

**Judul** : Pengaruh *Social Media Marketing* Dan *Electronic Word Of Mouth*  
Terhadap Minat Memilih Universitas Dhyana Pura Bali Melalui  
Mediasi *Brand Image*

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### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh social media marketing dan electronic word of mouth terhadap minat memilih Undhira Bali melalui mediasi brand image. Promosi merupakan bagian penting dalam penjualan produk atau jasa kepada konsumen, begitu pula dalam bidang edukasi melalui pemasaran media sosial dan electronic word of mouth yang dapat diakses dengan mudah kapan saja dan dimana saja. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode survei. Penelitian dilaksanakan di Undhira Bali dengan sampel penelitian adalah 87 mahasiswa Undhira Bali yang diambil dari masing-masing program studi di Undhira Bali. Analisis data dalam penelitian ini menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa social media marketing, electronic word of Mouth dan brand image mempunyai pengaruh yang positif dan signifikan terhadap minat memilih mahasiswa Undhira. Penelitian ini juga menunjukkan bahwa brand image mampu memediasi hubungan yang signifikan dan positif antara social media marketing dan electronic word of Mouth terhadap minat mahasiswa memilih Undhira Bali.

**Kata Kunci** : Sosial Media Marketing, Electronick Word Of Mouth, Brand image, Minat Memilih

**Title** : The Influence of Social Media Marketing and Electronic Word of Mouth on Interest in Choosing Dhyana Pura University, Bali Through Brand Image Mediation

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**Consentration** : Marketing Manajemen

### **ABSTRACT**

This research aims to determine the influence of social media marketing and electronic word of mouth on interest in choosing Undhira Bali through brand image mediation. Promotion is an important part of selling products or services to consumers, as well as in the field of education through social media marketing and electronic word of mouth which can be accessed easily anytime and anywhere. This research is quantitative research using survey methods. The research was carried out at Undhira Bali with the research sample being 87 Undhira Bali students taken from each study program at Undhira Bali. Data analysis in this research uses path analysis. The research results show that social media marketing, electronic word of mouth and brand image have a positive and significant influence on interest in choosing Undhira students. This research also shows that brand image is able to mediate a significant and positive relationship between social media marketing and electronic word of mouth on student interest in choosing Undhira Bali.

**Key Word** : Social Media Marketing, Electronic Word Of Mouth, Brand Image, Interest in choosing