

## Utilization of Social Media Marketing and Word of Mouth and Their Impact Towards Increasing New Student Acceptance at The Karya Anugerah Education Foundation.

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### ABSTRACT

This study aims to determine the use of Social Media Marketing and Word of Mouth to Increase Acceptance of New Students of Karya Anugerah Education Foundation. The research method used is quantitative research with survey methods that use questionnaires as research instruments to collect data. The population in this study is the number of students who register Karya Anugerah Education Foundation in 2023 with a population of 182 students, The sample in this study is 125 students. Multiple linear regression research tests are used as an analytical tool to find out how the influence between independent and dependent variables. The results of this study show that both partially and simultaneously the variables of Social Media Marketing and Word of Mouth have a significant effect on increasing the acceptance of new Karya Anugerah Education Foundation. Social Media Marketing and Word of Mouth variables were able to explain the variation that occurred in the Increase in Acceptance of New Students by 62.9%. This is due to the use of Social Media Marketing and Word of Mouth to increase the acceptance of new students.

**Keywords:** social media marketing, word of mouth, increasing new student acceptance, karya anugerah education foundation

### INTRODUCTION

Education is something that is absolutely needed by every human being that must be fulfilled throughout his life. Without education, humans have no meaning throughout their lives to meet these needs, so the thing that needs to be done is to enroll in educational institutions. Admission of new students to school is a routine activity carried out by various schools at the beginning of each class increase. What we can know in choosing the right school can be based on several references, pictures and introductions to school environment marketing carried out by the school.

Karya Anugerah Education Foundation is an educational institution established in 1988 and has several branches in the city of Medan. Classes available range from English Courses, Play Group, Kindergarten (TK), to Elementary School (SD). Over time, marketing in Indonesia is increasingly diverse and growing, one of which is by utilizing increasingly sophisticated technology today. The rapid growth of technology can be felt with the internet which can facilitate people's daily activities. Apart from being a place to find information, the internet can also be used as a medium to socialize and interact with other internet users that we can call social media. Using technology as a medium to socialize with each other without being limited by space and time. Its existence is increasingly clear with the existence of online applications that we often use.

The increasing use of social media to date makes institutions and companies increasingly want to be known for their products and services in the community, therefore institutions and companies also join in utilizing social media as a means of promotion and introduction of products / services that we can. Call it social media marketing, social media marketing is also expected to have a positive impact in achieving the level of sales of products / services of an institution / company. The use of social media marketing is also applied by the Karya Anugrah Educational Foundation with the social media application used, namely Instagram. Since the beginning of using the Instagram application, it aims to introduce the school environment and student activities which then lead to content marketing. Instagram is an online application that can be accessed through the internet network where the content of Instagram is related to the life and activities carried out by its users, can be in the form of photos or videos.

In addition to the existence of social media marketing mentioned earlier, there are variables that play an important role in marketing that can be found, one of which is Word of Mouth, where according to Kotler & Keller (2012) Word of Mouth Communication (WOM) or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups on a product or service that aims to provide personal information

## LITERATURE REVIEW

### Increasing New Student Acceptance

The success of an educational institution or school can be assessed based on several things, one of which is the increase in the number of new students / students received by the school every year. Acceptance of new students is one of the first activities carried out in an educational institution, which of course accepts new students through selection that has been determined by the educational institution for prospective new students. (Ulfah, et al (2016, p.) .4)

Indicators of increasing student acceptance according to Desi Wulandari, Adelina Hasyim, and Yunisca Nurmalisa include:

1. Objective  
Objectively meant by an educational institution that selects its students with existing facts such as test results that determine the choice of these students to be able to enter the educational institution.
2. Transparent  
Transparently intended for an educational institution to be able to assess and conduct an honest and open selection process and be published to the public (society), so that the educational institution can have good credibility and be known to the public as an honest institution.
3. No discrimination  
Non-discrimination means that an educational institution neutrally selects its students regardless of physical, material, or things that should not be done by a good educational institution. For example, an educational institution prohibits students who are black or who are of other religions from the educational institution are prohibited from attending school in that place. This is what non-discrimination means.
4. Benchmark reference criteria  
Educational institutions must adjust existing benchmark criteria in selecting students.
5. Norm reference criteria  
Educational institutions must think about existing norms and not violate them.
6. Criteria based on school capacity  
Educational institutions must have criteria for capacity to be accommodated by schools in accordance with adequate capabilities and facilities.

### Social Media Marketing

According to Tuten and Solomon (2017), social media marketing is the use of technology, channels, and software from social media that aims to create valuable communications,

deliveries, exchanges, and offers for stakeholders in an organization. While Pham and Gammoh (2015), social media marketing is the process of companies in creating and promoting online marketing-related activities on social media platforms that offer value to their stakeholders.

Gunelius (2011) Social Media Marketing Indicators, there are 4 (four) social media marketing indicators, namely:

1. Content Creation
2. Content Sharing (Content Sharing)
3. Join
4. Community Building.

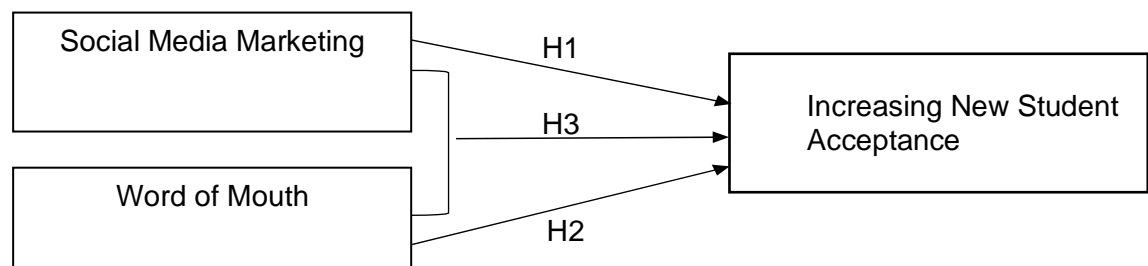
### Word of Mouth

Kotler and Keller 2009: 174 say word of mouth is oral, written and electronic communication between people relating to the advantages or experience of buying or using a product or service. According to Babin, Barry (2014: 133) Word Of Mouth indicators are as follows:

- a. Consumer willingness to talk positive things about quality services and products to others.
- b. Recommendations of the company's services and products to others.
- c. Encouragement of friends or relatives to make purchases against product and corporate services.

Based on the results of the description above, the conclusion that can be described is that the increase in new student admissions is a change expected by every educational institution where the increase in new student admissions has an impact on the good name that has been maintained by an educational institution. Social media marketing is also one of the media that can be used by an educational institution to attract prospective new students who want to enroll in the educational institution. Apart from social media marketing, the promotional approach that can be done is word of mouth or the dissemination of information by word of mouth through people around where the influence given by word of mouth can have an impact on attracting prospective new students which can also have a positive impact on an educational institution in increasing the acceptance of new students.

**Figure 1.** Theoretical Framework



Based on the conceptual framework above, the research hypothesis is as follows:

H1: There is an Social Media Marketing on Increasing Acceptance of New Students

H2: There is an influence of word of mouth on Increasing Acceptance of New Students

H3 : There is an influence of Social Media Marketing and Word of Mouth that affects Increasing Acceptance of New Students

## RESEARCH METHODS

This study used quantitative methods and used questionnaires to collect primary data. This questionnaire will be processed using the SPSS (Statistical Product and Science Solution) computer application program so that each respondent answers the questionnaire using the Likert scale, namely 5 (Strongly Agree), 4 (Agree), 3 (Doubt), 2 (Disagree), 1 (Strongly Disagree) and the answers will be measured on the Likert scale.

According to Prof. Dr. Sugiyono (2022: 126), population is a generalized area consisting of objects / subjects that have a certain number and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study is Karya Anugerah education students in 2023 totaling 182 students.

According to Prof. Dr. Sugiyono (2022: 133), incidental sampling technique is a method or sampling technique based on chance, that is, anyone who by chance or coincidentally meets a researcher can be sampled, if considered to have interests. The person you happen to meet is suitable as a data source. The sample criteria in this study were parents of students enrolled in Karya Anugerah Education Foundation and the sample of this study was 125 students. The sampling technique used in this study was incidental sampling

## RESULT

### Validity Test

**Table 1.** Variable Validity Test Results X1 (Social Media Marketing)

Statement	R count	R table	Information
X1 P1	0.565	0, 361	Valid
X1 P2	0.626	0, 361	Valid
X1 P3	0.597	0, 361	Valid
X1 P4	0.637	0, 361	Valid
X1 P5	0.909	0, 361	Valid
X1 P6	0.623	0, 361	Valid
X1 P7	0.804	0, 361	Valid
X1 P8	0.813	0, 361	Valid

The results of the validity test on the variable (X1) Social Media Marketing show each value of R Calculate > R Table 0.316 so that it can be concluded that as many as 8 questionnaire statements for variable X1 are declared valid.

**Table 2.** Variable Validity Test X2 (Word Of Mouth)

Statement	R count	R table	Information
X2 P1	0.783	0, 361	Valid
X2 P2	0.596	0, 361	Valid
X2 P3	0.706	0, 361	Valid
X2 P4	0.880	0, 361	Valid
X2 P5	0.465	0, 361	Valid
X2 P6	0.853	0, 361	Valid

The results of the validity test on the variable (X2) Word of Mouth show every value of R Calculate > R Table 0.361, so it can be concluded that as many as 6 questionnaire statements for variable X2 as many as 6 items are declared valid.

**Table 3.** Test the validity of the variable Y (Increasing Acceptance of New Students)

Statement	R count	R table	Information
Y P1	0.867	0,361	Valid
Y P2	0.688	0,361	Valid
Y P3	0.622	0,361	Valid
Y P4	0.690	0,361	Valid
Y P5	0.654	0,361	Valid
Y P6	0.714	0,361	Valid

The results of the validity test on variable (Y) Increasing New Student Acceptance show that each R value is calculated  $>$  the R value of Table 0.361 so that it can be concluded that as many as 6 questionnaire statements for variable Y are declared valid.

### Reliability Test

**Table 4.** Reliability Test

Variable	Cronbach's Alpha	Information
X1 - Social Media Marketing	0.850	Reliable
X2 - Word of Mouth	0.804	Reliable
Y- Increasing Acceptance of New Students	0.784	Reliable

From the reliability test days, Cronbach's Alpha value was obtained for Variables (X1) Social Media Marketing 0.850  $>$  0.600, for variables (X2) Word of Mouth 0.804  $>$  0.600, and variable (Y) Increasing Acceptance of New Students 0.784  $>$  0.600, so it can be concluded that research instruments for variables X1, X2 and Y are included in the category of acceptable reliability.

### Statistical Descriptive Analysis

**Table 5.** Statistical Descriptive Analysis Test

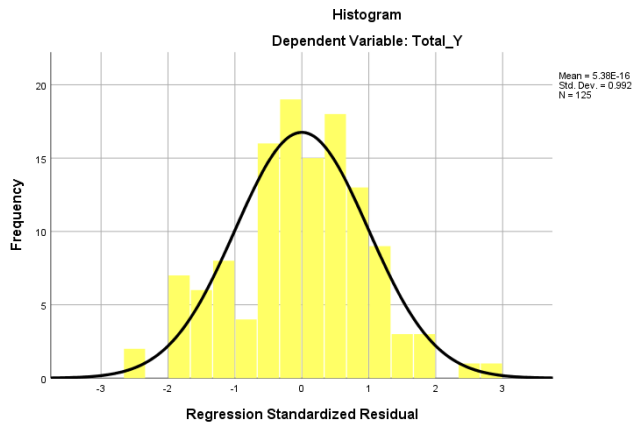
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Total_x1	125	13	40	31.68	4.820
Total_x2	125	13	30	25.14	3.407
Total_Y	125	14	30	24.72	3.400
Valid N (listwise)	125				

N (Number of respondents) in the study as many as 125 people. The Mean value of the Social Media Marketing (X1) variable is 31.68 with a data variability level of 4.820. The mean of the Word of Mouth variable (X2) is 25.14 with a data variability rate of 3.407. The mean variable of Increasing Acceptance of New Students (Y) is 24.72 with a data variability level of 3,400

### Classical Assumption Test

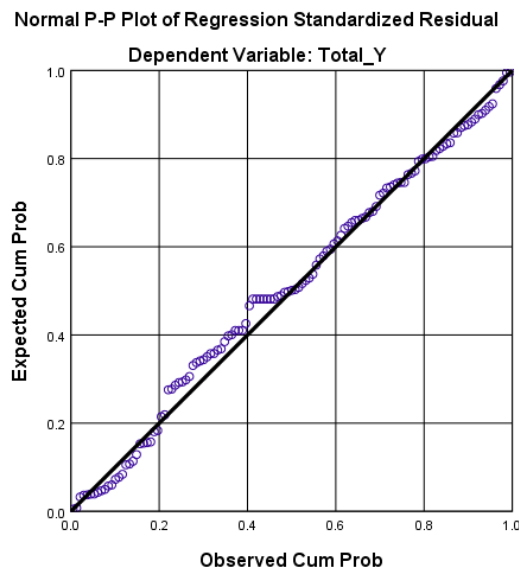
- 1) Normality Test

**Figure 2.** Histogram Normality Test Graph



A histogram graph shows data spread around a diagonal line and follows the direction of the diagonal line or a histogram graph that shows a normal distribution pattern, so regression models can be considered to satisfy the normality assumption.

**Figure 3.** P-P Plot Normality Test Graph



The Probability Plot Of Regression graph shows points (data) approaching and following the direction of diagonal lines indicating a normal distribution pattern, so that the regression model can be considered to satisfy the assumption of normality.

**Table 6.** Kolmogorov-Smirnov One-Sample Normality Test

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		125
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.07040688
Most Extreme Differences	Absolute	.073
	Positive	.038
	Negative	-.073
Test Statistics		.073
Asymp. Sig. (2-tailed)		.096 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

From the normality test with Kolmogorov-Smirnov One-Sample obtained a significance value of 0.096 > of 0.05 (Sig > 0.05), so it can be considered that the residual (data) are normally distributed.

2) Multicollinearity Test

**Table 7.** Multicollinearity Test

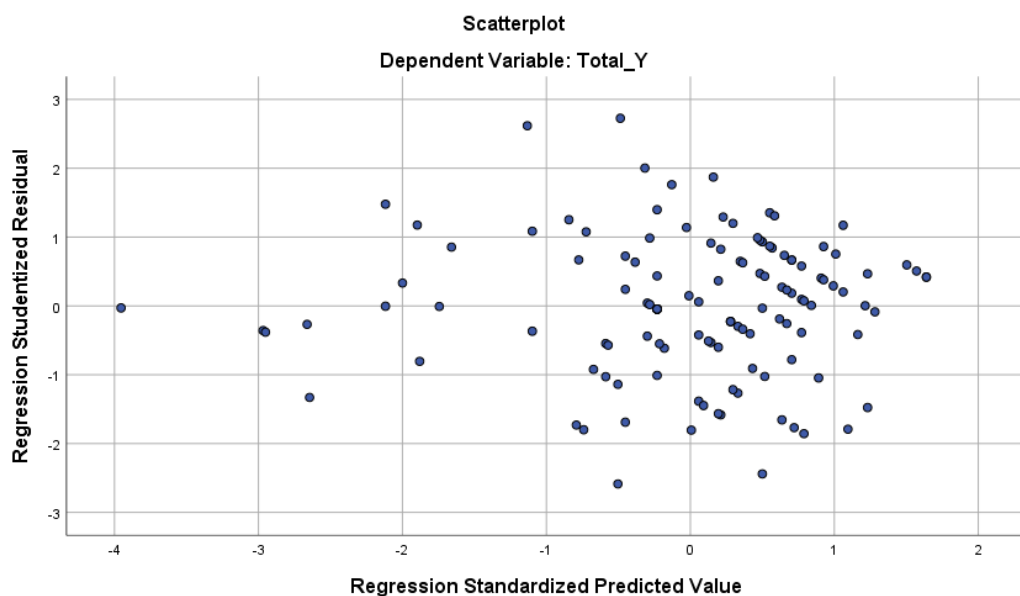
Coefficients <sup>a</sup>							
Type	Unstandardized Coefficients		Standardize Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. error	Beta			Tolerance	VIF
(Constant)	.925	.459		2.690	.08		
X1 – Social Media Marketing	.184	.052	.260	.548	.01	.565	1.769
– Word Of Mouth	.596	.073	.597	.142	.00	.565	1.769

pendent Variable: Y – Increasing Acceptance of New Students

From the multicollinearity test, the VIF value for the Social Media Marketing variable (X1) and Word of Mouth variable (X2) is 1,769 < 10, so it can be concluded that the variables X1 and X2 do not occur multicollinearity.

3) Heteroscedasticity Test

**Figure 4.** Scatterplot Heteroscedasticity Test Graph



Heteroscedasticity test graph with scatterplot that shows points (data) do not form a clear pattern and points spread above and below the number 0 on the Y axis so that it can be concluded that

the regression model does not occur heteroscedasticity.

### Multiple Linear Regression Analysis

**Table 8.** Multiple Linear Regression Analysis Test

Coefficients <sup>a</sup>			
Type		Unstandardized Coefficients	
		B	Std. Error
	(Constant)	3.925	1.459
1	– Social Media Marketing	.184	.052
	X2 – Word of Mouth	.596	.073

pendent Variable: Increasing Acceptance of New Students

The test results are seen in the unstandardized coefficient section in column B. These results are obtained using the following formula:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Increase in Acceptance of New Students = 3,925 + 0,184 Social Media Marketing + .596 Word of Mouth + e

The following is an explanation of the equation above:

1. Constant ( $\alpha$ ) = 3.925 Indicating the value of the constant, if the independent variable (1) is Social Media Marketing and the Word of Mouth Variable (X2) is 0 then the increase in acceptance of new students remains at 3,925
2. Coefficient X1( $b_1$ ) Social Media Marketing = 0.184 means: every increase in aspects of Social Media Marketing (X1) by 1 unit, then the Increase in Acceptance of New Students will increase by 18.4%
3. Coefficient X2( $b_2$ ) Word of Mouth = 0.596 means: every increase in the aspect of Word of Mouth (X2) by 1 unit, the increase in Acceptance of New Students will increase by 59.6%.

From the table above, it can be concluded that the Increase in New SIswa Acceptance = 3925 + 0.184 Social Media Marketing + 0.596 Word of Mouth + e. The regression coefficient ( $\beta$ ) for Social Media Marketing (X1) of 0.184 indicates that if the value of the other independent variable is zero (0) or constant, and Social Media Marketing increases by 1 unit, then the Increase in New Student Admissions will also increase by 0.184. The regression coefficient ( $\beta$ ) for Word of Mouth (X2) of 0.596 indicates that if the value of the other independent variable is zero (0) or constant, and the Word of Mouth increases by 1 unit, then the Increase in New Student Admission will increase by 0.596. The variable Increase in New Student Admissions (Y) has a constant ( $\alpha$ ) of 3.925, which represents a constant value. If the values of the independent variables Social Media Marketing (X1) and Word of Mouth (X2) are both 0, then the Increase in New Student Admissions remains at 3,925

### Test the hypothesis

- 1) Statistical test t (t test)

**Table 9.** Statistical Test t

Coefficients <sup>a</sup>						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.925	1.459		2.690	0.008



	X1- Social Media Marketing	0.184	0.052	0.260	3.548	0.001
	X2 - Word of Mouth	0.596	0.073	0.597	8.142	0.000
a. Dependent Variable: Y Increasing New Student Acceptance						

Based on the table of partial test results above, it can be seen some of the things below including that:

1. In the Social Media Marketing variable (X1) it can be seen that the calculated value (3,548) > ttable (1.657) with a significant level of 0.000 < 0.05 so that it can be concluded that there is a partially significant positive influence between Social Media Marketing on Increasing Acceptance of New Students thus H1 is accepted.
2. In the Word of Mouth (X2) variable, it can be seen that the calculated value (8,142) > ttable (1,657) with a significant level of 0.000 < 0.05 so that it can be concluded that there is a partially significant positive influence between Word of Mouth on Increasing Acceptance of New Students thus H2 is accepted.

2.) Statistical Test F (F test)

**Table 10.** Statistical Test F

ANOVA <sup>a</sup>						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	901.664	2	450.832	103.476	.000 <sup>b</sup>
	Residuals	531.536	122	4.357		
	Total	1433.200	124			
a. Dependent Variable: Increasing New Student Acceptance						
b. Predictors: (Constant), Word of Mouth, Social Media Marketing						

Because the value of F Count 103.476 > F Table 3.069, with a significance of 0.00 < 0.05, it can be concluded that Social Media Marketing and Word of Mouth simultaneously affect the Increase in Acceptance of New Students Thus, H3 is accepted.

**Test Coefficient of Determination (R<sup>2</sup>)**

**Table 11.** Coefficient of Determination Test

Model Summary <sup>b</sup>					
Type		R	R Square	Adjusted R Square	Std. Error of the Estimate
The	1	.793 <sup>a</sup>	.629	.623	2.087
	a. Predictors: (Constant), Word of Mouth, Social Media Marketing				
b. Dependent Variable: Increasing New Student Acceptance					

value of determination R Square in measuring the dependent variable is 0.629. The results of that 62.9% of the increase in acceptance of new students is influenced by Social Media Marketing and Word of Mouth variables, while the remaining 37.1% is influenced by other variables that were not studied in this study.

## DISCUSSION

### **Social Media Marketing to Increase Acceptance of New Students**

The Social Media Marketing variable has a regression coefficient value of 0.184 and a calculated t value of 3.548 > t table 1.657 with a significance value of 0.000 < 0.05. So it can be interpreted that the Social Media Marketing variable has a significant positive influence partially on Increasing the Acceptance of New Students at the Karya Anugerah Education Foundation.

### **Word of Mouth to Increase Acceptance of New Students**

The Word of Mouth variable has a regression coefficient value of 0.596 and a calculated t value of 8.142 > t table of 1.657 with a significance value of 0.000 < 0.05. So it can be interpreted that the Word of Mouth variable has a partially significant positive influence on Increasing the Acceptance of New Students at the Karya Anugerah Education Foundation.

### **Social Media Marketing and Word of Mouth to Increasing New Student Acceptance**

The variables Social Media Marketing and Word of Mouth have a calculated F value of 103,476 > F table 3,069. So it can be interpreted that the variables Social Media Marketing and Word of Mouth have a significant positive influence simultaneously on Increasing the Acceptance of New Students. Then, from the results of the coefficient of determination test ( $R^2$ ), the R Square value for the dependent variable (Increase in New Student Admission) was  $R^2$  0.629 which concluded that 62.9% of the Increase in New Student Admission was influenced by Social Media Marketing and Word of Mouth variables While the remaining 37.1% was influenced by other variables that were not studied in this study.

## CONCLUSION

Based on the results of the study, it can be seen that Social Media Marketing and Word of Mouth have an influence in Increasing the Acceptance of New Students, this is shown from significant positive results through multiple linear regression analysis, t test, F test and Coefficient of Determination ( $R^2$ ) test. This positive result means that the use of Social Media Marketing and Word of Mouth is the right method to be applied by Karya Anugerah Education Foundation. This is because there is support from technological advances to date. Where the number of social media users will definitely continue to increase in the future. In addition, consumer behavior in recommending a product/service will also continue to develop in the future which requires Karya Anugerah Education Foundation to always strengthen relationships that have an impact on parents. Where as is known that the influence of Word of Mouth is very influential on increasing new student admissions amid competition between existing educational foundations / private schools, the use of Social Media Marketing as one of the triggers for increasing new student admissions and the sustainability of Word of Mouth that continues to occur in the community can have a positive impact on increasing new student admissions. Therefore, Social Media Marketing and Word of Mouth are strategies that must be maintained to achieve an increase in new student acceptance targeted at Karya Anugrerah Education Foundation.

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