

## ABSTRAK

### **Pengaruh *Social Media Marketing*, *E-Service Quality*, *Word of Mouth*, *Emotional Value*, dan *Energizing Value* Terhadap *Intention to Enroll* Pada Pelajar SMA Sederajat Di Indonesia Ke Perguruan Tinggi Swasta.**

Penelitian ini bertujuan untuk menguji pengaruh dari *social media marketing*, kualitas layanan elektronik (*e-service quality*), *word of mouth*, *emotional value*, dan *energizing value* terhadap niat untuk mendaftar (*intention to enroll*) pada siswa SMA di Indonesia yang berminat melanjutkan pendidikan ke perguruan tinggi. Secara keseluruhan, hasil penelitian ini memberikan wawasan yang signifikan tentang bagaimana faktor-faktor seperti variabel *social media marketing*, kualitas layanan elektronik (*e-service quality*), *word of mouth*, serta *emotional* dan *energizing value* dapat mempengaruhi niat siswa untuk melanjutkan pendidikan ke perguruan tinggi. Penelitian ini juga memberikan kontribusi praktis bagi perguruan tinggi dalam merancang strategi pemasaran yang lebih efektif dan menarik minat calon mahasiswa melalui media sosial dan peningkatan kualitas layanan elektronik yang lebih baik. Institusi pendidikan tinggi diharapkan menjaga stabilitas dan keandalan platform digital, menjalin komunikasi yang efektif dengan komunitas siswa, serta secara berkala memperbarui strategi dan fitur sesuai kebutuhan calon mahasiswa. Pendekatan ini tidak hanya berpotensi menarik minat calon siswa, tetapi juga dapat meningkatkan keterlibatan dan loyalitas mereka terhadap institusi. Hasil menunjukkan bahwa pemasaran media sosial dan kualitas layanan daring berpengaruh positif signifikan terhadap nilai emosional dan motivasi, yang pada gilirannya meningkatkan niat mendaftar. Selain itu, *word of mouth* dari keluarga, teman, dan alumni juga berkontribusi positif terhadap niat siswa untuk mendaftar. Temuan ini menyarankan bahwa perguruan tinggi perlu mengoptimalkan strategi media sosial, memperkuat layanan daring, serta menciptakan pengalaman emosional dan inspiratif yang kuat. Implikasi praktis dari hasil ini dapat digunakan untuk mengembangkan strategi pemasaran digital yang efektif guna menarik minat calon mahasiswa.

Kata Kunci : *Social media marketing*, *e-service quality*, *word of mouth*, *emotional value*, *energizing value*, *intention to enroll*, pemasaran digital, dan perguruan tinggi.

## ABSTRACT

### **The Influence of Social Media Marketing, E-Service Quality, Word of Mouth, Emotional Value, and Energizing Value on Intention to Enroll Among High School Students in Indonesia for Private Higher Education.**

*This research aims to examine the influence of social media marketing, electronic service quality (e-service quality), word of mouth, emotional value, and energizing value on the intention to enroll among high school students in Indonesia who are interested in pursuing higher education. Overall, the results of this study provide significant insights into how factors such as social media marketing variables, electronic service quality, word of mouth, and emotional and energizing value can influence students' intentions to pursue higher education. This research also contributes practically to higher education institutions in designing more effective marketing strategies and attracting prospective students through social media and improving the quality of electronic services. Higher education institutions are expected to maintain the stability and reliability of digital platforms, build effective communication with the student community, and regularly update strategies and features according to the needs of prospective students. This approach not only has the potential to attract prospective students but can also increase their engagement and loyalty to the institution. The results show that social media marketing and online service quality have a significant positive impact on emotional and motivational value, which in turn increases the intention to enroll. In addition, word of mouth from family, friends, and alumni also contributes positively to students' intention to enroll. These findings suggest that higher education institutions need to optimize social media strategies, strengthen online services, and create a strong emotional and inspirational experience. The practical implications of these results can be used to develop effective digital marketing strategies to attract prospective students.*

**Keywords:** *Social media marketing, e-service quality, word of mouth, emotional value, energizing value, intention to enroll, digital marketing, and higher education.*