

**Pengaruh *Brand Image* dan e-WOM di Tiktok terhadap Minat Daftar Siswa/i
dalam Melanjutkan Pendidikan ke Jurusan Manajemen S1
di Universitas Widyatama
(Studi kasus pada Kelas 12 SMA PGII 1 Bandung)**

ABSTRAK

Perkembangan teknologi dan media sosial memberikan dampak signifikan terhadap perilaku konsumen, termasuk dalam memilih perguruan tinggi. Hal tersebut juga membuat institusi pendidikan mengubah cara dalam mempromosikan institusi, terutama dalam menarik minat calon mahasiswa melalui Tiktok atau platform digital lainnya. Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image* dan e-WOM di Tiktok terhadap minat siswa/i kelas dua belas SMA PGII 1 Bandung dalam melanjutkan pendidikan ke Jurusan Manajemen S1 di Universitas Widyatama. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Penentuan sampel penelitian dilakukan dengan menyebarkan kuesioner kepada siswa/i kelas dua belas di SMA PGII 1 Bandung. Analisis data yang dilakukan menggunakan aplikasi SPSS. Hasil penelitian diketahui bahwa *Brand Image* (X1) lebih besar pengaruhnya terhadap Minat Beli dibandingkan e-WOM (X2). Hasil penelitian secara simultan juga menunjukkan bahwa *Brand Image* (X1) dan e-WOM (X2) melalui Tiktok @Widyatama.id berpengaruh positif dan signifikan terhadap minat daftar siswa ke Universitas Widyatama. Penelitian ini menyimpulkan bahwa media sosial, khususnya Tiktok, dapat menjadi alat yang efektif dalam membangun citra universitas dan mempengaruhi minat calon mahasiswa dalam melanjutkan pendidikan tinggi.

Kata Kunci: *Brand Image*, e-WOM, Minat Beli

***The Influence of Brand Image and e-WOM on TikTok on the Interest of
Students in Enrolling in the Bachelor of Management
Program at Widyatama University
(A Case Study on 12th Grade Students of SMA PGII 1 Bandung)***

ABSTRACT

The development of technology and social media has a significant impact on consumer behavior, including in choosing a university. This has also made educational institutions change the way they promote institutions, especially in attracting prospective students through TikTok or other digital platforms. This study aims to determine the effect of Brand Image and e-WOM on TikTok on the interest of twelfth grade students of SMA PGII 1 Bandung in continuing their education to the S1 Management Department at Widyatama University. The research method used is descriptive and verification with a quantitative approach. Determination of the research sample was carried out by distributing questionnaires to twelfth grade students at SMA PGII 1 Bandung. Data analysis was carried out using the SPSS application. The results showed that Brand Image (X1) has a greater influence on Purchase Intention than e-WOM (X2). The results of the study simultaneously also showed that Brand Image (X1) and e-WOM (X2) through TikTok @Widyatama.id had a positive and significant effect on student enrollment interest in Widyatama University. This study concludes that social media, especially TikTok, can be an effective tool in building a university image and influencing prospective students' interest in continuing higher education.

Keywords: Brand Image, e-WOM, Purchase Interest