

ANALYSIS OF DIGITAL MARKETING STRATEGIES ON INTEREST AND ENROLLMENT DECISIONS OF PROSPECTIVE NEW STUDENTS IN PRIVATE HIGHER EDUCATION INSTITUTIONS IN INDONESIA (A CASE STUDY OF JAKARTA GLOBAL UNIVERSITY)

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Abstract

The research investigates the impact of Google Adwords Advertising and Social Media Marketing on the interest to register (enrollment) and enrollment decisions of potential new students at Global University Jakarta (JGU). In Indonesia, Private Higher Education Institutions (PTS) make up 66.27% of the total higher education institutions, facing intense competition for prospective students, particularly from Generation Z. The COVID-19 pandemic has expedited the transition to digital activities, necessitating continuous adaptation by universities. Generation Z, characterized by 100% internet usage and high smartphone ownership, demands innovative digital marketing strategies. The study employs a quantitative approach, collecting data through questionnaires from 172 first- and second-semester students at JGU. Path analysis is utilized to examine the relationships between Google Adwords Advertising, Social Media Marketing, interest to register, and enrollment decisions. The results indicate that both Google Adwords Advertising and Social Media Marketing significantly and positively influence the interest to register. Furthermore, interest to register significantly affects enrollment decisions. These findings emphasize the significance of effective digital marketing strategies in influencing prospective students' interest and enrollment decisions. Given that digital marketing dynamics evolve alongside changing technologies and platform algorithms, regular analysis and adaptation are recommended. This study aim to provide valuable insights for educational institutions, encouraging the utilization of Google Adwords Advertising and Social Media Marketing to enhance enrollment among prospective students.

Keywords: Digital marketing, Google adwords advertising, social media marketing, interest to register, enrollment decisions.

INTRODUCTION

Based on data sourced from the Indonesian Ministry of Education and Culture (Kemdikbud RI, 2022), it is evident that the landscape of higher education in Indonesia is marked by intensifying competition in the pursuit of attracting prospective students (Ramdhani, 2018). This evolving scenario necessitates an escalation in competitive strategies amongst Private Tertiary Institutions (PTIs) as they endeavor to innovate and optimize digital platforms

for promoting their respective campuses. The imperative lies in the continuous exploration of novel approaches to engage a wider audience and bolster their institutional standing amidst a highly competitive educational milieu.

The advent of the COVID-19 pandemic served as a catalyst for rapid and profound transformation within the realm of higher education. Institutions were compelled to swiftly transition their operations into the digital sphere, mandating a shift towards comprehensive online modalities. This abrupt transformation, necessitated by the imperative of continuity amidst the crisis, significantly altered the traditional landscape of academia. Consequently, universities and colleges have been confronted with an ongoing need to remain agile and adapt to the dynamic and evolving conditions imposed by the pandemic. This continual adjustment is imperative to align with the exigencies of the present moment and to effectively cater to the academic needs of students and stakeholders within this evolving educational paradigm.

One of the paramount domains undergoing rapid transformation is student recruitment within the realm of higher education. The escalating competition necessitates each Private Tertiary Institution (PTI) to meticulously devise and deploy tailored marketing strategies to remain competitive and actively engage with potential students. In this evolving landscape, the efficacy of traditional marketing strategies is gradually giving way to the ascendancy of Digital Marketing, an instrumental promotional avenue facilitating the dissemination of brand, product, or service information through various digital mediums (Fahrezi & Rizaldi, 2023; Poluan et al., 2022). This dynamic platform not only broadens the reach of promotional endeavors but also facilitates nuanced interaction with a digitally adept audience, showcasing the potential to revolutionize student recruitment strategies for PTIS. The imperative to assimilate Digital Marketing into the marketing arsenal of PTIS arises from its capacity to not only reach a broader audience but also engage with prospective students in a more personalized and impactful manner (Waworuntu et al., 2022). The adaptability and analytical capabilities inherent to digital platforms enable refined targeting, data-driven decision-making, and an enhanced understanding of consumer behavior (Mandagi, 2023; Sondakh et al., 2022), thus rendering Digital Marketing a potent tool in the contemporary educational landscape.

These challenges underscore the imperative for scholars to investigate the determinants shaping the decision-making process of prospective students when selecting an educational institution amidst the prevailing era of digitalization. This is particularly pertinent for private educational institutions, which may face challenges in aligning their marketing strategies with the rapidly evolving landscape of digital marketing (Anjel et al., 2022). As the educational sector undergoes a profound transformation propelled by technological advancements and changing consumer behaviors, understanding the nuances of digital marketing and its efficacy in the realm of academia becomes a critical area of exploration. The dynamism and unprecedented reach of digital platforms necessitate a comprehensive understanding of how higher education institutions, especially private ones, can effectively harness these technologies to engage and attract students in this evolving digital environment (Sidik et al., 2022). By delving into these dimensions, researchers can offer invaluable insights to educational institutions seeking to navigate the digital marketing landscape and optimize their strategies to resonate with the preferences and expectations of contemporary students.

The presented data underscores the imperative for private universities to strategically harness various digital marketing platforms, including but not limited to Search Engine Optimization (SEO), Social Media Marketing, and Content Marketing, as elucidated by Noor et al. (2022). These platforms play a pivotal role in not only attracting prospective students but also influencing their choice to pursue higher education at a specific university (Wulus et al., 2022; Reportal, 2022). In contemporary academia, the achievement of a private tertiary institution, in addition to its relentless commitment to enhancing the quality of education, is closely entwined with the enrollment numbers, signifying the necessity for these institutions to

continuously innovate and refine their marketing strategies to remain competitive and relevant in a rapidly evolving landscape.

Effectively utilizing advertising strategies on digital platforms is essential for educational institutions, particularly in the higher education sector. However, it is imperative that such endeavors are not approached in a haphazard manner to avoid incurring excessive costs (Sijabat et al., 2022). This delineates a notable challenge for Private Tertiary Institutions (PTIs), emphasizing the importance of strategic management in maintaining online channels, notably social media platforms and official websites. Aptly curated digital presence is pivotal, aiming to create a positive, engaging, and appealing impression (Walean et al., 2023). Such an approach significantly influences prospective students, aiding them in making informed and favorable choices regarding their educational pursuits. Balancing financial prudence with the imperative of establishing a compelling digital presence is an intricate task, and one that necessitates careful planning and judicious decision-making within the academic sphere.

This study aims to carefully analyze how Digital Marketing strategies, such as Google Adwords Advertising and Social Media Marketing, affect the interest and enrollment decisions of potential students at Jakarta Global University (JGU). We want to understand how online advertising and social media impact students' decisions to apply and enroll at JGU. This research is part of a larger effort to explore how modern advertising methods influence students' choices in higher education. By studying these strategies, we hope to provide useful insights to educational institutions on how to use digital marketing effectively to attract more students and increase enrollment rates.

This research holds significant importance within the landscape of higher education in Indonesia. Its primary objective is to provide valuable insights to universities, particularly those within the private sector, regarding the substantial influence that digital marketing exerts on students' interests and decision-making processes. Given the highly competitive nature of the higher education sector, a nuanced comprehension of digital marketing emerges as indispensable for private universities striving not only to endure but also to thrive. Consequently, this study assumes a pivotal role in shaping more refined marketing strategies tailored to the contemporary digital epoch. By leveraging the findings of this research, universities can meticulously craft marketing initiatives that resonate with the tech-savvy student populace, thereby ensuring their sustained relevance and efficacy in attracting prospective students. This strategic utilization of digital marketing insights is instrumental in fostering a resilient and forward-thinking academic setting.

Given the evident significance of digital marketing in higher education, especially in capturing the interest of potential students, this study is designed with a specific goal. It aims to thoroughly investigate the effective digital marketing strategies influencing prospective students' decisions to enroll and pursue their education at private universities. To achieve this, the research will utilize a case study methodology, focusing on the experience of Global University Jakarta, a representative private institution. This approach will allow for a comprehensive understanding of how digital marketing shapes prospective students' choices within the higher education realm.

LITERATURE REVIEW

Digital Marketing

Digital marketing represents an evolutionary advancement in marketing technology, offering businesses innovative avenues to explore (Azzam, 2021). In the contemporary landscape, its significance has been burgeoning (Kainde & Mandagi, 2023), particularly within Indonesia. The continual progression of digital marketing has significantly transformed how

brands, businesses, and organizations harness digital channels for their marketing endeavors (Shabrina, 2019). Consequently, digital marketing campaigns have witnessed a rise in prevalence and efficacy, aligning with the integration of digital platforms into comprehensive marketing strategies and daily routines (Wardani et al., 2022).

Furthermore, digital marketing serves as an electronic communication medium employed by marketers to advocate for their products and services in the market (Warbung et al., 2023). Precisely, it is defined as the process of promoting and acquiring information, products, and services via computer networks or the internet (Shankar, 2021). Ultimately, digital marketing empowers marketers to extend their product outreach to users through diverse channels, encompassing e-mail marketing, online advertising, social media marketing, mobile marketing, and more (Mandagi & Aseng, 2021; Tatemba & Rantung, 2021; Komaling & Taliwongso, 2023).

In the year 2000, Google launched a groundbreaking advertising platform known as AdWords, which has since become a cornerstone of online marketing strategies. At its core, the AdWords program operates on a sophisticated algorithm primarily reliant on targeted key terms, constituting a pivotal tool to bolster marketing endeavors through the Google search engine (Szymanski & Lininski, 2018). The fundamental principle of AdWords is to strategically present ads featuring embedded links to websites that closely align with specific keywords.

Notably, advertising expenditure on search engines, particularly Paid Search, commands a significant portion of the online advertising landscape, exhibiting a consistent annual growth rate of approximately 10%. This underscores the critical role of AdWords in contemporary digital advertising strategies. Specifically, within the realm of e-commerce, leveraging AdWords has been shown to yield amplified search queries and heightened visitation rates to e-commerce platforms. By extension, the augmentation of visitation rates manifests as a subsequent uptick in the sales of products and services offered. This discourse endeavors to present empirical evidence elucidating the profound potential of AdWords in enhancing e-commerce sales. Furthermore, it seeks to elucidate the multifaceted advantages inherent in the utilization of Google AdWords within the expansive domain of e-commerce (Tricahyadinata, 2017).

Search Engine Marketing (SEM) constitutes a comprehensive approach encompassing various strategic activities, including Search Engine Optimization (SEO), Social Media Marketing (SMM), and other functions closely tied to search engines. SEM leverages the potential of search engines to enhance online visibility through optimization techniques while concurrently augmenting brand awareness through targeted advertising (Pellikka, 2018). One prominent aspect of SEM involves paid advertising on popular search engines such as Google and Bing. These platforms offer a direct avenue to drive traffic to a website, constituting a prevalent model known as pay-per-click (PPC). In this model, website visitors engage in keyword bidding, remitting payment for each click on their promoted message. This dynamic strategy allows advertisers to meticulously tailor their approach by specifying keywords and geographical regions for maximum reach and engagement (Das, 2021). The efficacy of paid advertising in SEM surpasses that of organic search strategies, rendering it a potent tool in contemporary digital marketing (Kelsey, 2017). This multidimensional SEM strategy, integrating both organic and paid approaches, is instrumental in enhancing a brand's online presence and driving targeted traffic to the respective website.

Google AdWords provides a powerful platform for effectively marketing products and engaging with a broad spectrum of potential customers. For advertisers seeking to extend their reach to a diverse clientele, the Google Display Network (GDN) offers an optimal solution. The GDN boasts an extensive reach, connecting with approximately 90% of users globally. This far-reaching impact is achieved through the display of advertisements not only within search results but also across an array of Google partner platforms, including prominent channels such

as YouTube, various blogs, and websites affiliated with Google AdSense (Subhadra, 2018). The Google Display Network, constituting Google's partner sites, encompasses an impressive network of over two million websites, with an estimated active presence exceeding 90% across the internet landscape (Geradin & Katsifis, 2019). The breadth and depth of the GDN's network position it as a vital tool for advertisers aiming to maximize their online visibility and engagement potential.

Social Media Marketing (SMM)

Social media represents a dynamic communication platform characterized by real-time interactions and multifaceted dialogues among users. It encompasses diverse platforms such as Social Networking Sites (SNS), blogs, discussion forums, content sharing, social bookmarking, wikis, among others (Rantung et al., 2023). Notably, social media plays a pivotal role in the evolution of marketing strategies, shifting the emphasis from mere brand awareness to a deeper level of brand advocacy (Sharma & Verma, 2018). In today's digitally immersed landscape, consumers increasingly turn to social media to obtain comprehensive insights into various brands, aiding in informed decision-making processes (Zollo et al., 2020). This behavioral trend is indicative of contemporary society's inclination to independently familiarize themselves with a brand and ascertain its credibility.

Furthermore, beyond brand exploration, a considerable body of research underscores the profound impact of social media in the realm of marketing. For instance, Sarika et al. (2018) conducted a study investigating the influence of social media marketing activities on aspects like continued engagement, active participation, and purchase intent. Their findings proposed a mediating role of social identity, perceived value, and satisfaction in this relationship. The analysis revealed that social media marketing activities exerted an indirect influence on satisfaction, mediated through social identification and perceived value. Concurrently, social identity and perceived value were found to exert a direct impact on satisfaction, subsequently influencing the persistence of engagement, level of participation, and the propensity to make a purchase.

In recent years, Higher Education institutions have demonstrated an increasing inclination towards innovative communication strategies, particularly in the realm of social media integration within their diverse array of activities. This shift has significantly impacted the way universities disseminate information about academic programs, events, and daily occurrences, consequently bolstering public trust (Gunawan et al., 2020). Amongst the plethora of social media platforms, Instagram stands out as a fundamental tool for reaching a younger demographic. Its multifaceted functionality allows for seamless information dissemination, communication, interaction, and substantial engagement, fostering more profound relationships with stakeholders (Bonilla et al., 2021).

Scholarly investigations, such as the study by Garcia and colleagues (2021), have demonstrated the potent potential of amalgamating social media with content marketing strategies. Their research underscored the overwhelmingly positive outcomes achieved through the strategic implementation of social media content marketing, particularly within the university domain. Such strategies substantially enhanced engagement across various social platforms, fostering a deeper connection with the followers of these networks.

Notably, Facebook has evolved beyond its conventional role as a social networking platform and has found significant utility as an educational tool within the academic sphere. The integration of Facebook into educational frameworks has unveiled a spectrum of benefits, including heightened interactions between teachers and students, as well as among students themselves. This integration has further led to enhanced academic performance, increased learning convenience, and a notable uptick in overall engagement (Chugh et al., 2018).

Moreover, the pervasive influence of Facebook on the lives of students is undeniable, extending beyond the academic realm to impact overall life satisfaction, social trust, civic participation, and even political engagement. Extensive analysis, such as the factor analysis by Assimakopoulos et al. (2017), has elucidated the primary motivators compelling students to engage with Facebook groups, encompassing socializing, entertainment, self-status enhancement, and information acquisition.

In the contemporary landscape of social media, TikTok has emerged as a dynamic platform characterized by creative short videos and music-centric content, enabling users to record and share brief, engaging videos. Originating in September 2016, TikTok has rapidly evolved into a vibrant community-focused platform, particularly appealing to the younger demographic, largely centered around music-oriented short-form videos (Tang, 2019). TikTok, alongside Instagram, has become a prominent and evolving platform leveraged by marketers to effectively engage with their target audience (Komaling & Taliwongso, 2023). Despite its rising influence, the research concerning the impact of social media marketing on consumer purchase behavior within TikTok and Instagram remains relatively scarce (Mou, 2020). TikTok's success can be attributed to its amalgamation of creativity, self-expression, and strategic digital marketing approaches. The platform not only facilitates user-generated content but also encourages collaborations between its users, further enriching its interactive and dynamic environment (Guarda et al., 2021)..

Purchase Intention

The concept of consumer purchase intention encapsulates the critical stage wherein individuals deliberate and evaluate various brands, ultimately culminating in the selection and acquisition of their preferred alternative. This decision-making process involves a careful consideration of multiple factors before making the final purchase, reflecting a sophisticated and informed choice on the part of the consumer (Kurniasari & Budiarmo, 2018). In the context of this study, we specifically refer to this purchase interest as "Register Interest," denoting the university's successful capture of prospective new students' attention, encouraging them to delve deeper into exploring the offerings and opportunities associated with the institution.

Moreover, interest encompasses an individual's inclination towards a particular subject, activity, or entity that resonates with their preferences (Triyono & Dasmadi, 2021). This inclination towards a specific interest is a fundamental aspect of human behavior—individuals tend to gravitate towards activities or pursuits aligned with their preferences and abilities, reflecting a natural inclination to engage in what captivates their interest. This inherent inclination drives individuals to opt for activities that align with their personal preferences and talents rather than those they find less appealing, underscoring the significance of interest in guiding human actions and decisions.

Purchase Decision

A decision can be defined as a selection made from among two or more available options, implying the existence of alternatives in the decision-making process. Specifically, in the realm of consumer behavior and commerce, purchasing decisions pertain to individuals who acquire tangible products (Harahab, 2022).

Nurhayati (2017) delineates a comprehensive framework for understanding the multifaceted roles individuals assume in the context of making buying decisions. The first role is that of the Initiator, who harbors the initial impulse or need to make a purchase but lacks the independent authority to enact it. The second role, the Influencer, signifies an individual capable of consciously or inadvertently swaying the purchase decision. The Decision Maker (Decider) represents the pivotal role, wielding the authority to determine the purchase, its timing, location,

specifics, and mode of acquisition. The Buyer, on the other hand, embodies the entity who executes the actual purchase, completing the transaction. Lastly, the User encapsulates the individual who derives utility and satisfaction from utilizing the procured product or service (Nurhayati, 2017).

This comprehensive categorization offers a nuanced understanding of the various stages and roles within the spectrum of purchasing decisions, shedding light on the intricate dynamics of consumer behavior and decision-making processes

HYPOTHESIS DEVELOPMENT

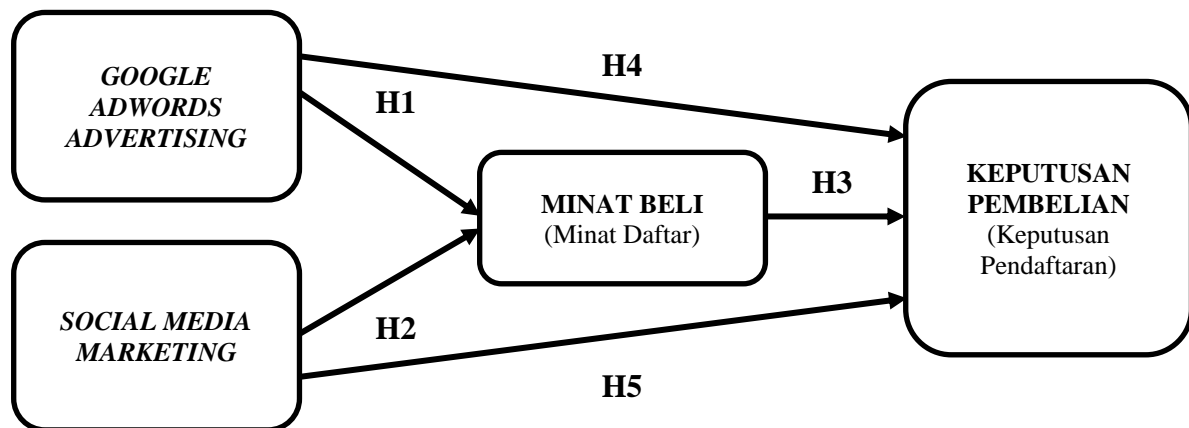
The study employs a comprehensive framework involving various variables to elucidate the factors influencing prospective students' interest and subsequent enrollment decisions at Jakarta Global University (JGU). The variables utilized in this research encompass essential dimensions of digital marketing and consumer behavior, each shedding light on distinct aspects of the decision-making process.

In examining digital marketing aspects, the study considers Google Adwords Advertising and Social Media Marketing. Google Adwords Advertising is scrutinized through indicators such as Attention and Interest, underlining its potential to sway prospective students' behavior. Previous research, exemplified by Wiguna (2022), has emphasized the impact of these factors on prospective students' behaviors, indicating the significance of tailored advertising strategies.

Similarly, Social Media Marketing, with its various dimensions like Online Communities, Interaction, Content Sharing, Accessibility, and Credibility, is identified as a crucial element in shaping prospective students' perceptions of an institution. The study aligns with the findings of Rayendra (2023), who elucidates how engagement on social media platforms can significantly influence prospective students' perceptions, emphasizing the need to integrate effective Social Media Marketing strategies.

Moreover, the consumer behavior domain forms an essential foundation, encompassing theories related to Purchase Intention and Purchase Decision. Purchase Intention is further explored through aspects like Transactional Interest, Referential Interest, and Preferential Interest, highlighting the multifaceted nature of students' buying interests. Concurrently, the intricate process of Purchase Decision involves stages such as need recognition, information search, alternative evaluation, decision making, and post-purchase behavior, as substantiated by Nurfauzan (2022).

This study integrates the theories of digital marketing and consumer behavior, framing hypotheses that delineate the relationships between Google Adwords Advertising, Social Media Marketing, Purchase Intention, and Purchase Decision concerning prospective students. These hypotheses provide a foundational structure for further research endeavors, facilitating empirical validation and in-depth understanding of how digital marketing strategies impact the interests and decisions of potential students.



Gambar 1
Kerangka Konsep Penelitian

Figure 1 summarizes the interrelationships among key variables in this research endeavor, we propose a set of hypotheses as follows:

- H1** : Google AdWords Advertising has a positive effect on the interest in registering new prospective students at Global University Jakarta.
- H2** : Social Media Marketing has a positive effect on the interest in registering new prospective students at Global University Jakarta.
- H3** : Enrollment intention has a positive effect on the enrollment decision of prospective new students at Global University Jakarta.
- H4** : Google AdWords Advertising has a positive effect on the enrollment decisions of prospective new students at Global University Jakarta.
- H5** : Social Media Marketing has a positive effect on the enrollment decisions of prospective new students at Global University Jakarta.

The proposed hypotheses encapsulate the presumed relationships between the respective variables, offering a structured framework to investigate and validate these conjectures empirically in the context of Global University Jakarta.

METODOLOGI PENELITIAN

This study adopts a quantitative research approach, employing a structured questionnaire as the primary data collection tool. The variables under investigation encompass the dependent variable, namely Purchase Decision (Registration Decision), the Independent Variables, which are Google Adwords Advertising and Social Media Marketing, and the Intervening/Mediating Variable, specifically Purchase Interest (Register Interest).

The research endeavors to gauge the impact of digital marketing strategies on students' interest in enrollment and their subsequent decisions at Global University Jakarta. The survey encompasses respondents from semester 1 and 2 at Global University Jakarta, constituting a total of 326 students across diverse study programs. Utilizing the Isaac & Michael Formula (6), the study samples 172 respondents, ensuring a 5% margin of error.

Data obtained from the questionnaire will undergo comprehensive quantitative analysis utilizing statistical software, including SPSS (Statistical Package for the Social Sciences). This analysis involves several stages. Initially, data cleaning is conducted to identify and address any missing, incomplete, or outlier data. Subsequently, descriptive statistical calculations, such

as mean, median, mode, and standard deviation, provide a general overview of the data. Following this, a range of statistical tests, including regression analysis, t-tests, and path analysis, are employed to assess the relationships between variables.

The outcomes of this analysis are meticulously interpreted to ascertain significant relationships among the variables in question. The findings will guide the formulation of conclusions, illustrating the extent of the influence exerted by Google Adwords advertising and Social Media Marketing on the Interest to Apply and Enrollment Decision of prospective students at Global University Jakarta. This analytical approach aims to unravel the intricate interplay of digital marketing strategies and how they shape new student interest and enrollment decisions, particularly within the context of private universities in Indonesia.

RESULTS AND DISCUSSIONS

The subsequent section delineates the research findings, encompassing critical aspects such as the determination of audience demographics, analysis of descriptive variables, hypothesis testing, and path analysis. The respondents in this study were JGU students, constituting the respondent audience for the research. A comprehensive profile of the respondents is presented in the table 1.

Table 1
Demographic Profile of Student Respondent

Demographics Variables		Frequency
Gender	Male	82
	Female	90
Age	18 - 25	145
	25 - 32	27
	> 32	0
Occupation	Faculty of Economics & Business	72
	Faculty of Engineering & Computer Science	90
	Faculty of Pharmacy	10

Table 1 provides an overview of the demographic profile of student respondents, illustrating their distribution based on gender, age, and occupation. In terms of gender, the respondents are divided into 82 males and 90 females. Regarding age distribution, the majority of respondents (145) fall in the 18-25 age range, followed by 27 respondents in the 25-32 age bracket. Notably, there are no respondents aged over 32. In relation to occupation and field of study, 72 respondents are from the Faculty of Economics & Business, 90 respondents are affiliated with the Faculty of Engineering & Computer Science, and 10 respondents are associated with the Faculty of Pharmacy.

This study employs descriptive analysis to provide a comprehensive overview of the variables derived from the data sources obtained by JGU, based on the survey results conducted for this research. The obtained survey results encompass various dimensions, with the average scores indicating a discernible trend. Specifically, the average score for Google Adwords Advertising stands at 3.96, suggesting a relatively favorable perception. Similarly, respondents expressed a positive perspective on Social Media Marketing, as reflected by an average score of 3.76. Furthermore, Purchase Interest (Registration) and Purchase Decision (Registration)

garnered notable average scores of 3.75 and 3.86, respectively, indicating a strong inclination towards engagement and favorable decision-making regarding registration.

In the realm of hypothesis testing, this study employs the t-test, a statistical methodology used to evaluate the significance of relationships between variables. The analysis is conducted with a predefined significance level of 5% (0.05), which serves as the threshold for determining the acceptance or rejection of hypotheses. Specifically, if the calculated significance value is less than 0.05, denoting a p-value below this threshold, the hypothesis is deemed acceptable. This signifies a significant partial effect between the independent variables under consideration and the dependent variable, further contributing to a deeper understanding of the interrelationships within the research context.

Table 2
Hypothesis Test Results

Hypothesis	Description	T count	Conclusion
H1	Google Adwords Advertising on Purchase Intention (Enrolment)	0.000	Accepted
H2	Social Media Marketing on Purchase Intention (Register)	0.000	Accepted
H3	Purchase Intention (Enrolment) to Purchase Decision (Enrolment)	0.000	Accepted
H4	Google Adwords Advertising to Purchase Decision (Enrolment)	0.000	Accepted
H5	Social Media Marketing to Purchase Decision (Enrolment)	0.000	Accepted

Given that all hypotheses exhibit a statistically significant value below 0.05, it is appropriate to accept them in their entirety. This substantiates the assertion that both Google Adwords Advertising and Social Media Marketing exert a pronounced positive influence, albeit partial, on Purchase Interest (Registration). Moreover, the data underscores a notable positive impact of Google Adwords Advertising, Social Media Marketing, and Purchase Interest (Registration) in partiality, collectively contributing to enhanced Purchasing Decisions (Registration).

Table 3
Results of Path Analysis Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,603	1,047		,576	,565
<i>GOOGLE ADWORDS ADVERTISING</i>	,177	,042	,185	4,242	,000
<i>SOCIAL MEDIA MARKETING</i>	,207	,044	,224	4,741	,000

Tabel 4
Hasil Koefisien Determinasi 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,832 ^a	,693	,689	2,81169

Based on the table above, to calculate the path coefficient, the following formula can use used:

$$e1 = \sqrt{1 - R^2} = \sqrt{1 - 0.6932} = 0.554$$

Meanwhile, the structure of equation 1 can be written as follows:

$$Y = 0.185 X1 + 0.224 X2 + 0.225 X3 + 0.351 X4 + 0.554 e1$$

Structural Equation Model 2 (SEM-2) is employed in this study to meticulously assess and elucidate the intricate interplay between pivotal factors such as Google AdWords Advertising, Social Media Marketing, Purchase Intention (Register), and their collective impact on Purchasing Decisions (Registration). The utilization of SEM-2 allows for a comprehensive investigation into the relationships and relative strengths of influence among these elements. Specifically, it offers a robust analytical framework for delineating the direct and indirect effects of Google AdWords Advertising and Social Media Marketing on Purchase Intention, subsequently influencing the ultimate Purchasing Decisions.

Table 5
Results of Path Analysis Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,400	1,244		,322	,748
GOOGLE ADWORDS ADVERTISING	,171	,051	,167	3,349	,001
SOCIAL MEDIA MARKETING	,232	,054	,235	4,318	,000
MINAT BELI	,142	,049	,148	2,916	,004

Tabel 6
Hasil Koefisien Determinasi 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,789 ^a	,623	,617	3,34014

Based on the table above, to calculate the path coefficient, the following formula can use used:

$$e2 = \sqrt{1 - R^2} = \sqrt{1 - 0.6232} = 0.377$$

While structural equation 2 is written as follows: $Z = 0.153 Y + 0.377 e2$

In accordance with the structural path analyses denoted as 1 and 2 within the present study, a comprehensive understanding of the influence exerted by Google Adwords Advertising and Social Media Marketing structures on Purchase Intention can be elucidated. Furthermore, the intricate interplay between Google Adwords Advertising and Social Media Marketing, Purchase Intention, and its subsequent impact on Purchasing Decisions is delineated comprehensively through the schematic representation presented in Figure 2. This analytical framework provides a systematic and structured elucidation of the relationships and their consequential impact on consumer behavior within the domain of digital marketing. Figure 2 offers a visual representation of these intricate relationships, shedding light on the significant pathways and linkages that underpin the decision-making process of prospective consumers in the digital realm.

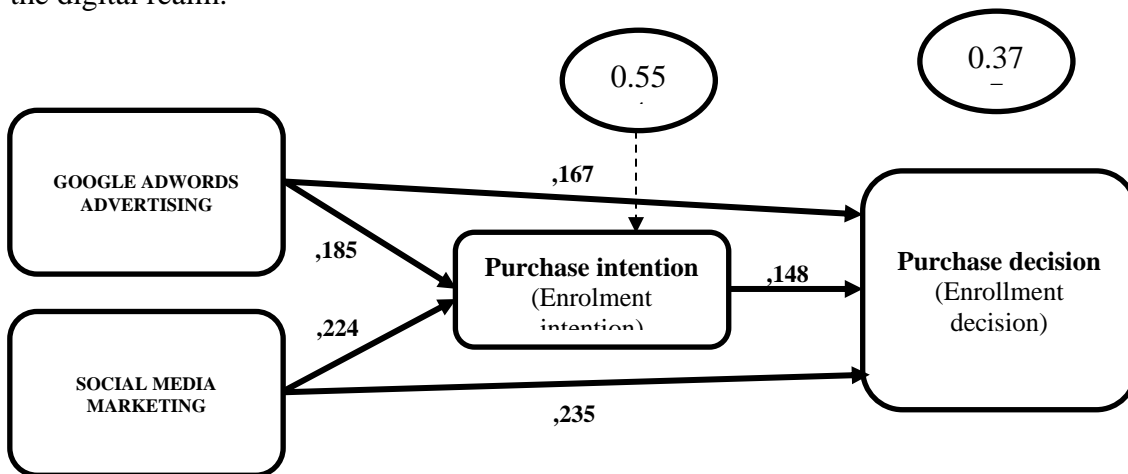


Figure 2. Structural Model of Path Analysis

Subsequently, an exploration of the direct and indirect effects, as well as the path coefficients pertaining to each variable, is presented in the ensuing table. The tabulated data offers valuable insights into the quantified influence exerted by each variable in the studied model. The direct effects delineate the immediate impact of a specific variable on others within the model, elucidating their direct causal relationships. On the other hand, the indirect effects encapsulate the mediated influence of a variable, considering its impact after traversing intermediate variables in the model. This structured presentation in tabular form enhances the clarity and interpretability of the intricate interrelationships studied within the research framework.

**Table 7
Results of the Coefficient of Determination 2**

Variable	Path Coefficient	The Direct Influence	The Indirect Influence
X1 → Y		0.185	
X2 → Y		0.224	
Y → Z		0.148	
X1 → Z		0.167	0.185 x 0.148 = 0.02738
X2 → Z		0.235	0.224 x 0.148 = 0.033152
e1	0.554		
e2	0.377		

CONCLUSIONS

The study elucidates the substantial impact of Google Adwords Advertising and Social Media Marketing on Purchase Intention (Registration), amounting to 68.9%. Moreover, when factoring in Purchase Interest (Registration), this influence on Purchasing Decisions (Registration) remains prominent at 61.7%. Notably, direct implementation of Google Adwords Advertising distinctly and positively affects the Purchase Interest (Registration) of potential new students at Global University Jakarta. These findings corroborate previous research conducted by Djogo (2020), Rusdiana (2018), and Pamungkas (2018). The effectiveness of Google Adwords Ads emanates from their ability to reach precise potential customers through targeted keyword matching, aligning the keywords chosen by advertisers with the search preferences of potential customers.

Similarly, the study underscores the affirmative and substantial influence of Social Media Marketing on the Purchase Interest (Registration) of prospective new students at Global University Jakarta. This alignment with prior research by Dihua Tang (2019), Gunawan (2020), Kaharmudzakir (2020), and Yuka (2020) reaffirms the efficacy of marketing endeavors on social media platforms. Such initiatives prove effective due to their connection with prospective students, representation of brand identity through compelling content, and augmentation of brand credibility via marketing communications on social media platforms (Toding & Mandagi, 2022; Rondonuwu & Mandagi, 2023).

Furthermore, the research emphasizes the positive and significant influence of Purchase Interest (Registration) on the Purchasing Decisions of prospective new students at Global University Jakarta. This alignment with prior research by Delila & Zelly (2022), Salim & Widaningsih (2017), and Ajimat (2020) substantiates that students, when sufficiently interested in making a purchase, are inclined to register after thorough investigation into Global Jakarta University. This interest is cultivated by the marketing activities of Google Adwords Advertising and Social Media Marketing, providing informative content and campus details.

In conclusion, these findings address the overarching research objectives and hypotheses, focusing on the nexus between Google Adwords Advertising and Social Media Marketing with Purchase Interest (Registration) and Purchasing Decisions of prospective new students at Global Jakarta University (JGU). It is imperative for JGU to optimize the role of Digital Marketing, specifically leveraging Google Adwords Advertising and social media, to augment buying interest and encourage student registrations. Continuous analysis is warranted, considering the evolving dynamics of public digital platform usage influenced by technological advancements and alterations in digital marketing algorithms. Future studies should encompass additional variables related to prevalent social media platforms, aiming to augment the breadth of insights. The outcomes of this research are anticipated to yield benefits to stakeholders, advocating heightened utilization of Google Adwords Advertising and Social Media Marketing in higher education institutions across Indonesia, ultimately bolstering enrollment interest and registration decisions of potential students.

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