

Influence Of Social Media Marketing Strategies Towards Learning Interests Of Hospitality Students At Star International Hotel School

Iin Fetiani¹, Ni Putu Widhia Rahayu²

^{1,2}Faculty of Economics and Business, Bandar Lampung University

E-mail: iinfetiani@gmail.com¹, niputu@ubl.ac.id²

Abstract

The purpose of this research is to find out the influence of social media marketing strategies on students' interest in learning at Star International Hotel School. The sample for this research is 100 respondents calculated using accidental sampling. This research uses quantitative methods using IBM SPSS 25. Based on the research results, it is known that social media marketing strategies have a positive and significant effect on interest in learning. This research is expected to help Star International Hotel School in increasing students' interest in learning by continuing to innovate in creating marketing and content strategies. content in social media.

Keywords : Social Media, Marketing Strategy, Interest in Learning.

INTRODUCTION

Tourism is one of the sectors that is highly relied upon for economic growth in the world. It is not wrong that countries in the world are very competitive in developing their tourism industry in order to improve the economy of their respective countries, namely by developing and promoting tourism potential which is considered to be profitable. , they can also promote elements of their culture that do not exist in other countries(Heru Suharyadi, 2017).

Indonesia, which has an abundant workforce, has great opportunities to fill the workforce in the tourism sector. However, on the other hand, Indonesia has not made maximum efforts to take advantage of this opportunity. Education can be a solution to increase human resources in the tourism sector(Nudin, 2018).

377

IJEBIR, Volume 03 Issue 05, 2024



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

The school was founded to achieve national education goals. Each school sets a vision and mission to achieve these goals(Surya Wijaya et al., 2018). Vision is a goal that the school must achieve within a period of 5 to 10 years(Calam & Qurniati, 2016). Mission is what you need to achieve and what you need to do to achieve it(Setiawati, 2020). One way to achieve the school's vision and mission is to involve various stakeholders in managing and developing appropriate strategies to achieve these goals(Sukaningtyas, 2017).

One strategy that schools can use to demonstrate their vision and mission is a marketing strategy. Marketing strategies can be a new breakthrough for schools to achieve predetermined goals. Schools are not-for-profit institutions and an important organizational sector(Nofita & Dunan, 2022). Their goal is not to generate financial wealth, but to strive to carry out activities that have a positive impact on society as a whole.

Schools need to pay attention to what has been done, what will be done, and what has not been done in order to better serve their educational service customers. With the right marketing strategy, schools can increase customer interest (including student interest). Schools that are popular among customers and have high-quality personnel can survive and improve the quality of education(Octasyilva, 2017).

Marketing strategy is an activity plan or effort to deliver goods or services from producers to consumers (including customers), and an effort to create satisfactory exchanges through distribution activities, as well as an effort to adapt to external environmental conditions.(Rachmawati, 2011).

In this research, schools as producers need to understand the circumstances and needs of (potential) customers so they can provide services that are relevant to customer needs. Apart from external conditions, schools also need to consider the conditions of their internal environment. In other words, the success of a school's marketing strategy depends on environmental conditions and efforts to fulfill the needs of related parties both internally and externally.

Hotels require a large number of workers. The energy needed is not only men, but also women. This means that everyone deserves the same opportunity to achieve justice(Anggraeni, 2016). In the digital era like now, job vacancy information easily circulates on social media or on jobstreet pages. co.id. Meanwhile, the growing hotel business has implications for the need for workers in various work fields and with various competencies. Job opportunities in hotels are available for all hotel graduates with various levels of education and gender, both men and women. For this reason, Star International



Hotel School is here to be a solution for students who want to work in the world of hospitality or tourism.

Star International Hotel School is here to be a solution for students who want to work in the hotelier sector. With a relatively short study period of 4 months (80% practice, 20% theory) then followed by a 6 month internship process which can be done at home or abroad. The lectures themselves will focus on skills programs such as Housekeeping, Bar Operations, Food & Beverage Service, and Food & Beverage Products. After studying for 4 months, students will determine the choice of major that will be carried out during the apprenticeship process.

Several problems exist related to student interest at Star International Hotel School, including a lack of student interest and motivation because some students may choose the hotel major without a strong interest or clear motivation and often because of encouragement from parents or because they see this major as an option. Lastly, the majority of students do not understand what they will study and career opportunities in the hospitality sector, students feel less interested if they do not get enough practical experience, for example relevant internships during their studies, so it is difficult to imagine a career in the real world, students feel doubtful about stability and opportunities for the development of the hotel industry, negative social stigma associated with work in the hotel sector does not have the same respect as other fields.

LITERATURE REVIEW

Marketing strategy

Marketing Strategy is a possible course of action that involves significant organizational resources and top-level decision making (Nudin, 2018). Consequently, strategy can be interpreted as the behavior of an individual or organization to meet established goals. Strategy is a planned action or process to achieve a goal set by a group of people to achieve it (Linton et al., 2020).

Combining media with marketing is to support marketing performance along with developments in technology and information. Social media marketing is a process that empowers individuals and companies to promote their websites, products or services online and through social channels to communicate with a much larger community that may not be available through traditional advertising channels.

Social media marketing is a marketing strategy used by business people to become part of a network with people via the internet or online. According to Zarella (2010), Social media marketing is a strategy for marketing activities using social media



sites such as Facebook, Twitter, YouTube and so on. Social media is one effective way to promote the products and services that we have through internet marketing. The method is easy and simple but has extraordinary effects.

Social media

Social media is a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content.(Manik Pratiwi, 2020). The internet is always developing, so the various technologies and features available to users are always changing. This makes social media more of a hypernym than a specific reference to various uses or designs.” Social media has the ability to increase consumer buying interest(Pramudita, 2020). The capabilities of social media cannot be separated from the habitual factors of consumers who have confidence in purchasing through online media (Sumarna & Pramudita, 2020). Apart from that, social media also has the function of increasing brand awareness of a product so that it can indirectly increase sales of a product (Rochman & Iskandar, 2015). This makes social media have a strong role in increasing sales of a product and as an effective promotional medium (Lim & Yazdanifard, 2015).

Social Media Marketing

Marketing expert Kertajaya (2013) believes that entrepreneurs who do not promote their products via the internet will suffer losses and be displaced because according to him, conducting marketing communications via the internet is very effective. Marketing activities via social media enable marketers to implement interactive marketing strategies where consumers no longer act as passive participants who only receive advertisements before making a purchase, but also participate proactively and interactively in marketing activities.

Social media marketing can provide an opportunity to reduce misunderstandings and bias towards brands, increase brand value by providing a platform for exchanging ideas and information between people on social media. Khan (2019) argues that when customers receive information and interact with brands on social media, consumers form relationships with the brand, which leads to brand loyalty and influences consumer purchase intentions. Social media is currently an important marketing tool to reach consumers. Cyberspace plays an important role in modern marketing, allowing marketers to reach customers faster and more efficiently.

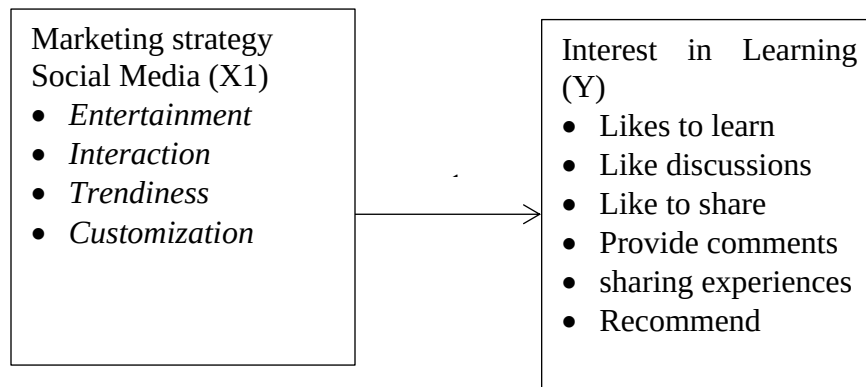


Social media marketing is a form of direct or indirect marketing that has the aim of building awareness, recognition, memorability and action for a brand, business, product, person or other entity using tools from the social web.

Interest in Learning

Interest in learning has a significant effect on learning outcomes because when studying you need to focus your attention so that it is easier to understand the lesson. Education as a link between growing individuals and social values, intellectual values and moral values is the responsibility of educators.

Framework of Thinking



Hypothesis Development

Social media marketing strategies have a positive and significant effect on students' interest in learning, according to previous research, including (Chelly Dwi Marlina, 2023), (Marzydha, 2022), (Siregar, 2024), (Sari, 2021), and (Lestari, 2022). argues that proper social media marketing will produce high student interest in learning. We suggest the following hypothesis:

H1. Social media marketing strategies have a positive and significant effect on interest in learning

RESEARCH METHODOLOGY

This research was conducted at the Star International Hotel School which will discuss social media marketing strategies. Primary data is data that comes from

381

IJEBIR, Volume 03 Issue 05, 2024



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

researchers conducting observations, interviews and distributing questionnaires. Secondary data comes from articles and the Star International Hotel School. The population in this study were Star International Hotel School students. The sample used in this research was 100 respondents. The technique used is accidental sampling. The analytical method used in this research is a quantitative analysis method. Respondents' opinions regarding statements about maintenance strategies and maintenance performance will be given a score of 1 meaning strongly disagree (STS) to a score of 5 meaning strongly agree (SS). The data quality test is carried out using a validity test, the criteria applied are if $r \text{ count} > r \text{ table}$, then the item or variable is valid, conversely if $r \text{ count} < r \text{ table}$, then the item or variable is invalid, then the reliability test is used in the research. This uses the Cronbach alpha method. According to Sekaran, reliability of less than 0.6 is not good, while 0.7 is acceptable and above 0.8 is good. The classical assumption test is a statistical testing requirement that must be met first in multiple regression analysis or ordinary least square (OLS) data. The tests carried out were the normality test, multicollinearity test, and heteroscedasticity test. The normality test in this research uses the Kolmogorov-Smirnov Z method with decision making criteria, namely if the significant value is > 0.05 then the residual data is normally distributed, conversely if the significant value is < 0.05 then the residual data is not normally distributed. The way to detect whether multicollinearity is present is generally by looking at the tolerance and VIF values in the linear regression results. The guideline for determining whether a model has multicollinearity or not is if the VIF value is < 10 and has a tolerance value > 0.1 then multicollinearity does not occur, conversely if the VIF value is > 10 and has a tolerance value < 0.1 then multicollinearity occurs. The way to detect whether there is heteroscedasticity in the regression model can be by using the Glejser test method with the criterion that if the significance value is > 0.05 then there is no heteroscedasticity problem, conversely if the significance value is < 0.05 then there is a heteroscedasticity problem. Multiple linear regression analysis is used to determine the magnitude of the influence of two or more independent variables on the dependent variable, with the following formula:

$$Y = \alpha + b_1X_1 + e$$

Where:

Y: Student interests

a: Constant Value

b₁: Regression coefficient with variable X₁

X₁: Social media marketing strategy



e: error term

Hypothesis testing is carried out using the t-test, namely a partial test to partially test the influence of the independent variable on the dependent variable. The coefficient of determination (R^2) is used to find out how big the percentage contribution of the influence of the independent variables together is on the dependent variable.

RESULTS AND DISCUSSION

Validity Test

Validity testing is carried out to determine the validity of a questionnaire in research. The following are the results of the validity test from this research

Table 1. Validity Test

Variable	Question Items	R count	R table	Information
Marketing strategy Social Media (X)	X.1	0.720	0.1966	VALID
	X.2	0.687	0, 1966	VALID
	X.3	0.686	0, 1966	VALID
	X.4	0.552	0, 1966	VALID
	X.5	0.742	0, 1966	VALID
	X.6	0.773	0, 1966	VALID
	X.7	0.773	0, 1966	VALID
	X.8	0.641	0, 1966	VALID
	X.9	0.874	0, 1966	VALID
Interest in Learning (Y)	Y1	0.853	0, 1966	VALID
	Y2	0.813	0, 1966	VALID
	Y3	0.855	0, 1966	VALID
	Y4	0.738	0, 1966	VALID
	Y5	0.873	0, 1966	VALID
	Y6	0.831	0, 1966	VALID

Source: SPSS output (2023)

Based on the validity test using 100 respondents, it can be seen that the question items Social Media Marketing Strategy (X) and Interest in Learning (Y) have a calculated r value $>$ r table, so from these results the question items X1, X2, and Y are valid.



Reliability Test

A questionnaire can be said to be reliable if the Cronbach's alpha value is greater than 0.60 (>0.60). The following are the results of the reliability test in this research

Table 2. Reliability Test

Variable	Cronbach's alpha	reliability
X	0.887	reliable
Y	0.907	reliable

Source: SPSS output (2023)

Based on the results of the table above, the Cronbach's alpha value is > 0.60 , it is stated that all question items are said to be reliable

Classic Assumption Test

The classical assumption test is an initial stage to be able to continue further data analysis tests. The classical assumption test is carried out to determine that the processed data is normally distributed and that there is no multicollinearity, and there are no symptoms of heteroscedasticity

Normality Test

The normality test functions to determine whether the data studied is normally distributed or not. The following are the results of the data normality test in this study.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.41901666
Most Extreme Differences	Absolute	.077
	Positive	.061
	Negative	-.077
Statistical Tests		.077
Asymp. Sig. (2-tailed) ^c		.149



Monte Carlo Sig. (2-tailed)	Sig.		,148
d	99% Confidence Interval	Lower Bound	,139
		Upper Bound	,157
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: SPSS output (2023)

From the table above, it can be seen that the results of the normality test have a significant value of $0.148 > 0.05$, so it is known that the residual value is normally distributed. With this it can be concluded that the normality assumption is met.

Multicollinearity Test

The multicollinearity test is carried out to review whether there are independent variables that have a correlation between other independent variables in the same module. If the VIF value is <1

0 then it is stated that there is no multicollinearity.

Table 4. Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,527	1,251		1,221	,225		
X	,642	,036	,874	17,771	<.001	1,000	1,000
a. Dependent Variable: Y							

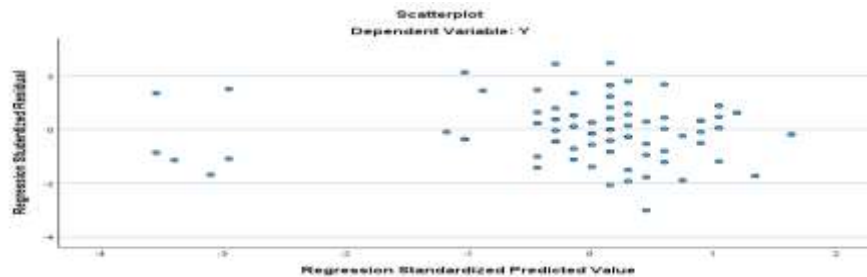
Source: SPSS output (2023)

Based on the results shown in the table, it shows that the Social Media Marketing Strategy (X) obtained a tolerance value above 0.1 and the VIF value of variable X was 1,000. because variable



Heteroscedity Test

The heteroscedity test is carried out to find out whether in the regression model there is an inequality of variance from one observation to another.

Table 5. Heteroscedity Test

Source: SPSS output (2023)

Based on the results of the heteroscedity test, it shows that the distribution of the points is not patterned. This shows that the data can be declared homoscedastic.

Multiple Linear Regression

Used to determine the effect of each dependent (free) variable on the independent (dependent) variable which can be measured through multiple linear regression analysis. In this research, the multiple linear regression model used is Social Media Marketing Strategy (X) as the dependent variable and Learning Interest (Y) as the independent variable. Based on the data processing that has been carried out, it can be seen in the table below.

Table 6. Multiple Linear Regression

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,527	1,251		1,221	,225		
X	,642	,036	,874	17,771	<.001	1,000	1,000

a. Dependent Variable: Y

Source: SPSS output (2023)

From the table above, the values below are obtained:

- 1) Constant 1.527
- 2) Social Media Marketing Strategy = 0.642

Source: SPSS output (2023)

From the results above, they are entered into a multiple linear regression equation to produce the following equation: $Y = 2.037 + 0.642 (X)$ from the results of the following regression equation it is known that; The constant value of 2.037 is said to be that if the independent variable value is considered constant then interest in studying can increase. X_1 0.642 has a positive relationship that shows that if social media marketing strategies have increased, it is followed by an increase in learning interest of 0.642 assuming other variables are said to be constant.

Hypothesis Test Results

Persial Test (T Test)

Partial test was carried out to determine the effect of each variable The following are the results of the t test:

Table 7. Partial Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1,527	1,251		1,221	,225		
X	,642	,036	,874	17,771	<.001	1,000	1,000

a. Dependent Variable: Y

Source: SPSS output (2023)

From the table above, it can be concluded that the results of the Social Media Marketing Strategy t test (X_1) explain that $t \text{ count} > t \text{ table}$ $17,771 > 1.984$ which indicates that H_1 is accepted. Dengam has a significant value of $0.001 < 0.05$ which explains that partially the Social Media Marketing Strategy has a positive and significant effect on Interest in Learning.

Coefficient of Determination Test

The coefficient of determination test is used to measure the ability of the regression model to explain the dependent variable. It can be explained in the table below:



Table 9. Determination Coefficient Test

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874a	.763	.761	2.43133
a. Predictors: (Constant),				
b. Dependent Variable: Y				

Source: SPSS output (2023)

From the results above, it is known that the R² (R Square) value is 0.763. From this value, the independent variable contribution can be 0.763 or 76.3%. It can be interpreted that the variable Interest in Learning is influenced by the social media marketing strategy variable by 76.3%, while the remaining 23.7% is explained by other variables not discussed in the research.

CONCLUSION

Conclusion

Based on the results and discussion, it can be concluded that the Social Media Marketing Strategy provides positive and significant results on Learning Interest, meaning that a good and innovative social media marketing strategy can influence increasing student interest in learning.

Suggestion

Based on the research results above, researchers have suggestions for: Star international hotel school should pay more attention to marketing strategies that are suitable for use in social media content which will cover a wider marketing area which will influence students' effectiveness in learning and can increase the number of students so that it will indirectly influence students' interest in learning.

REFERENCES

Anggraeni, E. R. (2016). Analisis percepatan proyek menggunakan metode crashing dengan penambahan tenaga kerja dan shift kerja (Studi Kasus: Proyek Pembangunan Hotel Grand Keisha, Yogyakarta).



- Chrismastianto, I. A. W. (2017). Analisis swot implementasi teknologi finansial terhadap kualitas layanan perbankan di indonesia. *Jurnal Ekonomi dan Bisnis*, 20(1), 133-144.
- Mahfud, M. H. (2019). Metode penentuan faktor-faktor keberhasilan penting dalam analisis swot. *AGRISAINTEFIKA: Jurnal Ilmu-Ilmu Pertanian*, 3(2), 113-125.
- Munro, J. F., & Giannopoulos, G. A. (2018). Publicly funded research and innovation in the PR China and the outlook for international cooperation. Publicly funded transport research in the PR China, Japan, and Korea: Policies, governance and prospects for cooperation with the outside world, 55-104.
- Nudin, J. (2017). Strategi Pemasaran Pariwisata Indonesia Sebagai Antisipasi Dari Perubahan Ekonomi Global. *Jurnal Mandiri: Ilmu Pengetahuan, Seni, dan Teknologi*, 1(2), 311-328.
- Octasyilva, A. (2017). Analisis Startegi Pemasaran dengan Analisa SWOT untuk Meningkatkan Daya Saing di PT XYZ. *JURNAL ILMU PENGETAHUAN DAN TEKNOLOGI (IPTEK)*, 1(1), 22-33.
- Pramudita, A. S. (2020). Pengaruh Insight Sosial Media Instagram Terhadap Penjualan PT Infia Niaga Digital. *Jurisma: Jurnal Riset Bisnis & Manajemen*, 10(1), 1-14.
- Pratiwi, A. A. M. (2020). Peran Media Sosial Dalam Meningkatkan Penjualan Online Saat Pandemi Covid-19. *Jurnal Ilmiah Satyagraha*, 3(2), 73-81.
- Qarlina, C. D., & Wulandari, F. (2023). Pengaruh Media Sosial Sebagai Alat Promosi Terhadap Minat Peserta Didik di SMA Batik Surakarta. *Technomedia Journal*, 8(1 Special Issues), 82-91.
- Rachmawati, R. (2011). Peranan bauran pemasaran (marketing mix) terhadap peningkatan penjualan (sebuah kajian terhadap bisnis restoran). *Jurnal Kompetensi Teknik*, 2(2).
- Ria Eka Novitasari, R. E. N. (2021). Pengaruh Digital Marketing Dan Kualitas Pelayanan Terhadap Minat Siswa Memilih SMK Negeri 1 Lamongan (Doctoral dissertation, Institut Teknologi dan Bisnis Ahmad Dahlan Lamongan).
- Salamah, L. (2017). Analisa strengths, weaknesses, opprotunities, and threats (SWOT): peluang dan tantangan Association of Southeast Asian Nations (ASEAN) dalam mewujudkan integrasi Asia Tenggara. *Masyarakat, Kebud. dan Polit*, 30(3), 300-309.
- Sasongko, S. R. (2021). Faktor-faktor kepuasan pelanggan dan loyalitas pelanggan (literature review manajemen pemasaran). *Jurnal ilmu manajemen terapan*, 3(1), 104-114.



- Setianto, R., & Dunan, H. (2022). Analisis Strategi Pemasaran Untuk Meningkatkan Penjualan Pada Ron-Ron Pancing Dimasa Pandemi Covid-19. *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, dan Pendidikan*, 1(6), 931-940.
- Setiawati, F. (2020). Manajemen Strategi untuk Meningkatkan Kualitas Pendidikan. *Jurnal At-Tadbir: Media Hukum Dan Pendidikan*, 30(1), 57-66.
- Siregar, R. S. (2024). Pemanfaatan Media Sosial Sebagai Sarana Promosi Sekolah Dalam Menarik Minat Peserta Didik di Sekolah Menengah Atas Negeri 4 Pekanbaru (Doctoral dissertation, Universitas Islam Negeri Sultan Syarif Kasim Riau).
- Sukaningtyas, D. (2017). Pengembangan kapasitas manajemen sekolah dalam membangun pemahaman visi dan misi. *Jurnal Cakrawala Pendidikan*, 36(2), 257-266.
- Suheryadi, H., & Parantika, A. (2017). Strategi Pemasaran Sekolah Tinggi Pariwisata Sahid Jakarta Dalam Meningkatkan Jumlah Mahasiswa Baru. *Jurnal Sains Terapan Pariwisata*, 2(2), 111-128.
- Tamara, A. (2016). Implementasi analisis SWOT dalam strategi pemasaran produk mandiri tabungan bisnis. *Jurnal riset bisnis dan manajemen*, 4(3).
- Widayanti, B. H., Rahmawati, D., Harisandi, D., & Imansyah, I. (2024). ROLE OF EDUCATION IN SUPPORTING REGIONAL COMPETITIVENESS. *Economica: Journal of Economic and Economic Education*, 12(2), 98-109.
- Wijaya, N. S., Said, S., & Landra, N. (2016). Pengaruh Kualitas Layanan Akademik Dan Harga (Biaya Pendidikan) Terhadap Word of Mouth Melalui Kepuasan Mahasiswa Sebagai Variabel Intervening (Studi Pada Lpk Sekolah Perhotelan Bali). *Jurnal Ilmiah Hospitality Management*, 6(2), 101-104.
- Yuda, A., Lubis, A. H., & Manurung, E. H. (2022). Manajemen Pemasaran Perusahaan Di Indonesia Dalam Pasar Globalisasi. *Jurnal Manajemen Bisnis Dan Organisasi*, 1(2), 319-331.
- YOHANES, M. R. (2020). ONLINE CUSTOMER REVIEW DAN SALES PROMOTION PADA MARKETPLACE BUKALAPAK (Doctoral dissertation, UPN" VETERAN" JATIM).
- Zellatifanny, C. M., & Mudjiyanto, B. (2018). Tipe penelitian deskripsi dalam ilmu komunikasi. *Diakom: Jurnal Media Dan Komunikasi*, 1(2), 83-90.

