

The Effect Of Social Media Promotion Instagram, Word Of Mouth (WOM), And Online Customer Review On Students' Decisions To Take Tutoring In Brits Indonesia Institutions

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Abstract.

This study aimed to determine the effect of social media promotion Instagram, Word of Mouth (WOM), and Online Customer Review on students' decisions to take tutoring at BRITS Indonesia Institution. The population in this study were all students who had followed the guidance in November 2021. The sample size was 76 respondents; the sampling technique was purposive sampling technique. The type of data used was sourced from primary data and secondary data. Data was collected using observation, questionnaires, and documentation. The technique used to analyze the data was the technique of multiple linear regression analysis. The results showed that the promotion of social media Instagram (X1) had a significant effect on students' decisions to follow tutoring, word of mouth (X2) had a significant effect on students' decisions to follow tutoring, and electronic word of mouth (X3) had a significant effect on students' decisions to follow tutoring study.

Keywords: *Instagram Social Media Promotion, Word of Mouth (WOM), Online Customer Review, Students' Decision.*

I. INTRODUCTION

The use of internet and online transaction which has been increased has made one of the businesses such as tutoring institution begin to look at internet marketing media facilities through social media platforms. Nowadays, social media becomes the most widely promotional and communication tool used because it has very significant impact on business development like its' advantages for users that they don't have to pay on creating a social media account. As stated on one of news media "Internet users in Indonesia have reached 82 million people with this achievement, Indonesia is ranked in the top 8 in the world" (<https://kominfo.go.id>, accessed March 3, 2017). One of the most popular social media and many users is Instagram. "Instagram social media users in Indonesia are among the largest in the world along with Japan and Brazil" (<http://www.antaranews.com>, accessed 3 March 2017). Taking concern on social media users which about 82 million people, businesses also use social media for advertisement because of the huge potential users in it, and vigorous promotion where they would be directly gotten proportional return in the form of many enthusiasts or buyers. However, there is one ancient advertising strategy which currently still being used in advertising and does not really require exposure to technology such as social media. It is called as Word of Mouth (WOM) advertising strategy which has long been known earlier and relevant to use. Word of Mouth (WOM) spreads the information as a chain message to other consumers. Word of Mouth (WOM) can be an effective advertising method because it is trustworthy. The credibility of this strategy comes from the information that disseminated from the experiences of satisfied consumers using the brands/ product. A pleasant and satisfying experience in using a product/service will leave on consumers' impression and gratitude. From the consumers' impression, they would like to convey their experiences to the others. Honest confession to the neighborhoods will make it easier to remember. This is make Word of Mouth (WOM) happened.

The development of technology in this modern era has changed Word of Mouth (WOM) into Electronic Word of Mouth (EWOM). Electronic Word of Mouth (EWOM) refers to any positive or negative statement made by some consumers about a product or company, which is available for many people and institutions via the internet and well known as Online Customer Review. Conceptually, it has no different in conveying messages and impressions, this method uses the features utilization provided by websites and

social media. Online Customer Review communication exists in various aspect of life including in education. Education involves teaching and learning activity and the distribution of information from educators to students directly or indirectly by using or not using teaching support media. Students in Indonesia should finish 12 years' study from elementary to senior high school and then continue to higher education (University level) which is not easy for most students to pass. This situation, creates a lot of demand for additional classes or educational teaching outside from formal schools which is an opportunity for tutoring providers. Tutoring or courses is generally as same as teaching and learning activities in formal schools, but the methodological approach for students in tutoring/courses tends to be more innovative, flexible and targeted. Then, it becomes popular and interested by consumers and can easily be found in almost all cities in Indonesia. One of the skyrocketing tutoring class is BRITS Indonesia. The concern for this tutoring class is how to convey and promote its' facilities properly and effectively. So, Word of Mouth (WOM) and Online Customer Review becomes one of the way in promoting this courses. There are some previous studies discussed about the effect of social media promotion, Word of Mouth (WOM) and Online Customer Review on purchasing decisions (decision on service usage). The research conducted by Wicaksono (2020) showed that social media promotion has a significant influence on students decision to follow English for Skill class. Furthermore, Rosalina (2020) research's result showed that Word of Mouth (WOM) has a positive and significant relationship on purchasing decisions at Simpang Raya Pasteur Restaurant. Previously, Novita Sari (2017) studied about Online Customer Review also showed that it has significant influence for consumers in purchasing decisions.

As for BRITS Indonesia, it is known as one of famous course to prepare students of senior high school grade 12th and gap year students following entrance examination in university. BRITS Indonesia is located in Malang City which established in 2017. Although, it becomes a new challenge in promoting this course, BRITS Indonesia can compete with other institution in getting students. The number of students is also progressively increasing every year. As for the reason, BRITS Indonesia maximizes the use of the internet, specifically social media Instagram, WOM, and Online Customer Review as a means of marketing services that can reach prospective students (consumers) wider and faster. This makes the authors interested in conducting research on these 3 variables to find out which variables are most effectively carried out by the Indonesian BRITS Institute.

II. LITERATURE REVIEW

Understanding Instagram as Social Media Promotion

Promotion is an element of mix marketing that focus on efforts to inform, persuade, and remind consumers of the company's brands and products (Tjiptono 2015:387). Meanwhile, social media is a network which is used to create news through internet users and communicate and disseminate information, so that social media marketing is a type of internet marketing model to achieve marketing goals by participating in the scope of social media networks (Deru and Cindy, 2017). One of well-known social media for marketing for young learner is Instagram. Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share on various social networking services, including Instagram's itself (Atmoko, 2012:4).

Definition of Word of Mouth (WOM)

Transferring information refers to the meaning of communication. Communication is a process of exchanging of comments, thoughts, or ideas between two or more consumers, neither of which is a source of marketing (Mowen and Minor, 2014: 2). There are two main roles in communication, speaker and receiver and Word of Mouth (WOM) becomes one of the way to present the information. Word of Mouth (WOM) is any form of notification of a positive or negative experience that is communicated by someone after buying, feeling or using a product or service (Kotler and Keller, 2015:147). Word of Mouth (WOM) appears after someone get the impression of something whether it is about goods or services. Then followed by another person decision to follow or to buy it.

Definition of Online Customer Review

Online Customer Review is Online Customer Review is a direct opinion of someone and not an advertisement that refers to content posted by users online or on third-party websites (Fauzi & Lina, 2021). Online Customer reviews also have a function as a decision-making tool and a mechanism for feedback given by consumers (Kanita, 2018).

Definition of Decision.

Purchasing decision is one of the main components of consumers' attitudes (Ruhamak, 2017). A decision involves a choice between two or more alternative courses of action (or behavior). The understanding of consumer behavior by the company as a producer is so important and needs further attention. In understanding consumer behavior, there are many influences that underlie a person in making purchasing decisions for a product or brand. In most people, consumer buying behavior is often initiated and influenced by many stimuli (stimuli) from outside themselves, both in the form of marketing stimuli and stimuli from other environments. These stimuli are then processed (processed) within themselves, according to their personal characteristics, before finally making a purchase decision.

The conceptual framework in this study can be seen in Figure 1:

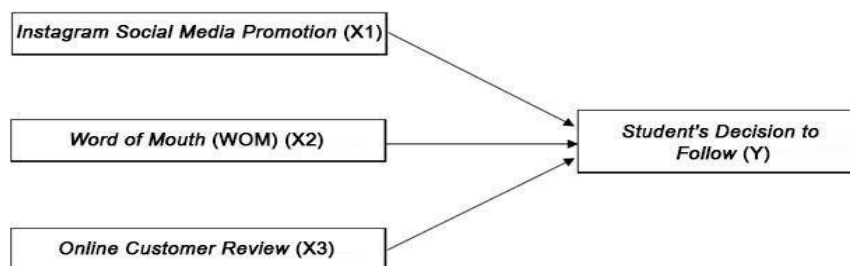


Fig 1. Conceptual Framework

2.1. Hypotheses

The hypothesis of this study is based on Figure 1, namely:

- H₁: There is an influence between the promotion of Instagram social media on students' decisions to take tutoring at the BRITS Indonesia institution
- H₂: There is an influence between Word of Mouth on students' decisions to take tutoring at the BRITS Indonesia institution
- H₃: There is an influence between Electronic Word of Mouth on students' decisions to take tutoring at the BRITS Indonesia institution
- H₄: There is an influence between social media promotions Instagram, Word of Mouth, and Online Customer Review on students' decisions to take tutoring at the BRITS Indonesia institution

III. METHODS

The research method in this study used quantitative method. The population used in this study were the students who have been registered in BRITS Indonesia in 2021 with a population about 315 people. A sample in this study were 76 respondents and calculated using the Slovin formula. The sampling technique used purposive sampling technique, namely the sampling technique or data source with certain considerations or criteria, and was measured using a Likert scale. Data collection techniques are by conducting observations, questionnaires, and documentation. While the data analysis method used is the Multiple Linear Regression Analysis Method

IV. RESULT AND DISCUSSION

This study had respondents including 68.4% women and 31.6% men. Respondents were students of senior high school grade 3 and gap year students graduated in aged 17-19 years. A total of 73.6% of respondents open the Instagram social media application more often and the remaining 26.4% of users often open other social media applications.

Statistical Analysis

The normality test carried out in accordance with statistical analysis showed the following results:

Table 1. Normality Test

		Unstandardized Residual
N		76
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,95422136
	Absolute	,109
Most Extreme Differences	Positive	,063
	Negative	-,109
Kolmogorov-Smirnov Z		,949
Asymp. Sig. (2-tailed)		,329

a. Test distribution is Normal.

b. Calculated from data.

Source: 2021 SPSS Data Processing

Based on Table 1. above, it showed that the value generated in Asym.sig is 0.329, which can be said that the Asym.sig 0.329 is greater than 0.05, so the regression model used is normally distributed.

Multicollinearity Test

The test results using the multicollinearity test obtained the following results:

Table 2. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3,260	1,953		1,669	,099		
1	Promosi Instagram	,641	,108	,543	5,927	,000	,619
	Online Customer Review	-,223	,082	-,313	-2,737	,008	,396
		,443	,072	,631	6,156	,000	,493
							2,028

a. Dependent Variable: Student's Decision to Follow Tutoring

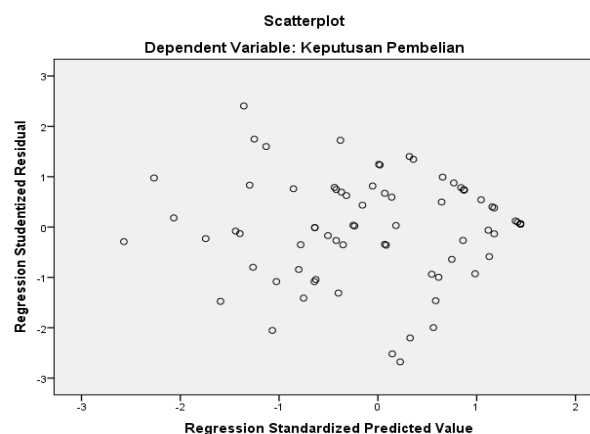
Source: 2021 SPSS Data Processing

The results of the multicollinearity test in Table 2. showed that all variables used as predictors of the regression model showed a fairly small VIF value, where all of them are below 10 and the tolerance value is more than 0.10. This means that the independent variables used in the study do not show any symptoms of multicollinearity.

Heteroscedasticity Test

The results of the heteroscedasticity test data in this study using a scatterplot are shown by the results in Graph 1:

Fig 1. Heteroscedasticity Test



Source: SPSS Data Processing in 2021.

The results of the analysis of the heteroscedasticity test in Graph 1 scatterplot showed that the points spread randomly and it's spread above and below the number 0 on the Y axis. These results can be concluded that there is no symptom of heteroscedasticity in the regression model.

Linearity Test

The results of the test using the linearity test obtained the results in Table 3:

Table 3. Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
Unstandardized Residual *	Between Groups	(Combined)	281,924	63	4,475	11,933	,000
		Linearity	,000	1	,000	,000	1,000
	Unstandardized Predicted Value	Deviation from Linearity	281,924	62	4,547	12,126	,000
Within Groups		4,500	12	,375			
Total		286,424	75				

Source: SPSS 2021 Data Processing

The results of the linearity test in Table 3. showed that the sig. value is 1,000 where the value is > 0.005. So it is concluded in this study that there is a linear relationship between the independent variable and the dependent variable.

Multiple Linear Regression Results

The linear regression equation based on the results of data processing using SPSS 25 could be seen in Table 4:

Table 4. Multiple Linear Regression Results, Determination Test and F-Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,791 ^a	,626	,611	1,899	,626	40,247	3	72	,000	1,883

- Predictors: (Constant), Online Customer Review, Instagram Promotion, Word of Mouth
- Dependent Variable: Student's Decision to Follow Tutoring

Source: SPSS Data Processing in 2021

Based on the results of multiple linear regression calculations in Table 4, we got a regression line equation as follows:

$$Y = 3.260 + 0.641 - 0.223 + 0.443 + \varepsilon$$

It could be seen that between Instagram Social Media Promotion (X₁) and Online Customer Review (X₃) both had a positive influence on Students' Decisions to Take Tutoring (Y) while Word of Mouth (X₂) had a negative influence on Students' Decisions to Take Tutoring (Y). From table 4, the value of X₁ was equal then each increased in Social Media Promotion affects 0.641 or 64.1% of Students' Decisions to Participate in Tutoring. The value of X₂ was -0.223, so, every increase in Word of Mouth affected about 0.223 or 22.3% a decrease in Students' Decisions to Follow Tutoring. The value of X₃ is 0.443, so every increase in Online Customer Review affected about 0.443 or 44.3% of Students' Decisions to Participate in Tutoring.

Determination Test (R²)

Based on Table 4 the coefficient of determination (R²) was about 0.611. It can be concluded that the regression model used was able to explain the effect of the variables of Social Media Promotion, Word of Mouth, and Online Customer Review in amount 61.1% on Students' Decisions to Follow Tutoring. While the remaining 38.9% is influenced by other variables which not included in this study.

F test

Based on Table 4, the F table value of df₁=3, df₂=72 is 2.73. Because the value of Count > from Table (40.247 > from 2.73) and the value of sig is smaller than (0.000 < 0.05) then hypothesis 4 which stated that the independent variables of Social Media Promotion, Word of Mouth and Online Customer Review

simultaneously had an effect significant to the dependent variable. Students' decision to take tutoring is accepted.

T-Test

Table 5. T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3,260	1,953		1,669	,099		
Promosi Instagram	,641	,108	,543	5,927	,000	,619	1,617
Word Of Mouth	-,223	,082	-,313	-2,737	,008	,396	2,528
Online Customer Review	,443	,072	,631	6,156	,000	,493	2,028

a. Dependent Variable: Student's Decision to Follow Tutoring

Source: SPSS Data Processing in 2021

Based on Table 5., Testing H_1 about the effect of Social Media Promotion (X_1) resulted in a t-value of 5.927 with a p-value of 0.000. The test results showed a significance of $(0.000) < (\alpha = 0.05)$ and a t-count of $5.927 > 1.666$ so that there is a significant effect of Social Media Promotion on Students' Decisions to Participate in Tutoring. The regression coefficient b_1 had a positive value of 0.641 indicators that Social Media Promotion had a positive effect on Students' Decisions to Participate in Tutoring. Testing the H_2 of the influence of Word of Mouth (X_2) resulted in a t-count value of -2.737 with a p-value of 0.008. The test results showed significance $(0.008) < (\alpha = 0.05)$ and t-count $-2.737 < 2.009$ so that there is a significant effect of Word of Mouth on Students' Decisions to Follow Tutoring. The regression coefficient b_2 had a negative value of -0.223 indicating that Word of Mouth had a negative effect on Students' Decisions to Follow Tutoring. Testing H_3 of the effect of Online Customer Review (X_3) resulted in a t-count value of 6.156 with a p-value of 0.000. The test results showed a significance $(0.000) < (\alpha = 0.05)$ and t-count of $6.156 > 1.666$ so that there was a significant effect of Online Customer Review on Students' Decisions to Follow Tutoring. The regression coefficient b_3 had a positive value of 0.443 indicating that Online Customer Review had a positive effect on Students' Decisions to Follow Tutoring.

Social Media Promotion on Students' Decisions to Choose BRITS Indonesia

The results of this study conclude that social media promotion had significant effects on students' decisions to follow tutoring. This means that the better the social media promotion carried out by BRITS, the higher the students' decision to choose tutoring at BRITS. Factually, the content that had been uploaded by BRITS on several social media in the form of photos and videos had been watched, liked, and commented on by many people, one of them by students and non-students from BRITS Indonesia so that from photos and videos that had been uploaded, it created a desire on students' decision to choose BRITS Indonesia as their preference course to prepare their examination to University entrance. The results of this study also strengthen the previous findings from Chozin (2020) and Eny Soraya (2020), which stated that social media promotion has a significant positive effect on students' decisions to choose BRITS Indonesia.

Word of Mouth (WOM) on Students' Decisions to Choose BRITS Indonesia

The results of this study concluded that Word of Mouth has a significant effect but referred to negative effect on students' decisions to choose BRITS. This means that if the value of Word of Mouth increased, the student's decision to choose BRITS would decrease, it could be seen in the results of the characteristics of respondents in educational status where more BRITS students who had graduated from high school (gap year students) than senior high school students grade 3 which about 44 students. This characteristic proved that Word of Mouth value had negative impact because BRITS students who had graduated from high school were lack opportunity to spread information directly about BRITS, they were more likely focused on learning in BRITS. Moreover, the pandemic occurred at that time would make students (consumers) rarely meet face-to-face so they prefer use social media as a dissemination information

regarding the quality and services that support BRITS course. In addition, most of the respondents who came from gap year students (repeating 1 year of study to reach their dream campus) chose to secretly follow tutoring without telling their classmates because for some of them "gap year" is a bad image. This affected on the negative value of word of mouth on students' decisions to choose Brits. The results of this study similar to the previous findings from Kiki Joesyiana (2018) and Juniarta (2016) which state that word of mouth has a significant effect on students' decisions to choose BRITS Indonesia.

Online Customer Review on Students' Decisions to Choose Brits Indonesia

The results of the study concluded that Online Customer Review had a significant and positive influence on students' decisions to choose BRITS as tutoring institutions. This means that if the value of Online Customer Review was increased, the student's decision to choose BRITS tutoring would also increase. This was supported by the characteristics of social media application respondents, where all students have at least one account from social media. With the existence of social media owned by students, it will make it easy for students to get information related to tutoring for BRITS Indonesia and make it easier for students to recommend BRITS to others because social media is not complicated and does not take long time to operate, beside students and other people can immediately see how the quality of BRITS course through photos, videos, and information provided by Brits causes students' decisions to choose Brits as tutoring institutions for learning. The results of this study also strengthen previous findings from Novita Sari (2017) and Niken (2015) which state that Online Customer Review has significant effect on the student's decision to choose BRITS Indonesia.

IV. CONCLUSION

Based on the results of the data analysis above, the conclusions that Media Promotion has a significant effect on students' decisions to follow BRITS Indonesia tutoring as a place for their study. This is because they know more information about BRITS from promotions on Instagram application carried out by BRITS account. Word of Mouth (WOM) has significant and negative effect on students' decisions to choose BRITS as their course. This was due to the limited direct communication due to the pandemic that occurred at that time and most of the students who were gap year students (repeating 1 year of study to reach their dream campus) chose to secretly follow the class without telling their classmates. Online Customer Review has a significant and positive effect on students' decisions to choose BRITS as their course. Students who take tutoring at BRITS are young where they more often see information and communicate through social media.

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