

## ABSTRAK

Indra Cahaya Tresna (01619220043)

**ANALISIS PENGARUH *DIGITAL MARKETING*, *BRAND AWARENESS*, *CAMPUS FACILITIES* TERHADAP *ENROLLMENT INTENTION* YANG DIMEDIASI OLEH *BRAND IMAGE* PADA AKADEMI MANAJEMEN INFORMATIKA DAN KOMPUTER CITRA BUANA INDONESIA SUKABUMI**

(XVI + 138 halaman: 10 Gambar; 22 tabel; 10 lampiran)

Akademi Manajemen Informatika dan Komputer Citra Buana Indonesia merupakan perguruan tinggi swasta yang terletak di kota Sukabumi, Jawa Barat. Akademi Manajemen Informatika dan Komputer Citra Buana Indonesia telah dikenal sebagai lembaga pendidikan komputer dan pariwisata yang telah berdiri selama 20 tahun. Dalam memanfaatkan perkembangan teknologi digital serta keinginan untuk meningkatkan niat daftar, Akademi Manajemen Informatika dan Komputer Citra Buana Indonesia menerapkan strategi pemasaran dengan menggunakan *digital*. Penelitian ini menggunakan pendekatan *cross sectional study*. Data dikumpulkan secara *purposive sampling* sebanyak 206 responden yang berniat mendaftar dengan menggunakan teknik pengambilan sampel *non- probability* dengan teknik *purposive sampling*. Metode analisis yang digunakan *partial least square – structural equation modelling* (PLS-SEM) dengan menggunakan aplikasi SmartPLS versi 3.2.9. Hasil penelitian menunjukkan bahwa *digital marketing*, *brand awareness*, *campus facilities* memiliki pengaruh positif yang signifikan terhadap *brand image*. *Digital marketing*, *brand awareness*, *campus facilities* dan *brand image* memiliki pengaruh positif yang signifikan terhadap *enrollment intention*. *Brand awareness* memiliki pengaruh terhadap *enrollment intention* yang dimediasi melalui *brand image*. kesimpulan penelitian ini dapat menghasilkan implikasi manajerial yang dapat membantu Akademi Manajemen Informatika dan Komputer Citra Buana Indonesia dalam menemukan strategi yang dapat meningkatkan *enrollment intention*.

**Kata Kunci:** *Digital marketing*, *brand awareness*, *campus facilities*, *brand image*, *Enrollment Intention*

Referensi: 72 (2003 - 2023)

## **ABSTRAC**

Indra Cahaya Tresna (01619220043)

***ANALYSIS OF THE EFFECTS OF DIGITAL MARKETING, BRAND AWARENESS, AND CAMPUS FACILITIES ON ENROLLMENT INTENTION MEDIATED BY BRAND IMAGE AT CITRA BUANA INDONESIA ACADEMY OF INFORMATION MANAGEMENT AND COMPUTER SUKABUMI***

*(XVI + 138 pages: 10 figure; 22 table; - 10 attachment)*

*The Citra Buana Indonesia Academy of Information Management and Computer is a private higher education institution located in the city of Sukabumi, West Java. The academy, known for its 20-year existence, has established itself as an institution focusing on computer education and tourism. To leverage digital technology advancements and enhance enrollment intentions, the Citra Buana Indonesia Academy of Information Management and Computer has implemented a digital marketing strategy. This research adopts a cross-sectional study approach, collecting data through purposive sampling from 206 respondents intending to enroll, utilizing a non-probability sampling technique with purposive sampling. The analysis method employed is partial least squares - structural equation modeling (PLS-SEM) using SmartPLS version 3.2.9. The research findings reveal that digital marketing, brand awareness, and campus facilities exert a significantly positive influence on brand image. Furthermore, digital marketing, brand awareness, campus facilities, and brand image significantly influence enrollment intention. Brand awareness influences enrollment intention, mediated through brand image. The conclusions drawn from this research offer managerial implications that can assist the Citra Buana Indonesia Academy of Information Management and Computer in identifying strategies to enhance enrollment intention.*

*Keywords: Digital Marketing, Brand Awareness, Campus Facilities, Brand Image, Enrollment Intention*

*Reference: 70 (2003 - 2023)*