



The Influence of Instagram and Brand Image on College Enrolling Interest at Universitas Muhammadiyah Jakarta

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A B S T R A C T

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The purpose of this study was to measure the influence of Instagram and brand image on interest in enrolling in college at Universitas Muhammadiyah Jakarta partially and simultaneously. This research approach uses quantitative research. This study used proportional stratified random sampling with 239 student respondents at SMAS Muhammadiyah 8 Ciputat and SMAN 8 South Tangerang City. The data collection technique was carried out using a questionnaire. The data analysis technique used multiple linear regression tests, namely the F and T-tests. This study found that Instagram and brand image positively and significantly affect interest in enrolling in college at the Universitas Muhammadiyah Jakarta, both partially and simultaneously. In conclusion, all hypotheses are accepted.

Introduction

A university is an educational institution that organizes higher education. Universities can be academies, polytechnics, colleges, institutions, and universities (Lubis, 2020). One of the oldest Muhammadiyah Private Universities (PTS) in South Tangerang City is the Universitas Muhammadiyah Jakarta. Universitas Muhammadiyah Jakarta is the first Muhammadiyah university owned by the Muhammadiyah Association, established on November 18, 1955. The urgency of implementing Instagram has made Universitas Muhammadiyah Jakarta actively publish and disseminate information via the internet through social media to be conveyed to the public to improve the image of Universitas Muhammadiyah Jakarta in society. Instagram can potentially change opinions that have tended to be hostile towards PTS by transparently disseminating information about activities by Universitas Muhammadiyah Jakarta to the public.

Undeniably, the sustainability of PTS in Indonesia still depends on the number of students it has successfully acquired. By fulfilling the student body of PTS, it is possible to develop still high; conversely, it will be challenging to develop PTS that cannot meet the minimum student body. Every new academic year, private universities always compete with state universities and other private universities to get the number of students (Prayitno, 2021)

There is a problem at the Universitas Muhammadiyah Jakarta, namely the number of new student applicants at Universitas Muhammadiyah Jakarta has decreased in the 2023/2024 academic year, as described in the following table:

Table 1. Number of New Students at Universitas Muhammadiyah Jakarta

Academic Year	Registration
2019/2020	4.352
2020/2021	3.713
2021/2022	3.252
2022/2023	4.001
2023/2024	3.108

Source: PMB Universitas Muhammadiyah Jakarta (2023)

Based on the table, the number of new students registering at Universitas Muhammadiyah Jakarta decreased in the 2023/2024 academic year, with the

number of new students registering as many as 3,108 people compared to the 2022/2023 academic year with the number of new students registering as many as 4,001 people.

The decrease in the number of new students at Universitas Muhammadiyah Jakarta shows the decreasing interest of high school students to study at the Universitas Muhammadiyah Jakarta. It is suspected that one of the factors for the decreasing interest of high school students to study at Universitas Muhammadiyah Jakarta is due to the less than optimal management of social media marketing, especially on the Instagram of the New Student Admissions (PMB) of the Universitas Muhammadiyah Jakarta. This is because social media marketing is currently a place for prospective consumers to search for information. It can be said that prospective consumers spend more time using social media than other media. According to the PMB of the Universitas Muhammadiyah Jakarta, most applicants at Universitas Muhammadiyah Jakarta found out about Universitas Muhammadiyah Jakarta from Instagram as much as 41%.

However, the management of the Instagram of PMB Universitas Muhammadiyah Jakarta with the account name @pmb.Universitas Muhammadiyah Jakarta has only been implemented since January 2021. This can be seen from the “about this account” feature on the Instagram account @pmb.Universitas Muhammadiyah Jakarta, which states that it started joining and posting in January 2021, so the account is poorly structured. It has not been able to optimally brand Universitas Muhammadiyah Jakarta. The account @pmb.Universitas Muhammadiyah Jakarta until March 28, 2024, has 6,670 followers with 198 posts.

Previously, marketing for PMB Universitas Muhammadiyah Jakarta was only carried out directly, namely by holding events and collaborating with various schools or agencies in the Jabodetabek area for promotional activities for Universitas Muhammadiyah Jakarta. In addition, PMB Universitas Muhammadiyah Jakarta has also carried out paid promotions with several online media around the Jabodetabek area since 2023, including Instagram with the account names @jktinfo, @seputartangsel, @tangsel.life, @info_beasiswa; @infobogor; and @bekasi24jamcom. Therefore, until 2020, the use of Instagram social media marketing for PMB Universitas Muhammadiyah Jakarta has not been intensively carried out, and they do not have an Instagram account.

When viewed from the calculation of the Instagram engagement rate of PMB

Universitas Muhammadiyah Jakarta with the account name @pmb.Universitas Muhammadiyah Jakarta, which was carried out before going into the field to distribute questionnaires to respondents, namely on January 1-8, 2024, with the engagement rate formula, namely: $(\text{Number of Likes} + \text{Number of Comments}) / \text{Followers} \times 100$, according to Istifaroh & Rachmawati (2022) a low engagement rate is less than 1%, a medium engagement rate is at 1%-3.5%, 3.5%-6% is a high engagement rate, and a figure above 6% is a very high engagement rate.

The number of posts on the @pmb.Universitas Muhammadiyah Jakarta account during the period January 1-8, 2024, was only four posts as follows:

Table 2. Engagement Rate of Instagram @pmb.Universitas Muhammadiyah Jakarta Period 1-8 January 2024

Post Date	Likes	Comments	Followers	Engagement Rate	Status Engagement Rate
January 1, 2024	65	0	6.670	$65 / 6.670 \times 100 = 0,97\%$	Low
January 4, 2024	812	8	6.670	$(812 + 8) / 6.670 \times 100 = 12,29\%$	Very High
January 8, 2024	124	6	6.670	$(124 + 6) / 6.670 \times 100 = 1,94\%$	Medium
	257	1	6.670	$(257 + 1) / 6.670 \times 100 = 3,86\%$	High

Source: Instagram @pmb.Universitas Muhammadiyah Jakarta (January 1-8, 2024)

Meanwhile, on the Instagram account @Universitas Muhammadiyah Jakarta campus, managed by the University Secretariat Office (KSU) of Universitas Muhammadiyah Jakarta, the total impressions for the period 1-8 January 2024 were as follows: Engagement Rate of 4.48%, Like Rate of 4.44%, Comment Rate of 0.04%. The accounts reached were 20,400 accounts with 2,734 account interactions. The distribution of interactions includes Jakarta with 51.9%, Tangerang with 10.3%, Bekasi with 6%, and Depok with 4.3%. There are three contents with the highest insights on the Instagram account @Universitas Muhammadiyah Jakarta

campus: PMB Dibuka with 8,289 insights, Universitas Muhammadiyah Jakarta Talks with 3,230 insights, and Pilih Universitas Muhammadiyah Jakarta Beasiswa Menanti with 2,827 insights (UMJ, 2024).

Using social media marketing on the Instagram account @pmb.Universitas Muhammadiyah Jakarta and @Universitas Muhammadiyah Jakarta campus can improve the reputation and image of Universitas Muhammadiyah Jakarta campus. The Instagram social media account of Universitas Muhammadiyah Jakarta can play a role in spreading a positive image of Universitas Muhammadiyah Jakarta through direct interaction with its users; this is one of the strengths of social media (the power of social media) that is not possessed by conventional information media. Interaction between Universitas Muhammadiyah Jakarta and the public can be built without being limited by certain limitations, especially time.

The image formed through the Instagram account @pmb.Universitas Muhammadiyah Jakarta is in the form of institutional accreditation, instilling good behavior in every student, improving student achievement, improving the quality of lecturers and graduates, holding excellent activities, and establishing relationships with alums. These steps can increase the competitiveness of the Universitas Muhammadiyah Jakarta. This is supported by the table obtained from the PMB of Universitas Muhammadiyah Jakarta as follows:

Table 3. Reasons for People to Register at Universitas Muhammadiyah Jakarta

Reasons for Registering	Percentage
Affordable tuition fees (can be paid in installments)	21%
Professional/experienced lecturers	17%
Strategic campus location (easy access)	14%
Good buildings/facilities	13%
University and study program accreditation	13%
Scholarship/discount programs	9%
Parental encouragement	9%
Islamic and religious campus	4%

Source: PMB Universitas Muhammadiyah Jakarta (2023)

Based on the table above, it can be seen that the reasons people register at Universitas Muhammadiyah Jakarta are due to several images formed in the community regarding the Universitas Muhammadiyah Jakarta, namely: (1) Affordable tuition fees (can be paid in installments), (2) Professional/experienced lecturers/teachers, (3) Strategic campus location (easy access), (4) Good buildings/facilities, (5) University and study program accreditation, (6) Scholarship/discount programs, (6) Parental encouragement, and (7) Islamic and religious campus.

The influence of Instagram and brand image on public interest has been widely carried out. The results of research by Karyati & Sukirno (2019), Elmayensis & Narziman (2019), Ubay et al. (2021), and Mutmainna et al. (2023) show that the positive image of educational institutions, both through conventional media and social media, has a positive and significant effect on interest in entering state universities. A similar study was also conducted by Isman, Patalo & Pratama (2020) in the context of tourism, which stated that Instagram social media marketing and destination image positively and significantly affect interest in visiting tourist attractions.

In addition to educational institutions and tourist attractions, social media marketing research was also conducted by Othysalonika et al. (2022) towards culinary businesses in Malang City. The study stated that Instagram social media marketing positively and significantly affects consumer interest and purchasing decisions in healthy food businesses in Malang City. Additionally, research by Amin et al. (2021) further strengthens that Instagram social media marketing has a positive and significant effect on interest in buying online products, with customer relationship management and brand equity as social media variables. In addition, a similar study was conducted by Hasibuan et al. (2022) to examine the company image and promotions that positively and significantly affect the public interest in using Hashanah cards at BSI Medan. Finally, in Lina's research (2022), it was concluded that brand image, product quality, and price have a positive and significant effect on the purchasing interest of Telkomsel Simpati prepaid card consumers among students of the Faculty of Agriculture, Riau Islamic University.

Based on the research that has been done, this study will focus on the Instagram social media of the Universitas Muhammadiyah Jakarta, which has

never been done before. This study further examines the role of social media. It measures the influence of Instagram and brand image on the interest in enrolling in college at Universitas Muhammadiyah Jakarta partially and simultaneously.

Method

The research approach is to use quantitative research. Quantitative data is a research method based on positivity (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion. Positivistic philosophy is used in certain populations or samples Based on its nature, this research is a correlational research, namely research aimed at determining the relationship between a variable and other variables. This study aims to determine the effect of Instagram (X1) and brand image (X2) on interest in enrolling in college (Y) at Universitas Muhammadiyah Jakarta using the SPSS 20 application. The conceptual framework in this study is as follows:

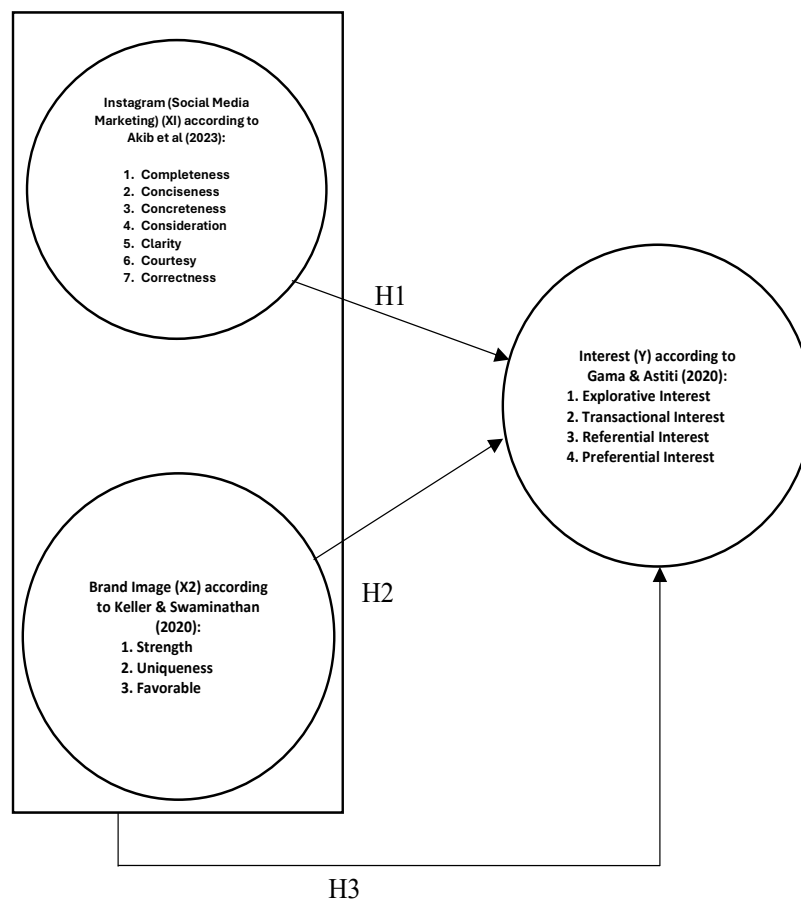


Figure 1: Conceptual Framework

The hypotheses in this study are: (1) H1 = Instagram has a positive and significant effect on interest in enrolling in college at Universitas Muhammadiyah Jakarta, (2) H2 = Brand image has a positive and significant effect on interest in enrolling in college at the Universitas Muhammadiyah Jakarta, and (3) H3 = Instagram and brand image have a positive and significant effect on interest in enrolling in college at the Universitas Muhammadiyah Jakarta.

This study was located at two high schools with the most applicants at Universitas Muhammadiyah Jakarta located in South Tangerang and have A accreditation, namely: (1) SMAS Muhammadiyah 8 Ciputat situated at Jl. Dewi Sartika Gang Jl. Nangka No. 4, Ciputat, Kec. Ciputat, South Tangerang City, and (2) SMAN 8 South Tangerang City, located at Jl. Raya Cirendeu No. 5, Cirendeu, Kec. Ciputat Tim., South Tangerang City.

The population in this study was 594 grade XII high school students in 2 high schools with the most applicants at Universitas Muhammadiyah Jakarta located in South Tangerang and have A accreditation which include: (1) Class XII IPA SMAS Muhammadiyah 8 Ciputat as many as 120 people, (2) Class XII IPS SMAS Muhammadiyah 8 Ciputat as many as 132 people, (3) Class XII IPA SMAN 8 South Tangerang City as many as 189 people, and (4) Class XII IPS SMAN 8 South Tangerang City as many as 153 people. The sampling technique was carried out using proportional stratified random sampling, which is a sampling technique in a heterogeneous and stratified population by taking samples from each subpopulation whose number is adjusted to the number of members of each subpopulation randomly (Sugiyono, 2018) to obtain a representative sample by looking at the population of class XII students at SMAS Muhammadiyah 8 Ciputat and SMAN 8 South Tangerang City which are stratified, namely consisting of two heterogeneous classes (not the same). Therefore, samples from classes XII IPA and XII IPS were taken, and a representative was taken from each class. Determination of the number of samples was calculated using the Slovin formula with a 5% error rate so that the number of samples obtained was 239 respondents of class XII high school students in 2 high schools, with the most applicants at Universitas Muhammadiyah Jakarta located in South Tangerang and has A accreditation with the following details: (1) Class XII IPA SMAS Muhammadiyah 8 Ciputat as many as 48 samples, (2) Class XII IPS SMAS Muhammadiyah 8 Ciputat as many as 53 samples, (3) Class XII IPA SMAN 8

South Tangerang City as many as 76 samples, and (4) Class XII IPS SMAN 8 South Tangerang City as many as 62 samples.

The data collection technique in this study was carried out using a questionnaire. According to Sekaran & Bougie (2017), a questionnaire is a list of written questions formulated in advance when respondents will record their answers, usually in clearly defined alternatives. The questionnaire is given directly to the researcher, or a member of the research team can collect all complete responses quickly. The list of questions is quite detailed and full, and it includes a description of each indicator of the variable to be measured related to the influence of Instagram and brand image on interest in enrolling in college at the Universitas Muhammadiyah Jakarta. Each answer point on the questionnaire is scored using a Likert scale of 1-5 points with an assessment weight of 1 strongly disagree to 5 strongly agree.

The data analysis technique in this study used multiple linear regression because the multiple linear regression technique is used to determine whether there is a significant influence of two or more independent variables (X_1, X_2, \dots, X_n) on the dependent variable (Y). According to Ghazali (2018), multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis is carried out to determine the direction and how much influence the independent variables have on the dependent variable. Hypothesis testing is carried out to determine whether the formulated hypothesis can be tested for truth. So, for hypothesis testing in this study using simultaneous tests (F tests) and partial tests (t-tests) as follows:

1. Simultaneous Test (F Test)

According to Pardede & Manurung (2014), the F test can be used to test the simultaneous relationship of independent variables to their dependent variables (Y). If the independent variables have a simultaneous relationship to their dependent variables (Y), then the regression equation model falls into the fit criteria. Conversely, if there is no simultaneous relationship, it falls into the not fit category with a certain degree of confidence $df_1 = k-1$ and $df_2 = n-k$. If the F_{count} value $> F_{table}$, it can be interpreted that the regression model is appropriate, meaning the relationship is simultaneous by looking at $F_{table} = f$

($k; n-k$), with an error rate of 5%. The decision-making criteria are: (a) If $F_{count} < F_{table}$ or $sig > 0.05$, then the hypothesis is rejected; this means that there is no positive and significant influence of variables X_1 (Instagram) and X_2 (brand image) on variable Y (interest) simultaneously and (b) If $F_{count} > F_{table}$ or $sig < 0.05$ then the hypothesis is accepted, this means that there is a positive and significant influence of variables X_1 (Instagram) and X_2 (brand image) on variable Y (interest) simultaneously.

2. Partial Test (t-Test)

According to Pardede & Manurung (2014), the t-count value is used to test the partial relationship between Instagram (X_1) and brand image (X_2) on the dependent variable, namely interest (Y). Whether these variables have a significant relationship to the interest variable (Y) or not with an error rate of 5%, this test can be done by comparing the t count with the t table by $dk = n-k$ or by looking at the significant column in each independent (free) with a significance level of < 0.05 . The degree of validity $df = (n-k-1)$ and the confidence level of 5% or 0.05, the t table value = $t(\alpha / 2; n-k-1)$. The decision-making criteria are: (a) If t count $<$ t table and the significance value > 0.05 , then the hypothesis is rejected; this means that there is no positive and significant influence of variables X_1 (Instagram) and X_2 (brand image) on variable Y (interest) partially and (b) t count $>$ t table and the significance value < 0.05 then the hypothesis is accepted, this means that there is a positive and significant influence of variables X_1 (Instagram) and X_2 (brand image) on variable Y (interest) partially.

According to Kotler & Keller (2018), this study uses social media marketing. In his assumption, social media marketing is “online activities and programs designed to engage costumers or prospects and directly or indirectly raise awareness, improve image or elicit sales of products and services.” Social media marketing is online activities and programs designed to engage customers or prospects that will directly or indirectly raise awareness, improve image, or obtain sales of products and services.

Meanwhile, the dimensions of social media marketing (Instagram), according Akib et al. (2023), are explained by several things. First, Completeness implies that a business communication practitioner must be able to present information as

completely as possible to various parties who request or need it. This is important because the Completeness of information will minimize misinterpretation, which can ultimately create trust and certainty for the recipient of the information. Second, conciseness requires communication using short, concise, and clear words. This will make it easier for the recipient to understand the message the sender wants.

Third, Concreteness. At this stage, the message giver designs and composes the message to be communicated concretely and specifically. Avoid abstract words that can confuse and have multiple interpretations for the message recipient. Fourth, Consideration. The message giver considers the situation and condition of the message recipient when he wants to give a message. Fifth, Clarity. Business communication practitioners can compose the message in sentences that are easy for the recipient to understand.

Sixth, Courtesy. Manners and politeness are two of the things that must be considered, and the seventh is Correctness, which requires business communication practitioners to be careful and thorough when creating messages so that mistakes do not occur.

In addition, this study will also examine brand image based on the theory of Kotler & Armstrong (2018). In the assumption of this theory, brand image is a belief in a brand called brand image, which includes Attributes attached to a brand that are created and must be managed so that consumers know which attributes are in the brand. In addition, related to benefits. Brands have various benefits. Consumers not only buy attributes but also benefit from the product. Therefore, as a producer, it is necessary to understand consumers and be able to translate attributes that are useful both functionally and emotionally.

In addition to attributes and benefits, a brand also has value in the eyes of its consumers. If it has good value, the brand will be preferred and considered valuable by consumers. Consumers feel that the product reflects its users. Also, each brand represents each culture because each company has a different culture in terms of work, effectiveness, and efficiency, according to the company's culture, to consistently produce quality products. In addition to culture, brands always have the character or personality of the user so that when consumers use them, the user's character is reflected. Finally, their users can show someone's identity; through this, marketers create strategies by using famous people to promote the company's products.

Keller & Swaminathan (2020) state three dimensions influence and shape brand image. First, strength. How strong does the brand create a relationship with consumers? To find out the experience related to the strength of the relationship created by the brand. Second, uniqueness. Brands need to form capabilities that can make consumers distinguish a brand from other brands. Third, excellence (Favorable). This dimension refers to the brand's ability to be something that is easily remembered by consumers, which includes the ease of pronouncing the name of a brand's product, the brand's ability to remain remembered by consumers, and the suitability between the impression of the brand embedded in the consumer's mind according to the image desired by the company regarding the brand in question. In addition to the formed image dimension, it is also necessary to discuss purchasing interest.

In addition to the formed image dimension, it is also necessary to discuss purchasing interest. According to Kotler & Keller (2018), purchasing interest is a consumer behavior that desires to choose or buy a product based on their experience in selecting, using, and consuming it. In purchasing interest, consumers may choose a product based on five sub-decisions: brand, seller, quantity, time, and payment method. When making a purchase, consumers have several dimensions, as described by Gama & Astiti (2020). First, explorative interest. This interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the product's positive qualities. Second, transactional interest is a person's tendency to buy a product. Third, referential interest is a person's tendency to refer a product to others. Fourth is preferential interest, which is an interest that describes the behavior of someone who has a primary preference for a product. This preference can only be changed if something happens to the preferred product.

Results and Discussions

1. The Influence of Instagram on College Enrolling Interest at Universitas Muhammadiyah Jakarta

The following is a multiple linear regression table to find out the results of the T-test (partial test):

**Table 4. Results of Multiple Linear Regression Tests Regarding the
T-Test**

Model	t	Sig.
Instagram	3,926	0,000

Source: SPSS Data Processing Results by Researchers (2024)

From the table above, the degree of validity $df = (n-k-1) = 239-2-1 = 236$, and the confidence level is 5% or 0.05; then the t-table value is 1.970. The explanation is that the t-count value in this study is 3.926 with a significance level of 0.000 where $t \text{ count } (3.926) > t \text{ table } (1.970)$ and probability $(0.000) < \text{significance level } (\text{Sig} < 0.05)$. This shows that there is acceptance of H1 and rejection of H0, which means that the Instagram variable (X1) positively and significantly influences the interest in enrolling in college (Y). Instagram positively and substantially influences the interest in enrolling in college at the Universitas Muhammadiyah Jakarta.

This is because Instagram social media marketing is used to build high school students' awareness, recognition, memory, and actions to enroll in college at the Universitas Muhammadiyah Jakarta. The concept of Instagram social media marketing is simply interpreted as a strategy to change attitudes and social behavior. With the support of marketing media that is currently developing rapidly, such as Instagram, it is very effectively utilized in the world of educational services, as is also done by the Universitas Muhammadiyah Jakarta. Instagram's social media marketing is intended to improve the ability to communicate various academic programs and learning activities by the Universitas Muhammadiyah Jakarta, which are shared with the public to increase their knowledge about the campus. With the community formed in Instagram social media, Universitas Muhammadiyah Jakarta can quickly provide various information about Universitas Muhammadiyah Jakarta in the form of writing, images, or videos to increase the brand trust of high school students as consumers of the Universitas Muhammadiyah Jakarta. The more people who visit the social media of Universitas Muhammadiyah Jakarta, the more they will know about the various educational programs offered by Universitas Muhammadiyah Jakarta. One of the goals of effective marketing is to introduce the existence of Universitas Muhammadiyah Jakarta as a college that is at the top of consumers' minds and becomes a choice for consumers interested in college at Universitas Muhammadiyah Jakarta.

Instagram's social media marketing is a promotional and communication platform through social media that utilizes a much larger community that has more significant potential for marketing than traditional advertising channels. Sharing content to the Instagram social media community can help expand the network of Universitas Muhammadiyah Jakarta. It can increase high school students' interest in college at the university. The Instagram social media network allows someone to meet more people with the same interests and expand the network to produce more consumers interested in enrolling in college at Universitas Muhammadiyah Jakarta. Instagram social media is a relational connection that motivates high school students as consumers to be interested in enrolling in college at Universitas Muhammadiyah Jakarta.

The results of this study are supported by the theory of Kotler & Keller (2018) about social media marketing and Social media marketing activities according to Yadav & Rahman (2017), which states that the use of social media platforms encourages users to spread content from social media based on its classification, namely interaction, information, word of mouth, personalization, and others. Seo & Park (2018) also stated that social media marketing activities are marketing on online-based platforms that can facilitate interaction, collaboration, or sharing of content.

In addition, buying interest is a psychic activity arising from feelings and thoughts because of the desire for goods or services (Schiffman & Wisenblit, 2015). Ferdinand (2017) argues that buying interest is a mental statement of a consumer that is described through a purchase plan for a particular product. In addition, Fitriah (2018) defines buying interest as creating something that can be recorded in the consumer's mind and making it a strong desire through motivation. Febriani & Dewi (2018) explain that buying interest is interpreted as something that appears by itself after receiving stimulation from the goods that have been seen; that's where the interest in buying and having it begin to arise. Murtadana (2014) said that buying interest is something personal and related to attitudes; individuals interested in a project will have the strength or drive to carry out a series of behaviors to approach or obtain the object.

2. The Influence of Brand Image on Study Enrolling Interest at Universitas Muhammadiyah Jakarta

The following is a multiple linear regression table to determine the results of the T-test (partial test):

Table 5. Results of Multiple Linear Regression Tests Regarding the T-Test

Model	t	Sig.
Brand Image	8,933	0,000

Source: SPSS Data Processing Results by Researchers (2024)

From the table above, the degree of validity $df = (n-k-1) = 239-2-1 = 236$, and the confidence level is 5% or 0.05; then the t-table value is 1.970. The explanation is that the t-count value in this study is 8.933 with a significance level of 0.000 when t count $(8.933) > t$ table (1.970) and probability $(0.000) < \text{significance level (Sig)} < 0.05$. This shows that there is acceptance of H2 and rejection of H0, which means a positive and significant influence of the brand image variable (X2) on the interest in enrolling in college (Y). Brand image positively and significantly influences the interest in enrolling in college at the Universitas Muhammadiyah Jakarta.

This is because the brand image of Universitas Muhammadiyah Jakarta describes the perception of high school students as consumers of a brand of the Universitas Muhammadiyah Jakarta. Educational services provided by universities with a high brand image mean that the education services of the university are considered capable of delivering the best performance for consumers so that consumers decide to enroll in college at the university. The image of Universitas Muhammadiyah Jakarta as a university is a picture owned by individuals. In its implementation, individuals with a good perception of Universitas Muhammadiyah Jakarta will ultimately foster interest and trust in the Universitas Muhammadiyah Jakarta.

The results of this study are supported by the theory, according Kotler & Keller (2018) , that brand image is a perception of a brand as reflected by brand associations in the minds of consumers. Brand image is the customer's understanding of the brand as a whole. Meanwhile, according to Tjiptono (2016), brand image is a series of associations individuals perceive about a brand over time due to direct or indirect experiences. Meanwhile, according to Schiffman & Wisenblit (2015),

brand image refers to consumer perceptions of product components, services, and brands and how consumers evaluate the quality of marketing offerings.

3. The Influence of Instagram and Brand Image on Study Enrolling Interest at Universitas Muhammadiyah Jakarta

The following is a multiple linear regression table to determine the results of the F test (simultaneous test):

Table 6. Results of Multiple Linear Regression Tests for Regarding the F Test

Model	F	Sig.
Regression Residual Total	175,150	0,000

Source: SPSS Data Processing Results by Researchers (2024)

Based on the calculation of multiple linear regression using the F count value of 175.150 and F table, $F_{table} = F(k; n-k) = F(2; 237) = 3.033$ with a numerator df of 2 and a denominator of 237. Thus, it is proven that the F count is greater than the F table, which means H₃ is accepted and H₀ is rejected. At a significance of 0.000, it means that the Instagram and brand image variables simultaneously positively and significantly influence interest in enrolling in college. Social media marketing and brand image simultaneously positively and significantly affect interest in enrolling in college at the Universitas Muhammadiyah Jakarta.

This is because, first, Instagram social media marketing is used to build high school students' awareness, recognition, memory, and actions to enroll in college at the Universitas Muhammadiyah Jakarta. Instagram social media marketing is a strategy to change attitudes and social behavior. Supported by marketing media that are currently developing rapidly, such as Instagram, it is very effectively utilized in the world of educational services, as is also done by the Universitas Muhammadiyah Jakarta.

Instagram social media marketing is intended to improve the ability to communicate various educational programs and learning activities by the Universitas Muhammadiyah Jakarta, which are shared with the public to increase their knowledge about the Universitas Muhammadiyah Jakarta. With the community formed on Instagram social media, Universitas Muhammadiyah Jakarta can

quickly provide various information about Universitas Muhammadiyah Jakarta in the form of writing, images, or videos to increase the brand trust of high school students as consumers of the Universitas Muhammadiyah Jakarta. The more people who visit the Universitas Muhammadiyah Jakarta's social media, the more they will know about the various educational programs offered by the Universitas Muhammadiyah Jakarta. One of the goals of effective marketing is to introduce the existence of Universitas Muhammadiyah Jakarta as a university to become top of mind and a choice for consumers who have an interest in enrolling in college at Universitas Muhammadiyah Jakarta.

Conclusion

From the research that has been conducted, the study concluded that Instagram and brand image have a positive and significant effect on the interest in enrolling in college at Universitas Muhammadiyah Jakarta partially and simultaneously. This study's implications can enrich the treasury of communication science, especially in the study of Instagram, brand image, and interest in enrolling in college. The suggestions that the author can provide are as follows: (1) For the Universitas Muhammadiyah Jakarta, it is recommended that they optimally create a special policy to be able to optimize Instagram and brand image, which can ultimately increase interest in enrolling in college at Universitas Muhammadiyah Jakarta and (2) For subsequent researchers, the current conceptual framework concentrates on three key variables and their paths.

For future research, it is recommended to add other variables that influence interest in enrolling in college in addition to the variables used, namely Instagram and brand image, so that the results can be defined more perfectly or can also add moderating or intervening variables. In addition, the sampling technique in this study was limited to two Senior High Schools in South Tangerang City only, so future research is suggested to use larger and broader samples to obtain better research results, which can be more generalized and can provide a more accurate picture of the interest in enrolling in college at Universitas Muhammadiyah Jakarta.

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