

# THE EFFECT OF PROMOTION STRATEGY AND INFORMATION QUALITY THROUGH INTERACTIVE SOCIAL MEDIA IN INCREASING NEW STUDENT INTEREST AT NUKU TIDORE UNIVERSITY

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## Abstract

This study aims to analyze the influence of Promotion Strategy and Information Quality on New Student Interest through Interactive Social Media at Nuku Tidore University. The novelty of this research lies in the placement of Interactive Social Media as a mediating variable in the relationship between Promotion Strategy and Information Quality with New Student Interest in the context of Nuku University. The research used a quantitative approach with 70 Nuku University students from the class of 2025 as respondents. Data were collected through questionnaires and analyzed using multiple linear regression and the Sobel Test. The results showed that Promotion Strategy had no significant effect on New Student Interest and also had no significant effect on Interactive Social Media. Information Quality has a positive and significant effect on New Student Interest and Interactive Social Media. Interactive Social Media has a positive and significant effect on New Student Interest. Mediation testing shows that Interactive Social Media does not mediate the relationship between Promotion Strategy and New Student Interest, while Interactive Social Media partially mediates the relationship between Information Quality and New Student Interest. This study is limited to students in the class of 2025 at Nuku University, so generalizations to other universities need to be done carefully. The implication is that managing information that is up-to-date, consistent, easy to understand, and supported by social media interactions is a relevant aspect in new student admissions communications.

**Keywords:** Promotion Strategy, Information Quality, Interactive Social Media, New Student Interest.

## 1. Introduction

The development of digital media has transformed the way universities convey information to prospective students. Social media is no longer merely a channel for disseminating messages, but has also become a communication space that allows users to provide feedback, ask questions, and obtain information more quickly. In the context of educational marketing, this condition requires universities to pay attention not only to promotional activities, but also to the quality of information received by prospective students. Nuku Tidore University faces fluctuating conditions of new student interest. The registration data used in the study shows that the number of applicants changes from year to year, so that communication efforts for new student admissions are an important part to study. On Nuku University's social media, platforms such as Facebook, Instagram, and YouTube have been used as a means of conveying information. Two-way communication activity is visible through the number of likes, comments, and direct messages, but the response to comments is still not optimal. This condition shows that there is room to strengthen the function of social media as an interactive medium.

On the other hand, information regarding faculties, study programs, new student admissions, tuition fees, facilities, scholarships, and campus activities must be presented in a timely, consistent, and easy-to-understand manner. The quality of this information is crucial because prospective students need information that can help them understand universities and make informed enrollment decisions. Previous research also shows that digital promotion and social media utilization can be related to prospective students' interests or decisions, while authentic and informative content is an important part of digital communication (Bakti & Kurniawan, 2022; Andini, 2025; Hikmah, 2023). However, research specifically positioning interactive social media as a mediating variable between promotional strategies and information quality on new student interest is still limited, particularly in the context of Nuku University. This gap

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forms the basis of this research. The research not only tested the direct influence of Promotion Strategy and Information Quality on New Student Interest, but also tested the indirect pathway through Interactive Social Media. Thus, this research is aimed at providing an empirical description of the relationship between the four variables in the context of new student admissions at Nuku Tidore University. The objectives of this research are to analyze: (1) the influence of Promotion Strategy on New Student Interest; (2) the influence of Information Quality on New Student Interest; (3) the influence of Promotion Strategy on Interactive Social Media; (4) the influence of Information Quality on Interactive Social Media; (5) the influence of Interactive Social Media on New Student Interest; and (6) and (7) the influence of Promotion Strategy and Information Quality on New Student Interest through Interactive Social Media.

## 2. Literature Review

Promotional strategies are part of marketing activities used to inform, persuade, and remind consumers about products or services (Kotler & Keller, 2016). In this study, Promotion Strategy is understood through the aspects of promotional reach, promotional quality, promotional quantity, promotional time, and promotional target accuracy. In the context of higher education, this strategy relates to how information about the campus is conveyed to prospective students through the communication channels used.

Information quality relates to the extent to which the information conveyed can be used and understood by the recipient. In this study, information quality is emphasized on its relevance, consistency, and ease of understanding. Updated and consistent information can reduce uncertainty for prospective students when seeking information about study programs, fees, facilities, and the admissions process.

Social media is internet-based media that allows users to create, share, and interact with content (Kaplan & Haenlein, 2010). Interactive Social Media in this study refers to the ability of social media to facilitate two-way communication, provide quick responses, and provide space for users to control or choose the information they want to access. This interactivity allows social media to function as more than just a publication channel.

New Student Interest is understood as the prospective student's interest or tendency to seek information, consider it, and have a desire to choose or enroll at Nuku University. Interest can develop when prospective students obtain relevant information and have communication experiences that support the information-seeking process.

Previous research forms the basis for formulating relationships between variables. Hikmah (2023) reported the influence of promotion through social media on students' decisions in choosing a university. Bakti and Kurniawan (2022) studied the relationship between digital promotion and interest in registering new students. Andini (2025) emphasized the use of social media in recruiting prospective students, while Hadi and Prasetyo (2021) discussed the quality of social media information and its relationship to prospective students' interests. This study continues this study by testing Interactive Social Media as a mediating variable in one research model.

Based on the theoretical basis and previous research, the conceptual framework of the study places Promotion Strategy (X1) and Information Quality (X2) as independent variables, Interactive Social Media (Z) as a mediating variable, and New Student Interest (Y) as a dependent variable. The hypotheses tested are: H1 Promotion Strategy has a positive and significant effect on New Student Interest; H2 Information Quality has a positive and significant effect on New Student Interest; H3 Promotion Strategy has a positive and significant effect on Interactive Social Media; H4 Information Quality has a positive and significant effect on Interactive Social Media; H5 Interactive Social Media has a positive and significant effect on New Student Interest; H6 Interactive Social Media mediates the effect of Promotion Strategy on New Student Interest; and H7 Interactive Social Media mediates the effect of Information Quality on New Student Interest.

## 3. Research Methods

This research uses a quantitative approach. The research was conducted at Nuku Tidore University with the research object being Nuku University students from the class of 2025. The sample size used was 70 respondents. Primary data was obtained through a questionnaire with a five-level Likert scale, while secondary data came from documents and literature relevant to the research.

Data collection was carried out by distributing questionnaires to respondents who were the research sample. Promotion Strategy Variable (X1) is measured through reach, quality, quantity, time, and accuracy of promotional targets. Information Quality (X2) is measured by its currency, consistency, and ease of understanding. Interactive

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Social Media (Z) is measured through two-way communication, response speed, and user control. New Student Interest (Y) is measured through indicators of interest, feelings of enjoyment, and attention.

Data analysis includes descriptive analysis, instrument validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, partial (t) tests, and the Sobel Test. Two regression models are used. The first model tests the influence of X1 and X2 on Z, while the second model tests the influence of X1, X2, and Z on Y. Hypothesis testing uses a 5 percent significance level. For mediation testing, the Sobel Test was used to assess the significance of the indirect effect.

## 4. Research Results and Discussion

### 4.1. Research Results

The descriptive analysis results show that the average score for Promotion Strategy is 3.67, Information Quality 3.63, Interactive Social Media 3.37, and New Student Interest 3.74. These values indicate that respondents' responses to all four variables tend to be positive, although the rating level for Interactive Social Media is lower than the other variables.

**Tabel 1. Rata-rata Variabel Penelitian**

| Variabel                    | Rata-rata |
|-----------------------------|-----------|
| Strategi Promosi (X1)       | 3,67      |
| Kualitas Informasi (X2)     | 3,63      |
| Media Sosial Interaktif (Z) | 3,37      |
| Minat Mahasiswa Baru (Y)    | 3,74      |

Sumber: Data primer diolah, 2026

**Table 2. Regression 1 X1 and X2 against Z Model**

| Coefficients <sup>a</sup> |                             |            |                           |        |      |                         |       |
|---------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. | Collinearity Statistics |       |
|                           | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| (Constant)                | -2,360                      | 1,972      |                           | -1,197 | ,236 |                         |       |
| S Strategi Promosi        | -,087                       | ,145       | -,085                     | -,599  | ,551 | ,261                    | 3,826 |
| S Kualitas Informasi      | ,849                        | ,138       | ,876                      | 6,162  | ,000 | ,261                    | 3,826 |

a. Dependent Variable: Media Sosial Interaktif

Sumber: Data diolah 2026

The results of the first model regression test show that the Promotion Strategy has a regression coefficient of -.087 with a significance value of 0.551. Information Quality has a regression coefficient of 0.849 with a significance value of 0.000. Thus, Promotion Strategy does not have a significant effect on Interactive Social Media, while Information Quality has a positive and significant effect on Interactive Social Media.

**Table 3. Regression of X1, X2, and Z against Y Model 2**

| Coefficients <sup>a</sup> |                             |            |                          |       |      |
|---------------------------|-----------------------------|------------|--------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficient | T     | Sig. |
|                           | B                           | Std. Error | Beta                     |       |      |
| (Constant)                | 4,187                       | 1,321      |                          | 3,168 | ,002 |
| 1 Strategi Promosi        | 0,043                       | ,102       | ,057                     | ,422  | ,674 |
| 1 Kualitas Informasi      | 0,413                       | ,117       | ,589                     | 3,520 | ,001 |
| 1 Media Sosial Interaktif | 0,174                       | ,080       | ,240                     | 2,166 | ,034 |

a. Dependent Variable: Minat Mahasiswa

Sumber: ( Data diolah, 2026)

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In the second model, Promotion Strategy has a regression coefficient of 0.043 with a significance of 0.674, Information Quality has a coefficient of 0.413 with a significance of 0.001, and Interactive Social Media has a coefficient of 0.174 with a significance of 0.034. These results indicate that Promotion Strategy has no significant effect on New Student Interest, while Information Quality and Interactive Social Media have a positive and significant effect on New Student Interest.

**Table 4 Autocorrelation Test  
Variables X1 and X2 against Z Model 1**

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Standard Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|--------------------------------|---------------|
| 1     | ,804 <sup>a</sup> | ,646     | ,636              | 3,387                          | 1,949         |

a. Predictors: (Constant), Promotion Strategy, Information Quality

b. Dependent Variable: Interactive Social Media

Source: (Data processed, 2026)

The first model has an R Square of 0.646 and an Adjusted R Square of 0.636. This shows that promotional strategies and information quality together are able to explain 64.6% of the variation in Interactive Social Media, while the remaining 35.4% is explained by other factors outside the research model.

**Table 5 Autocorrelation Test  
Variables X1, X2 , and Z against Y Model 2**

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Standard Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|--------------------------------|---------------|
| 1     | ,844 <sup>a</sup> | ,713     | ,700              | 2,226                          | 1,788         |

a. Predictors: (Constant), Interactive Social Media, Promotion Strategy , Information Quality

b. Dependent Variable: Student Interest

Source: (Data processed, 2026)

The second model produces an R Square of 0.713 and an Adjusted R Square of 0.700. This shows that Promotion Strategy, Information Quality, and Interactive Social Media together are able to explain 71.3% of the variation in New Student Interest, while the remaining 28.7% is explained by other factors outside the research model. Mediation testing using the Sobel Test shows that Interactive Social Media does not mediate the relationship between Promotion Strategy and New Student Interest, with a significance value of  $0.563 > 0.05$ . Thus, the hypothesis stating the relationship between Promotion Strategy and New Student Interest is not supported. Meanwhile, the results of the Sobel Test show that Interactive Social Media mediates the relationship between Information Quality and New Student Interest, with a significance value of  $0.040 > 0.05$ . Thus, the mediation hypothesis is supported. The mediation that occurs is partial, because Information Quality still has a significant direct influence on New Student Interest.

**Table 6. Summary of Hypothesis Testing**

| <b>Hypothesis</b>                   | <b>Sig.</b> | <b>Information</b>   |
|-------------------------------------|-------------|----------------------|
| H1: The Effect of X1 on Y           | 0.674       | Not significant      |
| H2: The Effect of X2 on Y           | 0.001       | Significant positive |
| H3: The Effect of X1 on Z'          | 0.551       | Not significant      |
| H4: The Effect of X2 on Z           | 0,000       | Significant positive |
| H5: The Effect of Z on Y            | 0.034       | Significant positive |
| H6: Influence of X1 on Y through Z  | 0.563       | Not mediating        |
| H7: The Effect of X2 on Y Through Z | 0.040       | Partial mediation    |

Source: Processed data, 2026

## 4.2. Discussion

Promotion Strategy does not show a significant influence on New Student Interest. This finding shows that the existence of promotional activities does not automatically shape respondents' interest. Contextually, these conditions may be related to the reach, quality, quantity, timing, and accuracy of promotional targets which are not yet strong enough to produce changes in interest. These results differ from some previous studies that found a positive relationship between digital or social media promotion and prospective student interest or decisions (Bakti & Kurniawan, 2022; Hikmah, 2023). These differences indicate that promotional effectiveness can depend on the context, audience characteristics, message quality, and how the promotion is implemented.

Information quality has a positive and significant effect on new student interest. These findings demonstrate that up-to-date, consistent, and easy-to-understand information has a more significant relationship with respondents' interest. In the context of new student admissions, prospective students require certainty regarding study programs, fees, facilities, scholarships, schedules, and the registration process. These results align with Hadi and Prasetyo's (2021) discussion regarding the importance of quality social media information for prospective student interest.

Promotion Strategy does not have a significant effect on Interactive Social Media. These findings suggest that promotional activities and user interactions are two things that do not always move automatically. Promotional messages can be conveyed to audiences without generating two-way communication, rapid response, or adequate user control space. Therefore, increasing interactivity requires more specific communication management than simply increasing promotional content.

Information Quality has a positive and significant effect on Interactive Social Media. Up-to-date, consistent, and easy-to-understand information can encourage users to provide feedback, seek further information, and communicate with social media managers. These findings support the view that social media functions as an interaction space when the content delivered gives users a reason to engage, rather than just passively viewing information (Kaplan & Haenlein, 2010).

Interactive Social Media has a positive and significant influence on New Student Interest. These results indicate that two-way communication, response speed, and user control are aspects related to the formation of interest. Prospective students not only need information, but also need space to obtain clarification and interact when they encounter information that is unclear. Thus, interactivity can be an important part of a prospective student's information-seeking experience.

Mediation testing shows that Interactive Social Media does not mediate the influence of Promotion Strategy on New Student Interest. Even though social media is used as a promotional channel, the indirect relationship is not significant. This is consistent with the finding that Promotion Strategy itself has no significant effect on Interactive Social Media. In other words, the path from X1 to Z is not strong enough to form an indirect effect on Y.

In contrast, interactive social media partially mediated the effect of information quality on new student interest. This finding suggests two concurrent pathways: information quality is directly related to interest and is also related to interest through social media interactivity. Conceptually, quality information can attract the attention of prospective students, while interactive spaces allow for clarification and deepening of that information. These results extend previous research by demonstrating that information quality is not only important as message content but can also be related to the accompanying interaction process.

The novelty of this study lies in the finding that the role of Interactive Social Media is not uniform for all independent variables. In the Promotion Strategy path, social media is not a significant mediator. On the Information

Quality path, social media actually plays a role as a partial mediator. These findings provide an illustration that strengthening social media as an interactive media needs to be supported by adequate information quality, not only by the intensity of promotional activities.

## **5. Conclusion and Suggestions**

### **5.1. Conclusion**

This study shows that the relationship between Promotion Strategy, Information Quality, Interactive Social Media, and New Student Interest at Nuku University does not follow the same pattern across all pathways. Promotion Strategy did not significantly influence New Student Interest or Interactive Social Media. On the other hand, Information Quality shows a positive and significant influence on New Student Interest and Interactive Social Media. Interactive Social Media also has a positive and significant influence on the Interest of New Students.

In an indirect relationship, Interactive Social Media does not mediate the influence of Promotion Strategy on New Student Interest. However, Interactive Social Media partially mediates the influence of Information Quality on New Student Interest. The implications of the research show the importance of managing actual, consistent, and easy-to-understand information and strengthening two-way communication in Nuku University's social media. The limitations of the study lie in the number of respondents who only came from the 2025 class of students and one institution, so the results need to be interpreted according to the research context.

### **5.2. Suggestions**

1. For Nuku University, information regarding study programs, faculties, new student admissions, tuition fees, facilities, scholarships, and campus activities needs to be updated regularly, delivered consistently, and made easy to understand.
2. Social media managers need to strengthen two-way communication through faster responses to comments and direct messages and provide content that provides space for prospective students to ask questions and obtain clarification. Promotional strategies can be developed by paying attention to target accuracy, publication time, message quality, and the suitability of content to the needs of prospective students, so that promotion does not stop at disseminating information.
3. Further researchers are advised to expand the number of respondents, involve other universities, and add 3065 variables that can explain other factors that influence the interests of new students.

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