

**THE INFLUENCE OF WORD-OF-MOUTH, REPUTATION, AND SOCIAL
MEDIA MARKETING ON ENROLLMENT DECISIONS IN PRIVATE
SCHOOLS IN JABODETABEK**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

The Influence of Word-of-Mouth, Reputation, and Social Media Marketing on Enrollment Decisions in Private Schools in Jabodetabek

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Education is one of the most competitive sectors in Jabodetabek, especially among private schools. With many institutions offering similar academic programs, the decision-making process of prospective parents becomes critical to enroll their children. This study analyzes the influence of Word-of-Mouth (WOM), Social Media Marketing, and Reputation on Enrollment Decisions in private schools located in Jabodetabek.

This quantitative study used SEM to assess 100 participants' non-probability sampling judgments. Data shows enrollment trends. Word-of-mouth predicted enrollment the most (path coefficient = 0.440, t-statistic = 4.431, p-value = 0.000). Informal peer recommendations and experiences matter. Modern communication and engagement tool social media marketing significantly affects enrollment decisions (path coefficient = 0.341, t-statistic = 3.612, p-value = 0.000). Although significant, Reputation had a lesser beneficial influence (path coefficient = 0.220, t-statistic = 2.862, p-value = 0.004), suggesting it reinforces rather than dictates.

The study's empirically validated model of these interconnected elements in a competitive educational environment represents substantial theoretical progress. These findings can assist administrators and marketing strategists of private schools in Jabodetabek in formulating more precise enrollment plans that utilize genuine endorsements, internet interaction, and institutional legitimacy.

Keywords: Word-of-Mouth, Social Media Marketing, Reputation, Enrollment Decision, Private Schools, Jabodetabek



DEDICATION

I dedicate this work to my dearest family, friends, and lecturers. Your unwavering support, encouragement, and presence have been my greatest strength throughout this journey.



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