

PROMOTING HIGHER EDUCATION THROUGH SOCIAL MEDIA

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Abstract

The main objective of this study was to analyze the use of social media in promoting higher education. Specifically analyzing the influence of brand satisfaction and trust in brand attachments that have been communicated through social media “Instagram”. The population in this study were all stakeholders of the Muhammadiyah University of Surakarta who had become @umsurakarta followers. The sampling technique was purposive sampling by selecting respondents according to predetermined criteria. The data collection method used is through a field study in the form of a questionnaire. Data analysis used multiple regression. The results indicated that brand satisfaction and brand trust have a positive and significant effect on brand attachments. The implication is that to increase brand attachment can be done by increasing the satisfaction of stakeholders to the institution and also by increasing their trust in the institutions that are communicated with social media especially Instagram.

Keywords: Brand attachments; brand satisfaction; brand trust; and social media.