

# THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING (INSTAGRAM) AND WORD OF MOUTH ON THE DECISION TO CHOOSE STABN SRIWIJAYA UNIVERSITY

Pringgondani<sup>1</sup>, Franky Okto Bernando<sup>2</sup>, Andhyka Wicaksono<sup>3</sup>

<sup>1,2,3</sup>STABN Sriwijaya Tangerang, Banten

[Mrpringgondani@gmail.com](mailto:Mrpringgondani@gmail.com)<sup>1</sup>, [Frankymanurung@gmail.com](mailto:Frankymanurung@gmail.com)<sup>2</sup>, [Andhyka.fasa@gmail.com](mailto:Andhyka.fasa@gmail.com)<sup>3</sup>

Jalan Edutown BSD City Serpong, Pagedangan, Kec. Pagedangan, Kabupaten Tangerang, Banten 15339

Corresponding email: [mrpringgondani@gmail.com](mailto:mrpringgondani@gmail.com)

**How to cite:** Pringgondani., Bernando, Franky Okto., Wicaksono, Andhyka. (2025). The Effectiveness Of Social Media Marketing (Instagram) And Word Of Mouth On The Decision To Choose Stabn Sriwijaya University. *Jurnal Akuntansi, Manajemen Dan Ekonomi Islam (JAM-EKIS)*, 8(2), 901-913. <https://doi.org/10.36085/jamekis.v8i2.7940>

## INFORMASI ARTIKEL

### Article History:

Accepted : 14 March 2025

Revised : 11 April 2025

Approved : 20 May 2025

### Keywords:

Social Media Marketing,

Word Of Mouth,

Student Decision.

Pages: 901-913

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



## ABSTRACT

*The purpose of this study is to examine how social media marketing, particularly Instagram, and word-of-mouth marketing affect students' decisions to enroll at Sriwijaya State Buddhist University (STABN). The study involved 200 randomly selected students from the second, fourth, sixth, and eighth semesters at STABN Sriwijaya, Tangerang, Banten. The survey approach was used, and the major tool was a questionnaire. With a computed t-value of 5,559 and a significance level of  $0.000 < 0.05$ , the initial hypothesis test findings from a population of 400 students demonstrate that social media marketing has a considerable impact on student decisions. With a t count of 11,775 and a significance level of  $0.000 < 0.05$ , the results of the second test also demonstrate a significant impact of word-of-mouth marketing. When the third hypothesis is tested, the estimated F value of 175.509 and the significance level of  $0.000 < 0.05$  reveal that the two variables taken together have a substantial effect on student decisions. These findings suggest that word-of-mouth and social media marketing techniques play a significant role in luring students to STABN Sriwijaya.*

## INTRODUCTION

People's daily lives are now inextricably linked to social media platforms, which alter how they connect, communicate, and seek information. Social media has a big influence on professional and organizational settings in addition to altering interpersonal interactions. Social media is becoming a crucial component for businesses and professions to maintain their competitiveness in the marketplace. The capacity of social media to give businesses a competitive edge is one of its main advantage (Lesenyego & Chukwuere, 2023)

These days, social media is an integral part of our everyday lives and has an impact on many areas, including education. Higher education decision-making is one area of education where social media is significant. Social media platforms are crucial learning resources in higher education institutions, according to a study by Vivakaran and Neelamalar (Okpara et al., 2022). They discovered that Instagram is the most widely used channel for institutions to communicate with potential students and highlight their academic programs and campus culture. Colleges' usage of Instagram for social media marketing directly affects how potential students make decisions. According to the survey, college prospects are more inclined to think about attending a school if they see interesting and upbeat content on Instagram.

Furthermore, (Verlun Celestine, n.d.) discovered that consumers' reactions to political messaging were significantly influenced by persuasive messages on Facebook, another well-known social media platform. A person's decision to attend a certain college is influenced considerably by the efficacy of social media marketing, particularly on sites like Instagram. One of the social media platforms that Indonesians use the most at the moment is Instagram. Researchers found that there are 104.8 million Instagram users in Indonesia, ranking the country fourth globally in terms of Instagram users.

According to a study by (Kusumawati, 2019), social media advertising, including on sites like Instagram—has a significant impact on Nigerian consumers' decisions to buy. Positive impressions, reach, profile visits, and follower growth on college Instagram profiles have been found to raise brand awareness and impact potential students' decision-making (Arman, 2023). Offline marketing, such as word-of-mouth (WOM) marketing, is also necessary to impact purchasing decisions in addition to Instagram media.

Additionally, as more people utilize social media and online forums to express their thoughts, prospective students may come across a wide range of viewpoints (both favorable and unfavorable) that may affect their choice. Social media marketing has the power to influence prospective students' college selections. A university's reputation can be significantly enhanced and more potential students can be drawn in by positive word-of-mouth recommendations from current or former students (Fathurohman et al., 2023)

When it comes to attracting potential students, STABN Sriwijaya does not always form a team for promotions through social media (Instagram and YouTube) and goes straight to schools. These strategies, when done well, tend to make the trend of students declining from year to year. This data can be taken from research (Pringgondani et al., 2023) source which states that in 2024, the forecasting of STABN Sriwijaya students has decreased in 2023, when the number of prospective students is 93 students, while a decline is anticipated in the following year. Naturally, the Sriwijaya STABN College

needs to foresee this issue to overcome it. Additionally, promotions run on two active social media platforms rarely have a significant influence on students' decisions to enroll at STABN Sriwijaya. 911 YouTube subscribers and 1894 Instagram followers. According to interactions on Instagram, the @stabnsriwijaya account has 1894 followers overall, making it the most active social media platform for engaging with Instagram users.

Given the background information provided by the author, it becomes intriguing when a team is formed and performs well, but the outcomes of student forecasts for the future decline in 2023 and 2024. The author is interested in analyzing the impact of social media promotion and word-of-mouth (WOM) on purchasing decisions. Because Instagram has the most followers and the most interaction, it is employed as a social media marketing variable. The title of the research that the author will write is "The Effectiveness of Social Media Marketing (Instagram) and Word Of Mouth on the Decision to Choose STABN Sriwijaya University," which is based on the issues that the author has outlined.

## LITERATURE REVIEW

### Effectiveness

According to (Soerjono, 2016), the degree of human welfare that results from a specific program's presence is its effectiveness. A sense of social security, income, and education are just a few of the indicators that can be used to gauge the level of wellbeing. indicators like wealth, education, or a feeling of stability in a partnership. Effectiveness, then, might be defined as the endeavor to maximize anticipated outputs in order to meet planned production goals and objectives. Therefore, anything that has been accomplished or the outcomes that have been acquired with the goals or what has been determined in the plan or the desired results are frequently linked to effectiveness. what has been determined, both in terms of the strategy and the outcomes. The outputs of a program or activity can be considered successful when they meet the intended and expected goals.

### Purchase Decision

A buyer's choice is the result of a person's cognitive process that includes determining requirements and wants through information gathering, weighing and selecting options to make judgments about purchases, and displaying behavior after making a purchase. According to (Kotler, 2000) in order to comprehend the true mechanisms underlying customers' purchase decisions and effectively influence them, it is important to have a basic awareness of psychological processes.

### Social Media Marketing

According to (Alfian & Nilowardono, 2019), social media is a digital marketing tool. Businesses and people use social media to engage with customers more personally. Social media are internet-based platforms that facilitate and assist communication, according to (Tjiptono, 2017). Online technology that facilitates communication.

### Word of Mouth

Promotion through word-of-mouth Word-of-mouth marketing, also referred to as person-to-person marketing, is the practice of promoting services through written, spoken, or electronic communication based on past purchases or usage experiences associated with the process of acquiring or utilizing a good or service (Kotler, 2000)

## RESEARCH METHOD

Utilizing numerical symbols or numbers as a data source, this study employs quantitative methodologies. Numerical symbols enable quantitative computations, yielding answers that are broadly applicable to a parameter that is also relatively simple to obtain (Sugiyono, 2021). Survey research, which uses questionnaires as the main data-collecting tool to gather samples from the population, served as the model for the data-collection technique. Students in the second, fourth, sixth, and eighth semesters at STABN Sriwijaya Tangerang, Banten, participated in the study. The study was carried out at the Sriwijaya Tangerang State Buddhist Institute (STABN), which is situated at Edutown BSD City Road in Pagedangan, Tangerang Regency. In 2024, the study took five to seven months to finish. There are 400 active students at STABN Sriwijaya who make up the population under study in this study. A straightforward random sampling technique was used to select the sample, which was representative of the population and was done at random, disregarding the population's strata. Regardless of the features of the current strata, this technique enables a more accurate population estimate, claims (Sugiyono, 2019). The Slovin formula is used by researchers to determine the sample size taken in this study, Slovin is used because this method can accurately measure the required sample size. The acceptable margin of error for sampling is 5% or 0.05. Due to time and cost constraints, an error rate of 5% was chosen and the population was also less than 1000. The Slovin formula allows the use of a 5% margin of error. After calculating using the formula above to get 200, the sample to be taken in this study amounted to 200 active students of STABN Sriwijaya.

## RESEARCH RESULTS AND DISCUSSION

### Validity Test

The validity test is carried out to ensure that the questions in the questionnaire can measure the variables desired by the researcher, one of which is by comparing the calculated r-value and r-table. The calculated r value is obtained from the adjusted item-total correlation, while the r table is calculated using the formula  $df = n - 2$ , where n is the number of samples. In this study, df was calculated as  $200 - 2 = 198$ , with the r table at the 95% significance level of 0.138. Items or questions are considered valid if the r count is greater than the r table and is positive, with the r count value for each item displayed in the table accompanying the analysis.

According to the analysis results, the calculated r values for each question in the variables measuring word-of-mouth, purchase decision, and social media marketing (Instagram) are all higher than the r table value (0.138). This suggests that the data quality of each question item in the three variables is regarded as valid. Because each item can measure precisely what you wish to research, the statements in the questionnaire for these three variables can thus be employed in this study. This validity ensures that the research instrument can be relied upon to explore relevant information regarding the influence of

social media marketing and word of mouth on purchasing decisions.

### Reliability Test

The reliability test is used to evaluate the degree of indicator consistency. A variable is deemed dependable if its Cronbach's alpha value is greater than the alpha limit of 0.6. The following table displays the outcomes of the data processing:

**Table 1. Reliability Test Result**

Variable	Cronbach's alpha	Alpha Limit	Description
Sosial Media Marketing	0,875	0,6	Reliabel
Word Of Mouth	0,883	0,6	Reliabel
Keputusan Pembelian	0,824	0,6	Reliabel

Source: Results of questionnaires that have been processed with the SPSS

As seen in the above table, the alpha values for the research variables about social media marketing, word-of-mouth, and purchase decisions are all higher than the 0.6 cutoff. Since the research instrument utilized in this study may generate a consistent or non-fluctuating answer, it can be said that every question on the instrument is dependable.

### Normality Test

If the significance value is greater than 0.05, the normality test assumes that the data is regularly distributed. In contrast, if the significance value is less than 0.05, the data is not regularly distributed. The findings of the Kolmogorov-Smirnov Normality Test influence word-of-mouth advertising, social media marketing, and purchase decisions.

**Table 2. Normality Test Result**

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			200
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		2.52069195
Most Extreme Differences	Absolute		.069
	Positive		.041
	Negative		-.069
Test Statistic			.069
Asymp. Sig. (2-tailed)			.023 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		.287 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.275
		Upper Bound	.298

The data is not normally distributed, as indicated by the p-value of 0.023 with Asymp sig 2-tailed treatment, which is less than 0.05. The Monte Carlo method was used for testing once more, and the results showed a p-value of 0.287, which is more than 0.05 and indicates that the data is normally distributed.

## Multicollinearity Test

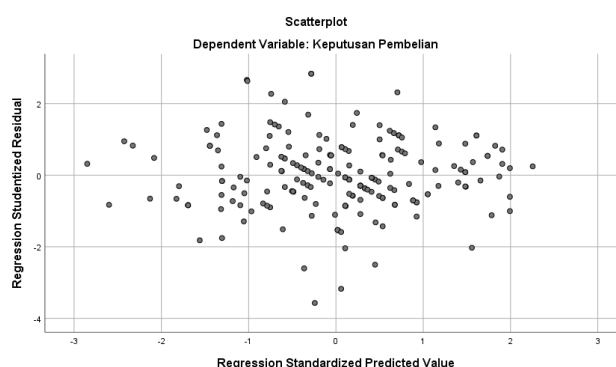
**Table 3. Multicollinearity Test Result**

Variabel	Tolerance	VIF
Sosial Media Marketing	0,660	1,515
Word Of Mouth	0,660	1,515

The table above indicates that the regression model does not have multicollinearity since the tolerance value is higher than 0.10 and the variance inflation factor (VIF) value is less than 10. Therefore, there is no correlation between the independent variables. The multicollinearity test is used to determine whether the regression model discovered a perfect linear relationship between each independent variable.

## Heteroscedasticity Test

**Figur 1. Heteroscedasticity Test Results with Scatterplot**



Unique patterns in the data, including dot formations that produce a particular structure, like waves, indicating variations in the width of the shifting distribution, can be used to identify heteroscedasticity (Gujarati & Porter, 2015). Because the image indicates that the points are randomly distributed above and below the number 0 on the Y axis, suggesting that the regression model does not have heteroscedasticity issues, the data is appropriate for use in research.

**Table 4. Glejser Test Result**

Variabel	Significance
Sosial media marketing	0,988
Word Of Mouth	0,121

It is evident from the preceding table that the significant probability of each variable is more than the 5% level of confidence. The significant value of the word-of-mouth variable is  $0.121 > 0.05$ , but the significant value of social media marketing is  $0.988 > 0.05$ . It is possible to conclude that there is no heteroscedasticity issue as a result.



## Autocorrelation Test

**Table 5. Autocorrelation Result**

Autocorrelation result test	
Model	Durbin-Watson
1	1,974

Utilizing the formula

$$du < d < 4-du = 1,788 < 1,974 < (4-1,788)$$

$$1.788 < 1.974 < 2.212 = du < d < 4-du$$

The aforementioned computations demonstrate that the model is a suitable regression model since it does not exhibit any autocorrelation issues.

## Simple Regression Analysis

### Hypothesis Testing 1

The hypothesis test is as follows:

Ha:  $b \neq 0$

Ho:  $b = 0$

Ha1: Social media marketing has bearing on the purchasing decision of customers.

Ho1: Social media marketing has no bearing on the purchasing decisions of customers.

**Table 6. Test Results of Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>) Hypothesis 1**

Model		R square
	0,743	0,552

The preceding table's correlation coefficient (R) value of 0.743 indicates a strong link between buying decisions and the social media marketing variable Instagram. The Purchase Decision variable explains 55.2% of the variation in the Social media marketing variable, according to the R Square value of 0.552 in the preceding table. The remaining variation is explained by other factors that were not examined in this study.

**Table 7. Coefficient Hypothesis 1**

Model	Unstandardized Coefficients		Sig.
1 (Constant)	8,399		
Sosial Media Marketing	0,603	5,559	0,000

The non-standardized coefficient (constant) of 8.399 indicates that the average purchase decision is 8.399 if the social media marketing variable is taken to be zero. With a social media marketing regression coefficient of 0.603, the purchasing decision rises by 0.603 units for every unit increase in social media marketing. The following is the

regression equation derived from the previous table:

$$\hat{y} = 8.399 + 0.603 \text{ SMM}$$

$$\hat{y} = \text{Purchase Decision}$$

$$\text{SMM} = \text{Social Media Marketing}$$

The calculation for 197 yields the t table value of 1.972: T table = t (alpha/2; n-k-1) = 0.025. Given that the value of t count (5.559) > t table (1.972), it may be presumed that the social media marketing variable has a favorable impact on the purchasing decision variable.

With a sig value of 0.000, which is less than 0.05, the computed t value is 5.559, or higher than the t table of 1.972. The conclusion that Instagram Social Media Marketing influences purchase decisions, with Ha1 being accepted and H01 being denied.

## Hyphotesis Testing 2

The hypothesis test is as follows:

$$H_a: b \neq 0$$

$$H_o: b = 0$$

Ha1: Word of Mouth has bearing on the purchasing decision of customers.

Ho1: Word of Mouth has no bearing on the purchasing decisions of customers.

**Table 8. Test Results of Correlation Coefficient (R) and Coefficient of Determination (R<sup>2</sup>) Hypothesis 2**

Model		R square
	0,675	0,455

A strong link between the word-of-mouth variable and purchase decisions is indicated by the correlation coefficient (R) value of 0.675 in the preceding table. According to the preceding table, which shows an R Square value of 0.455, the purchase choice variable can account for 45.5% of the variation in the word-of-mouth variable, with the remaining portion being explained by other factors not included in this study.

**Table 9. Coefficient Hypothesis 2**

Model	Unstandardized Coefficients		
			Sig.
(Constant)	15,315		
Sosial Media Marketing	0,540	11,775	0,000

The non-standardized coefficient (constant) of 15.315 indicates that the average purchasing decision is 15.315 if the word-of-mouth variable is taken to be zero. With a word-of-mouth regression coefficient of 0.540, the purchasing decision rises by 0.540 units for every unit increase in word-of-mouth. The following is the regression equation derived from the previous table:

$$\hat{y} = 15,315 + 0.540 \text{ WOM}$$

$$\hat{y} = \text{Purchase Decision}$$



### WOM = Word Of Mouth

Using the formula  $t \text{ table} = t (\alpha/2; n-k-1) = 0.025; 197$ , the  $t$  table value is 1.972. Since the  $t$  value (11.775) >  $t$  table (1.972), it can be said that the word-of-mouth variable influences the purchasing choice variable favourably.

The  $t$ -test results are greater than the  $t$ -table of 1.972, as indicated by the sig. Value of 11.775. The sig value, which is 0.000, is less than 0.05. Figure 4.4 above indicates that word-of-mouth influences purchasing decisions, leading to the conclusion that  $H_{02}$  is rejected while  $H_{a2}$  is accepted.

### Hypothesis Testing 3

The hypothesis test is as follows:

$H_a: b \neq 0$

$H_o: b = 0$

$H_{a1}$ : Sosial Media Marketing and Word of Mouth has bearing on the purchasing decision of customers.

$H_{o1}$ : Sosial Media Marketing and Word of Mouth has no bearing on the purchasing decisions of customers.

**Table 10. Test Results of Correlation Coefficient (R) and Coefficient of Determination ( $R^2$ ) Hypothesis 3**

Model		R square
	0,800	0,641

The correlation coefficient (R) value of 0.800 in the preceding table indicates a significant association between the variables of social media marketing and word-of-mouth on purchasing decisions. According to the table's R Square value of 0.641, the Social Media Marketing and word-of-mouth variables account for 64.1% of the variance in the Purchasing Decision variable, with additional factors not covered in this study accounting for the remaining portion.

**Table 11. Multiple Regression Test Results**

Model		Unstandardized Coefficients
		<b>B</b>
1	Constant	6,179
	Sosial mediamarketing	0,430
	Word of mouth	0,293

The non-standardized coefficient (constant) of 6.179 indicates that the average value of the Purchase Decision is 6.179 when the variables social media marketing and word-of-mouth are set to zero. The social media marketing regression coefficient is 0.430, meaning that for every unit rise in social media marketing, the Purchase Decision increases by 0.430 units. The word-of-mouth regression coefficient is 0.293, meaning that for every unit rise in word-of-mouth, the Purchase Decision increases by 0.293 units.

The following is the multiple regression equation found in the preceding table:

$$\hat{y} = 6,179 + 0.430 \text{ SMM} + 0,293 \text{ WOM}$$

$\hat{y}$  = Purchase Decision

WOM = Word Of Mouth

SMM = Sosial Media Marketing

**Table 12. F Test Results**

Model		F	Sig.
1	Regression	175,509	0,000

Table = F (K; n-k) = F (3.04) = see f table value 2 198 = 3.04 means that the value 3.04 has been reached. Based on the provided table, the computed F is 175.509. It can be concluded that Ha3 or H03 can be accepted because the value of F count (175.509) is higher than the value of F table (3.04). It can be concluded that Ha3 is accepted and H03 is rejected based on a significant level of 0.000 < 0.05 and an F count of 175.509 more than the F table of 3.04 from the F test above. This suggests that social media marketing and word-of-mouth influence purchasing decisions.

## Discussion

This study demonstrates that word-of-mouth (WOM) and social media marketing (Instagram) have a major impact on students' decisions to attend STABN Sriwijaya. Although the study was only partially completed, the two variables' outcomes had an equal impact. The simultaneous use of WOM and Instagram for social media marketing was equally successful in influencing student choices. This demonstrates how crucial Instagram, an interactive social media platform, is for social media marketing in order to inform users and draw in potential pupils. Additionally, word-of-mouth (WOM), which is primarily based on firsthand recommendations from friends or alums, was found to have a significant impact on trust and interest in selecting STABN Sriwijaya.

Research (Adolf & Lopian, 2020) This study found that purchasing decisions at coffee shops in Manado were moderately influenced by social media and word of mouth. These results are consistent with the researcher's findings, which show that social media (especially Instagram) and word-of-mouth (WOM) significantly influence purchasing decisions in the case of the researcher's research. However, a significant difference is in the industry studied; the researcher examined the field of education, while the paper (Adolf & Lopian, 2020) focused on the food and beverage industry. Both studies emphasize the value of social media interactions and the candor of recommendations in fostering consumer interest and trust or prospective students despite the differences in the industries studied. It should emphasise the difference between the education and food and beverages industries on consumer behavior where. In the education industry, consumers seek more in-depth information through social media and WOM, while in the food and beverages industry, purchasing decisions are more spontaneous and situational.

Research (Putri Wahyu Ningsi et al, 2021) shows that the decision to buy skin care products is significantly influenced by social media and word of mouth (WOM). Similar to the findings of this study, social media and word of mouth (WOM) have shown a significant impact on consumer choice. Ningsi's research shows the emotional impact and trust in endorsed products by concentrating more on how social media evaluations and referrals from friends and acquaintances influence consumers' decision to purchase MS Glow skincare products. The difference is that the beauty industry emphasizes the ability of consumers to trust the quality of the product and the results of its use. Meanwhile, in the education industry, prospective students use social media and word-of-mouth (WOM) to find information on academics, campus reputation, and alums experience. Choosing a college requires more thought as it is a long-term decision, unlike buying a skincare product, which is a short-term decision that is easily modified.

According to research, social media has a greater impact on how people perceive tourism attractions than word-of-mouth (WOM) does (Ardilla Ica Putri, 2020). However, perceptions of place have a significant impact on the decision to travel. Contrary to the results of this study, which show that college selection is greatly influenced by word-of-mouth (WOM). This may be due to the fact that while selecting a college is a significant decision with long-term effects, travel decisions are typically more impacted by personal preferences and impressions of the place.

This analysis is in line with research (Dhiza & Widiyatsari, 2020), which demonstrates that intriguing Instagram content and customer reviews are important determinants of purchase decisions. Their findings indicate that high eWOM intensity has a significant impact on purchasing decisions, much like Instagram interactions and content influence students' decisions to choose STABN Sriwijaya.

Comparing the results of this study with those of the four reference articles leads to the conclusion that social media and word-of-mouth (WOM) have a significant influence on a wide range of industries, including tourism, food and beverage, and education. Instagram is a popular social media platform that has proven to be successful in influencing customer choices through interesting discussions and eye-catching content. However, both digital and conventional forms of word-of-mouth (WOM) have been shown to be effective in building trust and influencing decisions about what to buy or how to continue, particularly in fields like education, where long-term decisions are involved. This study emphasizes the significance of utilizing social media marketing and word-of-mouth (WOM) in tandem to draw in potential students, which is consistent with findings in other industries that demonstrate how social media and WOM work together to impact consumer decisions.

The results of this study have significant ramifications for educational institutions seeking to enhance their marketing initiatives, particularly for STABN Sriwijaya. The college can make a positive impression on potential students by using Instagram and controlling promotions through word-of-mouth marketing. Additionally, alums can boost public confidence in STABN's educational standards by serving as campus ambassadors through marketing efforts.

This study backs up (Kotler & Keller, 2016) marketing theory, which emphasizes how crucial it is to evaluate information from trustworthy sources when choosing what to purchase. In practice, STABN can use e-WOM to reach a larger audience with

promotions, develop more captivating social media campaigns, and engage more online with potential students. Combining these strategies should lead to a notable rise in the number of new students enrolled.

## CONCLUSION

The author can make the following deductions in light of the collected and examined hypothesis testing results: Testing the 1st hypothesis shows that there is an influence of Social Media Marketing on student decisions in choosing Sriwijaya State Buddhist College; from the t-test, there is a t count of 5.559 or more than t table 1.972 and with a big value. 0.000 is smaller than 0.05. Based on Figure 4.3 above, it can be concluded that H01 is rejected and Ha1 is accepted. Testing the second hypothesis reveals that word-of-mouth influences students' decisions to attend Sriwijaya State Buddhist College; the t-test yields a t count of 11.775, which is greater than the t table of 1.972 and a sig value. A value of 0.000 is less than 0.05. It is clear from Figure 4.4 above that Ha2 is approved, and H02 is refused. Using the F test above, the F count is 175.509 higher than the F table of 3.04, and with a significant level of 0.000 < 0.05, it can be concluded that H03 is rejected and Ha3 is accepted. Testing the third hypothesis reveals that social media marketing and word-of-mouth influence students' decisions to attend Sriwijaya State Buddhist College.

## REFERENCE

- Adolf, L. P. M., & Lopian, S. L. H. V. J. (2020). The Effect Of Social Media Marketing And Word Of Mouth On Purchase Decisions At Coffee Shops In Manado. *J.E. Tulung...* 126 *Jurnal EMBA*, 8(1), 126–135.
- Alfian, N., & Nilowardono, S. (2019). The Influence of Social Media Marketing Instagram, Word of Mouth and Brand Awareness of Purchase Decisions on Arthenis Tour and Travel. *IJEED (International Journal Of Entrepreneurship And Business Development)*, 2(2), 218–226. <https://doi.org/10.29138/ijebed.v2i2.770>
- Ardilla Ica Putri, U. (2020). *The Effect of Social Media, Word of Mouth on the Destination Image and Its Impact on the Visit Decision to Tourism Destinations in City of Padang*.
- Arman, M. (2023). The Advantages of Online Recruitment and Selection: A Systematic Review of Cost and Time Efficiency. *Business Management and Strategy*, 14(2), 220. <https://doi.org/10.5296/bms.v14i2.21479>
- Dhiza, A., & Widiyatsari, A. (2020). *Pengaruh Electronic Word Of Mouth Melalui Instagram Terhadap Keputusan Pembelian Pada Kafe Di Kota Pekanbaru*.
- Ekowati, S., Finthariasari, M., & Aslim, A. (2020). Pengaruh harga dan promosi terhadap keputusan pembelian produk pada Eleven Cafe Bengkulu. *Jurnal Ilmiah Akuntansi, Manajemen Dan Ekonomi Islam (JAM-EKIS)*, 3(1).
- Fathurohman, I., Amri, M. F., Septiyanto, A., & Riandi. (2023). Integrating STEM based Education for Sustainable Development (ESD) to Promote Quality Education: A Systematic Literature Review. *Jurnal Penelitian Pendidikan IPA*, 9(11), 1052–1059. <https://doi.org/10.29303/jppipa.v9i11.4430>
- Gujarati, & Porter. (2015). *Dasar - dasar Ekonometrika* (1st ed., Vol. 1). Salemba Empat.
- Kotler, P. (2000). *Manajemen Pemasaran* (Vol. 10). Prehalindo.
- Kotler Philip, & Keller Lane Kevin. (2016). *Marketing Management* (Vol. 15). Pearson Pretice Hall Inc.
- Kusumawati, A. (2019). Evaluation of Social Media Role as an Information Source in Decision-Making Process of Higher Education Institution's (HEIs) Selection. *Proceedings of the*

*Annual International Conference of Business and Public Administration (AICoBPA 2018).*  
<https://doi.org/10.2991/aicobpa-18.2019.10>

- Lesenyego, A., & Chukwuere, J. E. (2023). Social media for job recruitment: A review study. *Journal of Emerging Technologies*, 3(1), 43–50. <https://doi.org/10.57040/jet.v3i1.483>
- Nurzam, E. A. W., & Wijaya, E. A. (2020). Strategi Pemasaran CPO (Crude Palm Oil) Pada PT. Bio Nusantara Teknologi Bengkulu Tengah. *Jurnal Ilmiah Akuntansi, Manajemen & Ekonomi Islam (Jam-Ekis)*, 3(1), 1-14.
- Okpara, C. V., Anselm, U. A., Alphonsus, U., Chidi, U. J., & Gever, V. C. (2022). Modelling the Effectiveness of a Social Media-based Counseling Intervention on Interest, Entrepreneurial Skills, and Behavioural Intention Towards Painting Among Youth Without Paid Jobs in Nigeria. *Vision: The Journal of Business Perspective*, 26(3), 361–368. <https://doi.org/10.1177/09722629211002314>
- Pringgondani, Studi Bisnis dan Manajemen Buddha, P., & Sriwijaya Tangerang, S. (2023). Analyzing The New Student Admission Forecasts Using Single And Double Exponential Smoothing Forecasting Methods At Stabn Sriwijaya College Tangerang Banten under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0). *Jurnal Ekonomi*, 12, 2023. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Putri Wahyu Ningsi, W., Ekowati, S., & Muhammadiyah Bengkulu, U. (n.d.). *Pengaruh Promosi Di Media Sosial Dan Word Of Mouth Terhadap Keputusan Pembelian Skincare Ms Glow*.
- Soerjono, S. (2016). *Efektivitas Hukum dan Peranan Saksi, Remaja, Karyawan*.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2021). *Statistika untuk penelitian*. Alfabeta.
- Tjiptono, F. (2017). *Pemasaran Jasa*. Bayu Media.
- Verlunmun Celestine, G. (n.d.). *Influence of Facebook Users' Self-Presentation Tactics on Their Response to Persuasive Political Messages*. <https://digitalcommons.unl.edu/libphilprac>