THE INFLUENCE OF SOCIAL MEDIA MARKETING ON INTENTION TO ENROLL MEDIATED BY CONSUMER BRAND ENGAGEMENT, BRAND AWARENESS, AND BRAND IMAGE IN PRIVATE UNIVERSITIES IN JAKARTA AND TANGERANG

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Abstract

This study explores the influence of Social Media Marketing on Intention to Enroll, mediated by Consumer Brand Engagement, Brand Awareness, and Brand Image at private universities in Jakarta and Tangerang. Data were collected from 175 respondents through a questionnaire and analyzed using the SEM PLS method. The results showed that Social Media Marketing has a significant positive influence on Consumer Brand Engagement, Brand Awareness, Brand Image, and Intention to Apply. Effective social media marketing is able to increase consumer engagement with the university brand, which is reflected in increased interaction, loyalty, and support for the brand. In addition, active social media marketing activities and relevant content were shown to increase prospective students' intention to enroll in private universities, making it an effective tool in influencing prospective students' decisions. The study also found that social media marketing increases brand awareness, allowing universities to reach more prospective students and establish more effective communication. Effective use of social media can strengthen brand image and build closer relationships with consumers. High consumer engagement with the brand increases brand awareness and a positive brand image, which contributes to an increased desire to enroll. Overall, this study emphasizes the importance of social media marketing strategies in increasing consumer engagement, brand awareness, brand image, and intention to enroll in private universities, especially in the post-pandemic context.

Keywords: Social Media Marketing, Consumer Brand Engagement, Brand Awareness, Brand Image, Intention to Enroll

1. INTRODUCTION

The COVID-19 pandemic has brought significant changes to higher education. Since the WHO declared the pandemic in March 2020, various countries, including Indonesia, have implemented policies such as large-scale social restrictions (PSBB) and distance learning, which have significantly altered the dynamics of higher education. One of the main impacts is the decline in the number of active students in private universities (PTS), affecting financial stability, operational capacity, and the quality of education. Research by Prabowo (2012) mentions that operational funding for PTS comes from students, so a decline in active student numbers affects PTS operations, especially during the COVID-19 pandemic.

The use of social media has increased dramatically during the pandemic, becoming an essential tool for communication and marketing. Social media allows PTS to reach a wider audience and build personal relationships with prospective students. According to Frederick

& Maharani (2021), social media also facilitates interaction and information distribution in society, encouraging the use of social media for business and individual expression. Data from Wearesocial Hootsuite (2019) shows that social media users in Indonesia reached 150 million, or 56% of the population, with mobile social media users reaching 130 million, or 48% of the population.

Generation Z, who currently form the market for PTS, grew up in the digital era with technological proficiency. They are adept at using technology for education and learning, with multitasking abilities and a preference for technological interaction. The Global Web Index (2020) survey reveals that Generation Z has various motivations for using social media, from maintaining relationships to seeking inspiration and following trends. Social media plays a key role in the marketing strategies of private universities, especially for Generation Z, facilitating direct interaction between universities and prospective students and creating opportunities to build deeper engagement.

Social Media Marketing (SMM) is crucial in building relationships with prospective students, enhancing Customer Brand Engagement, and influencing Brand Awareness, Brand Image, and Intention to Enroll. This study aims to understand how SMM affects brand engagement and its impact on brand awareness, brand image, and the intention to enroll in PTS in Jakarta and Tangerang during the post-pandemic period.

2. LITERATURE REVIEW

2.1. Social Media Marketing

Social media refers to a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). It is further explained that participatory and collaborative activities can reach a larger community than traditional media such as print, television, and radio. Social media is a network-based platform and tool that can facilitate communication, collaboration, and information sharing among users. In addition, social media can also be used for business purposes such as direct sales, providing benefits to customers, and handling product returns (Bilgin, 2018). Social media marketing can be defined as a series of activities on social media platforms, including the creation and interaction of content in the form of text, photos, audio, or video, with the aim of promoting a product or service. Generally, social media is seen as a digital marketing channel that marketers can use to interact with consumers (Appel et al., 2020).

2.2. Consumer Brand Engagement

Brand engagement is the individual variation that shows the tendency of consumers to integrate important brands into how they view themselves (Sprott et al., 2013). Brand engagement is a type of motivation related to involvement and attention absorption that can be identified from patterns of action or reaction to the targeted object (Tanamal et al., 2022). Brand engagement for a university encompasses the strength and activeness of the connection between students, alumni, staff, and the general public with the university. It involves various elements, such as loyalty, identification with the university's values, participation in university events and activities, and support for the university's image and reputation.

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2.3. Brand Awareness

Brand awareness is the consumer's acceptance of a brand in their minds, reflected in their ability to remember and recognize the distinctive characteristics of a brand and associate it with a specific category. Increasing brand awareness is a good strategy to increase market share (Jannah & Zakky, 2019).

Brand awareness measures the extent to which students recognize a particular brand, product, or service. This brand awareness plays a crucial role for universities as it can expand their marketing reach and open up communication opportunities with prospective new students (Sulkowski et al., 2020). According to Kertamukti (2017), brand awareness is the capacity of a potential buyer to identify or remember that a brand belongs to a certain product category. From this explanation, it can be concluded that brand awareness is the ability of buyers to recall a specific product brand.

2.4. Brand Image

Brand image is the visual representation that is formed in the minds of customers. It can be explained that brand image is a collection of experiences that customers have had, which are stored in their memory and influence how a brand is perceived (Harvina et al., 2022). Sangadji and Sopiah (2016) state that brand image can be positive or negative, depending on how people perceive it, their tastes, and their perspectives. Meanwhile, according to Kotler and Armstrong (2016), brand image is the brand identity which includes the name or symbol that plays a crucial role in the company's interaction with customers. The brand image of a university is formed by the promotion that the public has received over time. Therefore, the public demands accurate information about the university's strengths (Syahlina & Nasib, 2019). As a result, the university needs to pay attention to the information that will be used in marketing strategies to build a brand image in the eyes of the public. A positive brand image will be very helpful, especially for prospective new students in choosing a university with the best quality.

2.5. Intention to Enroll

Enroll or enrollment in Indonesian can be interpreted as registration. Briefly, intention to enroll can be interpreted as someone's intention to register. In line with Bidin & Jusoff (2009), enrollment is the desire to register at a university to continue education to a higher level. The decision of a person to enroll in a particular university must be considered as one of the important choices in life. The consequences of making a decision are very risky. Therefore, a person will think that they will spend a lot of time deciding which university to enter (Ling & Tran, 2015). Previous research has found a relationship between eWOM (electronic word-of-mouth) and intention to enroll for high school students who want to enter university for higher education (Bataineh (2015); Prendergast et al., 2010; Park et al., 2007). The research conducted by Bataineh (2015) shows that eWOM is significant in shaping the intention to enroll of high school students in choosing a university for their higher education.

2.6. Hypothesis Development

Research by Schultz & Peltier (2013) and Barger et al (2016) emphasizes the role of social media in increasing consumer brand engagement (CBE). Relevant and engaging social

media content can drive consumer interaction, strengthen the bond between companies and consumers, and enhance cognitive experiences and consumer engagement (Dessart et al., 2015; Merrilees, 2016).

H₁: The Effect of Social Media Marketing on Consumer Brand Engagement

Social media has transformed how consumers interact with brands, providing direct access to brand information and becoming a major consideration in purchasing decisions (Dauriz et al., 2014). Recommendations and values shared by other consumers on social media also influence purchasing decisions (Dehghani & Tumer, 2015). Research by Liu et al. (2017) and Harjanti (2021) also shows the positive impact of social media marketing on the desire to purchase.

H₂: The Effect of Social Media Marketing on Intention to Enroll

Social media has become a primary tool for companies to build brand identity and strengthen relationships with consumers (So et al., 2017). Tsimonis & Dimitriadis (2014) and Seo & Park (2018) state that effective social media marketing increases brand awareness.

H₃: The Effect of Social Media Marketing on Brand Awareness

Hartzel et al (2011) state that the use of social media can strengthen brand image and build closer relationships with consumers. Research by Faisal & Ekawanto (2021) and Anantasiska et al (2022) support this, showing the positive influence of social media marketing on brand image.

H₄: The Effect of Social Media Marketing on Brand Image

Increased consumer brand engagement (CBE) will increase brand awareness (Ningtias et al., 2024). Impressive experiences and meaningful interactions between consumers and brands also contribute to brand awareness (Revaliana and Susilowaty, 2023).

H₅: The Effect of Customer Brand Engagement on Brand Awareness

A good brand image can influence consumer brand preferences and contribute to future profits (Cheung, Pires, et al., 2019). Consumer engagement with a brand will support the formation of a positive brand image.

**H₆**: The Effect of Customer Brand Engagement on Brand Image

High brand awareness will increase the intention to purchase (Hutter et al., 2013). Social media plays an important role in creating brand awareness and transforming it into purchasing behavior (Muntinga et al., 2011).

H₇: The Effect of Brand Awareness on Intention to Enroll

A positive brand image influences the intention to purchase (Savitri et al., 2022; Yaseen & Mazahir, 2019). Consumers tend to choose well-known brands with a positive image because it increases trust and brand loyalty.

H₈: The Effect of Brand Image on Intention to Enroll

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These hypotheses form the basis for developing a conceptual framework for research, adapting the research model of Cheung et al (2019) and Faisal et al (2024). This model includes five variables with eight hypothesis paths.
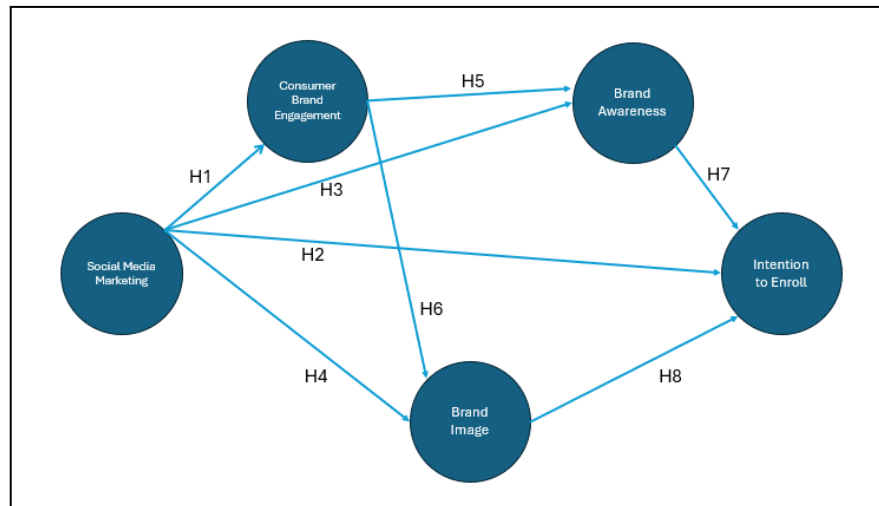
Figure 1. Model of Research

3. RESEARCH METHODS

The research type employed in this study is descriptive. Descriptive research provides information and analysis of classified data or samples without conducting further analysis (Sugiyono, 2018). Based on the source of information, this research is quantitative. Quantitative research is when the information received is in the form of quantitative data (Pandey, 2016). This study applies a quantitative descriptive method with the aim of understanding the relationships between the variables being studied. In order to test the hypotheses, the author collected data through a questionnaire as an information tool.

Data in this study was collected by conducting an online survey over a period of four weeks. In this study, the questionnaire was filled out online (Google Form) with the aim of making it easier to reach respondents. The questionnaire in this study is divided into two parts. The first contains questions about general information about the respondents. The second part is the core question to obtain research data.

The subjects of this study are prospective students who are still in high school or equivalent, or who have recently graduated from high school and are considering enrolling in private universities. This research explores how social media marketing influences their consumer brand engagement, brand awareness, brand image, and intention to enroll in private universities. This research utilizes an online questionnaire based on Google Forms with a five-point Likert scale to collect the necessary data. The total number of respondents is 175.

3.1. Data Analysis

The choice to employ Partial Least Squares Structural Equation Modeling (PLS-SEM) was driven by its capacity to analyze complex models in explanatory research. The

conceptual framework utilized in this study encompasses fifteen elements, reflecting a sophisticated research model. Particularly in explanatory research, PLS-SEM is preferred for its flexibility and reliability (Hair et al., 2019).

The PLS-SEM analysis comprises two main components: the measurement model and the structural model. Initially, the measurement model is constructed to assess the reliability and validity of relationships between indicators and their corresponding constructs in the model. The evaluation of reliability includes examining indicator reliability (outer loading), construct reliability (Cronbach's alpha and composite reliability), as well as assessing construct validity (average variance extracted) and discriminant validity (heterotrait/monotrait ratio). Once these criteria are met, the analysis proceeds to the structural model. In the structural model, the study explores the significant relationships between each construct within the research framework. This phase aims to uncover the underlying connections and pathways among the constructs, providing a comprehensive understanding of the study's overall structure.

## 4. RESULTS AND DISCUSSION

4.1. Research Results

The research questionnaire was distributed via Google Form (online) to respondents who met the criteria, namely high school students or equivalent, or recent graduates interested in continuing their education at private universities. There was a total of 175 respondents in this study. Sampling for this research utilized Purposive Sampling technique, which involves selecting specific elements from the population that are most relevant.

Table 1. Outer Loading

Construct	Indicator	Outer Loading	Evaluation
Brand Awareness	BA1	0.778	Reliable
	BA2	0.754	Reliable
	BA3	0.843	Reliable
Brand Image	BI1	0.848	Reliable
	BI2	0.870	Reliable
	BI3	0.823	Reliable
Consumer Brand Engagement	CBE1	0.879	Reliable
	CBE2	0.828	Reliable
	CBE3	0.784	Reliable
Intention to Enroll	ITE1	0.800	Reliable
	ITE2	0.786	Reliable
	ITE3	0.785	Reliable
	ITE4	0.821	Reliable
Social Media Marketing	SMM1	0.811	Reliable
	SMM2	0.855	Reliable
	SMM3	0.815	Reliable
	SMM4	0.823	Reliable

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The research questionnaire was distributed through Google Form (online) to respondents who met the criteria, specifically high school students or their equivalents, as well as recent graduates interested in pursuing further education at private universities. A total of 175 respondents participated in this study. Sampling for this research employed the Purposive Sampling technique, which selects particular elements from the population that are deemed most relevant.
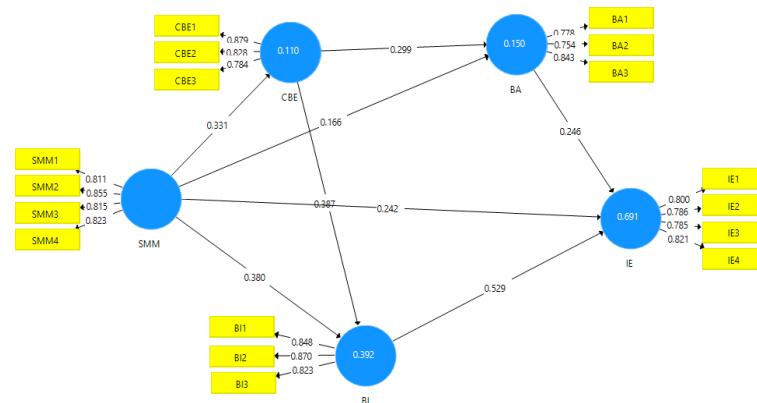
Figure. 2 Model and Outer Loading Mark

Table 2. AVE Result

Variable	AVE	Evaluation
Brand Awareness	0.629	Valid
Brand Image	0.718	Valid
Consumer Brand Engagement	0.691	Valid
Intention to Enroll	0.638	Valid
Social Media Marketing	0.683	Valid

Table 3. HTMT Result

	BA	BI	CBE	ITE	SMM
BA					
BI	0.663				
CBE	0.465	0.645			
ITE	0.755	**0.961**	0.736		
SMM	0.344	0.614	0.394	0.692	

Based on the data in the table above, it can be concluded that the constructs BI and ITE are higher than the general benchmark of 0.9, indicating that these two constructs may not have good discriminant validity. In other words, the BI and ITE constructs tend to measure very similar or even identical concepts, making it difficult to distinguish between them clearly.

Table 4. Result of Cronbach Alpha and Composite Reliability

	Cronbach's Alpha	**Composite Reliability**	**Evaluation**
SMM	0.845	0.835	Valid
IE	0.810	0.884	Valid
BI	0.803	0.870	Valid
CBE	0.777	0.876	Valid
BA	0.706	0.896	Valid

From the table above, it is evident that all Cronbach's Alpha values are above 0.70, indicating that all constructs exhibit good internal reliability. The construct with the highest value is SMM (0.845), indicating very strong internal consistency. Similarly, all Composite Reliability values are also above 0.70, indicating adequate composite reliability across all constructs. The highest Composite Reliability value is for the BA construct (0.896), indicating exceptionally high reliability for this construct. Overall, all latent constructs demonstrate good reliability, both in terms of Cronbach's Alpha and Composite Reliability. Therefore, these constructs can be considered valid and reliable for further analysis

Table 5. Result of Indirect

Path	**Original Sample (O)**	**T Statistics**	**P Values**	**Results**
SMM -> CBE -> BA	0.099	3.114	0.002	Supported
SMM -> CBE -> BI	0.128	4.108	0.000	Supported
CBE -> BA -> ITE	0.073	2.488	0.013	Supported
SMM -> CBE -> BA -> ITE	0.024	2.425	0.016	Supported
SMM -> BA -> ITE	0.041	2.085	0.038	Supported
CBE -> BI -> ITE	0.205	4.264	0.000	Supported
SMM -> CBE -> BI -> ITE	0.068	3.448	0.001	Supported
SMM -> BI -> ITE	0.201	5.151	0.000	Supported

Based on the results of the indirect significance test using the Bootstrapping method, the relationships between hypotheses can be evaluated using the same criteria as the path coefficients in the previous table, specifically considering t-statistics >1.65 and p-value < 0.05. From these results, it is observed that there are 8 paths showing statistically supported positive influences

4.2. Discussion
4.2.1. Social Media Marketing has a significant positive impact on Customer Brand Engagement

Social media marketing has become an increasingly prevalent and influential aspect of modern marketing strategies, with a growing body of research exploring its impact on various aspects of consumer behavior. One area of particular interest is the potential influence of social media marketing on customer brand engagement (Shah et al., 2019; Stephen & Galak, 2012; Yazdanparast et al., 2016).

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Effective marketing strategies on social media, such as engaging, informative, and interactive content, can increase consumer engagement with private university brands. This engagement can take the form of increased interaction, loyalty, and support for the brand. Existing research suggests that social media marketing can have a significant positive impact on customer brand engagement. Social media platforms provide brands with a powerful means to interact directly with consumers, share content, and foster a sense of community and connection around the brand. Through these interactions, brands can build stronger relationships with customers, enhance brand loyalty, and ultimately drive higher levels of customer engagement (Shah et al., 2019; Yazdanparast et al., 2016).

4.2.2. Social Media Marketing also has a positive impact on Intention to Enroll

In today's rapidly evolving digital landscape, the influence of social media marketing on consumer behavior has become increasingly significant, particularly in the realm of higher education. Social media platforms have emerged as powerful tools for institutions to engage with prospective students, build brand awareness, and ultimately impact their intention to enroll. The more active private universities are in marketing themselves on social media with relevant and engaging content, the more likely prospective students are to consider enrolling. This shows that social media can be an effective tool to influence prospective students' decisions in choosing a university.

Research Siji & Parsad (2023) highlights the influence of social media in shaping favorable perceptions and decision-making processes, ultimately leading to registration intentions. In addition, research focusing on different consumer demographics, such as Gen-Z males and Vietnamese consumers, has shown direct and indirect positive effects of social media marketing on purchase intentions and brand awareness (Malikahasri, 2023). In addition, the impact of social media marketing on purchase intent has been explored in the context of specific products such as plant-based milk, emphasizing the importance of engaging content and two-way communication in driving consumer engagement and purchase decisions (Aji et al., 2020). These findings collectively suggest that social media marketing plays an important role in influencing different types of intentions, including purchase and enrollment intentions, across different industries and consumer segments.

4.2.3. Social Media Marketing has a positive impact on Brand Awareness

In the digital age, where consumers are increasingly reliant on online platforms for information, entertainment, and purchasing decisions, the role of social media marketing in shaping brand awareness has become increasingly important. Research suggests that social media has a significant influence on consumer behavior and preferences, as it provides consumers with access to a wealth of information about products and services (Dhingra, 2023; Powers et al., 2012). This, in turn, can have a substantial impact on brand awareness, as consumers are exposed to a wide range of brands and products through their social media interactions (Chivandi et al., 2019).

One key aspect of social media's impact on brand awareness is its ability to increase visibility and engagement. By utilizing the power of social media, firms can boost their visibility, engage with customers, and mold consumer behavior and preferences. This is particularly evident in the case of younger consumer groups, who are generally considered to be more internet savvy and spend more time on social media, making them a prime target

for social media marketing efforts (Yazdanparast et al., 2016). Effective use of social media, such as through consistent and engaging content, can increase prospective students' awareness of private university brands. This awareness is important because it can make universities more recognizable and considered by prospective students.

4.2.4. Social Media Marketing has a positive impact on the Brand Image of private Universities

Good marketing strategies on social media, such as conveying positive and consistent messages, can shape a positive image of the university in the eyes of prospective students. This positive image can be a determining factor in prospective students' decision to choose that university. Social media marketing has become an increasingly important aspect of the marketing strategy for private universities. As internet-based marketing communication has become critical for firms to establish brand image and brand equity, higher education institutions are no exception. Private universities, in particular, are well aware of the need to improve their image and demonstrate their advantages in the market in order to attract prospective students (Todua & Mghebrishvili, 2021).

Social media platforms, such as Instagram, have emerged as effective tools for universities to engage with their target audience and communicate their brand. Many top higher education institutions have established official social media accounts, which they utilize as a marketing tool to promote their brands. This free and effective method of reaching potential students can have a considerable impact on an institution's brand image and perceived value (Prakasha & Vijaya, 2022).

4.2.5. Consumer Brand Engagement has a positive impact on Brand Awareness

Consumer brand engagement has become a crucial aspect of modern marketing strategies, as businesses strive to establish strong and lasting connections with their target audiences. The growth of social media platforms has significantly influenced the way brands interact with consumers, providing new avenues for fostering relationships and building brand equity. The higher the consumer engagement with the university brand, for example through interactions on social media, the more they will be aware of and remember the brand. This shows that active consumer engagement can strengthen their memory of the brand and increase overall brand awareness. Existing research suggests that consumer brand engagement has a positive impact on brand awareness. The greater the number of consumers connected with brands on social media, the more attention companies can attract, recognizing the potential of these platforms for cultivating relationships with consumers and strengthening their brands.

4.2.6. Consumer Brand Engagement also has a positive impact on Brand Image

High engagement from consumers, such as participation in discussions or events held by the university, can enhance the positive image of the private university brand. This shows that consumer engagement not only increases awareness but also shapes a positive perception of the brand. Studies have shown that consumer brand engagement positively impacts brand awareness and brand image for local fashion brands (Reyvina & Tjokrosaputro, 2024). Additionally, customer engagement, which involves fostering brand loyalty and awareness through various channels including social media, has been linked to

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improving brand perception and customer satisfaction (de Oliveira Santini et al., 2020). Furthermore, research on Kopi Kenangan customer engagement indicates that brand love, influenced by social media marketing and brand image, significantly affects customer engagement, highlighting the interconnectedness of these factors in shaping brand image (Mulyati et al., 2024). Moreover, a positive corporate image has been found to lead to consumer satisfaction, loyalty, and engagement in sustainable consumption practices, further emphasizing the impact of brand image on consumer engagement (Makūnaitė & Kiaušienė, 2023). These findings collectively suggest that consumer brand engagement indeed has a positive impact on brand image across different industries and contexts.

4.2.7. Brand Awareness has a Positive Impact on Intention to Enroll

Brand awareness plays a crucial role in influencing consumer purchase intentions across various industries. Studies have consistently shown that brand awareness positively impacts purchase intentions (Haron et al., 2023; Makūnaitė & Kiaušienė, 2023; Mulyati et al., 2024; Saputra & Wardana, 2023). The degree of brand awareness significantly affects consumers' decisions to enroll or purchase products/services, indicating that higher brand recognition leads to increased consideration of a company's offerings. High awareness of private university brands, which may be obtained through exposure on social media or recommendations from others, can increase prospective students' interest in enrolling. This shows that brand awareness is an important initial step in the decision-making process of prospective students.

4.2.8. Brand Image has a positive impact on Intention to Enroll

A strong positive image of a private university, reflected in its reputation, quality, and values upheld, can encourage prospective students to enroll. This shows that a good brand image is a determining factor in attracting prospective students and influencing their decision to choose that university.

Brand Image has been consistently shown to have a positive impact on behavioral intention in various industries. Studies on smartphone users in Jabodetabek (Sutrisno et al., 2023), Indonesian food and beverage consumers (Frandi et al., 2023), and Indonesian Weddingku Marketplace users (Imaaduddin et al., 2022) all confirm the significant influence of brand image on behavioral intention. Additionally, research on the impact of destination personality and image on tourist behavior in Peru (Cruz-Tarrillo et al., 2023) emphasizes the importance of brand personality congruence with consumer personality. Furthermore, the role of brand image in mediating celebrity endorsers on repurchase intention in Denpasar City Melzica & Wardana (2022) further supports the notion that a strong brand image positively affects consumer intention. Therefore, based on the collective findings from these studies, it can be concluded that brand image indeed has a positive impact on intention to enroll.

5. CONCLUSION

This research examines the influence of Social Media Marketing on Intention to Enroll as mediated by Consumer Brand Involvement, Brand Awareness, and Brand Image at private universities in Jakarta and Tangerang. Based on data analysis from 175 respondents using

the SEM PLS method, it was found that Social Media Marketing has a significant positive influence on Consumer Brand Engagement, Brand Awareness, Brand Image, and Intention to Register. Effective social marketing media can increase consumer engagement with university brands, which is reflected in increased interaction, loyalty, and support for the brand. Additionally, active social media marketing activities and relevant content can increase prospective students' intentions to enroll at private universities, making them effective tools in influencing prospective students' decisions.

This research also shows that social media marketing increases brand awareness, allowing universities to reach more prospective students and build more effective communications. Additionally, effective use of social media can strengthen brand image and build closer relationships with consumers. High consumer engagement with a brand increases brand awareness and positive brand image, which contributes to increased willingness to sign up. Overall, the results of this research emphasize the importance of social media marketing strategies in increasing consumer engagement, brand awareness, brand image, and intention to enroll in private universities, especially in a post-pandemic context.

This study has several limitations that need to be noted. First, the author only distributed the questionnaire in Jakarta and Tangerang, thus not representing the entire target population comprehensively. Second, the study was conducted exclusively among private universities, limiting the data to private universities in Jakarta and Tangerang. Third, the research was restricted to specific social media platforms and may not encompass all forms of social media used by prospective students. Fourth, the variables used in this study may not cover all factors influencing brand engagement, brand awareness, and enrollment intention.

Future research should involve more diverse social media platforms to gain a more comprehensive understanding of the impact of social media on brand engagement and enrollment intention. Research could also expand the variables by including additional factors such as content quality, posting frequency, and direct interaction with prospective students. Moreover, employing a mixed-methods research approach combining quantitative and qualitative data could provide richer and deeper insights. Finally, it is crucial to broaden the scope of the study by involving more private and even public universities from various regions across Indonesia.

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