

# THE INFLUENCE OF DIGITAL MARKETING, WORD OF MOUTH, PERCEPTION OF JOB OPPORTUNITIES ON PARTICIPANT ANIMO WITH BRAND ENGAGEMENT, AWARENESS, IMAGE AS MEDIATORS

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**Abstract.** Several factors that encourage prospective students to determine the choice of continuing their studies are: Digital Marketing, Word of Mouth, Perception of Job Opportunities, Brand Engagement, Brand Awareness, Brand image which in the current digital era really determines the interest of prospective students. The marketing communication strategy carried out by the LPK Mediterranean Bali Campus is aimed at increasing visits due to the interest of prospective students themselves. Just like the perception of buying interest. The minimum number of respondents that must be obtained is 100 respondents. The sampling technique used in this research is purposive sampling, so that in determining the sample, certain criteria are required. The data used in this research is quantitative data. Quantitative data is data in the form of numbers. The data collection method used in this research was through a questionnaire. The result of the research are digital marketing on brand engagement, brand awareness, brand image has positive and significant results. The brand engagement, brand awareness, brand image, digital marketing has a positive and significant influence on student enthusiasm. Word of mouth on students' enthusiasm has a negative and significant influence. Perception of job opportunities on student interest. The results of this research can be used as a reference for developing more appropriate, effective and efficient strategies in improving the institutional brand while increasing student interest.

**Keywords:** digital marketing; word of mouth; perception of job opportunities; brand engagement; awareness; image

## I. INTRODUCTION

Education has a very important contribution in making a country's civilization into a developed and developing country, and conversely a country will decline due to the failure of an educational system implemented in a country. Through a targeted level of education, it will be possible to raise the status of a nation and create a future generation that is more competitive and has the ability to be highly competitive in competition in the current global era [1]. For high school/vocational school graduates who want to continue their studies to a higher level, there are many choices available, starting from job training institutions/LPK, which generally have a fairly short duration of training, from a few months to up to two years, where graduates do not get an academic degree, there are also who continue to high school to university for a particular science or program by obtaining an academic degree after completing their education [2]. Several factors that encourage prospective students to determine the choice of continuing their studies are: Digital Marketing, Word of Mouth, Perception of Job Opportunities, Brand Engagement, Brand Awareness, Brand image which in the current digital era really determines the interest of prospective students. To continue to be able to bring in or get prospective students for each new academic year is not an easy thing for an institution today, especially with so much

competition that exists between educational institutions today. With increasingly fierce competition, like it or not, every educational institution must make breakthroughs in the form of various innovations or strategies to be implemented in order to attract prospective students [3].

Digital marketing is a situation where marketers must master three things from consumers, namely mind, heart and spirit, referring to internet-based electronic marketing. Spur marketing to create products that apart from providing quality and service also provide a better experience for consumers. The aim of digital marketing is to create brand engagement, brand awareness and brand image that creates interest from students. According to Sanjaya [4], word of mouth is defined as a form of communication regarding goods or services between people who are independent or who are not part of the company. Therefore, the existence of word of mouth currently has a practical function for potential consumers (Widyana [5]). The marketing communication strategy carried out by the LPK Mediterranean Bali Campus is aimed at increasing visits due to the interest of prospective students themselves. Just like the perception of buying interest. Purchase interest is a preference analysis view of purchasing decisions at branches which is based on steps in balancing the basis of purchasing decisions with the behavior and profits of the branch association (Sembiring [6]). Higher education is the highest educational institution with the aim of educating

the younger generation to become leaders in the future. Competition in the world of education, especially higher education, cannot be avoided anymore in obtaining students, which is increasingly fierce. Various kinds of marketing strategies will be carried out in an effort to attract new students, either by implementing conventional marketing or by implementing digital marketing.

The LPK Mediterranean Bali Campus is one of the best LPK Tourism Campuses in the field of Hotels and Cruise Ships in Indonesia which is currently starting to direct its graduates not only as workers in the world of hospitality such as in hotels and cruise ships, but also to develop themselves and their insight to one day be able to employ people another way is becoming an entrepreneur. It has five campuses, namely Mediterranean Headquarters Denpasar, Mediterranean Bangli, Mediterranean Karangasem, Mediterranean Singaraja and Mediterranean Ubud which are supported by magnificent campus buildings with lecture facilities and practical labs that are complete, up-to-date and of star standard and supported by a team of competent, qualified and experienced in the field. Based on the phenomena that have occurred that have been described, it is important to conduct research on the influence of digital marketing, word of mouth, perceptions of job opportunities on participant interest with brand engagement, brand awareness, brand image as mediating variables. The results of this research can be used as a reference for developing more appropriate, effective and efficient strategies in improving the institutional brand while increasing student interest. Apart from that, it is also important to carry out this research to find out the causes of fluctuating student interest at the LPK Mediterranean Bali

## II. RESEARCH METHODS

The location of this research will be carried out on the LPK tourism campus in the Mediterranean Bali hotel and cruise ship sector. The population in this research is prospective students at the LPK Mediterranean Campus. The minimum number of respondents that must be obtained is 100 respondents. The sampling technique used in this research is purposive sampling, so that in determining the sample, certain criteria are required [7]. The criteria used are: Minimum high school education/equivalent, Select and register as prospective students at the LPK Mediterranean Bali Campus, have carried out the selection process for student admissions at the LPK Mediterranean Bali Campus., have been accepted as students LPK Mediterranean Bali Campus. The data used in this research is quantitative data. Quantitative data is data in the form of numbers. In this research, quantitative data was obtained from the results of processed questionnaires and questions about demographics [8].

The data used in this research comes from primary sources and secondary sources. The primary source in this research comes from prospective students who have registered at the LPK Mediterranean Bali Campus who are respondents to this research by filling out a questionnaire to find out about their perceptions regarding the variables

studied. Secondary sources in this research come from data on students who are prospective students at the LPK Mediterranean Bali Campus. The data collection method used in this research was through a questionnaire. Data analysis techniques in this research are descriptive analysis, inferential analysis, evaluation of outer model measurement models, composite reliability, evaluation of inner model measurement models, testing mediating variables [9].

## III. RESULTS AND DISCUSSION

### *The Influence of Digital Marketing on Brand Engagement*

Hypothesis testing carried out regarding the influence of digital marketing on brand engagement has positive and significant results. This shows that the better the level of digital marketing is carried out, the better the brand engagement will be obtained by the company LPK Mediterranean Bali Campus. This is also supported by research Saraswati and Hastasari [10] explained that social media as a tool in managing content marketing also has the aim of bringing customers closer and even involving them to follow a brand or company. This is called brand engagement. Brand engagement is important nowadays, especially with marketing being carried out online by various marketers, brands and companies.

### *The Influence of Digital Marketing on Brand Awareness*

Hypothesis testing is carried out in connection digital marketing positive and significant effect on brand awareness. This means that the better the level of digital marketing carried out, the better the brand awareness will be obtained by LPK Mediterranean Bali Campus. According to Keller in Strategic Brand Management research Pertiwi and Gusfa [11] explains that brand awareness is the strength of a brand that sticks in memory which is reflected in the consumer's ability to recognize the brand in various different conditions.

### *The influence of digital marketing on brand image*

Hypothesis testing was carried out regarding digital marketing having a positive and significant influence on brand image. This means that the better the level of digital marketing carried out, the better the brand image you will get LPK Mediterranean Bali Campus. According to Panjaitan [12], Brand Image is an observation and certainty held by consumers, as reflected in suggestions that are implanted in consumers' memories and are always maintained for the earliest opportunity when they hear a word about the product that will immediately come to mind. Panjaitan [13] in his research explains that digital marketing can positively influence brand image.

### *The influence of brand engagement on student enthusiasm*

Hypothesis testing is carried out regarding between brand engagement to have a positive and significant influence on student interest. This means the better the level brand engagement carried out, the higher the level of student interest obtained by LPK Mediterranean Bali Campus. This is also supported by research Saraswati and Hastasari [10] explained that social media as a tool in managing content marketing also has the aim of bringing customers closer and

even involving them to follow a brand or company. This is called brand engagement. Brand engagement is important nowadays, especially with marketing being carried out online by various marketers, brands and companies.

#### *The Influence of Brand Awareness on Student Interest*

Hypothesis testing was carried out regarding brand awareness having a positive and significant influence on student interest. The better the brand awareness, the higher the level of student interest that will be obtained by the studentsLPK Mediterranean Bali Campus. This is supported by research Keller in Strategic Brand Management in research Pertiwi and Gusfa [11] explains that brand awareness is the strength of a brand that sticks in memory which is reflected in the consumer's ability to recognize the brand in various different conditions.

#### *The influence of brand image on student enthusiasm*

Hypothesis testing was carried out regarding brand image on student enthusiasm which has a positive and significant influence. So it can be interpreted that the better the brand image, the higher the level of student interest that will be obtained by the studentsLPK Mediterranean Bali Campus. This is in line with research conducted by Firmansyah, Rusno, and Firdaus [14] in his research explains that brand image is a series of thoughts/understandings by the public regarding an institutional brand, company, merchandise and so on. The public will become more familiar with the brand image if the owner of the brand image provides a lot of information to the public or places advertisements so that the public is more familiar.

#### *The Influence of Digital Marketing on Student Interest*

Hypothesis testing carried out regarding digital marketing on student interest has a positive and significant influence. This means that the better the digital marketing, the higher the level of student interest that will be obtained by the studentsLPK Mediterranean Bali Campus. The results of this study are also in line with research Research that has been carried out is related to the Influence of Digital Marketing on Purchase Interest. Katherine Research Taken Smith [14] found that With the increasing use of digital media by consumers, more and more companies are using digital marketing to reach the company's target market. The role of social media in the development of e-commerce into social commerce shows that social media facilitates consumer social interaction which leads to increased trust and intention to purchase (Pangkey [15]).

#### *The influence of word of mouth on student enthusiasm*

Hypothesis testing was carried out regarding whether word of mouth has a negative and significant influence on student enthusiasm. This can be interpreted as saying that the better the word of mouth, the less influence it will have on the student interest gained by studentsLPK Mediterranean Bali Campus. The results of this study are contradictory Murtiningsih [16] to find out the influence of Word of Mouth on Interest in Visiting Janji Jiwa Volume 667 Tomohon City, and to find out the influence of Word of Mouth on Interest. Research conducted by Powa [17] states that there is a significant influence between Word of Mouth and Repurchase Intention, if customers are satisfied with the

goods or services it will give rise to positive recommendations from Word of Mouth which then has an impact on increasing consumer repurchase interest.

#### *The Influence of Perceptions of Job Opportunities on Student Interest*

Hypothesis testing was carried out regarding perceptions of job opportunities on student interest. The higher the perception of job opportunities, the higher the level of student interest obtained by studentsLPK Mediterranean Campus. This is in line with research conducted by According to Taufik [18], perceptions of job opportunities influence interest in choosing an accounting education study program. From these results it can be said that the higher the perception of job opportunities, the higher the interest in choosing an accounting education study program.

#### *The influence of digital marketing on student interest through brand engagement mediation*

Test resultsThe hypothesis shows that the brand engagement variable has a role as a partial mediator between digital marketing variables and student interest. These results indicate that the brand engagement variable has a mediating role between digital marketing and student interest, so that the hypothesis which states that brand engagement plays a mediating role in the relationship between digital marketing and student interest is proven. ResultsThis is in line with research Research conducted by Ariggo [19] regarding the impact of using social media marketing states that companies must invest in providing entertainment content through social media by providing services that can be customized (Customizations) and interactive (Interactions) to increase consumer engagement, so that it can create consumer brand engagement [20].

#### *The influence of digital marketing on student enthusiasm through brand awareness mediation*

Test resultsThe hypothesis shows that the brand awareness variable has a role as a partial mediator between digital marketing variables and student interest. These results indicate that the brand awareness variable has a mediating role between digital marketing and student interest, so that the hypothesis which states that brand awareness plays a mediating role in the relationship between digital marketing and student interest is proven. Matter This is also proven by research conducted by Gunawan [21] that Brand Awareness partially mediates (partial mediation) the influence of 124 Television Advertisements on POND's Men's Purchase Intention. It can be seen from the research results that the coefficient of the direct influence of Television Advertisements on Purchase Intention has an indirect influence. Television Advertising on Purchase Intention through Brand Awareness is 0.111. Likewise, according to Ningtiyas [22], electronic word of mouth influences purchasing interest through brand awareness as a mediating variable, for direct or partial relationships. If a company carries out digital marketing effectively and then consumers become aware of a product brand because of the presence of the influencer, this will create consumer interest in buying.

### *The influence of digital marketing on student interest through brand image mediation*

The results of the hypothesis test show that the brand image variable has a role as a partial mediator between digital marketing variables and student interest. These results indicate that the brand image variable has a mediating role between digital marketing and student interest, so that the hypothesis which states that brand image plays a mediating role in the relationship between digital marketing and student interest is proven. This is in line with research Wardhana [23]; Dana et al [24]; Gumilang et al [25] that brand image is a perfect mediator in celebrity endorsement and repurchase intention. This means that the better the reputation of the product promotion carried out by the celebrity endorser, the higher the level of brand image which can increase purchasing intentions. Pramudita [26] with research results shows that social media marketing and brand image have a positive and significant effect on buying interest.

#### IV. CONCLUSION

Based on the analysis and discussion that has been presented, the following results are obtained as conclusions and research results: 1. Digital marketing on brand engagement has positive and significant results. This means that the better the level of digital marketing carried out, the better the brand engagement you will get LPK Mediterranean Bali Campus. 2. Digital marketing on brand awareness has positive and significant results. This means that the better the level of digital marketing is carried out, the better the brand awareness will be obtained by the companyLPK Mediterranean Bali Campus. 3. Digital marketing on brand image has positive and significant results. This means that the better the level of digital marketing is carried out, the better the brand image will be obtained by the companyLPK Mediterranean Bali Campus. 4. Brand engagementto have a positive and significant influence on student interest. This means the better the levelbrand engagementcarried out, the higher the level of student interest obtained byLPK Mediterranean Bali Campus. 5. Brand awareness have a positive and significant influence on student interest. This means the better the levelbrand awarenesscarried out, the higher the level of student interest obtained byLPK Mediterranean Bali Campus. 6. Brand image have a positive and significant influence on student interest. This means the better the levelbrand imagecarried out, the higher the level of student interest obtained byLPK Mediterranean Bali Campus. 7. Digital marketing have a positive and significant influence on student enthusiasm. This means that the better the digital marketing, the higher the level of student interest that will be obtained by the studentsLPK Mediterranean Bali Campus. 8. Word of mouth on students' enthusiasm has a negative and significant influence. This can be interpreted as saying that the better the word of mouth, the less influence it will have on the student interest gained by studentsLPK Mediterranean Bali Campus. 9. Perception of job opportunities on student interest. The higher the perception of job opportunities, the

higher the level of student interest obtained by studentsLPK Mediterranean Campus. 10. Brand engagement partially mediate digital marketing on student interest, meaning that the better the brand engagement, the better the digital marketing which is mediated by the high level of student interest. 11. Brand awareness partially mediate digital marketing on student interest, meaning that the better the brand awareness, the better the digital marketing which is mediated by the high level of student interest. 12. Brand image partially mediate digital marketing on student interest, meaning that the better the brand image, the better the digital marketing which is mediated by the high level of student interest.

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