

# **The Effect of Social Media Advertising Content & Event Marketing on Student Interest with University Image as an Intervening Variable**

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## **ABSTRACT**

With quite a number of existing universities, the competition between universities in grabbing the attention of prospective students is getting tougher. One of the steps to win the market at Putra Bangsa University, Kebumen, is to carry out various marketing models both through social media and through event marketing to encourage student interest in college. This study aims to analyze the influence of social media Advertising Content & event marketing on student interest in college with university image as intervention variable. Data was collected using a questionnaire, using a Likert Scale 4. This study took a sample of 100 respondents to prospective students at Putra Bangsa University, Kebumen. The hypothesis was tested using the SPSS 25.00 program for windows & Sobel Test with 100 respondents.

**Keywords:** Social Media Advertising Content; Event Marketing; University Image.

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## **1. Introduction**

Along with the development of globalization at this time, more and more universities are standing and developing in Indonesia. This makes the competition between universities in capturing the attention of consumers increasingly tight, especially for private universities. Management universities are required to be more careful in determining marketing strategies to grab the attention of consumers. Prospective students choosing a college of course have considerations or assessments about the college to be chosen. The information sought by prospective students is usually in the form of campus locations, tuition fees, program quality, facilities, study programs or majors to be chosen.

The large number of Private Universities (PTS) in Kebumen has made the competition for Universities more stringent. Kebumen is one of the regencies in Central Java which has 9 universities, 8 of which are private universities. This makes special attention from each university to set a strategy to gain the trust of the community. Many efforts have been made by universities in obtaining and retaining prospective students, one of which is by improving the image of the university by utilizing Social Media Marketing Content and holding various marketing events

to build relationship good relationship between universities and prospective students.

Putra Bangsa University is one of the private universities in Kebumen Regency which was established in 2001 with six study programs. In its development, STIE Putra Bangsa is one of the universities that is growing quite rapidly. This can be seen from the number of students who continue to increase from year to year.

## **2. Literature Review**

### *2.1. SocialMedia Advertising*

Social media advertising is used for various purposes in organizations, such as advertising and promotion, branding, information seeking and especially in customer relationship building and other customer service activities. The main players in social media advertising include Twitter, LinkedIn, Instagram, YouTube and Facebook. Proper use of social media will be able to increase product introduction to consumers which in turn leads to purchase intention. Social media is basically related to social networking among users, so the marketing communication approach in the context of user-centered social networks reflects the views of marketing practitioners.

### *2.2. EventsMarketing*

Event sponsorship marketing is defined as an integrated marketing communications activity in which a company develops a cooperative relationship with a specific event and provides financial support in exchange for the inclusion of a brand name, logo, or advertising message and is identified as sponsoring the event. Event sponsorship is said to be one aspect of marketing communication whose activities include investing in an event whose purpose is to achieve various goals of the company's vision and mission, as well as increase brand awareness (awareness), strengthen brand image (brand image), and increase sales volume.

### *2.3. Study Interest*

The higher education sector can be predominantly considered a service industry. University services can be classified into search, experience and trust attributes. Prospective students look for various attributes to measure the quality of the university, its ranking, faculty quality, infrastructure, and campus visits to determine whether the university meets their preferences. Interest indicates how hard a person is willing to try, interest indicates how much effort a person plans to do something and interest is related to behavior.

### *2.4. UniversityImage*

Image includes attributes that make up consumers' brand meanings and perceptions which include physical and functional attributes such as packaging and physical appearance as well as intangible attributes such as beliefs, emotions, associations and symbolic meanings associated with the brand.[8]. Brand image has an important and strong role in measuring brand equity in a company. As "perception of a brand that is reflected by brand associations stored in memory".

### 3. Research Objectives and Research Questions

- Does Social Media Advertising Content have a positive effect on the University Image of Putra Bangsa University?
- Does Event Marketing have a positive effect on the University Image of Putra Bangsa University?
- Is there any influence of Social Media Advertising Content on the College Interest of prospective students at Putra Bangsa University?
- Is there any effect of Event Marketing on the College Interest of prospective Putra Bangsa University students?
- Is there any influence of Social Media Advertising Content on interest in studying through University Image as an intervening variable for prospective students at Putra Bangsa University?

### 4. Research Methodology

#### 4.1 Research Variables

- The independent variables in this study are Social Media Advertising (X1) and Event Marketing (X2).
- The dependent variable in this study is interest in lectures (Y2)
- The intervening variable in this study is University Image (Y1)

#### 4.2 Hypothesis Formulation

Table 1. Research hypothesis

Hypothesis	Hypothesis Contents
H1	<i>Social Media Advertising Contents</i> significantly positive effect on university image.
H2	<i>Event Marketing</i> significantly positive effect on university image..
H3	<i>Social Media Advertising Content</i> significantly positive effect on interest in college
H4	<i>Event Marketing</i> significantly positive effect on interest in college
H5	<i>university image</i> significantly positive effect on interest in college
H6	<i>Social Media Advertising Content</i> significantly positive effect on interest in college through university image as an intervening variable.
H7	<i>Event Marks</i> significantly positive effect on interest in college through university image as an intervening variable.

#### 4.3 Research Instruments

- Data collection techniques in this study using observation techniques, questionnaires, and interviews.
- Population and Sample, The population in this study were all high school students.
- The sampling technique in this study was purposive sampling with 100 respondents.

## 5. Data Analysis Tools

- Validity test is tested using Pearson's product moment.
- Reliability test using test *Cronbach Alpha* ( $\alpha$ ).
- Classic assumption test
  - Multicollinearity Test
  - Normality test
  - Heteroscedasticity Test
- Hypothesis test, t test is used to test the partial significance of the effect of the independent variable (X) on the dependent variable (Y) in the regression model that has been generated.
- Coefficient of Determination
- The Sobel test is carried out by testing the strength of the indirect influence of the dependent variable (Y) with the independent variable (X) through the mediating variable (M). The indirect effect of X to Y through the M variable is calculated using the Sobel test.

## 6. Data Analysis Method

- Validity test

Table 2. Social Media Advertising

NO	Statement items	r table	r count	Status
1	Item 1	0.1966	0.660	Valid
2	Item 2	0.1966	0.654	Valid
3	Item 3	0.1966	0.677	Valid
4	Item 4	0.1966	0.692	Valid
5	Item 5	0.1966	0.591	Valid
6	Item 6	0.1966	0.737	Valid
7	Item 7	0.1966	0.583	Valid

Table 3. Event Marketing

No	Statement items	r table	r count	Status
1	Item 1	0.1966	0.711	Valid
2	Item 2	0.1966	0.657	Valid
3	Item 3	0.1966	0.714	Valid
4	Item 4	0.1966	0.704	Valid
5	Item 5	0.1966	0.710	Valid
6	Item 6	0.1966	0.687	Valid

Table 4. University Image

No	Statement items	r table	r count	Status
1	Item 1	0.1966	0.631	Valid
2	Item 2	0.1966	0.630	Valid
3	Item 3	0.1966	0.689	Valid
4	Item 4	0.1966	0.501	Valid
5	Item 5	0.1966	0.547	Valid
6	Item 6	0.1966	0.644	Valid
7	Item 7	0.1966	0.658	Valid
8	Item 3	0.1966	0.675	Valid
9	Item 4	0.1966	0.566	Valid
10	Item 5	0.1966	0.643	Valid
11	Item 6	0.1966	0.640	Valid

Table 5. Study Interest

No	Statement items	r table	r count	Status
1	Item 1	0.1966	0.797	Valid
2	Item 2	0.1966	0.675	Valid
3	Item 3	0.1966	0.773	Valid
4	Item 4	0.1966	0.818	Valid

Based on the validity test, it can be seen that the calculated r value is greater than r table at the degrees of freedom  $< 0.05$  so that the four items in the variable statement Study Interest on the questionnaire is valid

• Reliability Test

Table 6. Reliability test

Variable	Alpha Value	Critical Value	Information
Social Media Advertising Content (X1)	0.776	0.6	Reliable
Event Marketing (X2)	0.786	0.6	Reliable
University Image (Y1)	0.841	0.6	Reliable
Study Interest (Y2)	0.766	0.6	Reliable

The results of the reliability test were carried out using the Cronbach alpha statistical test tool with the provisions of the Cronbach alpha value  $> 0.60$ , so the reliability results showed that overall the measuring instrument could be said to be reliable (reliable).

• Multicollinearity Test

Table 7. Structure I

Independent Variable	Colleniarnrivity Statistics	
	Tolerance	VIF
Social Media Advertising Content (X1)	0.284	3,520
Event Marketing (X2)	0.284	3,520

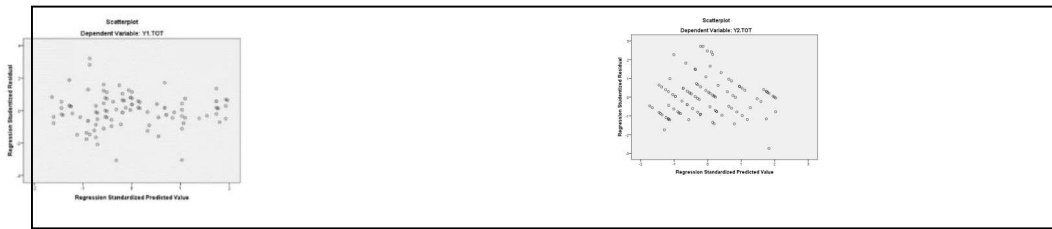
Table 8. Structure II

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
<i>Social Media Advertising Content (X1)</i>	0.237	4,224
<i>Event Marketing (X2)</i>	0.252	3,969
<i>University Image(Y1)</i>	0.322	3,107

Based on the test results above, the entire tolerance value is 0.10 and VIF 10 so that the regression model can be used because there is no multicollinearity between the independent variables.

- Heteroscedasticity Test

Figure 1. Scatterplot



Based on the above, from the SPSS output, it can be seen that there is no clear pattern, and the points on the graph spread above and below the number 0 (zero) on the Y axis, so there is no heteroscedasticity so that the regression model can be used.

- Normality test

Figure 2. Normal P.P Plot of regression Standardized Residual



Based on the above results from the SPSS output (Normal PP Plot of Regression Standardized Residual) it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model meets the assumption of normality.

- Partial Hypothesis Test (t test)

Table 9. Partial Test Results (t-test) Structural I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6.238	1,910		3.266	.002		
<i>Social Media Advertising Content</i>	.724	.164	.476	4.407	.000	.284	3,520
<i>Event marketing</i>	.603	.171	.380	3,520	.001	.284	3,520

Dependent Variable: Y1

- The value of tcount is 4.407 > ttable 1.98447. Judging from the significant value *Social Media Advertising Content*(X1) has a value of 0.000 < 0.05. Then it can be concluded that *Social Media Advertising Content* (X1) proved to have a positive and significant effect on University Image (Y1).
- The tcount value is 3,520 > ttable 1,98447. Judging from the significant value of Event Marketing (X2) has a value of 0.001 < 0.05. So it can be concluded that Event Marketing (X2) is proven to have a positive and significant influence on University Image (Y1).

Table 10. Partial Test Results (t Test) Structural II

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.120	1.074		-.112	.911		
<i>Social Media Advertising Content</i>	.204	.096	.279	2.122	.036	.237	4.224
<i>Event marketing</i>	.209	.097	.275	2.157	.034	.252	3.969
<i>University Image</i>	.135	.054	.280	2.485	.015	.322	3.107

Dependent Variable: Y2.

- *Social Media Advertising Content to Event Marketing*

The value of tcount is 2.122 > ttable 1.98447. Judging from the significant value *Social Media Advertising Content*(X1) has a value of 0.036 < 0.05. Then it can be concluded that *Social Media Advertising Content* (X1) proved to have a positive and significant effect on interest in college (Y2).

- The value of tcount is 2.157 > ttable 1.98447. Judging from the significant value of event marketing (x2) has a value of 0.034 < 0.05. So it can be concluded that event marketing (x2) is proven to have a positive and significant influence on college interest (Y2).
- The value of tcount is 2.485 > ttable 1.98447. Judging from the value of university image(Y1) has a value of 0.015 < 0.05. So it can be concluded that university image is proven to have a positive and significant influence on college interest (Y2).

- Coefficient of Determination Test (R2)

Table 11. Output Result of Coefficient of Determination of Structure I

Model	R	R Square	Adjusted R Square
1	.824a	.678	.672

Based on the output above, it can be seen that the Adjusted R Square value is 0.672 or it can be interpreted as 67.2% University Image (Y1) is influenced by *Social Media Advertising Content* (X1) and Event Marketing (X2), while the remaining 32.8% is influenced by other variables that are not in this study.

Table 12. Output Result of Structure Determination Coefficient II

Model	R	R Square	Adjusted R Square
1	.779a	.607	.595



Based on the output above, it can be seen that the Adjusted R Square value of 0.595 or it can be interpreted as 59.5% interest in college (Y2) is influenced by *Advertising Content* (X1), *Event Marketing* (X2) and *University Image* (Y1) while the remaining 40.5% is influenced by other variables not included in this study.

- Sobel Test

Figure 3. Sobel Test

Input:	Test statistic:	Std. Error:	p-value:
a 0.724	Sobel test: 2.17539906	0.04492969	0.02960022
b 0.135	Aroian test: 2.13433305	0.04579417	0.03281553
s <sub>a</sub> 0.164	Goodman test: 2.21893052	0.04404825	0.02649145
s <sub>b</sub> 0.054	Reset all	Calculate	

The results of the Sobel test of equation I showed p-value (0.0296) or significant <0.05. This shows that the variable *Media Advertising Content* (X1) has an effect on interest in college (Y2) through *University Image* (Y1) as an intervening variable. This means that the *University Image* variable (Y1) functions as an intervening variable in equation I.

Figure 4. Sobel Test

Input:	Test statistic:	Std. Error:	p-value:
a 0.603	Sobel test: 2.03946279	0.03991492	0.04140386
b 0.135	Aroian test: 1.98698492	0.04096911	0.04692407
s <sub>a</sub> 0.171	Goodman test: 2.09633106	0.03883213	0.03605283
s <sub>b</sub> 0.054	Reset all	Calculate	

The results of the Sobel test of equation II show the p-value (0.0414) or significant <0.05. This shows that the *Event Marketing* variable (X2) has an effect on college interest (Y2) through *University Image* (Y1) as an intervening variable. This means that the *University Image* variable (Y1) functions as an intervening variable in equation II.

#### 4.5 Conclusions and Suggestions

- Conclusions are made coherently to conclude the answers to research questions:
  - *Media Advertising Content* positive effect on *University Image* Putra Bangsa University.
  - *Event Marketing* positive effect on *University Image* Putra Bangsa University.
  - *Social Media Advertising Content* on the Interests of prospective students at the Putra Bangsa University.
  - *Event Marketing* positive effect on interest in college prospective students of Putra Bangsa University.
  - *Social Media Advertising Content* positive effect on interest in college through *University Image* as an intervening variable.
- Suggestion
  - According to the results of the research above that *Social Media Advertising Content* and *Event Marketing* has a significant influence on the *University Image*, the authors suggest to the management of the son of the nation's university to always try to



maintain and develop quality *Social Media Advertising Content* and *Event Marketing* with the hope that it will form a better positive image of the company.

- According to the results of the research above that *Social Media Advertising Content* and *Event Marketing* have a significant influence on interest in college. So the author suggests that the management should be more creative and informative in creating social media content and marketing activities to attract prospective students.

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