

ABSTRAK

A. ADE WAHYUDI ASDAR. 2025. Pengaruh *Word of Mouth* dan *Brand Awareness* terhadap Minat Mahasiswa Baru pada program studi Manajemen di Universitas Muhammadiyah Makassar. Skripsi. Jurusan Manajemen. Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh : Naidah dan Muh. Nur. R

Penelitian ini bertujuan untuk menganalisis pengaruh *Word of Mouth* dan *Brand Awareness* terhadap minat mahasiswa baru dalam memilih Program Studi Manajemen di Universitas Muhammadiyah Makassar. Fenomena rendahnya pemanfaatan informasi kredibel serta belum optimalnya citra institusi menjadi dasar penting penelitian ini, mengingat keputusan memilih perguruan tinggi melibatkan reputasi, persepsi kualitas, dan informasi yang diterima calon mahasiswa. Penelitian menggunakan metode kuantitatif dengan pendekatan survei. Populasi penelitian adalah seluruh mahasiswa baru Program Studi Manajemen angkatan 2025 sebanyak 272 orang, dan sampel ditentukan melalui rumus Slovin sehingga diperoleh 73 responden. Data primer diperoleh melalui kuesioner skala Likert, sedangkan data sekunder dikumpulkan dari literatur, dokumen, dan publikasi relevan. Instrumen penelitian mencakup tiga variabel, yaitu *Word of Mouth*, *Brand Awareness*, dan Minat Mahasiswa Baru, yang diukur berdasarkan indikator operasional yang telah ditetapkan. Hasil penelitian menunjukkan bahwa *Brand Awareness* menjadi faktor paling dominan dalam meningkatkan minat mahasiswa baru, sedangkan *Word of Mouth* tidak berpengaruh signifikan. Temuan ini menegaskan perlunya penguatan citra institusi dan optimalisasi strategi promosi dalam meningkatkan visibilitas kampus.

Kata Kunci: *Word of Mouth*, *Brand Awareness*, Minat Mahasiswa Baru

ABSTRACT

A. ADE WAHYUDI ASDAR. 2025. *The Influence of Word of Mouth and Brand Awareness on New Students' Interest in the Management Study Program at Muhammadiyah University of Makassar. Thesis. Department of Management. Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Naidah and Muh. Nur. R*

This study aims to analyze the influence Word of Mouth And Brand Awareness on the interest of new students in choosing the Management Study Program at Muhammadiyah University of Makassar. The phenomenon of low utilization of credible information and the less of optimal image of the institution is an important basis for this research, considering that the decision to choose a higher education institution involves reputation, perceived quality, and information received by prospective students. The study used a quantitative method with a survey approach. The study population was all 272 new students of the Management Study Program years of 2025, and the sample was determined using the Slovin formula to obtain 73 respondents. Primary data was obtained through a Likert scale questionnaire, while secondary data was collected from literature, documents, and relevant publications. The research instrument included three variables, namely Word of Mouth, Brand Awareness, and New Student Interest, which is measured based on established operational indicators. The results of the study show that Brand Awareness become the most dominant factor in increasing the interest of new students, while Word of Mouth had no significant effect. This finding underscores the need to strengthen the institution's image and optimize promotional strategies to increase campus visibility.

Keywords: *Word of Mouth, Brand Awareness, New Student Interest*