

RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh Iklan konten sosial media, Event Marketing, Persepsi Biaya terhadap niat kuliah calon mahasiswa dengan citra universitas sebagai variabel intervening. Variabel yang digunakan dalam penelitian ini adalah Sosial Media Marketing, Event Marketing, Persepsi Biaya, Citra Universitas & Niat. Jenis penelitian ini adalah penelitian survei. Jumlah responden yang di gunakan sebanyak 100 responden. Dalam penelitian ini sampel diambil dengan cara *nonprobability sampling*, *dengan teknik purposive sampling*. Metode pengambilan data menggunakan kuesioner. Uji hipotesis menggunakan Smart PLS dan *Structural Equation Modeling (SEM)*. Hasil penelitian ini menunjukkan bahwa Iklan konten sosial media, Event Marketing dan persepsi biaya berpengaruh positif terhadap citra universitas, Konten iklan sosial media dan citra universitas berpengaruh positif terhadap niat. Sedangkan Event dan persepsi biaya tidak berpengaruh terhadap niat kuliah di kampus universitas Putra Bangsa. Citra Universitas sebagai variabel mediasi mampu mempengaruhi seluruh varibel bebas secara parsial.

Kata Kunci: Iklan Sosial Media, Event Marketing, Persepsi Biaya, Citra Universitas, Niat Kuliah.



SUMMARY

This study aims to determine the effect of social media content advertising, event marketing, cost perceptions on prospective students' college intentions with university image as an intervening variable. The variables used in this research are Social Media Marketing, Event Marketing, Perceived Cost, University Image & Intentions. This type of research is survey research. The number of respondents used was 100 respondents. In this study, the samples were taken by means of nonprobability sampling, with a purposive sampling technique. Data collection method using a questionnaire. Hypothesis testing using Smart PLS and Structural Equation Modeling (SEM). The results of this study indicate that social media content advertising, event marketing and perceived costs have a positive effect on university image, social media advertising content and university image have a positive effect on intentions. Meanwhile, events and perceived costs have no effect on the intention to study at the Putra Bangsa university campus. University image as a mediating variable is able to partially influence all independent variables.

Keywords: Social Media Advertising, Event Marketing, Perceived Cost, University Image, Intention to Study.

