



Analysis of the Effect of SEO and Social Media Marketing on Course Package Purchase Decisions Through Purchase Interest as an Intervening Variable at Lkp Yale Communication

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ABSTRACT

Purpose: This study examines the effect of Search Engine Optimization (SEO) and Social Media Marketing on purchasing decisions for course packages at LKP Yale Communication, with purchase intention serving as an intervening variable, aiming to identify both direct and indirect influences of digital marketing strategies on consumer decision-making. **Methodology:** This research employs a quantitative approach using primary data collected through questionnaires distributed to 185 respondents, with variables consisting of SEO, Social Media Marketing, Purchase Intention, and Purchase Decision, analyzed using Partial Least Squares (PLS) to evaluate structural relationships and mediation effects. **Results:** The results show that SEO has a significant direct effect on both purchase intention and purchase decision, while Social Media Marketing significantly affects purchase intention but does not directly influence purchase decision. Purchase intention is proven to significantly mediate the relationship between SEO and Social Media Marketing on purchase decision. **Findings:** The study finds that SEO is more effective in directly driving purchasing decisions, whereas Social Media Marketing plays a critical role in stimulating purchase intention, which subsequently leads to purchasing behavior. **Novelty:** The novelty of this study lies in integrating SEO and Social Media Marketing within a single analytical framework while positioning purchase intention as an intervening variable in the non-formal education sector. **Originality:** This research offers a new perspective by combining two digital marketing strategies that are often examined separately and applying them to an under-researched educational context. **Conclusions:** The study concludes that integrated digital marketing strategies are essential for enhancing purchasing decisions, emphasizing SEO as a direct driver and Social Media Marketing as a catalyst for building purchase intention. **Type of Paper:** Research article.

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INTRODUCTION

The rapid development of technology and the internet in the current era of globalization is an inevitable phenomenon. This progress not only goes hand in hand with the development of science, but also affects various aspects of life, such as social, economic, educational, and scientific aspects. In this context, human resources play an important role as drivers of progress, especially in utilizing technology to support various sectors. Human resources are unique compared to other

resources because only humans rely on creativity, innovation, and thinking in carrying out their work. In addition, human resources act as a driving force for other resources, such as capital and technology (Seto et al., 2023). Excellent human resources are required to have creativity, innovation, adaptability, and problem-solving skills to face the challenges of an ever-evolving world of work. Therefore, human resource development through training and education is very important to ensure that individuals have the competencies relevant to the needs of the job market.

One way to support HR skill development is through the existence of LKP (LKP). LKP is a non-formal educational institution that aims to develop community competencies through programs that equip participants with practical knowledge, technical skills, and life skills to support the world of work, independent business, or further education (Vivi & Dewi, 2020). Based on Law No. 20 of 2003 concerning the National Education System Article 26 paragraph (5), courses and training are held to equip the community with the necessary knowledge, skills, and life skills. This is reinforced in Government Regulation No. 17 of 2010 Article 103 paragraph (1), which states that courses and training aim to improve the vocational competencies and professional personalities of students.

LKP YALE COMMUNICATION is one of the institutions in the field of Information Technology (IT) that was established on December 30, 2008, in Kubu Raya Regency, West Kalimantan. This training institution holds an official operational license with Business Identification Number (NIB): 022008460414, registered with the Ministry of Education, Culture, Research, and Technology (KEMENDIKBUDRISTEK) under No. NPSN: K5655031. With a vision of educating human resources in the field of IT, this training center provides various training programs, such as Office Applications, Graphic Design, Computer Networks, Search Engine Optimization (SEO), and Programming. In addition to providing national standard training with BNSP certification, YALE COMMUNICATION also offers free training programs from the Ministry of Education, Culture, Research, and Technology and the Ministry of Manpower, commercial programs, as well as seminars and workshops. Based on data from the past three years, the number of students at LKP YALE COMMUNICATION has continued to increase significantly.

Based on data from LKP YALE COMMUNICATION, there has been significant growth in the number of participants during the 2021-2023 period. In 2021, the total number of participants reached 450 people, consisting of 50 participants each from the Ministry of Manpower and Commercial programs, 150 participants from the Kemendikbudristek program, and 200 participants from the seminar and workshop programs. This number increased in 2022 to 540 participants with the following distribution: Ministry of Manpower and Commerce programs with 60 participants each, Ministry of Education, Culture, Research, and Technology program with 180 participants, and seminars and workshops with 240 participants, marking a growth of 16.67%. In 2023, the total number of participants increased again by 21.74% to 690 people, with details of the Ministry of Education, Culture, Research, and Technology and the Ministry of Manpower and Commerce programs each having 80 participants, the Ministry of Education, Culture, Research, and Technology program having 250 participants, and the seminar workshop having 280 participants. This consistent growth is supported by the strategic role of the website in expanding the institution's business reach through increased program visibility and registration process efficiency.

The responsive and informative website plays an important role in presenting comprehensive information about LKP YALE COMMUNICATION programs. Through the website, prospective participants can easily access various important information such as course schedules, fee structures, testimonials from alumni, and other relevant information. To maximize the effectiveness of the website, LKP YALE COMMUNICATION implements the right SEO (Search Engine Optimization) strategy. The implementation of an optimal SEO strategy can result in a significant increase in the number of website visits. This is because search engine algorithms tend to place websites with the best SEO implementation in strategic positions - both on the first page of Google search results and at the top of the rankings (Bahri, 2020).

The strategy used to increase website visibility is to optimize various elements so that the website appears at the top of search engine results (Yesputra et al., 2022a). This helps increase the

website's visibility on search engines, making it easier for prospective participants to find information about the programs offered. With optimal website management through SEO, LKP YALE COMMUNICATION can reach a wider audience and increase the chances of converting prospective participants into active participants. However, in the process of developing its business, LKP YALE COMMUNICATION faces challenges in increasing its visibility and appeal amid increasingly fierce competition. In the digital era, the use of marketing technologies such as Search Engine Optimization (SEO) and social media has become the key to reaching more potential participants. The strategy used to increase website visibility is by optimizing various elements so that the website can appear at the top of search engine results (Yesputra et al., 2022a). SEO enables an increase in the quality of traffic to the institution's website, while social media serves as an effective promotional tool to increase interaction with prospective students. These two strategies can influence the decision to purchase course packages by increasing consumer buying interest. According to (Halim & Iskandar, 2019), buying interest is a consumer behavior response that is formed from two main factors: their trust in the quality of a product and their consideration of the price set by the seller. These two elements are the basis for consumers' considerations in determining their purchasing decisions.

The purchase decision is a cognitive process in which consumers analyze and compare various available options before deciding on the product to buy. In the context of the marketplace, it is important to understand consumer behavior patterns and characteristics in their purchase decision-making process. This includes how consumers evaluate product quality, interpret marketing messages, and consider cost aspects. This understanding enables marketplaces to better meet the needs and preferences of their consumers (Fasha et al., 2022).

LKP YALE COMMUNICATION in Kubu Raya begins the learning process when prospective participants realize their need to improve their communication skills. They then seek information about this institution through various channels, including internet searches, reading reviews from alumni, and getting recommendations from others. LKP YALE COMMUNICATION provides comprehensive information about course packages, including the curriculum, instructors, and benefits offered. Prospective participants then compare various options by considering factors such as price, course duration, and the institution's reputation before making a final decision. This process shows how effective information and communication management can influence purchasing decisions, making Search Engine Optimization the right solution for improving communication skills. However, there are still limitations to research that comprehensively examines the influence of SEO and social media on purchasing decisions with purchase interest as an intervening variable, especially in the context of Course and Training Institutions in the Kubu Raya region. Therefore, this study is important to determine the extent to which SEO and social media influence purchasing decisions for course packages through purchase interest as an intervening variable. According to (Gahagho et al., 2021) in analyzing the relationship between variables, intervening variables act as intermediaries that create indirect paths between independent variables and dependent variables. Its position in the middle makes the intervening variable a bridge that connects the influence of independent variables on dependent variables through a gradual process.

This study aims to analyze the influence of Search Engine Optimization (SEO) and Social Media Marketing on the Decision to Purchase Course Packages through Purchase Interest as an intervening variable at LKP Yale Communication. The main focus is to identify how these two digital marketing approaches influence purchasing decisions and the extent to which purchase interest acts as a mediator in the process.

METHOD

This research was conducted over a period of three months, from April to June 2024, at LKP Yale Communication, located in Kubu Raya District, Pontianak City, West Kalimantan. The research location was chosen based on the consideration that this institution has implemented digital

marketing strategies that include SEO optimization and Social Media Marketing. The time period was deemed sufficient to carry out a series of activities, from data collection and analysis to the preparation of the final report, so that comprehensive and high-quality findings could be expected.

The approach used in this study is quantitative, focusing on the processing and analysis of numerical data. This approach includes the use of data collection instruments such as questionnaires designed to explore an in-depth understanding of the influence of SEO and social media marketing on purchasing decisions through purchase interest as an intervening variable. In its implementation, the researcher followed a systematic procedure from problem identification, literature review, hypothesis formulation to presentation of results. Through this research design, the researcher can assess how each variable plays a role and interacts in influencing purchasing decisions at LKP Yale Communication.

The unit of analysis in this study was individuals who were customers or prospective customers who had accessed information about course packages through digital media in the last six months. This population was selected based on the relevance of their experiences with the digital marketing strategies implemented by the institution. For the research sample, the sampling method used the Slovin formula with a population of 340 individuals. From the calculation, the number of samples taken was 185 respondents divided based on program segmentation at LKP Yale Communication.

The data used in this study consisted of primary and secondary data. Primary data was collected through questionnaires distributed to respondents, while secondary data was obtained from relevant documents and written sources. The data analysis technique used the Structural Equation Modeling (SEM) method with Partial Least Squares (PLS) to analyze the relationship between variables. Validity, reliability, and hypothesis testing were conducted to ensure the quality and reliability of the research instruments. The results of path analysis and Sobel's test were used to evaluate the influence of mediating variables on the relationship between independent and dependent variables, thus providing a comprehensive picture of the impact of SEO and Social Media Marketing on purchasing decisions at LKP Yale Communication.

RESULTS AND DISCUSSION

RESULTS

Respondent characteristics describe the demographic profile of the research participants. This profile covers various aspects such as age, highest level of education, occupation, monthly income, and course programs taken. Understanding this demographic profile is very important because it can help analyze the relationship between the respondents' backgrounds and the answers they provide. This allows researchers to better understand how demographic factors can influence the responses and behavior of respondents in the context of the study. To provide a comprehensive overview, the respondent characteristic data is presented in a table with percentages, as shown in the table below.

Table 1. Respondent Characteristics

Profile	Category	Number	Percentage
Age	17-22 years old	83	44.9
	23-28 years old	54	29.2
	29-34 years old	24	13
	> 34 years old	24	13
Total		185	100
Highest Level of Education	Did not graduate from high school	-	-
	High School Equivalent	116	62.7
	D3	23	13.5

	D4/S1	40	21.6
	Master's	4	2.2
	Doctorate	-	-
	Total	185	100%
Occupation	Students	55	29.7
	Employees	70	37.8
	Housewives	8	4.3
	Other	52	28.1
	Total	185	100
Monthly income	< IDR 1,000,000	77	41.6
	IDR 1,000,000 to Rp 2,000,000	30	16.2
	Rp 2,000,000 to Rp 3,000,000	36	19.5%
	> IDR 3,000,000	42	22.7
	Total	185	100%
Course program taken	Ministry of Education and Culture	76	41.18
	Ministry of Manpower	14	7.35
	Commercial	14	7.35
	<i>Workshop</i>	81	44.12%
	Total	185	100

Source: Research Results (2024)

Based on the data presented in the respondent characteristics table, this study involved a total of 185 respondents from diverse backgrounds. In terms of age, the largest group was in the 17-22 age range with a percentage of 44.9% (83 respondents), followed by the 23-28 age group with 29.2% (54 respondents), while the 29-34 age group and those above 34 years old each had a proportion of 13% (24 respondents). In terms of highest level of education, the majority of respondents were high school/equivalent graduates with a percentage of 62.7% (116 people), followed by D4/S1 graduates with 21.6% (40 people), D3 graduates with 13.5% (23 people), and S2 graduates with 2.2% (4 people). In terms of occupation, employees dominated with 37.8% (70 people), followed by students with 29.7% (55 people), other categories with 28.1% (52 people), and housewives with 4.3% (8 people).

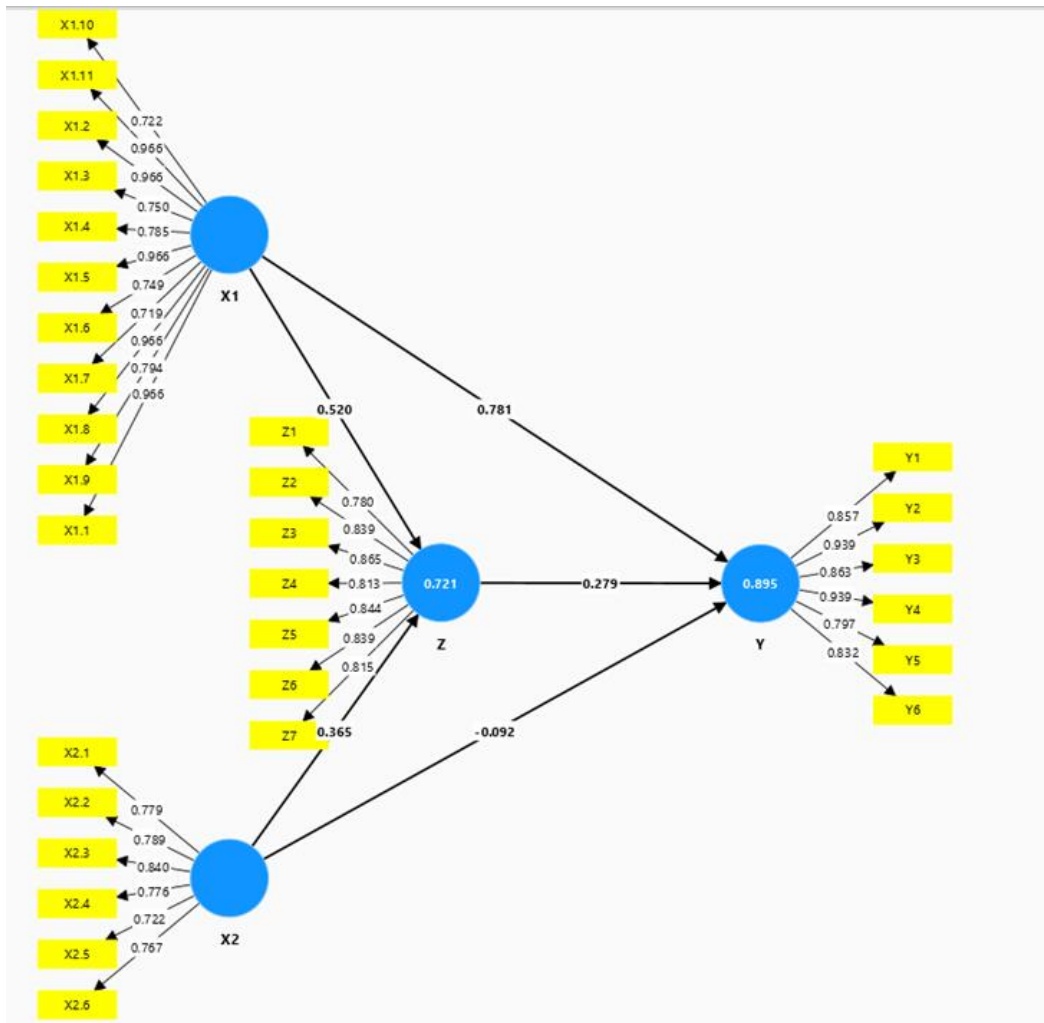
In terms of monthly income, there was considerable variation, with 41.6% (77 people) earning less than IDR 1,000,000, 22.7% (42 people) earning more than IDR 3,000,000, 19.5% (36 people) earn between Rp 2,000,000 and Rp 3,000,000, and 16.2% (30 people) earn between Rp 1,000,000 and Rp 2,000,000. For the courses taken, there was a fairly even distribution between workshops with 44.12% (81 participants) and the Ministry of Education and Culture with 41.18% (76 participants), while the Ministry of Manpower and Commercial programs each had the same proportion of 7.35% (14 participants).

The data analysis process in this study used Smart PLS software version 4.1.0.9. The analysis stage began with the preparation of a structural model referring to the conceptual framework of the study that had been designed previously. Next, a series of tests were carried out, which included two main stages: evaluation of the measurement model (*outer model*) through validity and reliability tests and analysis of the structural model (*inner model*) to test the significance of the relationship between the variables studied. The model structure used in this study was developed based on the established conceptual framework.

Measurement Model Evaluation (*Outer Model*)

According to (Permana & Mudiyantri, 2021), the outer model measures constructs and their indicators. The outer model tests validity and reliability. The outer loading results can be seen in the following figure:

Figure 1. Data Processing Results



According to (Pratama, 2023), validity testing uses outer loading values, with a rule of thumb for loading factors commonly used to measure convergent validity of > 0.700. If the outer loading value is less than 0.70, the variable indicator is rejected so that it will not be used in subsequent analysis calculations. Below is a table of the loading factor measurement results.

Table 2. Convergent Validity Test Results

Variable	Indicator	Loading Factor Value	Description
SEO (X1)	X1.1	0.722	Valid
	X1.2	0.966	Valid
	X1.3	0.966	Valid
	X1.4	0.750	Valid
	X1.5	0.785	Valid
	X1.6	0.966	Valid
	X1.7	0.749	Valid
	X1.8	0.719	Valid
	X1.9	0.966	Valid
	X1.10	0.794	Valid
	X1.11	0.722	Valid
Social Media Marketing (X2)	X2.1	0.779	Valid
	X2.2	0.789	Valid
	X2.3	0.840	Valid
	X2.4	0.776	Valid
	X2.5	0.722	Valid
	X2.6	0.767	Valid
Purchase Interest (Z)	Z1	0.857	Valid
	Z2	0.939	Valid
	Z3	0.863	Valid
	Z4	0.939	Valid
	Z5	0.797	Valid
	Z6	0.832	Valid
	Z7	0.857	Valid
Purchase Decision (Y)	Y1	0.780	Valid
	Y2	0.839	Valid
	Y3	0.865	Valid
	Y4	0.813	Valid
	Y5	0.844	Valid
	Y6	0.839	Valid

Source: Primary Research Data, processed in 2024

Based on Table 2 above, it can be seen that all loading factor values are > 0.7 , so the statement indicators for each variable can be declared valid.

The PLS model can be said to have good Discriminant Validity when each indicator shows a stronger correlation with its own construct than with other constructs. This can be seen from the cross loading value - where the cross loading value of the indicator to its original construct must be higher than the cross loading value of the indicator to other constructs in the model. Cross loading is a method used to examine how well reflective indicators can distinguish between constructs in a PLS (Partial Least Square) model. These values can be seen in the Discriminant Validity test results table below.

Table 3. Discriminant Validity Test Results

Indicator	X1	X2	Y	Z
X1.10	0.722	0.741	0.602	0.689
X1.11	0.966	0.750	0.939	0.778
X1.2	0.966	0.750	0.939	0.778
X1.3	0.750	0.618	0.653	0.550
X1.4	0.785	0.706	0.720	0.703
X1.5	0.966	0.750	0.939	0.778
X1.6	0.749	0.658	0.657	0.622
X1.7	0.719	0.695	0.647	0.568
X1.8	0.966	0.750	0.939	0.778
X1.9	0.794	0.713	0.697	0.701
X2.1	0.688	0.779	0.642	0.633
X2.2	0.660	0.789	0.586	0.559
X2.3	0.696	0.840	0.642	0.707
X2.4	0.664	0.776	0.651	0.627
X2.5	0.572	0.722	0.542	0.582
X2.6	0.609	0.767	0.584	0.615
Y1	0.733	0.645	0.857	0.706
Y2	0.966	0.750	0.939	0.778
Y3	0.756	0.675	0.863	0.789
Y4	0.966	0.750	0.939	0.778
Y5	0.670	0.579	0.797	0.732
Y6	0.742	0.675	0.832	0.666
Z1	0.710	0.670	0.716	0.780
Z2	0.700	0.650	0.676	0.839
Z3	0.667	0.685	0.679	0.865
Z4	0.700	0.653	0.731	0.813
Z5	0.720	0.679	0.721	0.844
Z6	0.654	0.665	0.702	0.839
Z7	0.621	0.623	0.695	0.815
X1.1	0.966	0.750	0.939	0.778

Source: Primary Research Data, processed in 2024

The results of the analysis in Table 3 show that the PLS model in this study meets the criteria for good Discriminant Validity and can be declared valid. This is evidenced by the cross-loading values of each indicator, which show a stronger correlation with their own construct than with other constructs, where all indicators have cross-loading values >0.7 . These findings indicate that each indicator in the model has accurately measured its respective construct and has a good ability to differentiate between constructs.

Reflective indicators were used to measure reliability using Cronbach's alpha and composite reliability. If the statement indicator has a Cronbach's alpha value > 0.7 and a composite reliability value > 0.7 , then the statement indicator is declared reliable. This can be seen in the reliability test results table.

Table 4. Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho_C)	Description
SEO(X1)	0.962	0.972	0.968	Reliable
Social Media Marketing (X2)	0.870	0.873	0.903	Reliable
Purchase Decision (Y)	0.937	0.948	0.950	Reliable
Purchase Interest (Z)	0.924	0.924	0.939	Reliable

Source: Primary Research Data, processed in 2024

Table 4 presents the results of the reliability analysis of the research instrument that measures four main variables. Reliability testing was conducted using three different measurement methods, namely Cronbach's Alpha, Composite Reliability (Rho_A), and Composite Reliability (Rho_C). The SEO variable (X1) showed a very high reliability value with a Cronbach's Alpha of 0.962, Rho_A of 0.972, and Rho_C of 0.968. For the Social Media Marketing variable (X2), the test results showed a Cronbach's Alpha value of 0.870, Rho_A of 0.873, and Rho_C of 0.903. Meanwhile, the Purchase Decision variable (Y) also obtained a very good reliability value with a Cronbach's Alpha of 0.937, Rho_A of 0.948, and Rho_C of 0.950. The last variable, Purchase Interest (Z), had the same Cronbach's Alpha and Rho_A values of 0.924, and a Rho_C of 0.939. Based on these test results, all variables were declared reliable because they had reliability values above 0.7, which is the minimum threshold for good reliability. This indicates that the research instrument used has high consistency and reliability in measuring each variable studied.

The AVE value is used to determine whether a variable is valid or not. The AVE value of each construct describes which variables function as reflective indicators (variables). Reflective indicators are considered valid if they have an AVE value >0.5 . The AVE values can be seen in the following table:

Table 5. Average Variance Extracted (AVE) Test Results

Variable	Average variance extracted (AVE)
SEO(X1)	0.734
Social Media Marketing (X2)	0.608
Purchase Decision (Y)	0.761
Purchase Interest (Z)	0.686

Source: Primary Research Data, processed in 2024

The table above shows the results of the Average Variance Extracted (AVE) test for the four research variables. AVE is a measure used to assess convergent validity in measurement model analysis. The SEO variable (X1) shows an AVE value of 0.734, while Social Media Marketing (X2) has an AVE value of 0.608, the Purchase Decision variable (Y) has an AVE value of 0.761, and Purchase Interest (Z) has an AVE value of 0.686. All variables in this study have an AVE value above 0.5, which is the minimum required value, indicating that all variables have good convergent validity. The highest AVE value is possessed by the Purchase Decision (Y) variable at 0.761, while the lowest AVE value is possessed by the Social Media Marketing (X2) variable at 0.608.

Structural Model Evaluation (Inner Model)

According to (Parashakti & Putriawati, 2020), inner model testing is the development of a concept- and theory-based model to analyze the relationship between exogenous and endogenous variables as described in the conceptual framework.

The R-Square value serves as an indicator to measure the extent of the influence of independent variables (exogenous) on dependent variables (endogenous). The research model is considered to be more accurate in predicting when the resulting R-Square value is higher. This value can be seen in the R-Square test results table below:

Table 6. R-Square Test Results

	R-square	Adjusted R-square
Y	0.895	0.893
Z	0.721	0.718

Source: Primary Research Data, processed in 2024

Table 6 shows the R-Square test results for two variables, namely Y (Purchase Decision) and Z (Purchase Interest). For variable Y, it has an R-Square value of 0.895 and an adjusted R-Square of 0.893, which means that 89.5% of variable Y can be explained by its independent variables. Meanwhile, variable Z has an R-Square value of 0.721 and an adjusted R-Square of 0.718, which indicates that 72.1% of variable Z can be explained by its independent variables. This high R-Square value indicates that the research model has good predictive power.

According to (Perkasa & Magito, 2024), the hypothesis testing stage is carried out after the structural model evaluation stage. This stage is carried out to determine whether the research hypothesis proposed in the research model is accepted or rejected. To test the proposed hypothesis, we can look at the original sample and the T-Statistic value through the bootstrapping procedure. The results of the hypothesis testing can be seen in the beta coefficient and t-statistic values as follows.

Table 7. Hypothesis Testing Results

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SEO(X1) -> Purchase Decision (Y)	0.781	0.774	0.091	8.542	0.000
SEO(X1) -> Purchase Interest (Z)	0.520	0.529	0.114	4.574	0.000
Social Media Marketing (X2) -> Purchase Decision (Y)	-0.092	-0.080	0.077	1.193	0.233
Social Media Marketing (X2) -> Purchase Interest (Z)	0.365	0.359	0.118	3.102	0.002
Purchase Interest (Z) -> Purchase Decision (Y)	0.279	0.277	0.08	3.476	0.001

Source: Primary Research Data, processed in 2024

Table 7 shows the results of the hypothesis test regarding the effect of SEO (X1) and Social Media Marketing (X2) on Purchase Interest (Z) and Purchase Decision (Y). The test results indicate that SEO (X1) has a significant effect on Purchase Decision (Y) ($p = 0.000$) and Purchase Intention (Z) ($p = 0.000$). Social Media Marketing (X2) has a significant effect on Purchase Interest (Z) ($p = 0.002$), but does not have a significant direct effect on Purchase Decision (Y) ($p = 0.233$). In addition, Purchase Interest (Z) also has a significant effect on Purchase Decision (Y) ($p = 0.001$). This indicates that Purchase Interest (Z) can be a mediating variable in the relationship between Social Media Marketing (X2) and Purchase Decision (Y). The results of the hypothesis testing can be seen in the following figure.

Figure 2 Bootstrapping Test Results

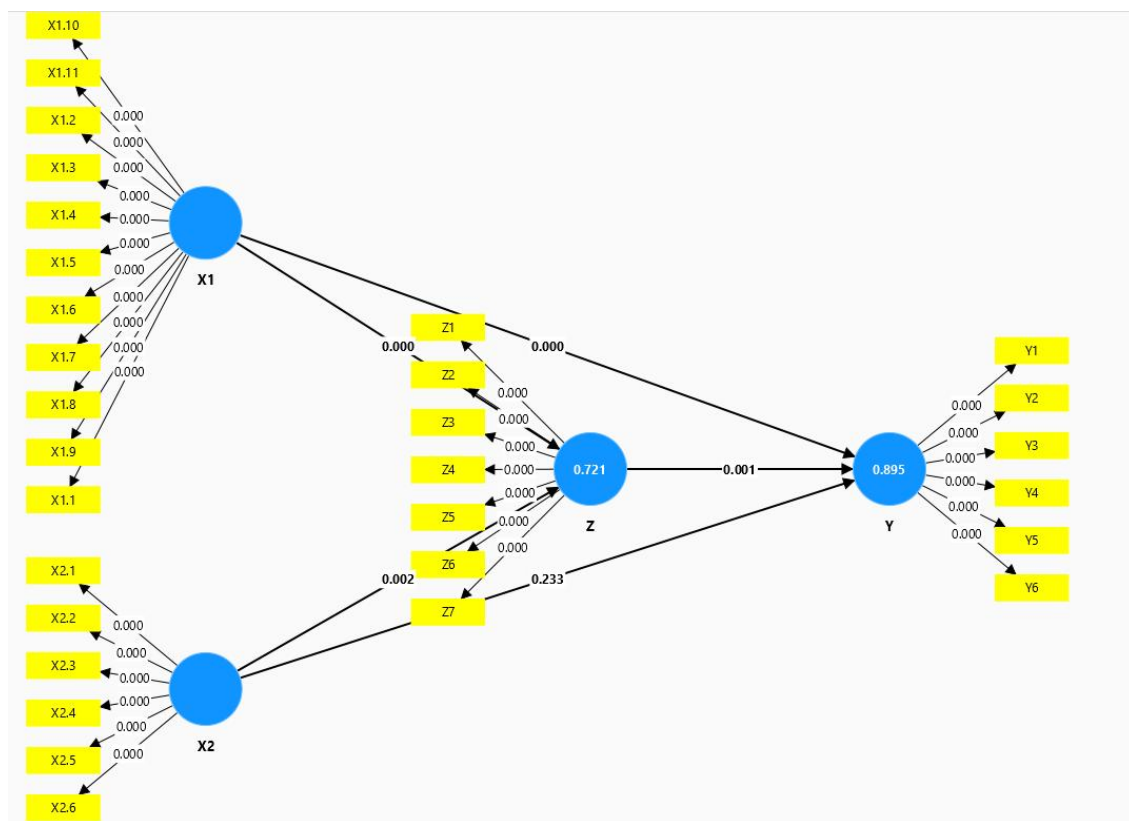


Figure 2 Bootstrapping Test Results

DISCUSSION

Based on Table 7 of the hypothesis testing results in this study, it can be concluded that: The first hypothesis (H1) related to the effect of Search Engine Optimization (SEO) on Purchase Interest at LKP YALE COMMUNICATION is accepted based on the statistical test results showing a t-statistic value of 4.574, exceeding the critical limit of 1.96, and a p-value of 0.000, which is less than 0.05. This finding is in line with digital marketing theory, which states that search engine optimization plays a significant role in increasing online visibility, which in turn can increase the purchase interest of potential customers (Khairunnisa et al., 2023; . Increased visibility makes it easier for prospective course participants to find information about LKP YALE COMMUNICATION, which is crucial in triggering their interest in registering. Research by Khairunnisa et al. 2023 also shows that a combination of SEO and other digital marketing strategies can strengthen brand awareness and purchasing interest.

The second hypothesis (H2) regarding the effect of Social Media Marketing on Purchase Interest was also accepted. The statistical test results showed that the t-statistic value was 3.102, which was greater than the critical limit of 1.96, and the p-value was 0.002, which was less than 0.05. This indicates that Social Media Marketing has a significant effect on Purchase Interest, so that the more effective the marketing strategy through social media, the higher the purchase interest of students at LKP YALE COMMUNICATION. This is in line with the research (Muzizah et al., 2024) that social media has become an interactive platform that allows institutions to communicate directly with their audience, which can not only increase brand awareness but also build strong relationships with customers. According to Susana et al., (2024) stated that social media can serve as an effective tool in triggering purchase interest, especially in the context of educational marketing.

The third hypothesis (H3) asserts that SEO has a significant effect on purchasing decisions with a t-statistic of 8.542 and a p-value of 0.000. These findings indicate that effective SEO strategies

can directly influence the purchasing decisions of students at LKP YALE COMMUNICATION. This reflects the importance of SEO in creating attractive and convincing information channels for prospective course participants. This is also in line with the importance of SEO in creating attractive and convincing information channels (Pramudita et al., 2019; Aristya et al., 2024). When information about courses is easily found and relevant in search results, potential buyers feel more confident in making purchasing decisions. This creates a positive cycle where improvements in SEO optimization directly impact higher purchasing decisions.

However, the fourth hypothesis (H4), which states that social media does not have a significant effect on purchasing decisions, is rejected based on statistical test results showing a t-statistic of 1.193 and a p-value of 0.233. This indicates that Social Media Marketing does not have a significant direct influence on Purchase Decisions, so even though it can increase Purchase Interest, marketing strategies through social media do not necessarily encourage purchase decisions among students at LKP YALE COMMUNICATION. Although social media strategies can increase purchase interest, their influence is not strong enough to be statistically accepted in terms of purchasing decisions (Bate'e, 2019; Muzizah et al., 2024). This indicates the need for further strategy development to bridge the gap between purchase interest and purchase decisions, such as optimizing more relevant content on social media platforms (Susana et al., 2024).

The fifth hypothesis (H5) indicates that SEO influences Purchase Decisions through Purchase Interest, with a t-statistic of 3.476 and a p-value of 0.001. This proves that there is an indirect effect of SEO on Purchase Decisions through Purchase Interest, so that a good SEO strategy can increase purchase interest, which ultimately drives the purchase decisions of students at LKP YALE COMMUNICATION. These findings show that increased purchase interest as a result of SEO contributes to higher purchase decisions (Khairunnisa et al., 2023; Pramudita et al., 2019). This highlights the importance of managing SEO strategies that not only attract attention but also provide information that inspires purchase decisions.

The sixth hypothesis (H6) was also accepted, indicating that Social Media Marketing influences Purchase Decisions through Purchase Interest with the same t-statistic, 3.476, and p-value 0.001. This proves that there is an indirect influence of Social Media Marketing on Purchase Decisions through Purchase Interest, so that marketing strategies through social media can increase purchase interest, which ultimately drives the purchase decisions of students at LKP YALE COMMUNICATION. This reflects that, although the direct influence of social media is not significant, its role in generating purchase interest is crucial in driving purchase decisions (Susana et al., 2024). Therefore, institutions are expected to integrate social media strategies with stronger conversion efforts to ensure that the interest that has been built can be translated into actual purchase decisions.

Overall, this study provides a deep understanding of how a comprehensive approach to SEO and Social Media Marketing can contribute to increased purchasing decisions at LKP YALE COMMUNICATION. An integrative approach between these two strategies is necessary to encourage students' desire and decision to enroll in courses, where the effectiveness of these two marketing channels must support each other (Khairunnisa et al., 2023; Susana et al., 2024).

CONCLUSION

Based on the results of the research conducted, it can be concluded that digital marketing strategies through SEO and Social Media Marketing play an important role in influencing the Purchase Interest and Purchase Decisions of students at LKP YALE COMMUNICATION. The results show that the combination of these two strategies can increase marketing effectiveness, albeit with different mechanisms of influence. SEO has been proven to have a significant direct influence on Purchase Decisions, as it increases the visibility of the course institution and builds trust among prospective participants. Meanwhile, Social Media Marketing is more effective in increasing Purchase Interest, although it does not show a direct influence on purchase decisions. Purchase

Interest serves as an important mediating variable, with an indirect influence from both strategies on Purchase Decisions, which confirms the importance of both approaches in an integrated digital marketing strategy.

Based on these conclusions, there are several suggestions that can be implemented by LKP YALE COMMUNICATION to improve the effectiveness of its digital marketing strategy. First, SEO strategy optimization needs to be carried out by using relevant keywords and managing quality content to increase visibility on search engines. Second, the institution must strengthen its Social Media Marketing activities by presenting educational content and participant testimonials to build interaction and interest among prospective participants. Additionally, attention should be given to aspects that influence Purchase Interest, including attractive promotional offers. It is also crucial for LKP to regularly evaluate and innovate its implemented marketing strategies, as well as explore the use of other digital marketing strategies such as email marketing or paid advertising to reach a wider audience.

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