

## ABSTACK

The marketing landscape has moved from traditional methods towards digital. In the digital era, the popularity of social media as a marketing tool is increasing along with growing awareness of the great potential of social media as a marketing medium. In line with this, Instagram Ads have been widely used as a marketing communication mix in the education business. At Parahyangan Catholic University (UNPAR), the use of Instagram Ads as a marketing channel has not been able to increase the number of interested new students. In the last four years, the number of enthusiasts has continued to decline.

To increase the number of enthusiasts and understand the factors that can influence prospective students' purchasing intentions through Instagram Ads, knowledge is needed about the key factors that can increase purchasing intentions so that they can formulate better and more effective marketing strategies. This research aims to determine the influence of Instagram Ads with the variables Credibility, Irritations, Informativeness, Entertainment on Purchase Intentions through Affective Customer Engagement, Positive e-WOM and Intentions Interactions.

The method used in research is a quantitative method. The types of data needed in the research are primary data and secondary data by collecting data using a questionnaire via Google form which was distributed to 428 Instagram users who had seen or received UNPAR Official Instagram Ads content. Sampling was carried out using a non-probability sampling method, purposive sampling type. The data analysis technique uses SEM – PLS (Partial Least Square) which is processed using SmartPLS software.

The research results show that Affective Customer Engagement has a significant effect on Positive e-WOM and Intentions Interactions. Positive e-WOM and Intentions Interactions have a significant effect on Purchase Intentions. Indirect influence on Purchase Intentions is also found in the structural model. If ranked from the most influential, they are Affective Customer Engagement, Entertainment and Informativeness. Meanwhile, Credibility and Irritations did not have a significant effect.

Suggestions for UNPAR marketing should focus more on the main factors that influence the purchasing intentions of prospective new students, this factor is Affective Customer Engagement. Apart from that, it is hoped that it can provide entertainment and more informative content because research results show that entertainment and informativeness will have an indirect effect on purchase intentions. Apart from that, building interactions with prospective new students also needs to be considered considering that Intentions Interactions

also influence purchase intentions. For future research, it is recommended to consider adding other factors that can increase purchase intentions and it is hoped that we can use the current model for research on other social media platforms.

Keyword: Instagram Ads, Digital Marketing, Social Media Marketing, Percieved Advertising Value