



The Effect of Social Media Marketing and E-Service Quality on the Decision to Choose Private Tutoring Services "Be Smart Student" Mediated by Brand Trust

Putri Ismawati^{1*}, Adibah Yahya², Hamzah Muhammad Mardi Putra³

¹ Master of Management Study Program, Faculty of Economics and Business, Universitas Pelita Bangsa, Bekasi Indonesia, putriismaw@gmail.com

² Faculty of Economics and Business, University Pelita Bangsa, Bekasi, Indonesia
adibah.yahya@pelitabangsa.ac.id

³ Faculty of Economics and Business, University Pelita Bangsa, Bekasi, Indonesia
hamzah@pelitabangsa.ac.id

*Corresponding Author: putriisma88@gmail.com

Abstract: This research aims to determine and analyze the influence of social media marketing and e-service quality on the decision to choose Private Lesson "Be Smart Student" mediated by brand trust. The research uses quantitative method and data collection technique using g-form questionnaire for 314 respondents (parents) of students. The data analysis technique uses path analysis to determine the fit of the structural equation model with SmartPLS 4.1.0. The results conclude: Social media marketing has a positive and significant effect on choosing decisions; E- Service Quality has a positive and significant effect on choosing decisions; Brand trust has a positive and significant effect on choosing decisions; Social media marketing has a positive and significant effect on brand trust; E-Service Quality has a positive and significant effect on brand trust; Social media marketing has a positive and significant influence on choosing decisions mediated by brand trust; and E-Service Quality has a positive and significant effect on choosing decisions mediated by brand trust. The results have implications for efforts to improve marketing strategies through applying digital platforms to market institutional programs and learning processes.

Keywords: Social Media Marketing, E-Service Quality, Brand Trust, Choosing Decisions.

INTRODUCTION

The use of social media for marketing the services of a private tutoring institution and the application of *e-service quality* is expected to not only be able to increase the decision to choose the tutoring institution, but also to increase public *trust* in institution (*brand trust*). Marketing education services through social media helps parents and / or students make decisions or determine the choice of educational institutions that they will follow (Fauzan *et al.*, 2023); (Perera *et al.*, 2022); (Simanjuntak *et al.*, 2024). The application of *e-ServQual* significantly influences the decision to choose an educational *start-up* application (Lukiyana & Ramafita, 2024); and affects student retention in choosing a school (Oanh & Tho, 2024). *E-servqual* influences the decision to choose a service application (Alfani *et al.*, 2023).

Apart from influencing the decision to choose, *social media marketing* also affects *brand trust* (Chavadi *et al.*, 2023); (Haudi *et al.*, 2022); (Sari & Hayuningtias, 2024). *Social media marketing* also affects the institution's *brand trust* in attracting prospective students (Sanghvi, 2020); and on the image of the institution (Falah & Setiawan, 2022). Likewise, educational *e-service quality* has a significant effect on *e-trust* (Mahdyvianra *et al.*, 2021). *E-service quality* is able to build high student trust in the campus (brand) (Asakdiyah & Ismanto, 2022).

Trust is formed through consistent positive experiences, a sense of security in transactions, service efficiency, responsiveness to customer needs, personalization of services, and fulfillment of promises, thus contributing to customers' positive perceptions of the brand, which ultimately increases loyalty and trust (Affandi *et al.*, 2023)., brand trust affects the decision to choose an educational institution (Saputri & Sudhana, 2024); (Sudiantini *et al.*, 2023). Increased brand trust plays a role in turning online service quality perceptions into concrete purchasing decisions (Affandi *et al.*, 2023); (Saputra *et al.*, 2022). High trust affects service purchase decisions (Ling *et al.*, 2023).

This fact shows that brand trust can be functioning as a mediator that bridges the influence of social media marketing on buying / choosing decisions (Ebrahim, 2020); (Sohail *et al.*, 2020); (Ramadhani & Prasasti, 2023). The application of *social media marketing* as a form of *digital marketing* supported by high consumer *trust* affects consumer purchasing behavior (Enehasse & Sağlam, 2020). *Brand trust* mediates the effect of *social media marketing* on *brand loyalty* with indicators of choice decisions (Sohail *et al.*, 2020); (Umar *et al.*, 2023).

Brand trust not only mediates the effect of *social media marketing* on purchasing decisions, but also becomes an intermediary that explains how *e-service quality* can influence purchasing decisions. This tendency is due to brand trust providing a basis for confidence for customers to make purchases. Without trust, even though *e-service quality* is high, customers may hesitate to make a choice decision (Ramadhani & Prasasti, 2023). Therefore, brand trust mediates the effect of product/service quality on product purchasing decisions (Diyanti & Giantari, 2021); (Jalantina, 2022). Brand trust mediates the effect of service quality on loyalty with an indicator of the decision to choose an educational institution (Tammubua, 2021).

In connection with some of the research results above, the problems in this study include how the direct effect of social media marketing and *e-service quality* on the decision to choose private tutoring services, the direct effect of social media marketing and *e-service quality* on brand trust, the effect of brand trust on the decision to choose private tutoring services, and the indirect effect of social media marketing and *e-service quality* on the decision to choose private tutoring services mediated by brand trust.

METHODS

This research used quantitative methods. The research subjects were students represented by parents/guardians of students at the Private Tutoring institution "Be Smart Student" Bekasi. The research sample was 314 students at the institution from a population of 1,455 students recorded in September 2024. The data collection technique used was a questionnaire. The data obtained were analyzed using SEM- PLS with the help of the SmartPLS Ver. 4.1.0. Data analysis refers to the opinion (Hair *et al.*, 2022); (Henseler *et al.*, 2015) includes the following stages.

Outer Model Test through *convergent validity*, *discriminant validity*, and *construct reliability and validity* tests Assumption Test for normality of data distribution using *skewness* and *kurtosis* values, and multicollinearity using the *total inner variance inflation factor* (VIF) value. Descriptive test using *mean value descriptives*. *Inner Model Test* based on the results of the *original sample estimate*, *standard deviation*, *estimate for path*

coefficients and predictive relevance. The Model Fit test uses the *standard root mean square residual* (SRMR) and *normed fit index* (NFI) values.

RESULTS AND DISCUSSION

Outer model test results. The results of this test show that all data analysis requirements using SEM- PLS *path analysis* have been met, including *outer loading* of all constructs> 0.70.

Table 1. Outer Loading

Construct	Outer Loading
PMS1 <-> Social Media Marketing	0,751
PMS2 <-> Social Media Marketing	0,816
PMS3 <-> Social Media Marketing	0,780
PMS4 <-> Social Media Marketing	0,769
PMS5 <-> Social Media Marketing	0,771
ESQ1 <-> E-Service Quality	0,820
ESQ2 <-> E-Service Quality	0,781
ESQ3 <-> E-Service Quality	0,856
ESQ4 <-> E-Service Quality	0,788
ESQ5 <-> E-Service Quality	0,804
KPR1 <-> Brand Trust	0,834
KPR2 <-> Brand Trust	0,824
KPR3 <-> Brand Trust	0,800
KPR4 <-> Brand Trust	0,833
KPM1<->Choosing Decision	0,829
KPM2<->Choosing Decision	0,807
KPM3<->Voting Decision	0,799
KPM4<->Voting Decision	0,808

Source: Data Processing Results (2025)

Furthermore, the results of the discriminant validity test show that the *Cronbach's Alpha* value and *composite reliability*> 0.70 so that the construct has adequate reliability, as well as the *average variance extracted* (AVE) value> 0.50 so that further analysis can be carried out.

Table 2. Construct Reliability and Validity

Case	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
ESQ	0,869	0,870	0,905	0,656
KPM	0,827	0,829	0,885	0,657
MORT GAGE	0,842	0,844	0,894	0,677
PMS	0,837	0,838	0,884	0,605

Source: Data Processing Results (2025)

Assumption test results

The assumption test results show that the data is normally distributed based on the values of *skewness* and *kurtosis* which is within the range of \pm 1.96 (significance 0.05).

Table 3. Skewness and Kurtosis Values

Case Index	Mean	Excess kurtosis	Skewness
PMS1	3,5924	-0,6212	-0,5666
PMS2	3,6847	-0,8344	-0,5391
PMS3	3,5382	-1,0976	-0,4670

PMS4	3,4395	-1,1144	-0,4497
PMS5	3,4841	-1,2105	-0,3464
ESQ1	3,7166	-1,0246	-0,5441
ESQ2	3,6019	-1,0822	-0,4660
ESQ3	3,6083	-1,0822	-0,4610
ESQ4	3,6115	-0,9381	-0,6202
ESQ5	3,6115	-1,0760	-0,4437
KPR1	3,6115	-1,0298	-0,5127
KPR2	3,5924	-0,9980	-0,4904
KPR3	3,4459	-1,1954	-0,3391
KPR4	3,6210	-0,9570	-0,5871
KPM1	3,7166	-0,7623	-0,7055
KPM2	3,7420	-0,9157	-0,7281
KPM3	3,3503	-1,4238	-0,3280
KPM4	3,439	-1,3640	-0,3944

The results of other assumption tests show that the independent variables do not produce multicollinearity symptoms based on the inner VIF value <5.

Table 4. Inner Total Variance Inflation Factors (VIF)

Case Index	VIF
ESQ -> KPM	1,329
ESQ -> MORTGAGE	1,235
KPR -> KPM	1,325
PMS -> KPM	1,367
PMS -> MORTGAGE	1,235

Source: Data Processing Results (2025)

Descriptive Test Results

Referring to the *mean* data contained in Table 3, the descriptive test results can be concluded as follows.

The Social Media Marketing variable includes five indicators with an average score of 3.5478. This achievement shows that on average, respondents, namely parents/guardians of private tutoring students "Be Smart Student" or BSS Private Tutoring agree with marketing activities through social media carried out by the institution.

The *E-Service Quality* variable includes five indicators with an average score of 3.6300. This achievement shows that the average respondent agrees with the services and learning activities through electronic and digital devices provided by the institution.

The Brand Trust variable includes four indicators with an average score of 3.5677. This achievement shows that on average, respondents have good trust in all aspects of the services and private learning activities provided by the institution.

The Choice Decision Variable includes four indicators with an average score of 3.5621. This achievement shows that on average, respondents consider various aspects of the institution before deciding to choose or buy a private service program for the purpose of assisting their child's educational development.

Inner Model Test Results

The results of this test show the significance of the direct and indirect effects of social media marketing and *e-service quality* on choice decisions mediated by brand trust, while testing the proposed hypothesis.

Table 5. Direct Effect Test Results

<i>Case</i>	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>	<i>Decision</i>
Social Media Marketing -> Choosing Decision	0,2967	0,2986	0,0580	5,1127	0,0000	H1 accepted
<i>E-Service Quality</i> -> Decision to Choose	0,2022	0,2028	0,0564	3,5863	0,0003	H2 accepted
Brand Trust -> Choosing Decision	0,2324	0,2325	0,0597	3,8943	0,0001	H3 accepted
Social Media Marketing -> Brand Trust	0,3161	0,3193	0,0545	5,7996	0,0000	H4 accepted
<i>E-Service Quality</i> -> Brand Trust	0,2672	0,2683	0,0612	4,3675	0,0000	H5 accepted

Source: Data Processing Results (2025)

Furthermore, the indirect effect is shown in the following table.

Table 6. Indirect Effect Test Results

<i>Case</i>	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>	<i>Keputusan</i>
Pemasaran Media Sosial -> Kepercayaan Merek -> Keputusan Memilih	0,0735	0,0747	0,0245	2,9958	0,0028	H6 diterima
<i>E-Service Quality</i> -> Kepercayaan Merek -> Keputusan Memilih	0,0621	0,0623	0,0215	2,8833	0,0040	H7 diterima

Source: Data Processing Results (2025)

Model Accuracy Test Results

The results of this test are the *final result* of determining the suitability of the proposed structural equation model based on several measures, including SRMR and NFI with the results showing that the SRMR value is 0.08 and the NFI value is close to 0.9, which means that the proposed structural equation model is in the *good fit* category.

Table 7. Fit Summary Test Results

<i>Size</i>	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0,0603	0,0603
NFI	0,8316	0,8316

Source: Data Processing Results (2025)

The resulting *partial least square* structural equation model is as follows.

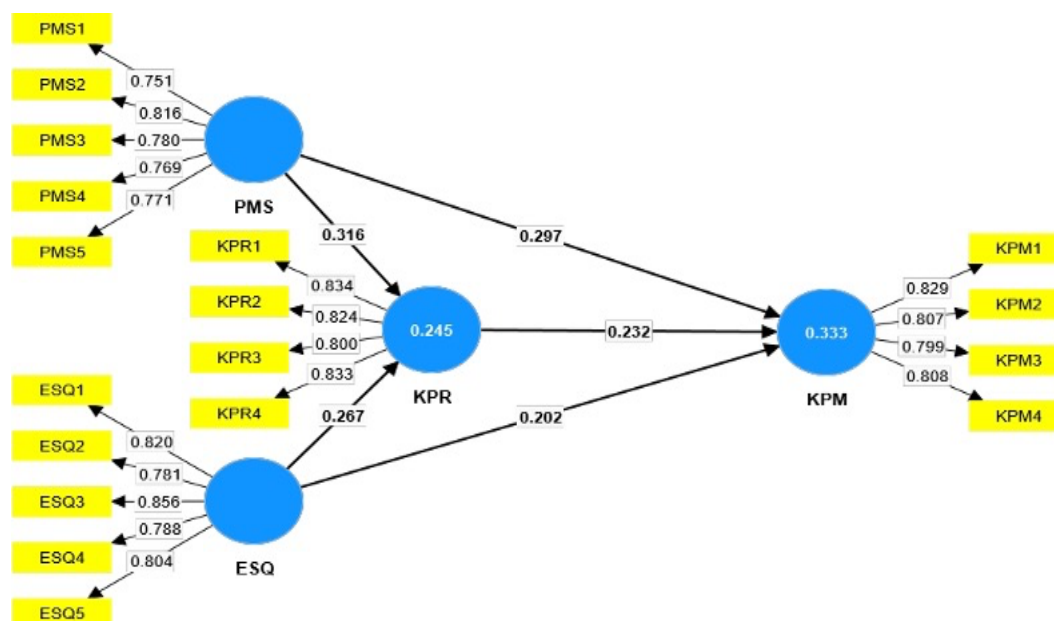


Figure 1. Structural Equation Model Generated

Discussion

The results of the descriptive analysis in Table 3 and the test results of direct and indirect effects in Table 5 and Table 6 can be explained as follows.

Social Media Marketing and the Choice Decision

Marketing through social media or *social media marketing system* is a pattern of marketing activities for a brand using social media to turn social media connectedness (network) and interaction (influence) into a valuable strategic tool to achieve the desired marketing results (Fangfang *et al.*, 2021). The results of descriptive analysis show that the responses of respondents of parents of students to the five indicators of Social Media Marketing are good with an average score of 3.5478, which means that respondents agree on the aspects of marketing through social media implemented by private tutoring management. While the decision to choose or buy is a basic psychological process that plays an important role in understanding that consumers actually make their purchasing decisions (Kotler & Keller, 2019). The results of respondents' responses to the four indicators that were taken into consideration by respondents to make a decision to choose this institution, which on average agreed with an average score of 3.5621. These two descriptive analysis results show the positive influence of social media marketing on respondents' decisions to choose these private tutoring institutions. This fact is in line with the results of hypothesis testing which shows that social media marketing has a positive and significant effect on the decision to choose a private institution.

This trend is in line with the opinion that marketing through social media (*social media marketing*) can increase customer awareness of a brand or product (Sohail *et al.*, 2020). Some research results also show the same conclusion, that the application of marketing through social media is useful for helping parents and or students to make decisions or determine the choice of institutions. (Fauzan *et al.*, 2023); (Karamang, 2021); (Mardius *et al.*, 2023); (Perera *et al.*, 2022); (Qarlina *et al.*, 2023); (Simanjuntak *et al.*, 2024); (Ardiansa & Oetarjo, 2022). Therefore, hypothesis 1: social media marketing has a positive and significant effect on the decision to choose a private institution, can be accepted.

E-Service Quality and Choice Decision

According to Wu (2014) in (Mahdyvianra *et al.*, 2021), *e-service quality* is a service

facility for internet consumers in the form of expanding the ability of a site to facilitate buying and selling, shipping and distribution activities effectively and efficiently. Respondents' responses to the five indicators of *e-service quality* are good with an average score of 3.6300, which means that respondents agree with the aspects of *e-service quality* applied by private tutoring management. Meanwhile, the decision to buy / choose is the final stage of product selection from various alternatives made by consumers, so that they decide to buy or not buy (Kotler & Armstrong, 2019). The respondents' feedback on the four indicators considered in their decision to choose the institution has also been positive. Respondents were agreed with the achievement of an average score of 3.5621. These two analysis results show that *e-service quality* influences respondents' decisions to choose this private tutoring institution. The results of hypothesis testing also confirm that *e-service quality* has a positive and significant effect on the decision to choose a private institution.

The results of this analysis are in line with the opinion that the company's (service provider) ability to provide services in accordance with consumer preferences can influence purchasing decisions (Saputra *et al.*, 2022). In the field of education, the *e-ServQual* method has a positive and significant effect on the decision to choose the Zenius Education application as an educational *start-up* or learning aid (Lukiyana & Ramafita, 2024). The application of *e-ServQual* also significantly affects the *e-trust* of educational application services (Mahdyvianra *et al.*, 2021). In general, *e-Servqual* has a significant effect on purchasing decisions (Muslim, 2018); (Saputra *et al.*, 2022). Therefore, hypothesis 2: *e-service quality* has a positive and significant effect on the decision to choose a private institution, can be accepted.

Brand Trust and Choice Decision

Brand trust is a consumer assessment of one aspect of product/brand *assurance* in providing quality services (Tjiptono, 2019). The respondents' responses to the four Brand Trust indicators achieved an average score of 3.5677, indicating that, on average, respondents agreed to place a high level of trust in the private tutoring institution. The achievement of the same response is also seen in the four indicators that consumers consider to make a decision to choose the institution with an average score of 3.5621. Both analysis results are in line with the results of the hypothesis test, namely that there is a positive and significant influence of brand trust on the decision to choose. This trend is in line with the opinion that brand trust is the main foundation in purchasing decisions, especially in online marketing (through social media) (Pop *et al.*, 2022). Trust affects online purchasing decisions (Saputra *et al.*, 2022). Support for brand trust and the application of quality services affect decisions in choosing a school (Saputri & Sudhana, 2024); (Sudiantini *et al.*, 2023). If one of the indicators of *e-loyalty* is the decision to buy or choose or use the services provided, then *e-trust* has a positive and significant effect on the decision to choose. Together with *e-servqual* and *advertising*, *brand trust* has a positive effect on the decision to choose a service application (Alfani *et al.*, 2023). *Brand trust* and *brand image* significantly influence students' decision to choose a school (Aji *et al.*, 2022). Together with *social media* and WOM, *brand trust* influences the decision to choose a school (Ardiansa & Oetarjo, 2022); (Sari & Sylvia, 2020). Therefore, hypothesis 3: brand trust has a positive and significant effect on the decision to choose a private institution, can be accepted.

Social Media Marketing and Brand Trust

The average respondent of parents of students gave a good response to the five indicators of Social Media Marketing and four indicators of Brand Trust with an average score of 3.5478 and 3.5677, respectively. The results of the descriptive analysis of the two variables lead to the influence of marketing through social media on brand trust owned by private tutoring institutions. The influence of marketing through social media on brand trust

is also reinforced by the results of hypothesis testing which shows a positive and significant influence between the two variables on brand trust.

The hypothesis test results are in line with the opinion that the availability of brand communities, entertainment, interaction, and customization features in *social media marketing* has a positive and significant effect on *brand trust* and *brand loyalty* (Sohail *et al.*, 2020). *Social media marketing* has a significant effect on *brand trust* (Chavadi *et al.*, 2023). *Social media marketing* significantly affects *brand trust* (Haudi *et al.*, 2022); (Sari & Hayuningtias, 2024). The use of *social media marketing* in the education sector affects the institution's *brand trust* and is able to attract prospective students (Sanghvi, 2020). Some of these research results refer to the tendency of a connection with conditions, that interactions through social media can influence consumer purchasing behavior and brand trust, thus having a significant effect on purchasing decisions (Ebrahim, 2020). This is because marketing through social media includes all marketing activities that use several *online* channels to introduce and socialize products, strengthen brand trust (*branding*) and build communication with customers (Sitompul *et al.*, 2021). The five dimensions of *social media marketing* activities, namely *entertainment*, *interaction*, *trendiness*, *customization*, and *word-of-mouth* have a positive effect on *brand trust* (Irawan & Hadisumarto, 2020). Therefore, hypothesis 4: social media marketing has a positive and significant effect on brand trust, accepted.

E-Service Quality and Brand Trust

The achievement of respondents' responses to the five indicators of *E-Service Quality* was good with an average score of 3.6300. In addition, the responses to the four indicators of Brand Trust were also good with an average score of 3.5677. The achievement of responses to these two variables indicates the influence of *e-service quality* on brand trust which is corroborated by the results of hypothesis testing, that the effect of *e-service quality* is positive and significant.

The trend of this influence is in line with the opinion that high *e-service quality* can build and strengthen consumer trust in brands. (Affandi *et al.*, 2023). The results of previous studies also show that the *service quality* of a product has a positive effect on *brand trust* (Mariana *et al.*, 2021). *Perceived quality* has a significant effect on *brand trust* (Chavadi *et al.*, 2023). *E-service quality* in the field of education has a significant and strong influence on trust or *e-trust* (Mahdyvianra *et al.*, 2021). *E-service quality* is able to build student trust in their campus (Asakdiyah & Ismanto, 2022). Therefore, hypothesis 5: *e-service quality* has a positive and significant effect on brand trust, accepted.

Social Media Marketing, Brand Trust and Choice Decision

The results of the descriptive analysis show that there is a tendency to influence each other between social media marketing, trust and the decision to choose a tutoring institution. Respondents' responses to the three variables were good, with the average respondent agreed on aspects of all three. The results of hypothesis testing corroborate this trend, that brand trust plays a positive and significant mediating role in the influence of social media marketing on the decision to choose.

This fact is in line with the results of previous research, that brand trust functions as a mediator that bridges the influence of social media marketing or *social media marketing* on purchasing decisions (Ebrahim, 2020); (Sohail *et al.*, 2020). *Brand trust* mediates the influence of *social media marketing* on purchase intention or choice (Ramadhani & Prasasti, 2023). The application of *social media marketing* supported by high *trust* affects consumer purchasing behavior (Enehasse & Sağlam, 2020).

This trend shows that brand trust is formed through various *social media marketing*

activities, such as positive reviews, customer testimonials, quick responses to complaints, and information transparency (Ebrahim, 2020); (Sohail *et al.*, 2020).

The decision to choose is a form of *brand loyalty*, while *brand trust* mediates the effect of *social media marketing* on *brand loyalty* (Sohail *et al.*, 2020); (Umar *et al.*, 2023); and *brand equity* (Irawan & Hadisumarto, 2020). Some of these opinions confirm that marketing through social media and *e-service quality* has a positive and significant effect on the decision to choose which is mediated by trust in the brand., hypothesis 6: social media marketing has a positive and significant effect on voting decisions mediated by brand trust, is accepted.

E-Service Quality, Brand Trust and Choice Decision

Five indicators of *E-Service Quality* received good responses from respondents of parents of private tutoring institutions. Respondents also gave good responses to four indicators of Brand Trust and four indicators of the decision to choose the institution. This good response shows that respondents agreed with the aspects of *e-service quality* provided, the brand trust embedded in the private institution, and the aspects of consideration for deciding to choose the institution. This fact indicates that brand trust can increase the influence of *e-service quality* on the decision to choose. In line with the descriptive test results, the hypothesis test also proves the role of brand trust in mediating the significant effect of *e-service quality* on the decision to choose.

The results of this study are in line with the results of previous research, including high *e-service quality* increases brand trust (Asakdiyah & Ismanto, 2022). This high trust affects service purchase decisions (Ling *et al.*, 2023). Brand trust is a mediator that explains the effect of *e-service quality* on choice decisions. Without trust, even though *e-service quality* is high, consumers may hesitate to make a choice decision (Ramadhani & Prasasti, 2023). In the world of education, brand trust mediates the effect of educational service quality on loyalty, which is characterized by the decision to choose a (Tammubua, 2021). The results of other studies also reveal a trend, that brand trust plays a role in linking *e-service quality* with the decision to choose a service provider, turning the perception of online service quality into a concrete choice decision through increasing consumer confidence (Affandi *et al.*, 2023); (Saputra *et al.*, 2022). Brand trust mediates the effect of product/service quality on choice decisions (Diyanti & Giantari, 2021); (Jalantina, 2022). Therefore, hypothesis 7: *e-service quality* has a positive and significant effect on voting decisions mediated by brand trust, accepted.

CONCLUSION

The results showed that:

Social media marketing has a positive and significant effect on the decision to choose a private tutoring service program. *E-Service Quality* has a positive and significant effect on the decision to choose a private tutoring service program. Brand trust has a positive and significant effect on the decision to choose a private tutoring service program. Social media marketing has a positive and significant effect on Les Privat brand trust. *E-Service Quality* has a positive and significant effect on Les Privat brand trust. Social media marketing has a positive and significant effect on the decision to choose Les Privat service program mediated by brand trust. *E-Service Quality* has a positive and significant effect on the decision to choose a private tutoring service program mediated by brand trust.

REFERENCES

Affandi, M., Suherman, & Aditya, S. (2023). The mediation effect of brand trust in the influence of brand image and e-service quality on Bukalapak's customer loyalty.

- SINOMICS: Publ. Scientific Bid. Eko. & Account.*, 1(6), 1499-1516. <https://doi.org/10.54443/sinomika.v1i6.731>
- Aji, U. S. B., Wulandari, S. Z., & Arif, N. C. (2022). The mediation role of brand trust on the effect of brand image on student decisions to study at the University of Civilization. *International Conference on Sustainable Competitive Advantage 2022*, 241-249.
- Alfani, N. F., Rustono, & Rini, N. (2023). Influence of e-service quality, promotion and brand trust on application use decisions. *JOBS: Journal of Business Studies*, 9(2), 129-138. <https://jurnal.polines.ac.id/index.php/jobs>
- Ardiansa, F. S., & Oetarjo, M. (2022). The Influence of Social Media, Brand Trust, and Word of Mouth on Parents' Decisions to Choose Muhammadiyah Elementary Schools. *Journal of Islamic and Muhammadiyah Studies*, 2. <https://doi.org/10.21070/jims.v2i0.1540>
- Asakdiyah, S., & Ismanto, D. (2022). Building student e-trust through e-service quality and student e-satisfaction. *Journal of Counseling and Education*, 10(1), 28-36. <https://doi.org/10.29210/172600>
- Chavadi, C. A., Sirothiya, M., Menon, S. R., & Vishwanatha, M. R. (2023). Modeling the effects of social media-based brand communities on brand trust, brand equity and consumer response. *Vikalpa*, 48(2), 114-141. <https://doi.org/10.1177/02560909231172010>
- Diyanti, N. P. P. A., & Giantari, I. G. A. K. (2021). The role of brand trust mediates the effect of product quality and brand image on purchase decision: a study on i-Phone consumers in Denpasar City. *Eurasia: Economics & Business*, 6(48), 95-104. <https://doi.org/DOIhttps://doi.org/10.18551/econeurasia.2021-06>
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Taylor & Francis: Journal of Relationship Marketing*, 19(4), 287-308. <https://doi.org/10.1080/15332667.2019.1705742>
- Enehasse, A., & Sağlam, M. (2020). (2020). The Impact of Digital Media Advertising on Consumer Behavior Intention: The Moderating Role of Brand Trust. *Journal of Marketing and Consumer Research*, 68, 22-32. <https://doi.org/10.7176/jmcr/68-04>
- Falah, M. I. I., & Setiawan, A. C. (2022). Optimizing social media in improving the image of educational institutions during the Covid-19 Pandemic. *Journal of Education Management Inspiration*, 10(01), 73-81.

- Fangfang, L., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51-70. <https://doi.org/10.1007/s11747-020-00733-3>
- Fauzan, R. R., Hermawan, S., Supardi, & Fitriyah, H. (2023). The influence of promotional media and brand image on the decision to choose a high school with digital marketing as an intervening variable. *Indo. J. of Innov. Stu.* 21(0), 1-15. <https://doi.org/10.21070/ijins.v21i.750>
- Hair, J., Ringle, C., Hult, G. T. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling*. Sage Publication. Long Range Planning. <https://doi.org/10.1016/j.lrp.2013.01.002>
- Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetyo, T., Pitaloka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6(3), 961-972. <https://doi.org/10.5267/j.ijdns.2022.1.015>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- Irawan, A. D., & Hadisumarto, A. D. (2020). The effect of social media marketing activities on brand trust, brand equity, and brand loyalty on the Instagram social media platform. In *Jurnal Manajemen dan Usahawan Indonesia* - (Vol. 43, Issue 1).
- Jalantina, D. I. K. (2022). The role of brand trust as an intervening variable in online customer purchase decisions: Analysis of beauty products the Body Shop Indonesia in the City of Semarang. *Sean Institute Economic Journal*, 11(1), 1-17.
- Karamang, E. (2021). The Effect of Social Media Marketing and Brand Image on Choosing Decision of A School of Business in Bandung. *Atlantic Press: Adv. in Eco. Bus. & Man. Res. Proceeding of the 5th Global Conference on Business, Management and Entrepreneurship (GCBME: 2020)*, 187(0), 445-449.
- Kotler, P., & Armstrong, G. (2019). *Marketing Management* (A. Sindoro (ed.); Translation). Jakarta: PT Indeks Publisher (Gramedia Group).
- Kotler, P., & Keller, K. L. (2019). *Marketing Management* (Translation ed.); 12th Edition J). Jakarta: PT Indeks Publisher (Gramedia Group)
- Ling, S., Zheng, C., & Cho, D. (2023). How brand knowledge affects purchase intentions in fresh food e-commerce platforms: the serial mediation effect of perceived value and brand trust. *Behavioral Sciences*, 13(672), 1-21. <https://doi.org/10.3390/bs13080672>
- Lukiyana, & Ramafita, D. (2024). Customer satisfaction moderates the effect of e-service quality and promotion on purchasing decisions on the Zenius application in Indonesia. *Economist: J. of Economics and Business*, 8(1), 206-212. <https://doi.org/10.33087/ekonomis.v8i1.1302>
- Mahdyvianra, E. M., Kultum, U., & Ramadani, D. (2021). The influence of e-service quality on e-loyalty of Edukasytem.Com customers through e-satisfaction and e-Trust (Case Study of PT Eduka Teknologi Indonesia in Bandung City). *Journal of Business, Management. Education*. 6(3), 22-31.

- Mardius, T. A., Haryadi, R. N., Riyanto, S., & Usman, H. M. (2023). The effect of marketing mix and brand image towards interest of students at Riyadlul Jannah Islamic High School Jonggol. *Int. J. of Sharia Bus. Man.* 2(2), 49-56. <https://doi.org/10.51805/ijsbm.v2i2.157>
- Muslim, A. W. (2018). The influence of social media, e-service quality and price on purchasing decisions mediated by lifestyle. *J. Business & Management Research*, 6(2), 145-162.
- Oanh, T. T. T., & Tho, A. (2024). The impact of service quality on student retention: The mediating roles of student satisfaction and switching barriers in private universities. *Sc. & Tech. Dev. J.*, 27(1), 3315-3332. <https://doi.org/10.32508/stdj.v27i1.4240>
- Perera, C. H., Nayak, R., & Nguyen, L. T. V. (2022). The impact of social media marketing and brand credibility on higher education institutes' brand equity in emerging countries. *J. of Marketing Communications*, 29(8), 770-795. <https://doi.org/10.1080/13527266.2022.2086284>
- Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2022). The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Routledge: Current Issues in Tourism*, 25(5), 823-843. <https://doi.org/10.1080/13683500.2021.1895729>
- Qarlina, C. D., Purwanto, & Wulandari, F. (2023). The influence of social media as a promotional tool on students' interest in SMA Batik Surakarta. *Technomedia Journal*, 8(1), 82-91. <https://doi.org/10.33050/tmj.v8i1sp.2054>
- Ramadhani, J. Y., & Prasasti, A. (2023). Brand Trust Capacity in Mediating Social Media Marketing Activities and Purchase Intention: A Case of A Local Brand That Goes-Global During Pandemic. *Indonesian J. of Busi. & Entrepreneurship*. <https://doi.org/10.17358/ijbe.9.1.81>
- Sanghvi, V. (2020). The Role of Social Media Marketing and Dark Social in Enhancing Brand Trust and Attracting International Students to Irish Universities. *Dublin Business School, Ireland*.
- Saputra, R. G., Santoso, A., & Sugianto, L. O. (2022). The influence of trust, e-service quality and information quality on online purchasing decisions (Study on Tokopedia Application Users in Ponorogo). *Bussman*. 2(3), 541-551. <https://doi.org/10.53363/buss.v2i3.78>
- Saputri, N., & Sudhana, P. (2024). The effect of brand image and service quality with the intervening variable of purchase intention on purchasing decisions at ID Kindergarten. *KALBISIANA: Kalbis University Student Journal* (Vol. 10, Issue 2).
- Sari, I. T. P., & Sylvia, E. (2020). The effect of brand trust and brand image toward university selection. *Journal of Management and Business*, 4(3), 362-370.
- Sari, S. K., & Hayuningtias, K. A. (2024). The influence of social media marketing, brand awareness, and brand trust on purchase intention. *Management Studies and Entrepreneurship Journal*, 5(1), 862-870. <http://journal.yrpiiku.com/index.php/msej>
- Simanjuntak, O. D. P., Zainuddin, Toni, N., Faris, S., Matondang, S., & Dalimunthe, M. I. (2024). A Marketing Mix Perspective as Antecedents of Students' Decisions: Evidence from Five Universities in Indonesia. *Quality - Access to Success*, 25(199), 65-73. <https://doi.org/10.47750/QAS/25.199.08>
- Sitompul, Y. R., Irawati, N., & Wibowo, R. P. (2021). Analysis of the role of digital marketing to improve brand image through brand equity at PT Pegadaian (Persero) Labuhan Deli Sub- Branch, Medan. *Int. J. of Res. & Rev.* 8(8), 696-703. <https://doi.org/10.52403/ijrr.20210892>
- Sohail, M. S., Hasan, M., & Sohail, A. F. (2020). The impact of soc-med marketing on brand trust & brand loyalty. *Int. J. of Online Mark.* 10(1), 15-31. doi.org/10.4018/ijom.2020010102
- Sudiantini, D., Meutia, K. I., Narpati, B., & Saputra, F. (2023). The relationship between service quality, school image, student loyalty and school choice decisions. *Jempper: Journal of Economics, Tourism and Hospitality Management*, 2(1), 404-408.

- Tammubua, M. H. (2021). Do brand image and brand trust mediate the effect of service quality on brand loyalty? Lessons from Higher Education Sector. *Britain International of Humanities and Social Sciences (BIOHS) Journal*, 3(2), 302-315. <https://doi.org/10.33258/biohs.v3i2.452>
- Tjiptono, F. (2019). *Marketing Strategy Principles & Applications* (Edition). Yogyakarta: Publisher CV Andi Offset
- Umar, F., Raharja, E., Mahardika, J. A., Topan, M., & Arkhiansyah, B. (2023). Social Media Marketing and Brand Loyalty, The Mediating Role of Brand Trust: a PLS Algorithm Approach. *Sci. J. of Informatics*, 10(3), 323. <https://doi.org/10.15294/sji.v10i3.45486>