



The impact digital marketing on consumer decisions in choosing educational institutions linked to population data

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ABSTRACT

The contains the research although some schools of North Sumatera Province have implemented digital promotion strategies, 2024 data shows that of 98,036 prospective students, 942 enrolled SMK, a decrease compared to previous year. This study's goal is to investigate the effects digital marketing, specifically digital promotion, website quality, and interesting content on consumer decisions in selecting vocational education institutions in North Sumatera Province, Indonesia. Despite the increasing use digital schools platform, student enrollment rates, particularly in vocational schools, remain low. The method of the research using descriptive quantitative, that uses analysis of multiple linear regression. This research used quantitative Statistics method. The data analysis were obtained using tests of validity and reliability test, classical assumption can be explained as tests of normality, multicollinearity, and heteroscedasticity, regression analysis and hypothesis test, like t-test, F-test and coefficient determination test. The outcomes this research indicate that digital promotion and interesting content significantly influence consumer decisions, while website quality does not have a significant individual effect. This result partially digital promotion and interesting content have significant effect of consumer selection decision, and simultaneously digital promotion, website quality and interesting content have significant influence consumer selection decision.

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INTRODUCTION

The rapid evolution of digital technology has transformed marketing strategies across various sectors, including education. Amid the increasing utilization of social media and other digital platforms, educational institutions are expected adopt digital marketing approaches enhance their outreach and engagement with prospective students (Michelle and Susilo, 2021). Digital marketing doesn't serves as promotional medium but also acts as crucial determinant in shaping parental perceptions and decisions regarding credibility and quality of educational institutions (Erpurini & Juju, 2024).

In addition to the necessity of adopting proper digital platforms, the credibility and clarity promotional content disseminated social media significantly influence parents' trust in educational institutions. Parents are more inclined to enroll their children in schools that demonstrate competence through qualified educators and sufficient infrastructure, supported by credible and informative digital promotional content (Bachri, Syamsul, 2023).

Website quality is another integral component, it reflects the institution's reliability and informativeness. A user-friendly, visually appealing, and content-rich website fosters trust among prospective consumers. Such websites play pivotal role in introducing institution's profile and promoting its competitive advantages (Jiang, Guoyin, 2021).

Moreover, promotional content must innovative, relevant, and engaging resonate with target audience. Informative and creatively presented digital content can significantly impact parental decision-making in selecting educational services. Engaging content evokes emotional connections and provides actionable insights enhances the institution's appeal (Verma, Shashi, 2024).

In the context of North Sumatra Province, which has a population exceeding 15 million and a notable dropout rate, vocational education (SMK) faces substantial challenges in student enrollment. Recent data from 2024 indicates that out of 98,036 prospective students, only 942 enrolled in vocational high schools, reflecting a decline compared to previous years (BPS Sumut, 2024). Despite efforts by several schools to implement digital promotion strategies, the adoption hasn't yielded significant improvements in enrollment figures. This gap underscores the need reassess the effectiveness of digital marketing efforts within this unique sociocultural landscape (North Sumatra Education Office, 2024). Author's Plan to Solve the Problem using a quantitative approach assess the influence of digital marketing components.

This study's very important, because this study can make the researcher's understand how three key elements of digital marketing such as digital promotion, website quality, and interesting content, influence consumer decisions in choosing educational institutions. This research also considers the local context and demographics of North Sumatra, making it empirically and strategically relevant (Wijaya, Hadi, 2023).

This research to significant because it specifically examines three key aspects digital marketing: digital promotion, website quality, and interesting content, and their relationship consumer decisions in choosing educational institutions. This research not considers technical aspects of marketing but also considers psychological factors and parents' perceptions the trustworthiness and appeal the information presented.

Previous studies have explored influence digital marketing on consumer behavior in education, focusing on various dimensions such as social media content, emotional appeal, and technological shifts (Salwanisa, Estetia Adistsany, 2022), the role of emotions perceptions of educational brands by research (Bungatang, B, 2024) and the research (Kordecki, 2024) which states that will shifts in customer tastes and behavior throughout the digital revolution from 2022 to 2024, as well as how businesses need to adapt their digital strategies.

This study addresses this empirical gap by analyzing the influence of three different digital marketing variables digital promotion, website quality, and interesting content on consumer decision-making, particularly among parents of prospective vocational high school students in North Sumatra. Unlike previous studies, this study uses quantitative methods to provide measurable insights into the effectiveness of digital marketing components in educational decision-making, while the research from (Sudirjo, Frans, 2024) qualitative research and literature review focus on theoretical and conceptual analysis of consumer psychology influencing consumer decision-making in a digital context.

This research seeks to respond to the subsequent research to what extent do digital promotion, website quality, and interesting content influence consumer decisions in selecting vocational education institutions in North Sumatra Province?.

The goal of this research is assess the impact digital promotions for consumer decision-making, evaluate the influence website quality on parents' choice of educational institutions, and examine the role of engaging content in shaping consumer preferences to find out how digital promotions in schools influence consumer decisions to choose vocational schools, thereby increasing the number of vocational school students in North Sumatera.

RESEARCH METHOD

This research use quantitative descriptive method with multiple regression, where "quantitative descriptive method utilizing multivariate linear regression is a research approach that aims to describe, explain, or analyze a phenomenon objectively using numerical and statistical data. When this method is combined with multiple linear regression analysis, the goal not only for describe variables, but also to assess how multiple independent factors relate to a single dependent variable.(Mogaji and Nguyen, 2024) ".

This research uses primary data, which according to (Xiao, Jinglin, 2024) explains "Data collection with primary data by researchers is data obtained by means of surveys through the distribution of questionnaires." Data collection is carried out by means of observation studies, distribution of questionnaires (interviews). The data can uses observation and documentation study, where according to (Liu, Run Ze, 2024) "observational study is a research method in which researchers observe and record behavior, events, or phenomena directly without intervening or manipulating the subjects being studied." Questionnaire distribution is part of the primary data collection technique in both quantitative and qualitative research methods. Questionnaires are used to collect data directly from respondents based on their perceptions, attitudes, experiences, or knowledge of a phenomenon being studied (Zhang, Jie and Li, 2024). Documentation study is a method about collection of data that is executed by collecting, reviewing, and analyzing written or visual documents that are relevant to the research topic. These documents can be archives, official reports, statistical data, printed media, articles, photos, videos, or other digital data (Rodríguez-Camacho, Javier A., 2024).

This study adopts a quantitative descriptive approach utilizing multiple linear model analysis to examine the influence of digital promotion, website quality, and engaging content on consumer decisions in selecting vocational education institutions in North Sumatra Province. The process in his research begin identification of problem and explain formulation of problem and decision of the research, so then the determination of the development of research instruments is carried out by determining the measurement scale, determination research methods, then continued with the analysis of data process utilizing multiple linear model (Dzar and Retnosary, 2024), then the findings of the study and discussions are explained, and conclusions are drawn, where the research have the the study's process was completed through the following steps according to the following image:

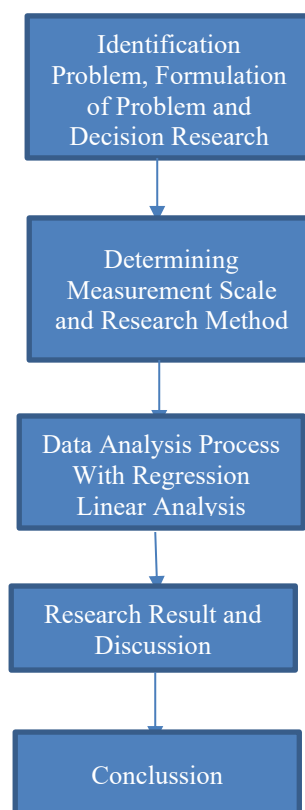


Figure 1. Process Of The Research

For this research through the relationship and effect of 3 independent variables on 1 dependent variable, the process of this study is evident in the identification of the problem, as well as research objectives, determining literature reviews through theoretical foundations from various sources, compiling research instruments through research questionnaires whose results are determined the demographic and samples of potential students who wish to enroll in SMK in the North Sumatera region using a Likert scale, then collecting data, and conducting data analysis uses multiple regression analysis.

The population in this research is prospective students who enter SMK in North Sumatera Province which in 2024 amounted to 942 people, where sampling was carried out through a purposive sampling method whose samples were in containing certain conditions, where questionnaire questions were given via consumer WhatsApp, namely parents of prospective students who enter SMK in 4 regions, namely Medan City, Deli Serdang, Serdang Bedagai and Langkat Regency, North Sumatera. The reason choose 4 regions are These regions were selected based on the following considerations, these region represent both urban and rural characteristics of North Sumatera, these region have a high concentration of vocational schools, these region reflect socioeconomic diversity among the population and these region are within logistical reach for data collection using digital communication platforms such as WhatsApp, where The quantity of samples was determined by applying the Slovin formula, namely:

$$n = N / (1 + Ne^2) = 942 / (1 + 942 \times 0.1^2) = 99,97 = 90,40 = 90 \text{ prospective students who enter vocational schools in the North Sumatera Province.}$$

To ensure that the regression model is valid and produces unbiased, consistent, and efficient estimators, several classical assumptions must be the following statistical test validity test requirement value of corrected item correlation (value of r more than r-table) and reliability test

measured using *Cronbach's Alpha*. A variable is considered reliable if $\alpha > 0.70$, indicating strong internal consistency among questionnaire items. (Xiao, Jinglin, 2024). Normality test must be met Kolmogorov-Smirnov is used to test for normality and histogram, where the data is considered normal if Sig.> 0.05 (Dzar, Muhammad Abi and Retnosary, 2024). Multicollinearity test's if Independent variables should not be highly correlated with each other. This is assessed using Variance Inflation Factor (VIF < 10) and tolerance levels (> 0.10) (Thies, Annika J., 2024). Heteroskedasticity test conducted through *scatterplot analysis* of residuals. The absence of a clear pattern indicates homoscedasticity (Kango, Umin, 2021)

To ensure the validity and reliability of the research outcomes, the results will be measured, tested, and evaluated through a structured quantitative process, consisting of the following components three independents variables and one dependen variable are present in this study, including variable X_1 digital promotion with indicators of advertising frequency, content quality, social media interaction, platform credibility, promotion targets, and ease of access to information (Kango, Umin, 2021), X_2 variable website quality with indicators of ease of use of the website, accurate information, access speed, visual appearance, security and interactive features (B., Mesra, 2023), variable X_3 interesting content with indicators of clarity of information, visual appeal, language appropriate to the audience, creativity, call to action, and audience engagement (Jiang, Guoyin, 2021) and dependent variable, namely the consumer's decision to choose with indicators of understanding the school, interest in registering, consideration, intention to choose, action to choose and confidence in the choice (Michelle and Susilo, 2021).

For this research can be analyse with multiple linear regression equation and hypothesis test. Multiple linear regression is determined in order to measure the outcomes of the multiple linear regression test wih the following formula:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Y = Consumer decision to select vocational education

β_0 = Constant (intercept)

$\beta_1, \beta_2, \beta_3$ = Regression coefficients for digital promotion (X_1), website quality (X_2), and interesting content (X_3)

ϵ = Error term (B., Mesra, 2023)

For hypotesis test uses partial test's outcomes measurement (t-test) variables are considered to have a noteworthy impact if the t-count > t-table and the Sig. value is less than 0.05 (Erpurini & Juju, 2024), the outcomes of the simultaneous test measurement (F test) show F-count more than F-table, with Sig. 0.000 less than 0.05, so that the model is declared significant simultaneously (Liu, Run Ze, 2024), and the findings of the a determination test of coeeficient measurement display the Adjusted R squared value, which indicates for the proportion to dependent variable that each of the three independent variables may explain (Xiao, Jinglin, 2024).

RESULTS AND DISCUSSIONS

RESULTS

Test of Validity and Reliability

Test of Validity of Digital Promotion

For know validity test can describe this table:

Table 1. Validity Test Digital Promotion

Question for Digital Promotion Variable	Corrected Total Item Correlations	R table	Explaining
Qst1	0,568	0,209	Valid
Qst2	0,537	0,209	Valid
Qs3	0,555	0,209	Valid

Qst4	0,686	0,209	Valid
Qst5	0,630	0,209	Valid
Qst6	0,537	0,209	Valid

Source: Analysis, 2025

For this table can describe value of R-Count (Corrected Total Item Correlations) more than R-table. There are show all of item for question about digital promotion variable can valid.

Quality Website for Validity

There are explain about validity value of quality website can explain for the table:

Table 2. Quality Website Validity

Question for Quality Website	Corrected Total Item Correlations	R table	Explaining
Qst1	0,791	0,209	Valid
Qst2	0,728	0,209	Valid
Qs3	0,592	0,209	Valid
Qst4	0,641	0,209	Valid
Qst5	0,553	0,209	Valid
Qst6	0,572	0,209	Valid

Source: Proceesing Information, 2025

This table show value of corrected total item correlations more than value of R-table. His situation make this variable can has valid value for the item to the question.

Value Test of Validity Interesting Content

Validity value of interesting content can know about this table:

Table 3. Value of Validity Ineresting Content

Interesting Content Question	Corrected Total Item Correlations	R table	Explaining
Q1	0,534	0,209	Valid
Q2	0,754	0,209	Valid
Q3	0,630	0,209	Valid
Q4	0,626	0,209	Valid
Q5	0,546	0,209	Valid
Q6	0,727	0,209	Valid

Source: For Reduce Information For Questionnaire, 2025

For the result validity test of interesting content variable can show value of corrected total item correlation more than value of R-table. This is conclude data distribution already has valid.

Test of Validity Value for Consumer Selection Decision

Validity test of consumer selection decision can describe about the table:

Table 4. Validity About Consumer Selection Decision

Interesting Content Question	Corrected Total Item Correlations	R table	Explaining
Q1Y	0,534	0,209	Valid
Q2Y	0,743	0,209	Valid
Q3Y	0,781	0,209	Valid
Q4Y	0,852	0,209	Valid

Q5Y	0,737	0,209	Valid
Q6Y	0,852	0,209	Valid

Source: Reduce Analysis, 2025

About this table show value from R-count of corrected item correlation value can describe valid, because R-count more than R-table value.

Reliability Test of Variable

Value reliability test about the table can explain this table:

Tabel 5. Validity to Variable

Variable	Cronbach Alpha Value	Item of Questions	Explain
Digital Promotion (X ₁)	0,752	6	Reliable
Quality Website (X ₂)	0,736	6	Reliable
Interesting Content (X ₃)	0,787	6	Reliable
Consumer Selection Decision (Y)	0,877	6	Reliable

Source: SPSS Reduce, 2025

For the tabel can explain each variable's Cronbach alpha value more than 0,70. This situation show the data for all variable can reliable or good.

Test's Traditional Asumption

Normality Test

Test of normality data for this research use histogram diagram and normality test Kolmogorov-Smirnov like this table and figure:

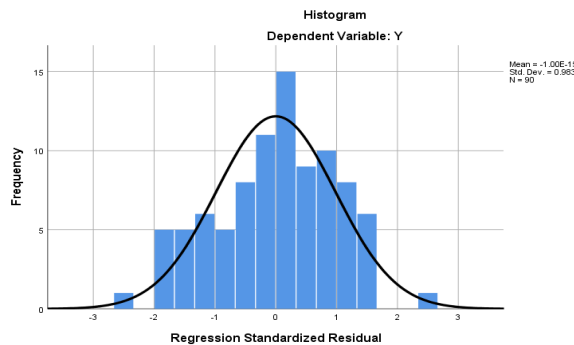


Figure 2. Normality Test About Histogram

Source: SPSS Analysis, 2025

The image above shows the distribution of data from the existing variables which do not shift to the left nor do they shift to the right, so that the distribution of the data meets the assumptions of the data normality.

Table 6. Test of Normality Kolmogorov-Smirnov One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	1.49136269

Most Extreme Differences	Absolute	.062
	Positive	.055
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Data Analysis, 2025

According to the existing table, the current variable data is uniformly distributed and normal, as indicated by the asymptotic sig (2-tailed) worth of 0.200, above the 0.05 threshold of significance.

Test For Multikolinearity

Test of mulikolinearity can show to this table:

Table 7. Multikolinearity From Tolerance and VIF

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	1.627	2.266			.718	.475		
	Digital Promotion (X1)	.839	.075	.772		11.247	.000	.991	1.009
	Quality Website (X2)	-.082	.099	-.080		-.824	.412	.501	1.994
	Interesting Content (X3)	.172	.089	.187		7.931	.037	.500	2.002

a. Dependent Variable: Y
Source: Reducing SPSS, 2025

The tolerance value in the table above If more than 0.1 and the VIF value is less than 10, indicating multicolinearity in the independent variable's distribution.

Heteroskedasticity Test

For test of heteroskedasticity can describe for the figure:

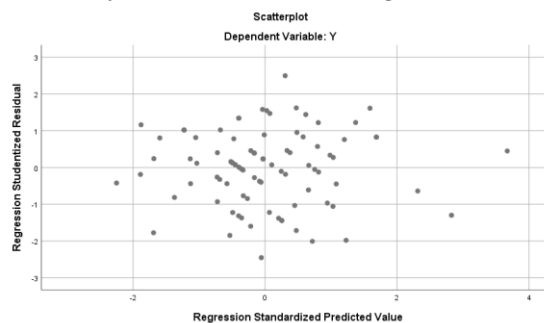


Figure 3. Heteroskedasticity For Scatterplot

Based on the existing image, it can be explained that heteroscedasticity does not occur, or there is no discernible correlation or impact between the regression models of the variables that are currently available.

Multiple Regression Test

To find out this regression test, as demonstrated by the following table's multiple linear models equation:

Table 8. Test of Multiple Regression

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	1.627	2.266			.718	.475		
	Digital Promotion (X1)	.839	.075	.772		11.247	.000	.991	1.009
	Quality Website (X2)	-.082	.099	-.080		-.824	.412	.501	1.994
	Interesting Content (X3)	.172	.089	.187		7.931	.037	.500	2.002

a. Dependent Variable: Y

Source: SPSS Data Processing, 2025

The following are the outcomes of the linear regression equation derived from the previous table:

$$Y = 1,627 + 0,839X_1 - 0,082X_2 + 0,172X_3$$

From the equation to understanding The following explanation applies to the equation:

1. The value that remains constant shows a value of 1.627, which implies that if the values of the X variables are identical, it will make the decision to choose a particular school increase by 1.627% or 1.63%.
2. If the digital promotion variable increases, it will increase the tendency of consumers to make a decision to choose a particular school in North Sumatra Province by 8.39%, if the coefficient value is 0.839.
3. If the website quality the value of the variable's coefficient of -0.082, then If the quality of the webpage improves, consumers will not decide to choose a particular school in North Sumatra by 0.82%.
4. The coefficient of 0.172 from the interesting content variable, if the content presented is interesting and of high quality, it will influence the customer's decision-making a particular school in North Sumatra by 0.172% or 1.72%.

Hipotesis Test

Test of t-Count

Test of t-count can be describe for this table:

Table 9. t-Count Test Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	1.627	2.266			.718	.475		

Digital Promotion (X1)	.839	.075	.772	11.247	.000	.991	1.009
Quality Website (X2)	-.082	.099	-.080	-.824	.412	.501	1.994
Interesting Content (X3)	.172	.089	.187	7.931	.037	.500	2.002

a. Dependent Variable: Y

Source: SPSS Processing, 2025

From this table can explain to t-count the tests are as follows:

1. Digital Promotion (X_1) has a positive and statistically significant effect on customers decision to choose a particular school in North Sumatra Province, if t-count value from the with a significance less than 0.05 from t-test significant value of 0.000, t-count 11.247, greater than that of the t-table at 1.663.
2. Website quality (X_2) does not significantly influence customer decisions. This is evident from the data analysis in the table above, where the calculated t-value of -0.824 is smaller than the t-table value of 1.663, and the significance value of 0.412 is greater than 0.05.
3. Interesting Content (X_3) exerts a significant influence on consumer decisions. This can be explained by the existing data analysis, where the t-test results show the computed t-value is 7.931, which is larger than the t-table value of 1.663.

F-Test

This table can be concluded using the F-test:

Table 10. Test of F
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	294.538	3	98.179	42.654	.000 ^b
	Residual	197.950	86	2.302		
	Total	492.489	89			

a. Dependent (Y)

b. Predictors, (constant) X_1 , X_2 , X_3

Source: Processing The Data, 2025

The F-statistic value of 42,654 (significant $0.000 < 0.001$) in the simultaneous test confirms that the model is statistically significant, meaning that digital promotion, website quality, and engaging content, taken together, have a meaningful influence on consumer decisions. This implies that educational institutions must view their digital marketing strategy as an integrated system rather than focusing on isolated elements.

Coefficient of Determination Test

Coefficient determination test result can be explain for the table:

Table 11. Test for Coefficient Determinant
Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.773 ^a	.698	.684	1.51715	.698	42.654	3	86	.000	2.024

a. Predictors: (Constant), X_3 , X_1 , X_2

b. Dependent Variable: Y

Source: SPSS 22 Data Processing, 2025

The Adjusted R² value of 0.684 indicates that approximately 68.4% of the variation in consumer decisions can be explained by the three independent variables used in this study. This high explanatory power reflects the practical effectiveness of digital marketing components in shaping educational choices. The remaining 31.6% may be influenced by other factors such as peer recommendation, tuition fees, institutional reputation, or geographic proximity.

From a behavioral science perspective, these findings are consistent with the Theory of Planned Behavior by Ajzen, 1991, which suggests that intention is shaped by attitudes example, appeal of content, subjective norms (peer influence), and perceived behavioral control (website usability). The strong effect of digital promotion and content aligns with how attitudes and persuasive cues influence parental intention to enroll their children in vocational education.

Compared to previous studies, this research contributes distinct empirical insight:

- (Sudirjo, Frans, 2024) conducted a qualitative literature review on the psychological dimensions of consumer decision-making in the digital age. While it highlighted the emotional and cognitive roles in consumer behavior, it did not empirically test these variables, making this study a quantitative complement.
- (Salwanisa, Estetia Adistsany, 2022) found that TikTok-based content significantly influenced educational choices among younger generations. In contrast, this study focuses on parents as decision-makers in vocational education, highlighting that content engagement also matters for older, non-digital-native populations.
- (Michelle and Susilo, 2021) explains the role of credible digital promotion and social media presence in enhancing trust. This study confirms their findings within the North Sumatera context but shows website quality alone may be insufficient without emotionally appealing content.

The differences in results may be attributed to several factors, like geographical context, where North Sumatra exhibits unique sociocultural and economic characteristics that may not align with more urbanized or digitized regions studied in previous research, data collection method with utilized WhatsApp-based questionnaires, which may have filtered respondents based on digital access and responsiveness, contrasting with in-person or web-based surveys used in other studies and respondent characteristics, where unlike studies focusing on youth or general consumers, this study centers on parents, whose decision-making criteria include perceived credibility, safety, and long-term educational value.

In light of the results, the following practical suggestions are made to enhance digital promotion campaigns, where schools should develop more frequent and targeted promotions on popular platforms such as Facebook, Instagram, and WhatsApp, considering unique school values, graduate success, and community impact, strengthen content strategy, where content must be emotionally engaging, visually appealing, and informative to influence consumer attitudes. Storytelling techniques and testimonials from alumni can strengthen parental confidence and integrate website as a support tool, where although website quality alone was not a significant predictor, it should complement other strategies by ensuring up-to-date, user-friendly information aligned with promotional narratives.

This study is limited to four regions in North Sumatra and uses purposive sampling via WhatsApp, which may exclude populations with limited digital access. Furthermore, only three independent variables were tested, leaving 31.6% of consumer decision variation unexplained.

Future studies should explore additional variables such as institutional reputation and alumni network influence, economic factors (cost/benefit perceptions, scholarships), social influence (peer, teacher, and family recommendations) and digital literacy level of parents.

Discussion

According to existing research, digital promotion variables significantly influence consumer decisions about choosing a particular school in North Sumatra Province. This is consistent with research (Kordecki, 2024) which states that attractive promotions conducted through digital applications can create real changes in behavior, resulting in decisions that will lead consumers to choose whether to use the product or service. This differs from research (Schreiner, Melanie, 2021) which states that digital promotions will not change consumer preferences in deciding to use products and services, if existing promotions cannot provide detailed information on whether consumers really need these products and services.

The research also shows that website quality does not significantly influence consumers' decisions to choose a particular school in North Sumatra Province. This situation aligns with research (Bungatang, B, 2024) which explains that the quality of an existing website is not a benchmark for whether consumers will decide to use a product. The benchmarks are the product's usefulness and attractive promotions, which can increase consumers' emotional state to purchase and consume a particular product. This differs from research (Al-Azzam, 2021) which explains that website performance, as well as reliability in conveying product information, will be able to create an effective promotional system, and will arouse the hearts of consumers to want to buy an existing product.

The research results show that interesting content significantly influences consumers' decisions to choose a particular school in North Sumatra Province. This is in accordance with studies (Salwanisa, Estetia Adistsany, 2022) which claims that content published through various social media platforms, particularly TikTok, containing product information will motivate customers to buy this product to finding is inconsistent with observation (Al-Rawabdeh, Hala O., 2021) which states that even though product promotional content has been created, consumers will decide to buy and consume existing products because they do not want to consume other products, and are needed by consumers.

The study's findings concurrently demonstrated that factors related to digital promotion, website quality, and engaging content significantly influenced consumers' decisions to choose vocational schools in North Sumatra Province. This is consistent with studies carried out by (Nipa, Meherun Nisa, 2021) which explains that promotions from digital media must pay attention to how easy and reliable the website is to use, and must prioritize good and innovative content, so that it will influence the psychological condition of consumers to choose to buy the product.

CONCLUSION

From the research results that have been presented, It is evident that the only factors that somewhat impact customers' decisions to select vocational schools in North Sumatra Province are digital promotion and interesting content, while simultaneously the digital promotion variables, website quality and interesting content have a significant influence to influenced consumers decisions to choose vocational schools in North Sumatra Province. This research provides strong empirical evidence that digital promotion and interesting content significantly influence parental decision-making in choosing vocational education institutions. The regression model demonstrates high explanatory power (Adjusted $R^2 = 0.684$), indicating that digital marketing strategies account for a substantial portion of decision variation. This research offers important theoretical and practical insights, where in theoretical contribution the research enriches the research on consumer behavior and digital marketing in education by operationalizing three key constructs, digital promotion, website quality, and interesing content into a predictive model. It validates aspects of the Theory of Planned Behavior and extends its application to parental decision-making in educational settings within emerging regions. In the practical contributions this research can findings offer actionable guidance for educational institutions and policymakers. Schools should prioritize emotionally compelling and contextually relevant digital content. Policymakers can support capacity building in

digital communication, especially for vocational schools with limited visibility. Based on the findings of this investigation that enhance the quality of digital promotions to create consumer decisions in choosing vocational high schools in North Sumatra Province, this will have implications for increasing awareness of vocational high schools. Strategic implications for stakeholders for school administrators can allocate resources to content creation teams and digital outreach tools rather than focusing exclusively on technical website upgrades, then for policy makers can design digital literacy programs for parents and create digital marketing frameworks tailored for vocational institutions. The limited scope of the research means the purposive sampling from only four districts may limit generalizability to all regions of North Sumatra or other provinces. The reliance on WhatsApp may have excluded low-connectivity respondents, potentially skewing the sample toward digitally literate parents. The exclusion of socioeconomic, psychological, or institutional reputation factors also narrows the model's explanatory scope, data collection can be expanded to 10 regencies/cities in order to reach a larger sample selection and make it easier to examine how the three factors affect consumers decisions in choosing vocational schools in North Sumatra Province. In the future, Integrate new variables such as message credibility, institutional image, peer influence, and perceived economic value and Develop a multi-dimensional predictive model using Structural Equation Modeling (SEM).

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