

ABSTRACT

The development of information and communication technology makes marketing activities more diverse. Telkom University also uses the emergence of social media to carry out marketing activities. The quality of information disseminated through social media is essential to build brand awareness and quality perception, resulting in prospective students' interest in enrolling in international classes. This research was conducted to see the effect of social media, perceived information quality, brand awareness, perceived quality, and enrollment intention towards Telkom University international class prospective new students. This study also looks at previous research with relevant theories and models. This research is quantitative research with causal approaches. 175 samples were used in this research. Structural Equation Modeling (SEM) was used to analyze the data, processed using smartPLS.

The result indicates that both social media marketing activity and perceived information quality do not have a positive and significant influence on enrollment intention directly. But each has a positive and significant influence on enrollment intention mediated by brand awareness and perceived quality. Other variables have a positive and significant influence on enrollment intention.

Keywords: Social Media Marketing Activity, Perceived Information Quality, Brand Awareness, Perceived Quality, Enrollment Intention