

The Influence Of Social Media Content And Word Of Mouth In The Decision Of Choose Places To Study Of 'Aisiyiah University Yogyakarta

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ABSTRACT

The title of the research is the influence of social media content and word of mouth on the decision to choose a place to study. Today education is an obligation that must be taken before entering the world of work. One of the barometers of national education is the Special Region of Yogyakarta. 'Aisiyiah Yogyakarta University is one of the many tertiary institutions in the Special Region of Yogyakarta. Even though it is only a university, 'Aisiyiah Yogyakarta University is able to compete with other private universities in Yogyakarta. Promotions carried out by 'Aisiyiah Yogyakarta University to convey information about the campus are carried out by uploading content uploaded on social media and word of mouth. This study aims to examine the effect of social media content and word of mouth on the decision to choose a place to study at 'Aisiyiah University, Yogyakarta. This research is a type of quantitative research with snowball sampling technique. The sample used is active students of 'Aisiyiah University, Yogyakarta. The research instrument used was a questionnaire distributed online.

Keywords: Social Media Content, Word of Mouth, Decision to Choose Place to Study

INTRODUCTION

Higher education is education after secondary education which includes diploma programs, bachelor programs, master programs, doctoral programs, and professional programs, as well as specialist programs, which are organized by universities based on Indonesian culture (Law of the Republic of Indonesia Number 12 of 2012 concerning Education Tall). Based on the Higher Education Database (PDDikti), there are 4,522 universities in Indonesia. One of the barometers of higher education in Indonesia is the Special Region of Yogyakarta. Yogyakarta is a student city with one of its advantages being the influence of Ki Hadjar Dewantoro as the Father of National Education from Yogyakarta, the aura of the palace influences the attitudes and behavior of the people of Yogyakarta in their activities by always considering cultural and social values and ethics, there are many universities with various programs studies from various fields and concentrations, and other Yogyakarta predicates such as City of Tourism and City of Culture. (<https://www.solopos.com/kenapa-jogja-disebut-sebagai-kota-pelajar-1313728>).

According to data from the Higher Education Service Institute Region V Yogyakarta, there are 104 tertiary institutions in the Special Region of Yogyakarta Province (DIY), which include State Universities (PTN) and Private Universities (PTS). One of the private universities in Yogyakarta is the University of 'Aisiyiah Yogyakarta. (Samsudin et al., 2020) Unisa Yogyakarta is part of the Muhammadiyah organization. Muhammadiyah was founded in 1912 by Ahmad Dahlan or Kyai Dahlan. Its main purpose is to carry the community becomes a "true Islamic community". University of 'Aisiyiah Yogyakarta (UNISA)

as a higher education institution was established on June 6, 1991. With more than 30 years of experience managing higher education, UNISA Yogyakarta then transformed into a university. It started in 1991 as the 'Aisiyiah Yogyakarta Nursing Academy (AKPER 'Aisiyiah), then changed to 'Aisiyiah Yogyakarta College of Health Sciences in 2003, and finally in 2016 changed to 'Aisiyiah Yogyakarta University. 'Aisiyiah Yogyakarta University has big aspirations to become a superior and choice university based on the progressive Islamic spirit with a focus on the study and development of the health sector 'Aisiyiah Yogyakarta University has been accredited B with Number SK 1671/SK/BAN-PT/Ak.Ppj/PT /X/2022. By providing 20 study programs consisting of three faculties, namely the Faculty of Health (FiKes), the Faculty of Economics, Social Sciences and Humanities (FEISHum), and the Faculty of Science and Technology (FST). 'Aisiyiah Yogyakarta University which is one of the best campuses based on Islamic values in an effort to create competent and competitive human resources, health- minded, and have domestic and global cooperation and partnerships.

Figure 1. Graph of Number of Students by Semester (2022)



(source: <https://lldikti5.id/evira/frontpage/carimahasiswa>)

The number of students at 'Aisiyyah Yogyakarta University from 2017 to 2021 continues to increase. With the highest number in 2021, namely 6,675 people. However, in 2022 the number of students has decreased significantly, namely 4,815 people. Even though 'Aisiyyah Yogyakarta University has become a university since 2016, this has not become an obstacle for 'Aisiyyah Yogyakarta University in getting new students every academic year and competing with other private universities in Yogyakarta. This is due to the several advantages possessed by 'Aisiyyah Yogyakarta University in attracting prospective students. First, having big aspirations to become a superior university and the choice based on progressive Islamic values with a focus on studying and developing health insights. Therefore every study program that is not under the Faculty of Health Sciences will get courses related to the development of health insights. This is certainly an advantage and characteristic for 'Aisiyyah University Yogyakarta compared to other private universities in Yogyakarta. Second, 'Aisiyyah Yogyakarta University is one of Muhammadiyah's charitable endeavors which was founded by the Aisiyyah Central Executive. 'Aisiyyah Yogyakarta University under the Aisiyyah organization has many collaborations in supporting the implementation of lecture activities and providing jobs such as in hospitals, agencies and various institutions. Third, even though it has only been established for 6 years, 'Aisiyyah Yogyakarta University has been accredited B. Fourth, ISO certification is an effort to improve the quality of service to stakeholders, guarantee the quality of graduates and the sustainability of the organization. 'Aisiyyah Yogyakarta University is the first higher education institution in Yogyakarta that is recommended to obtain ISO 21001: 2018 certification. ISO 21001:2018 certification is the world's first international management system standard for educational organizations. Previously, UNISA had won ISO 9001: 2015 certification and after going through a 2-day visitation process, the assessor team recommended that UNISA achieve ISO 21001: 2018. Apart from all that, the success achieved by 'Aisiyyah Yogyakarta University cannot be separated from a leader. according to Musoli 2021, leaders will bring their members to achieve the desired organizational goals and can bring all members to a common goal and ideals. Furthermore, utilization of existing resources within the organization is also very necessary. Resources are divided into two parts. (Safitri et

al., 2023) stated that material resources in the form of funds and physical facilities come from internal and external parties.

'Aisiyyah Yogyakarta University, which has many active students, carries out promotions by utilizing social media. In research conducted by (Anita et al., 2018), that optimal use of the internet will make it easier for owners to find information related to existing developments. On social media consumers will see products in the form of images and videos virtually. Before doing this, students first carry out an analysis, in this case the analysis used is SWOT analysis. (Safitri et al., 2023), the basis used to carry out good management training is to first carry out a SWOT analysis, which can then be used to develop plans that can be implemented. Even though they are far from the organization or company, consumers can indirectly assess the quality of the products offered. So that consumers who are not in the same environment can make purchasing decisions. Content that is uploaded to social media properly and interestingly will create issues in the virtual world or even in the real world. Thus, the content will make people aware of the existence of a brand and generate interest in using the product. Especially in today's era, information can quickly spread widely just by using gadgets. Following the current flow of technology where there are so many social media users. Based on We Are Social and Hootsuite reports in February 2022, the total population of Indonesia is 277.7 million people, of which active social media users are 191.4 million people.

Figure 2. Population Data and Active Social Media Users in Indonesia (2022)



(source: <https://easydigital.id/data-pengguna-digital-di-indonesia-tahun-2022/>)

Social media is one of the right marketing media for a tertiary institution because with the existence of an official account from 'Aisiyyah Yogyakarta University it is expected to be a means of conveying information to prospective students. Promotion of social media content at 'Aisiyyah Yogyakarta University is carried out through the TikTok, Instagram, YouTube and Facebook platforms. (Yamini, 2022) Promotion is an activity of communicating information from sellers to consumers so that they make product purchases. University of 'Aisiyyah Yogyakarta conveys the message both through photos and videos by following viral trends in Indonesia. Where can you enter information about the campus so that there is a sense of curiosity that raises the interest of prospective new students.

The marketing carried out is also expected to be able to make consumers close to 'Aisiyiah Yogyakarta University. Therefore social media content that is uploaded about the product will have an influence on the purchasing decisions of consumers who incidentally do not directly see what the original product is like.

'Aisiyiah Yogyakarta University does not only do marketing through social media content, but does marketing through word of mouth. Getok Tular is a word of mouth interpersonal communication process carried out by consumers to provide information to other consumers in the form of products or services. Conveying information directly by word of mouth plays a role because communication makes consumers aware of what products or services are being offered. If a customer spreads his opinion about the goodness of a product, it is called positive word of mouth, and if a customer spreads an opinion about the badness of a product, it is called negative word of mouth (Priambodo and Subyanto, 2017). Getok tular is usually carried out by alumni and students who are currently studying. With marketing carried out by alumni and active students, it will generate trust and interest in prospective students. Comments or recommendations based on experience will influence decision making.

The process that prospective students go through in choosing a tertiary institution is the stage in the decision-making process. At the decision-making stage, the consumer actually purchases the product. In accordance with Cahyanti's explanation (2022), student decision making in choosing a place to study is associated as a purchasing decision. The marketing efforts made by companies in getting consumers must be carried out optimally because nowadays many Indonesian people use social media in their daily activities, then companies need to communicate with consumers according to the word of mouth function.

This study aims to determine the effect of social media content on the decision to choose a place to study at 'Aisiyiah University Yogyakarta, to determine the effect of word of mouth on the decision to choose a place to study at 'Aisiyiah University Yogyakarta, and to determine the effect of social media content and word of mouth on the decision to choose a place to study at University of 'Aisiyiah Yogyakarta. The benefits of this research are expected to be able to contribute knowledge regarding purchasing decisions, social media, and word of mouth for further research and as a means of reference and evaluation in developing future marketing strategies for prospective students at 'Aisiyiah University, Yogyakarta.

LITERATURE REVIEW

Social Media

Social media is a medium on the internet that allows users to represent themselves as well as interact, work together, share, communicate with other users, and form social bonds virtually (Nasrullah, 2020:11).

Appel, et al (2019) consider social media as a technology-centered ecosystem, but not strictly technology in which a diverse and complex set of behaviors, interactions, and exchanges involve various types of interconnected actors (individuals and companies, organizations, and institutions).

can occur.

Social media is a medium for users to be creative and interact with uploaded content. Social media content is information and entertainment that is presented on a social networking media platform such as YouTube, Instagram, Facebook and so on created by a person or individual, a company and an organization, placement on the social networking media platform allows more direct interaction with users, so that in realizing its full effect, social media content must also be carefully oriented towards the target group (Huang, 2020 in Ibrahim and Irawan, 2021).

Word of Mouth

Word of mouth is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information (Kotler and Keller, 2009 in Prayustika, 2016).

Word of mouth is defined as an exchange of information flow, communication, or conversation between two individuals Goyette, et al (2010).

Consumers learn about new products and brands bound by consumer groups in society from two things, namely through experience and observation of the use of other consumer products and seeking information by asking other consumers who know and have used the product they will buy (Suryani in Sundari and Hidayat, 2020).

Buying Decision

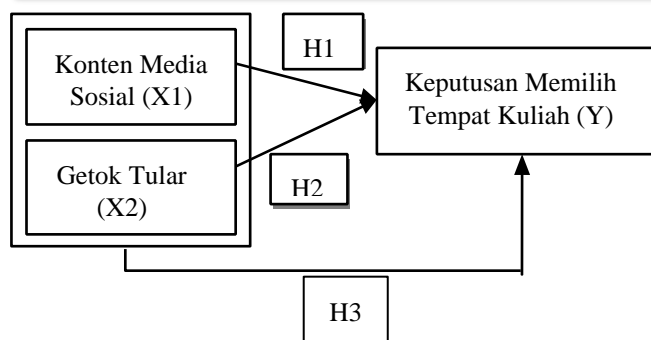
According to Setiadi (2015: 342) consumer decision is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. (Yamini, 2022) Studying consumer behavior aims to find out and understand various aspects of consumers which will be used in developing successful marketing strategies. Purchasing decision is a process in which consumers pass through five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Purchasing decision is a process in which consumers pass through five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The buying process begins long before the actual purchase is made and has an impact long after that (Kotler and Keller, 2016:235).

Assael (in Arfah, 2022:4), states that making a purchase decision is the process of evaluating and selecting various alternatives according to certain interests by establishing an option that is considered the most profitable.

Conceptual Framework

The conceptual framework formed in this study is illustrated in the figure below. Figure 3. Conceptual Framework



Hypothesis

The hypothesis is a statement that is still temporary and must be tested for truth (Bahri, 2018: 39). The hypothesis is stated as a temporary answer based on theory and the results of previous research on the problem formulation. Based on the conceptual framework that has been described previously, the hypothesis in this study is:

1. H1: social media content has a positive and significant effect on the decision to choose a place to study
2. H2: word of mouth has a positive and significant effect on the decision to choose a place to study
3. H3: social media content and word of mouth together have a positive and significant effect on the decision to choose a place to study

METHOD

This research uses quantitative methods. The research was conducted with a population of 'Aisyiyah Yogyakarta University students with a total sample of 102 respondents. Sampling using non-probability sampling method with snowball sampling technique. The data collection method in this study was distributing questionnaires using 5 Likert scales as a data collection instrument where 1 (strongly disagree) and 5 (strongly agree). Then the data is processed and tested with several data analysis techniques using IBM SPSS Statistics 26 software.

1. Validity Test

The item validity test is a data instrument test to find out how accurate an item is in measuring what it wants to measure (Purnomo, 2016). The formula used is Kaiser-Meyer-Olkin (KMO). The testing criteria for the MSA value > 0.50 are declared valid, the MSA value < 0.50 is declared invalid.

2. Reliability Test

The reliability test is used to determine consistency in each item of the questionnaire statement, the aim is to assess whether the measurements used remain consistent if the measurements are repeated (Bahri, 2018: 117). Calculation of reliability test using Alpha Cronbach technique. (Retnaningdiah et al., 2020) states that the Cronbach Alpha method can provide reliable information. Test criteria: Cronbach's Alpha value > 0.700 variables are declared valid, Cronbach's Alpha values < 0.700 variables are declared invalid.

3. Classical Assumption Test

3.1 Normality Test

This test is to find out whether the data is normally distributed, and the regression model meets normality (Sundari and Hidayat, 2020). The normality test was carried out using the One Sample Kolmogorov-Smirnov method. If the significance > 0.05 then the data is normally distributed, and if the significance is < 0.05 then the data is not normally distributed.

3.2 Multicollinearity Test

The multicollinearity test is used to see if there is no linear relationship or high correlation between each independent variable in the multiple regression model (Sundari and Hidayat, 2020). One of the multicollinearity test methods is to look at the tolerance and inflation factor (VIF) values in the regression model. If the VIF value is < 10 and the tolerance is > 0.1 , it means that multicollinearity does not occur.

3.3 Heteroscedasticity Test

The heteroscedasticity test is used to determine the condition of the same diversity of each error in each sample (Sundari and Hidayat, 2020). Good regression should not occur heteroscedasticity. The method used is the Glejser test. If the significance value between the independent variables and the absolute residual is more than 0.05, then there is no heteroscedasticity problem.

4. Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis that links two or more independent variables with the dependent variable (Bahri, 2018: 195). Multiple linear regression analysis is used to determine the effect or relationship linearly between two or more independent variables with one dependent variable.

5. Partial Test (t Test)

The partial test is used to test the hypothesis of the effect of individual independent variables on the dependent variable (Bahri, 2018: 194). The test criteria are if $t \text{ count} > t \text{ table}$ or value (sig) < 0.05 , then H_0 is rejected and H_1 is accepted, meaning that the independent variable affects the dependent variable, and if $t \text{ count} < t \text{ table}$ or value (sig) > 0.05 , then H_0 is accepted and H_1 is rejected, meaning that the independent variable has no effect on the dependent variable.

6. Simultaneous Test (Test F)

The simultaneous test is used to test the hypothesis of all independent variables included in the model that have a joint effect on the dependent variable and also to determine the feasibility of the regression model (Bahri, 2028: 192). Test criteria if $F \text{ count} > F \text{ table}$ or value (sig) < 0.05 , then the independent variable affects the dependent variable simultaneously, and if $F \text{ count} < F \text{ table}$ or value (sig) > 0.05 , then the independent variable does not affect the dependent variable simultaneously.

7. Coefficient of Determination

The coefficient of determination (R^2) is a test tool used to determine the degree of relationship between the independent variable X and the dependent variable Y, or how much (in percent) the contribution of variable X to variable Y.

RESULT AND DISCUSSION

1. Validity Test

Indicator	Anti-Image Correlation Value	Reference Value	Conclusion
KMS 1	0,878		
KMS 2	0,879		
KMS 3	0,845		
KMS 4	0,792		
KMS 5	0,752		
KMS 6	0,840		
KMS 7	0,855		
GT 1	0,905		
GT 2	0,833		
GT 3	0,926		
GT 4	0,881		
GT 5	0,830		<i>Asumsi Measure Of Sampling</i>
GT 6	0,824	0,50	<i>Adequacy</i>
GT 7	0,855		Fulfilled
GT 8	0,696		
KMTK 1	0,676		
KMTK 2	0,861		
KMTK 3	0,887		
Cronbach's Alpha		N of Items	
.909		25	
KMTK 6	0,811		
KMTK 7	0,910		
KMTK 8	0,789		
KMTK 9	0,857		
KMTK 10	0,854		

According to the Kaiser-Meyer-Olkin (KMO) method, a variable is declared valid and can be analyzed further if it meets the criteria stating that the Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO-MSA) in the KMO and Barlett's Test column must be greater than or equal to 0.500 (Bahri, 2018: 114). Statement items are declared valid and can be analyzed further if they have an

MSA value > 0.50 in the Anti Image Correlation's column. The output results are presented in the table below.

Table 1. Validity Test Results

(Source: Data processed in 2023)

Based on table 1 it can be seen that each variable has an MSA value of > 0.50. Because the three variables have an MSA value greater than 0.50, it can be concluded that all variables of Social Media Content (X1) with seven (7) statement items, Getok Tular (X2) with eight (8) statement items and Decisions to Choose College Places (Y) with ten (10) statement items declared valid.

2. Reliability Test

The reliability test is used to determine the consistency of each item in the questionnaire statement, whether the statements can be reused if repeated tests are carried out. The questionnaire has a fairly good level of reliability if the Cronbach Alpha coefficient is at least 0.70. The output results are presented in the table below.
: Data processed in 2023)

Table 2. Reliability Test Results Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

a. Listwise deletion based on all variables in the procedure.

(Source: Data processed in 2023)

Table 3. Reliability Test Results Reliability Statistics

(Source: Data processed in 2023)

Based on tables 2 and 3 it can be seen that there are 102 valid data with a percentage of 100% and a Cronbach Alpha value of 0.909. Cronbach's Alpha value is 0.909 > 0.700, so it can be concluded that all statement items are reliable and nothing is issued.

3. Classical Assumption Test Results

3.1 Normality Test

The normality test is used to test and analyze whether the data used is normally distributed or not. This research uses the One-Sample Kolmogorov-Smirnov method by looking at the Asymp. Sig. (2-tailed). If the Asymp. Sig. (2-tailed) > 0.05 means that the data is normally distributed, if the Asymp. Sig. (2-tailed) < 0.05 means that the data is not normally distributed.

Table 4. Normality Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		102
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.24826358
Most Extreme Differences	Absolute	.077
	Positive	.057
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.144 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

(Source: Data processed in 2023)

Based on the results of table 4 it can be seen that the Kolmogorov Smirnov/Test Statistics value is 0.77 with a significance level of 0.144. In this table the significance value is $0.144 > 0.05$, so the data is normally distribute.

Multicollinearity Test

The multicollinearity test is used to test and analyze whether there is a correlation between the independent variables in the regression model. Symptoms of multicollinearity in the regression model can be seen from the VIF value, if the VIF value < 10 then multicollinearity does not occur.

Table 5. Multicollinearity Test Results Coefficients^a

Model	Unstandardiz ed Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolera nce
1 (Constant)	8.221	3.017		2.725	.008	
KMS	.629	.129	.405	4.883	.000	.661
GT	.460	.089	.430	5.190	.000	.661

a. Dependent Variable: KMTK
(Source: Data processed in 2023)

Based on the results of table 5, it shows that the VIF value of the social media content variable is 1.514 < 10 and word of mouth variable is 1.514 < 10 and the tolerance value for each of the two variables is 0.661. These results indicate that the VIF value is less than 10 and the tolerance is close to 1, so that the two independent variables do not have multicollinearity.

3.2 Heteroscedasticity Test

Heteroscedasticity testing was carried out to find out whether the regression model had an inequality of residual variance in all observations. The regression model does not have heteroscedasticity if the significance value between the independent variables and the absolute residual is > 0.05 .

Table 6. Heteroscedasticity Test Results Coefficients^a

Unstandardized Coefficients	Standardized Coefficients
-----------------------------	---------------------------

Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.048	2.012		1.018	.311
KMS	.122	.086	.173	1.425	.157
GT	-.109	.059	-.224	-1.845	.068

a. Dependent Variable: ABS_Res
(Source: Data processed in 2023)

Based on the results of table 6, it shows that the significant value of the social media content variable is 0.157 and word of mouth is 0.068. These results show that the significance value of social media content variables and word of mouth is greater than 0.05. Thus it can be concluded that there is no heteroscedasticity problem in the regression model.

4. Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a		Beta	t	Sig.
	Unstandardize d Coefficients	Std. Error			
1 (Constant)	8.221	3.017		2.725	.008
KMS	.629	.129	.405	4.883	.000
GT	.460	.089	.430	5.190	.000

a. Dependent Variable:
KMTK (Source: Data processed
in 2023)

Based on table 7, the results of testing the multiple linear regression equation are as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 8.221 + 0.629 X_1 + 0.460 X_2$$

From the regression equation above, the results of multiple linear regression analysis are obtained as follows:

- A constant value of 8.221 means that if social media content (X₁) and word of mouth (X₂) have a value of 0 (zero), then the level of decision to choose a college place (Y) is 8.221.
- The positive coefficient value on the social media content variable (X₁) is 0.629 or 62.9%, which means that social media content has a positive effect on the decision to choose a place to study at 'Aisyiyah University, Yogyakarta. If the influence of social media content increases by 1%, the decision to choose a place to study at 'Aisyiyah Yogyakarta University will increase by 0.629 or 62.9%.
- The positive coefficient value on the word of mouth variable (X₂) is 0.460 or 46.0%, which means that if there is a word of mouth effect that increases by 1% then the decision to choose a place to study at 'Aisyiyah University Yogyakarta will increase by 0.460 or 46.0%.

4. Partial Test (t Test)

The t test is used to determine whether partially the independent variable has a significant effect or not on the dependent variable. The test uses a significance level of 0.05.

- If t count $>$ t table or value (sig) < 0.05 , then the independent variable affects the dependent variable.
- If t count $<$ t table or value (sig) > 0.05 , then the independent variable has no effect on the dependent

variable.

Table 8. Partial Test Results Coefficients^a

Model	Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	8.221		2.725	.008		
KMS	.629	.129	4.883	.000	.661	1.514
GT	.460	.089	5.190	.000	.661	1.514

b. Dependent Variable: KMTK
(Source: Data processed in 2023)

Based on table 8 with df (99) obtained t table = 1.984. The table shows the following results:

- The Social Media Content variable (X1) has a t count = 4.883. Because the value of t count is $4.883 > t$ table is 1.984, then H_a is accepted and H_o is rejected. So it can be concluded that social media content has a significant effect on the decision to choose a place to study at 'Aisiyiyah University, Yogyakarta.
- The word-of-mouth variable (X2) has a t count = 5.190. Because the value of t count is $5.190 > t$ table is 1.984, then H_a is accepted and H_o is rejected. So it was concluded that Getok Tular had a significant effect on the decision to choose a place to study at 'Aisiyiyah University, Yogyakarta.

5. Simultaneous Test (Test F)

Simultaneous tests were carried out to find out whether social media content variables and word of mouth affect the decision variables to choose a place to study together.

- If F count $>$ F table or value (sig) $<$ 0.05, then the independent variable influences the dependent variable simultaneously.
- If F count $<$ F table or value (sig) $>$ 0.05, then the independent variable has no effect on the dependent variable simultaneously.

Table 9. Simultaneous Test Results ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1308.651	2	654.325	60.786	.000 ^b
Residual	1065.673	99	10.764		
Total	2374.324	101			

a. Dependent Variable: KMTK
a. Predictors: (Constant), GT, KMS
(Source: Data processed in 2023)

Based on the results of table 9, it is known that the calculated F value is 60.786 with a significance level of 0.000. The F table value in the regression model is obtained through the degree of freedom (df), so that $df = n - k - 1 = 99$ is 3.088. Fcount (60.786) $>$ Ftable (3.088), meaning that the independent variables (social media

content and word of mouth) simultaneously affect the dependent variable (the decision to choose a place to study). Significance level $\alpha = 0.00$, then $0.000 < 0.05$ means that the regression equation model is feasible to use and the independent variables (social media content and word of mouth) have a significant effect on the dependent variable (the decision to choose a place to study). So that H_0 is rejected and H_a is accepted.

The research hypothesis is that social media content and word of mouth together influence the decision to choose a place to study that can be accepted or tested. So the regression model can be used to predict social media content and word of mouth affect the decision to choose a place to study.

6. Coefficient of Determination

The coefficient of determination test was carried out to determine the extent of the relationship or how much (in percent) the contribution between Social Media Content (X1) and Getok Tular (X2) variables towards the Decision to Choose a Study Place at 'Aisiyiyah University, Yogyakarta.

Table 10. Test Results for the Coefficient of Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.542	3.281

a. Predictors: (Constant), GT, KMS

(Source: Data processed in 2023)

Based on the results of table 10, it shows that the Adjusted R Square value is 0.542, which means that the effect of the independent variable (X) on the dependent variable (Y) is 54.2%. These results indicate that social media content and word of mouth have a fairly high influence, namely 54.2% on the decision to choose a place to study at 'Aisiyiyah University, Yogyakarta. While the remaining 45.8% is explained by other variables that are not included in the regression model in this study.

CONCLUSION AND RECOMMENDATION

Based on the results of the analysis and hypothesis testing, it can be concluded that social media content positively and significantly influences the decision to choose a place to study at 'Aisiyiyah University, Yogyakarta. The number of followers on social media accounts and the consistency of 'Aisiyiyah Yogyakarta University in uploading content from time to time have an influence on student decision making. This is evidenced by several results of data analysis, including: Partial test, t count value is $4.883 > t$ table 1.984, so Social Media Content (X1) has a significant effect on the Decision to Choose a Place to Study at 'Aisiyiyah University, Yogyakarta. The positive coefficient value on the Social Media Content variable (X1) is 0.629 or 62.9%, which means that social media content has a positive effect on the decision to choose a place to study at 'Aisiyiyah University, Yogyakarta.

Word of mouth significantly influences the decision

to choose a place to study at 'Aisiyiyah University, Yogyakarta. The word-of-mouth variable (X2) has at count = 5.190. Because the t value is $5.190 > t_{table} 1.984$, Getok Tular has a significant effect on the decision to choose a place to study at 'Aisiyiyah University, Yogyakarta. The positive coefficient value on the word of mouth variable (X2) is 0.460 or 46.0%, so it can be concluded that word of mouth has a positive effect on the decision to choose a place to study at 'Aisiyiyah University, Yogyakarta.

Based on the results of the analysis and hypothesis testing, it can be concluded that social media content and word of mouth simultaneously influence the decision to choose a place to study at 'Aisiyiyah University, Yogyakarta. Simultaneous test, Fcount value ($60.786 > F_{table} (3.088)$) and Sig value $0.000 < 0.05$, social media content and word of mouth together influence the decision to choose a place to study. The results of the study obtained a coefficient of determination of 0.542. This shows that social media content and word of mouth have a high influence of 54.2% on the decision to choose a place to study at 'Aisiyiyah University Yogyakarta and 45.8% are influenced by other factors.

Based on the results and conclusions of the research, several suggestions can be put forward as follows. For the future, 'Aisiyiyah Yogyakarta University is expected to be consistent in uploading interesting content on social media accounts to introduce the campus to the general public. This is based on the results of data analysis which shows that social media content influences the decision to choose a place to study. Social media is a means for conducting face- to-face communication which of course requires very little cost and has the opportunity to be able to attract consumers from various places. University of 'Aisiyiyah Yogyakarta needs to increase the word of mouth strategy to the general public because the test results show that word of mouth is still quite low. So this needs to be considered carefully to provide benefits for 'Aisiyiyah Yogyakarta University.

For future researchers who will conduct similar research or continue this research, it is advisable to further develop the context of the discussion of phenomena and look for other factors that influence purchasing decisions. It is hoped that future research will not only distribute questionnaires online, but also be accompanied by in-person interviews so that the data obtained is more complete and avoids questions or statements that are not understood by respondents. The limitation of this research is that the network of respondents that the researcher knows is very small and some prospective respondents are not willing to fill in because the questionnaire is distributed online.

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