_1) + 0,131 (X_2) + 0,356 (X_3)$$

From this equation means if *word of mouth marketing* (X_1) increases by 1 unit, it will be followed by an increase in student decisions choosing STIKOM (Y) of 5.039, *internet marketing* (X_2) increases by 1 unit, it will be followed by a student's decision to choose STIKOM (Y) of 0.370, *social media marketing* (X_3) increases by 1 unit, it will be followed by an increase in student decisions choosing STIKOM (Y) of 0.356. All variables have a positive coefficient meaning between *word of mouth marketing* (X_1), *internet marketing* (X_2), *social media marketing* (X_3) and the student's decision to choose STIKOM (Y) has a positive relationship. The results obtained through multiple linear regression analysis in the independent variable *word of mouth marketing* (X_1) Judging from the information provided by relatives or friends it is quite interesting in providing information. Independent

variable *internet marketing* (X_2) pay attention to how the service is provided by telephone, seeing the appearance of the website, the speed of response via WhatsApp as well as *brochure* interesting and easy to understand. Independent variable *social media marketing* (X_3) Judging from the content displayed, the interactive admin manager *social media*, ease of accessing information via *social media*.

The student decision variable (Y) can be considered from how the services are provided so that it can influence decisions and practical payment methods can also be one of the measuring tools for determining student decisions to choose STIKOM PROSIA.

Model Reliability Test (F Test)

The following test, commonly known as the F-test, is utilized to examine the combined effect of the independent variables on the dependent variable. An effect is considered significant if the significance value is less than 0.05. The results of the F-test can be illustrated in the ANOVA table below.

Table 4. Model Summary^b

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	80,116	3	26,705	17,281	.000 ^b
Residual	29,362	19	1,545		
Total	109,478	22			

a. Dependent Variable: totaly

b. Predictors: (Constant), totalx3, totalx1, totalx2

Source: Processed by researchers, IBM SPSS 25 (2022)

Probability value. The calculated F value (Sig.) in the table above is 0.000 which is below the 0.05 significance level, so it can be concluded that the estimation of the linear regression model can be used to explain this effect. Marketing communication mix on student's decision to choose (Y) in terms of X1 electronic word of mouth marketing, X2 internet marketing, X3 social media marketing

From the table above it can be said that H4 is accepted while H0 is rejected, namely the influence of the independent variable X1 electronic word of mouth marketing, X2 internet marketing, X3 social media marketing simultaneously or simultaneously on the dependent variable Y on the student's decision to choose STIKOM.

Regression Coefficient Test (t test)

The t test was conducted to test the research hypothesis regarding the effect of each variable partially on the dependent variable. *T-statistics* is a value used to see the level of significance in hypothesis testing by finding the T-statistics value through the bootstrapping procedure. (Ghozali, 2016).

Partial influence *electronic word of mouth marketing*, *internet marketing* and *social media marketing* on the student's decision to choose can be seen from the results of the t test in table 5. Regression Coefficient Analysis Results,

Table 5. Results of t test analysis

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,039	1,778		2,834	0,011					
	totalx1	0,370	0,249	0,239	1,485	0,154	0,695	0,322	0,176	0,543	1,843
	totalx2	0,131	0,196	0,156	0,671	0,511	0,768	0,152	0,080	0,260	3,853
	totalx3	0,356	0,159	0,537	2,235	0,038	0,829	0,456	0,266	0,245	4,086

a. Dependent Variable: totaly

Decision making is done by looking at the significance value in the Coefficients table. Usually the basis for testing the regression results is carried out with a confidence level of 95% or with a significance level of 5% ($\alpha = 0.05$). The criteria for the t statistical test (Ghozali, 2016):

- If the significance value of the t test > 0.05 then H_0 is accepted and H_a is rejected. This means that there is no influence between the independent variables on the dependent variable.
- If the significance value of the t test < 0.05 then H_0 is rejected and H_a is accepted. This means that there is influence between the independent variables on the dependent variable.

The results of the t test for partial effect *electronic word of mouth marketing* on the student's decision to choose, namely by using SPSS, the Sig value is $0.154 > 0.05$, which means that there is no linear relationship with an effect of 0.239, then H_0 accepted and H_a rejected which means influence *e-word of mouth marketing* (X_1) has no significant effect partially on the student's decision to choose (Y). There is no partial effect of electronic word of mouth marketing on students' decisions to choose STIKOM PROSIA because before the Covid-19 pandemic, STIKOM PROSIA employees always maintained close ties with students and other stakeholders to be able to invite friends, relatives and others to be able to continue education at STIKOM PROSIA. The existence of this pandemic resulted in a lack of closeness between employees and stakeholders resulting in a decrease in marketing communication activities through electronic word of mouth marketing. This resulted in no partial influence on the student's decision to choose STIKOM PROSIA.

Linear relationship between *internet marketing* with student decisions having a Sig value of $0.511 > 0.05$, which means there is no linear relationship with an effect of 0.156, then H_0 accepted and H_2 rejected which means influence *internet marketing* (X_2) has no significant effect partially on the student's decision to choose (Y). There is no partial influence of internet marketing on students' decisions to choose STIKOM PROSIA, namely internet marketing used at STIKOM PROSIA is through Whatsapp and through *Telephone*, still with the same thing, namely the existence of a pandemic which has resulted in STIKOM PROSIA employees

working from home or *work from home* so that the response made by STIKOM PROSIA employees was hampered at the time *telephone* rang no one was quick to pick up and when the employees were at home they didn't focus on WhatsApp, so there was a response that was not fast in answering questions from both students and prospective students. This resulted in no partial influence on the student's decision to choose STIKOM PROSIA.

Linear relationship between *social media marketing* with the student's decision to choose a Sig value of 0.038 < 0.05 which means there is a linear relationship with an effect of 0.537, then H_0 rejected and H_3 accepted which means influences *social media marketing* (X_2) has a partially significant effect on the student's decision to choose (Y). Therefore of the three independent variables (*electronic word of mouth marketing, internet marketing and social media marketing*) only one of the three variables has a linear relationship with the student's decision to choose. Marketing communication has several tools to support the success of a marketing communication and STIKOM PROSIA has 3 (three) marketing communication activities namely electronic word of mouth marketing, internet marketing and social media marketing. This research was conducted to be able to measure the effect of the three independent variables partially on the dependent variable, namely the student's decision to choose a college.

From the results of this t test or the test that partially influences student decisions in choosing a college, namely social media marketing. In accordance with the notion of social media marketing according to Weinberg in the journal Adriana.T, Ellita.L & Lukito RS.H (2022) it is explained that social media marketing is a promotional activity carried out by individuals who are motivated to use social media in marketing the web, products or services that they own and communicate which can then tap into a larger community, thus having greater possibilities for marketing than through traditional media.

This is in accordance with Narottama and Moniaga's research (2022) entitled the influence of social media marketing on consumer purchasing decisions at culinary tourism destinations in the city of Denpasar that social media marketing is in great demand in marketing communications, the purpose of social media marketing according to (Gunelius, 2011: 144-145) is an effort to build and maintain followers (followers) directly involved, where members of the online community with the same interests and interests.

Then this research is also in line with research according to (Puspita Dewi, Imbayani, & Pande Ketut Ribek, 2021) concluded that social media marketing has a positive effect on purchasing decisions, which means that if the use of social media marketing increases, buyer decisions will also increase. In addition, social media is currently in great demand by the millennial generation, one of which is Instagram, which is the third most used social media in 2020 (databoks.katadata.co.id, 2020).

CONCLUSION

Based on the description of the research results that the researchers carried out using quantitative research methods, using statistical data analysis techniques using questionnaire media and data processing using IDM SPSS 25. Multiple linear

regression test and correlation test in this study, the researcher can draw research conclusions as follows.[A11] The effect of the e-word of mouth marketing (X1) and internet marketing (X2) variables on the student's decision to choose STIKOM PROSIA (X2), and on the third variable, namely social media marketing (X3), has a positive influence on the student's decision to choose STIKOM PROSIA (Y).[A12] This independent variable influences the student's decision to choose STIKOM PROSIA. Social media marketing is accepted and can be said to have a significant effect because in addition to social media marketing being in demand by the millennial generation, besides that one of the goals of social media is an effort to build and maintain followers (followers) by being directly involved or members of the online community with specialization and the same interest becomes an opportunity to facilitate marketing communication activities.[A13]

Based on the results of an analysis of the influence of electronic word of mouth marketing (X1), internet marketing (X2) and social media marketing (X3) on student decisions to choose STIKOM PROSIA. Based on the results of the regression of the student's decision variable choosing STIKOM PROSIA (Y)[A14] shows that the three independent variables of electronic word of mouth marketing (X1), internet marketing (X2) and social media marketing (X3) influence students' decisions to choose STIKOM PROSIA (Y), it can be said that H0 is rejected and H4 is accepted, in other words, there is influence from the three independent variables together with the dependent variable. If the three marketing communication activities are synergized, it will have a stronger and better influence on the student's decision to choose STIKOM PROSIA.

REFERENCE

- Puspita Dewi , N., Imbayani , I., & Pande Ketut Ribek . (2021). PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN YANG DIMEDIASI E-WORD OF MOUTH PADA GIVANDA STORE DENPASAR. *EMAS*, 3. Retrieved Februari 22, 2021, from <https://e-journal.unmas.ac.id/index.php/emas/article/view/1669>
- Adriana, T., Ellitan, L., & Lukito, R. S. (2022). PENGARUH SOCIAL MEDIA MARKETING DAN. *Jurnal Ilmiah Mahasiswa Manajemen*, 21-29. doi:<https://doi.org/10.33508/jumma.v11i1.3947>
- cnnindonesia.com. (2022). *Menanti Akhir Pandemi Covid-19 di Indonesia*. Indonesia. Retrieved Oktober 4, 2022, from <https://www.cnnindonesia.com/nasional/20221004064101-20-855962/menanti-akhir-pandemi-covid-19-di-indonesia>
- Crispin, Thurlow, Lengel, L., & Tomic, A. (2004). *Computer Mediated Communication*. London: SAGE.
- databoks.katadata.co.id. (2020, Feb 26). *10 Media Sosial yang Paling Sering Digunakan di Indonesia*. Indonesia. Retrieved Februari 25, 2020, from <https://databoks.katadata.co.id/datapublish/2020/02/26/10-media-sosial-yang-paling-sering-digunakan-di-indonesia>
- Fill, C. (2009). *Marketing Communications*. United Kingdom.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (8 ed.). Semarang: Badan Penerbit Universitas Diponegoro.

- goodnewsfromindonesia.id. (2021). *Indonesia Masuk Daftar Negara dengan Jumlah Perguruan Tinggi Terbanyak di Dunia*. Indonesia. Retrieved April 12, 2021, from <https://www.goodnewsfromindonesia.id/2021/04/12/ada-indonesia-ini-5-negara-dengan-jumlah-perguruan-tinggi-terbanyak-di-dunia>
- Gunelius, S. (2011). *30-Minute Social Media Marketing*. United Kingdom.
- jakarta.bps.go.id. (2021). *Jumlah Perguruan Tinggi, Mahasiswa, dan Tenaga Edukatif (Negeri dan Swasta) di Bawah Kementerian Riset, Teknologi dan Pendidikan Tinggi Menurut Kabupaten/Kota di Provinsi DKI Jakarta 2019-2021*. Indonesia. Retrieved from <https://jakarta.bps.go.id/indicator/28/481/1/jumlah-perguruan-tinggi-mahasiswa-dan-tenaga-edukatif-negeri-dan-swasta-di-bawah-kementerian-riiset-teknologi-dan-pendidikan-tinggi-menurut-kabupaten-kota-di-provinsi-dki-jakarta.html>
- Lengel, L., Tomic, A., Thurlow, & Chrispin. (2004). *Computer Mediated Communcation*. London: Sage Publicltations Ltd.
- Narottaman, N., & Moniaga, N. E. (2033). PENGARUH SOCIAL MEDIA MARKETING. 8. Retrieved Januari 2022, from <https://ojs.unud.ac.id/index.php/jumpa/article/download/83032/43062>
- Priansa, D. (2017). *Komunikasi Pemasaran Terpadu pada era media sosial*. Bandung: CV Pustaka Setia.
- Prisgunanto, I. (2014). *Komunikasi pemasaran era digital*. Jakarta: Prisani Cendikia.
- Rajab, M. (2020, Maret 19). *Pendidikan di Tengah Pusaran Wabah Corona*. Jakarta: detikNews. Retrieved from <https://news.detik.com/kolom/d-4945590/pendidikan-di-tengah-pusaran-wabah-corona>
- Sernovitz, A. (2009). *Word of Mouth Marketing*. New York: Kaplan Publishing.
- Shera, A. (2010). *Step by Step Internet Marketing*. Jakarta: PT Alex Media Komputerindo.
- Sonia, A., & Siregar, Y. (2020, April). PENGARUH BAURAN PROMOSI TERHADAP KEPUTUSAN. *Jurnal Ilmu Komunikasi dan Bisnis*, 5, 238-267. Retrieved from <http://repository.starki.id/id/eprint/756>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: CV Alfabeta.