

**PERCEIVED ROLE OF SOCIAL MEDIA MARKETING TOWARDS
HOSPITALITY MANAGEMENT STUDENT ENROLLMENT
INTENTION**

**A Thesis Presented to
the Faculty of the College of Business and Management
Misamis University
Ozamiz City**

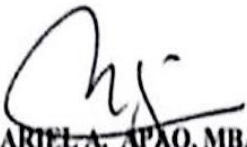
**In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Hospitality Management**

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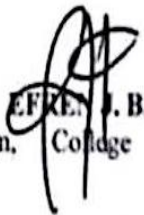

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THESIS ABSTRACT

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Nowadays, social media marketing is an essential tool for influencing the decisions of incoming college students, particularly as they get ready for college. This study explored the significant relationship between the perceived roles of Social Media Marketing towards the enrollment intention of Hospitality Management student in selected Higher Education Institutions in the province of Misamis Occidental. This study utilized a quantitative method with a descriptive-correlational design. A total of 218 students served as respondents from 4 different universities and colleges and were chosen through a random sampling technique. The Social Media Marketing and Enrollment Intention Questionnaire were used in gathering the data. Mean, Standard Deviation and Pearson Product Moment Correlation Coefficient were the statistical tools used in the study. The findings showed that social media marketing had a great impact in enrollment in the intention of Hospitality Management students. The study findings also revealed a strong relationship between social media marketing and

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enrollment intention. Thus, social media marketing is effective tool to influence the incoming 1st year to enroll in the hospitality management program. It is recommended that higher education institutions implement or organize an efficient social media strategy through their marketing team to attract future target enrollees.

Keywords: *social media marketing, enrollment intention, social media, hospitality management, enrollment decisions*



DEDICATION

We sincerely dedicate this thesis to our beloved parents and siblings for their unwavering love and moral support, encouragement and understanding to reach all our dreams; and the ALMIGHTY GOD, the ultimate source of wisdom, knowledge and strength.

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THE RESEARCHERS

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INTRODUCTION

Rationale of the Study

The hospitality industry, a dynamic and ever-evolving sector, has witnessed a profound transformation due to the advent of social media. With the emergence of social media, consumers now have more control over how information is generated, created, organized, and shared (Chu et al., 2020).

Building on this shift, the role of social media has also become increasingly prominent in the field of education. Social networking platforms like Facebook, Instagram, Twitter, and Tiktok have altered how students interact socially, shaped their perceptions of themselves and others, and led to notable psychological effects. Research has revealed that social media significantly influences students' views, impacting their learning and decision-making processes. Furthermore, students increasingly rely on social media when making critical life decisions. While they still value the opinions of their parents, peers, and family members, they also turn to these platforms as essential sources of guidance. Social media offers them access to diverse perspectives and real-time information, which helps them weigh their options more comprehensively. This reliance on social media is not just about convenience; it reflects a shift in how students gather and process information before making

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	significant decisions, from choosing educational paths to personal lifestyle choices (Karunaratne, & Thilini, 2022). Social media significantly influences students' enrollment intentions across different regions. In Europe, research indicates that universities' social media presence positively affects prospective students' perceptions and decisions. Engaging content such as virtual campus tours and student testimonials enhances students' interest and trust in institutions. The credibility of information shared on social media platforms is crucial, impacting perceptions of institutional reliability and attractiveness (de los Reyes, 2023). This underscores the importance of transparency and reliability in digital engagement within the European context. Similarly, in Asia and the Philippines, social media plays a pivotal role in attracting and engaging potential students. In China and India, universities utilize social media marketing strategies, including influencers and targeted ads, to boost enrollment intentions (Onsardi et al., 2021). These platforms help universities showcase their strengths and influence student choices. In the Philippines, social media impacts students' academic performance and enrollment decisions, particularly through platforms like Facebook and YouTube (Dimacangun, nd). The use of influencers and targeted campaigns is also effective in attracting students to hospitality programs. Overall, while strategies and platforms vary by region, the influence of social media on enrollment intentions is profound. Universities must tailor their social media approaches to align with regional preferences and behaviors for effective global marketing.	
		

The Bachelor of Science in Hospitality Management is widely promoted on social media, though these advertisements tend to focus primarily on the program's advantages and potential financial benefits. While social media provides an opportunity to showcase career opportunities in the hospitality industry, it often romanticizes the field, omitting challenges such as long working hours and burnout. This can lead to unrealistic expectations for prospective students. Additionally, social media advertisements frequently lack details about the program's curriculum or the specific skills and occupations that graduates can pursue, leaving a gap in fully informing potential students. Over the past century, digital technologies have transformed the marketing space (BartosikPurgat, 2019), and advances in digital tools have seen institutions of higher learning use new tools for marketing themselves (Jordan, 2014).

Thus, the influence of social media marketing on the opinions and strategies of the number of potential students has skyrocketed. Social media platforms like Facebook, Instagram, and LinkedIn are not just tools for interacting with others but also powerful marketing channels that impact the decisions of young adults (Kaplan and Haenlein, 2010). These platforms are highly effective at reaching prospective students by targeting specific groups with tailored content. By allowing universities to highlight their benefits, highlight student experiences, and communicate the advantages of obtaining a degree in hotel management, this improves enrollment intentions. Recent research shows that social media advertising significantly affects students' perceptions of an institution's reputation, educational quality, and alignment

with market trends (Filo, Lock, & Karg, 2015). The interactive nature of social media enables prospective students to engage with content, receive feedback from current students and alumni, and participate in virtual events, all of which further reinforce their intent to enroll (Hudson et al., 2016). As students increasingly rely on digital sources, the perceived relevance and credibility of social media marketing play a crucial role in their decision-making. For institutions aiming to attract and retain students in hospitality programs, understanding the impact of social media advertising is vital.

Despite growing interest in how social media marketing impacts student enrollment, significant gaps remain, especially for hospitality management programs. Research often lacks detailed analysis of specific social media activities, such as content types and audience interaction.

Moreover, existing studies do not fully explore how social media marketing aligns with Filipino students' cultural and socioeconomic backgrounds or how it affects various demographics. There is also a lack of information, which hinders understanding of how social media marketing influences enrollment in Filipino hospitality management programs. As social media trends evolve, current research may not reflect the latest developments, underscoring the need for targeted strategies to effectively engage Filipino students and improve enrollment outcomes.

This study investigates how Misamis Occidental hospitality management students perceive the influence of digital marketing on their choice to enroll.

Universities can improve the recruitment process by analyzing how different social media tactics affect students' impressions. Universities can increase enrollment rates while addressing local and cultural quirks by determining the best content, platforms, and marketing strategies. In the end, by providing insightful information on successful digital marketing, this study assists educational institutions in producing captivating material that appeals to students, strengthening bonds and enabling them to make well-informed enrollment decisions.

THEORETICAL FRAMEWORK

This study examines how social media marketing affects BSHM enrollment intention using the framework developed by the Technology Acceptance Model Theory. According to this strategy, social media marketing can encourage student involvement by showcasing the real-world applications of BSHM expertise, highlighting career opportunities in the hospitality sector, and offering insights into the experiences of BSHM graduates. This can improve the program's perceived value and fit with potential students' professional goals. Based on the research of Rawas and Putra (2024), Siminto and Rijal (2024), and Perdana (2024), which collectively examine the dynamics of social media's impact on consumer behavior and decision-making processes in educational contexts, the modified survey questionnaire used in this study was created. Rawas and Putra (2024) states that the effectiveness of social media strategies in engaging potential students, while Siminto and Rijal (2024) focus on how social media content influences perceptions of career opportunities in

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	hospitality. Additionally, Perdana (2024) investigates the role of peer interactions facilitated by social media in shaping students' choices. These sources provide a comprehensive framework for understanding how social media trends in the hospitality industry affect first-year students' enrollment decisions. According to A. Raza, M. A. Hassan, and Z. Khan (2021) this research focuses on the role of social media marketing in shaping prospective students' perceptions and intentions to enroll in higher education programs like hospitality management. By applying TAM, the study finds that perceived ease of use of different social media platforms and perceived the role of enrollment intention that significantly affect students' decisions. The study shows that social media marketing efforts that enhance the perceived usefulness of course information increase students' intention to enroll in hospitality management programs.	
		

REVIEW OF RELATED LITERATURE

Social media marketing (SMM) is the use of social media platforms to connect with your audience to build your brand, increase sales, drive website traffic, and more (Buffer et al.2022). This involves publishing [high-quality content](#) on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements. There are a host of options when it comes to the best social channels for your social media marketing.

Content marketing is a form of marketing that involves producing content for the prospect of driving profitable customer actions. "Content marketing is a strategic marketing approach that is focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer actions" (Dr. Harrison Sachs · 2024).

According to Krezel & Krezel (2017), social media marketing significantly influences students' decisions, especially through the posts and opinions of others. students often place high value on the experiences and recommendations shared by their peers, considering them highly credible. Positive or negative feedback shared on social media can greatly impact students' choices when selecting universities. Ilgan et al. (2018) highlighted that students may even choose to attend the same university as their friends, further emphasizing the power of peer influence on their decisions. Parents also have a significant impact on students' decisions, offering guidance,

encouragement, and financial assistance in addition to peer pressure (Lien et al., 2015). Although parents support higher education, they frequently let their children select their own course of study. The social impact theory states that parents impart their experiences, values, and skills to their children, influencing their choices based on well-known career trajectories (Eldegwy et al., 2022). Students may view their parents' prior experiences as safer and more secure possibilities, which has an impact on program selection. Addressing prospective learners through online platforms requires careful consideration of the content presented.

According to Rafdinal et al. (2023), firm-generated content (FGC) significantly impacts students' perceptions of educational institutions, enhancing their likelihood of enrollment. The study emphasizes that high-quality, relevant content fosters trust and credibility, which are essential for attracting prospective students. Similarly, Oviond (2024) highlights that engaging content not only boosts brand visibility but also influences students' decision-making processes by providing valuable information about programs and career opportunities.

Sprinklr (2024) states that diverse content formats, such as videos and testimonials, can effectively capture the attention of potential students, making them more likely to engage with the institution's social media presence. This aligns with findings from Siminto and Rijal (2024), who assert that visually appealing and informative content can significantly enhance students' interest in hospitality programs. Additionally, user-generated content, as discussed by Lim (2023), further enriches the content landscape, providing authentic insights that resonate with prospective students.

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	Education Dynamics (2023) states that the dissemination of information through social media channels is another critical factor influencing enrollment intentions. Emphasizes that social media allows for real-time communication, enabling institutions to share important updates and information about programs quickly. This immediacy can significantly enhance students' awareness of available opportunities in the hospitality sector. Furthermore, research by Perdana (2024) highlights the role of social media in facilitating access to information about career paths, which is particularly relevant for students considering hospitality careers. Moreover, effective dissemination strategies can lead to increased visibility and reach. According to Sprout Social (2024), targeted advertising on social media platforms allows institutions to tailor their messaging to specific demographics, ensuring that relevant information reaches the right audience. This targeted approach is essential for engaging potential students who may be exploring various educational option. According to Shneikat et al. (2024) indicates that interactive posts and direct communication can significantly enhance students' perceptions of an institution, making them more likely to consider enrollment. Audience interaction on social media platforms plays a vital role in shaping students' enrollment intentions. Real-time engagement allows institutions to build relationships with prospective students, fostering a sense of community and trust (Fierce Network, 2023). (Perdana, 2024) states that the influence of peer interactions facilitated by social media cannot be overlooked. Studies have shown that students are more likely to trust recommendations from their peers, which can be amplified through social media	
		

interactions. This peer influence is particularly relevant in the hospitality industry, where collaborative experiences and shared insights can significantly impact students' career choices. Thus, these constructs will influence to the enrollment intention of the students.

According to Hossler and Gallagher (2020), enrollment intention is influenced by a combination of personal, social, and institutional factors, such as academic reputation, perceived quality of education, and an institution's social media presence. Perna (2021) stated the importance of financial considerations and the availability of scholarships in shaping students' decisions to enroll. Together, these studies show that enrollment intention is a complex construct shaped by various influences that differ depending on context and student demographics. Enrollment intention refers to the likelihood or willingness of prospective students to enroll in a particular educational institution. This concept is commonly examined in educational research to understand the factors that drive students to pursue higher education at specific universities or colleges.

According to Rafdinal et al. (2023), the decision to pursue a career in hospitality is often influenced by the information and experiences shared on social media. Research indicates that students who engage with content related to hospitality careers are more likely to develop an interest in pursuing such paths. Social media serves as a platform for showcasing career opportunities and success stories within the hospitality sector, which can significantly impact students' enrollment intentions. Furthermore, Lim (2023) emphasizes that social media allows institutions to highlight the diverse career paths available in hospitality, making the field more attractive to prospective

students. This aligns with findings from Siminto and Rijal (2024), who assert that exposure to positive career narratives on social media can enhance students' perceptions of the hospitality industry as a viable and rewarding career choice.

According to Shneikat et al. (2024), students who observe their peers engaging with specific institutions on social media are more likely to consider those institutions for enrollment. Moreover, the interactive nature of social media allows for real-time discussions among peers, further reinforcing the impact of social influence (Education Dynamics, 2023). This peer interaction can create a sense of community and belonging, which is particularly important for students entering the hospitality field, where collaboration and teamwork are essential. Perdana (2024) states that students often rely on their peers for guidance when making educational choices, and social media amplifies this influence by facilitating the sharing of experiences and recommendations.

According to Rafdinal et al. (2023), social media content that reflects the values and culture of an institution can significantly influence students' perceptions of personality fit. Furthermore, Lim (2023) emphasizes that social media allows institutions to showcase their unique environments and cultures, helping prospective students assess whether they would thrive in that setting. This aligns with findings from Sprinklr (2024), which highlight the importance of authenticity in social media marketing, as students are more likely to engage with institutions that resonate with their personal identities. The concept of personality fit plays a crucial role in students' enrollment intentions, particularly in fields like hospitality that require specific

interpersonal skills and characteristics. Research indicates that students are more likely to enroll in programs that align with their personal values and career aspirations.

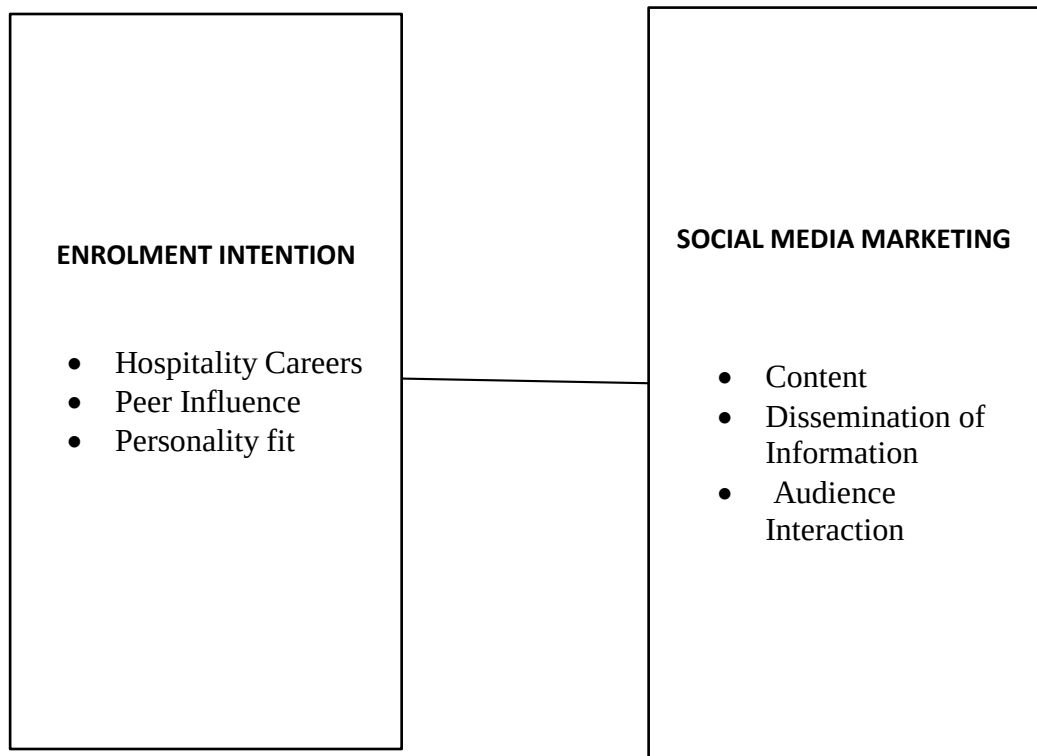


Figure 1. Schematic Diagram of the Study

OBJECTIVES OF THE STUDY

This study explored the significant relationship between the perceived roles of Social Media Marketing towards the enrollment intention of Hospitality Management student in selected Higher Education Institutions in the province of Misamis Occidental. Specifically, this study will answer the following research objectives:

1. Determine the perceived role of social media marketing in promoting the Hospitality Management program in terms of content, dissemination of information and audience interaction.
2. Determine the college student's enrollment intention of the Hospitality Management program in terms of hospitality careers, peer influence, and personality fit.
3. Explore the significant relationship between social media marketing towards hospitality management student's enrollment intention.

Null Hypothesis

H_{01} : There is no significant relationship between social media marketing towards BS hospitality management student's enrollment intention.

H_{02} : There is no significant relationship between the college students' enrollment intention in BS hospitality management program in terms of hospitality career, peer influence, and personality fit.

H_{03} : There is no significant relationship between social media marketing towards BS hospitality management student's enrollment intention.

SIGNIFICANCE OF THE STUDY

The importance of conducting this study is to determine why students want to pursue Hospitality Management program and the impact of social media marketing towards enrollment of students. More so, this will be valuable to the following:

Students: Students can understand how social media influences his/her decisions and make informed decisions on his/her education and jobs.

Hospitality Industry Professionals: By analyzing social media marketing and focusing on the impact it has on the enrolment of students, the industry players will understand which channels to use in the advertisement and partnership with the institution.

Researchers and Academics: To some extent, the progression of your study could contribute to subsequent research on the correlation of marketing on social media, the particular industry, and decisions made in education.

RESEARCH METHODOLOGY

Design

A descriptive-correlational design was used in the investigation. The purpose of descriptive research is to characterize an issue and its features. This study focuses more on "how" than "what" or "how" it relates to the researcher's subject. The data can be collected quantitatively, and the opinions and thoughts of the respondents are gathered by analyzing the data using statistical analyses such as averages, percentages, frequencies, and others. Conversely, correlational approaches frequently use statistical control to exclude the impact of unrelated variables, yielding a conservative test of hypotheses or more precise estimations of the correlations between variables (Curtis et al., 2016). To address the stated research topic, the study's correlational design sought to identify connections between the independent and endogenous variables. Consequently, the correlational design in the study aimed to uncover relationships among the endogenous and independent variables to answer the presented research problem. Thus, the design was considered appropriate for the present study since the researcher explored the role of social media marketing and the student enrollment intention in the Hospitality Management program.

Setting

Three carefully chosen private and one public higher education institution in Misamis Occidental that offer a Bachelor of Science in Hospitality Management served as the study's locations. These organizations were picked to guarantee that the study will have enough responses. Given the increasing significance of digital platforms in influencing the choices of potential students, the researchers sought to investigate how incoming Hospitality Management students perceived the role of social media marketing in influencing their enrollment intentions by concentrating on institutions that offer this program.

Respondents of the Study

First-year Hospitality Management students enrolled in one public and three private higher education institutions during the 2024–2025 academic year served as the study's respondents. The study's respondents were chosen using a random sampling technique. It guarantees that, given the sampling frame, every member of the population will be adequately represented.

Instrument

This study will use the following research instruments in gathering the data:

- A. **Social Media Marketing Questionnaire.** This is a four point-Likert scale questionnaire adopted and modified from (Manca, 2020; De Veirman et al., 2020; Patil et al., 2019). The questionnaire consists of 3 constructs:

content, dissemination of information, and audience interaction. It has 30 indicators (see Appendix A). In determining the level of social media marketing among Bachelor of Science in Hospitality Management students, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3- Agree (A)	2.50-3.24	High (H)
2- Disagree (D)	1.75-2.49	Low (L)
1- Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

B. Enrollment Intention Questionnaire. This is a four point-Likert scale questionnaire adopted and modified from (Chugh et al., 2021; Alalwan et al., 2021). The questionnaire consists of 3 constructs: content, dissemination of information, and audience interaction. It has 30 indicators (see Appendix A). In determining the level of enrollment intention of Bachelor of Science in Hospitality Management students, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3- Agree (A)	2.50-3.24	High (H)
2- Disagree (D)	1.75-2.49	Low (L)
1- Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

Data Gathering Procedure

Before conducting the study, the researcher adheres to the standard protocols for data collection from the respondents. First, permission was sought from the research adviser, subject adviser, and the Dean of the College of Business and Management, with approval duly signed, to proceed with the research investigation. Second, face-to-face data collection was done among selected First-year BSHM students, provided that all the respondents were given a formal letter of consent for the researcher to access and interact with the respondents. The respondents were given a consent letter before being asked to complete the survey questionnaires. Once the questionnaires were answered, they were retrieved by the researcher. The data collected were tallied, evaluated, and analyzed using statistical methods.

Data Analysis

This study utilized the following statistical tools in analyzing the data:

Mean & Standard Deviation. This tool was used to determine the perceived role of social media marketing in promoting the Hospitality Management program and their enrollment intention.

Pearson Product Moment Correlation Coefficient. This tool was used to explore the significant relationship between the perceived roles of social media marketing towards Hospitality Management students' enrollment intention in selected higher education institutions.

Ethical Considerations

This study complied with the ten research ethical considerations by Bell and Bryman (2007). First, the research respondents were not subjected to harm to the Institution or the person relatively connected to the study. Second, respect for the respondents' dignity was observed. Third, the researcher obtained full consent from the respondents before conducting the study. Fourth, the protection of the privacy of the respondents was duly observed. Fifth, the adequate level of confidentiality of the research data and anonymity of individuals participating in the research were ensured. The deception and exaggeration about the aims and objectives of the research were avoided. Affiliations in many forms, sources of findings, and any possible conflict of interest were declared. Finally, the researcher avoided any

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misleading information or misinterpretations of main data findings in any research-related communication.



RESULTS AND DISCUSSIONS

Level of Perceived Roles of Social Media Marketing among Hospitality Management Students

Table 1 shows the perceived role of social media marketing in promoting the Hospitality Management Program. The results revealed a very high result across all constructs. With weighted mean scores ranging from 3.401 to 3.528 on a 4-point scale, respondents consistently view social media as highly effective in enhancing the program's visibility. The low standard deviations across constructs suggest a strong alignment in these perceptions. The "Content" construct, with the highest mean ($M = 3.528$, $SD = .4554$), highlights the critical role of quality, relevant content in engaging audiences. Similarly, the "Dissemination of Information" construct ($M = 3.459$, $SD = .4835$) supports the idea that social media efficiently reaches and informs the audience, although there is slight variability in responses. The "Audience Interaction" construct ($M = 3.401$, $SD = .5410$) also scores very high, underscoring the perceived importance of engaging with the audience, though it shows the most variability, possibly reflecting different experiences with interaction quality. Meanwhile, the perception of "Social Media Marketing" ($M = 3.463$, $SD = .4362$) reinforces the high value placed on social media for program promotion, with a low standard deviation indicating a strong consensus. These results emphasize the value of a comprehensive social media strategy—integrating high-quality content, effective information dissemination, and active audience engagement—to successfully promote the Hospitality Management Program.

Meanwhile, the standard deviations across constructs indicate that while there is a strong consensus on the perceived value of social media marketing, certain aspects—like audience interaction—garner slightly more varied opinions. This variability might reflect personal differences in how respondents experience or prioritize social media's specific functions. However, the consistently low standard deviations affirm that respondents largely agree on the critical role of social media in promoting the Hospitality Management Program.

The findings revealed that social media marketing is perceived as a highly effective tool for promoting the Hospitality Management Program, with respondents consistently rating its impact as very high across various components. This purports that social media platforms are essential in boosting the program's visibility, creating a positive brand image, and appealing to potential students and other stakeholders. The emphasis on "Content" within the results signals the importance of developing high-quality, relevant, and engaging material that resonates with target audiences. This type of content helps to communicate the distinctive aspects of the program, such as its unique curriculum, career opportunities, and industry relevance, making it easier for audiences to understand the value of enrolling in the program.

Subsequently, the high regard for "Dissemination of Information" shows that respondents view social media as a powerful channel for efficiently reaching a wide audience with critical information about the program. This construct reflects the role of social media in providing timely updates, announcements, and insights into the program's offerings, faculty, and student achievements, all of which are essential for maintaining visibility in a competitive educational landscape. Through efficient

dissemination, social media enables the program to engage prospective students who seek timely and accurate information to make an informed decision.

However, "Audience Interaction" shows slight variability, with its high rating reflecting the perceived value of engaging with followers on social media. Interaction features including Facebook likes, shares, comments, and messages allow potential students and stakeholders to feel more connected and informed which promotes community engagement across social circles. In this vein, strong social connections by maintaining ongoing engagement, establishing trust, and addressing questions or attracting prospective students to enroll in the program. Social media has become a critical platform for knowledge dissemination and audience engagement, particularly in higher education. They state, "Social media platforms not only facilitate the efficient sharing of information but also create opportunities for real-time interaction with audiences, thereby enhancing trust and engagement." This supports your emphasis on social media's dual role in efficiently delivering updates and fostering meaningful connections through interactive features such as comments, shares, and direct messages Khan et al. (2021).

Social media marketing has become a crucial tool for colleges and universities to influence student enrollment intentions. Brown (2021) states that they conducted interviews with prospective hospitality students and found that authentic storytelling through social media posts significantly influenced their perception of program value and increased their intention to apply. Nevzat et al. (2020) stated that "using platforms like Facebook, Instagram, and YouTube allows universities to not only promote their programs but also engage with prospective and current students

effectively." They noted that varied content, such as videos and posts, can significantly influence student decisions, showcasing the value of the programs offered.

Overall, these findings underscore the need for a comprehensive social media strategy that goes beyond mere posting. It advocates for a comprehensive and strategic approach to social media marketing for the Hospitality Management Program. By prioritizing high-quality content, effective information dissemination, and active audience engagement, stakeholders can significantly enhance the program's visibility and appeal, ultimately fostering increased interest and enrollment. The strategy should prioritize quality content, efficient information sharing, and meaningful interactions to build a strong online presence that actively attracts and engages prospective students. This approach can help sustain interest, create a positive perception of the program, and ultimately drive enrollment in the Hospitality Management Program by making a lasting impression in the minds of students.

Table 1

Level of Perceived Role of Social Media Marketing among Hospitality Management Students

Constructs	Mean	Std. Deviation	Interpretation
Content	3.528	.4554	Very High
Dissemination	3.459	.4835	Very High
Audience Interaction	3.401	.5410	Very High
Social Media Marketing	3.463	.4362	Very High

Note: Interpretation: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Enrollment Intention among Hospitality Management Students

Table 2 shows the enrollment intention among hospitality management students. The results revealed a very high result across all constructs. With weighted mean scores ranging from 3.421 to 3.552 on a 4-point scale, respondents consistently show how enrollment intention gives an alignment to their choice of program. The low standard deviations across constructs suggest a strong alignment in these perceptions. The "Hospitality Careers" construct, with the highest mean ($M = 3.552$, $SD = .4555$), shows that the prospective students strongly agree on the attraction of careers in this section (Ali & Smith, 2023). Similarly, the "Personality fit" construct ($M = 3.550$, $SD = .4721$) is resonant with students to perceive the level of congruency in personality dimension and hospitality programs that the table encompasses (Fong & Choi, 2023), although there is a slight variability in responses. The "Peer Influence" construct ($M = 3.421$, $SD = .5254$) also scores very high, underscoring the enrollment intention of BS Hospitality management students, though it shows the most variability, possibly reflecting different influences of peers and perception. Whereas the perception of "Enrollment Intention" ($M = 3.508$, $SD = .4368$) reinforces the high influence of enrollment intention for program promotion, with a low standard deviation indicating a strong consensus. These results emphasize the value of a comprehensive influences of social media towards the enrollment intension, hospitality careers, peer influence, personality fit to have a greater number of enrollees of the Hospitality Management Program.

Meanwhile, the standard deviations across constructs indicate that while there is a strong consensus on the enrollment intention among hospitality

management careers, certain aspects like garner slightly more varied insights. This variability might reflect personal differences in how respondents had a social dynamic, and relationships can greatly influence educational choice. However, the consistently low standard deviations affirm that respondents largely agree on the influences of peers and personality fits that place importance on these aspects of hospitality in an endeavour to increase enrollment rates.

The findings revealed that enrollment intention is perceived as a highly effective influence for enrolling in the Hospitality Management Program, with respondents consistently rating its impact as very high across various components. The emphasis on "Hospitality Careers" within the results signals the engagement and peer recommendations which affect the students who enroll, experiences, and social engagement that influenced students to pursue hospitality programs. However, attracting and retaining skilled talent remains a persistent challenge. Subsequently, the high regard for "Peer Influence" shows that respondents heavily rely on their friends' advice when making enrollment decisions (Huo & Huang 2019). This construct reflects the role that peer recommendations play in shaping students' intentions to enroll. Through different peers had significant help in choosing the program, experience and advice that enables the student to choose BS Hospitality Management program where they can also broaden their learned skills.

However, "Personality Fit" shows slight variability, with its high rating reflecting the perceived value of engaging with peers on social media. Student's individual personality traits and the characteristics, values, and demands of the hospitality management field and program. It explores how well a student's

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personality aligns with the specific requirements, expectations, and overall environment of the program; thus, students could envision themselves handling unexpected situations and finding solutions. Students who enjoy problem-solving and think on their feet might thrive and know that their personalities would fit in this program.

According to C.C. Cini, D. Iuliano, S. Mahony (2020) enrollment Intention among upcoming 1st year BS Hospitality Management, the factors influencing students' decisions to enroll in Hospitality Management programs. It looks at internal and external factors, including perceived career opportunities, personal interests, and institutional branding. The study also examines how marketing and promotional activities by educational institutions impact students' enrollment decisions. Also, it explores the influence of social media marketing on the enrollment decisions of students applying to hospitality management programs. The study examines how institutions use platforms like Instagram, Facebook, and YouTube to communicate their programs' strengths and attract prospective students S. Junaid, N. Riaz, M. Saleem (2020). Also, according to S. Kumar, N. Singh, A. Patel (2020), the role of family expectations and peer influence in shaping students' enrollment intentions in hospitality management programs. The study suggests that students often take family opinions into account when choosing their career path, and this can influence whether they choose a field like hospitality management, which is perceived to offer global job opportunities. Furthermore, this study focuses on how the perceived employability and career opportunities in the hospitality industry influence students' decisions to enroll in hospitality management programs.



The research highlights how the expectation of stable jobs, career advancement opportunities, and high earning potential shape students' intentions to enroll in these programs M. L. Chen, H. T. Cheng (2020).

Overall, these findings underscore the need for a comprehensive enrollment intention that applies perseverance and dedication. The strategy should prioritize student needs, adapting to the changing industry landscape and fostering an environment that supports both academic and professional success. This approach can help sustain interest and determination and ultimately drive enrollment intention in the Hospitality Management Program by the perceived stability and opportunities, particularly with the increasing demand for nurtured skills and learned experiences. The findings underscore the multifaceted influences on enrollment intention in the hospitality management program, which can be utilized for improved recruitment strategies.

Table 2

Level of Enrollment Intention among Hospitality Management Students

Constructs	Mean	Std. Deviation	Interpretation
Hospitality Careers	3.552	.4555	Very High
Peer Influence	3.421	.5254	Very High
Personality Fit	3.550	.4721	Very High
Enrollment Intention	3.508	.4368	Very High

Note: Interpretation: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Significant Relationship Between Enrollment Intention Social Media Marketing

Table 3 shows the correlation between enrollment intention in social media marketing of the Hospitality Management Program. The results revealed a very high result across all constructs. With an r-value of .8450 to 0.000 on a 4-point scale, respondents consistently understand the correlation between enrollment intention and social media marketing. In our analysis of the collected data, we find a definite positive relationship between enrollment intention and social media marketing.

According to Mpinganjira and Smit (2021), 'Perfect Positive Correlation' shows that as the extent of one variable is concerned, the other would also be majorly concerned to the same degree. This is further evidenced by the p-value of 0.000, which shows that this relationship is highly significant and would not be caused by any random chance (Hemsley-Brown & Oplatka, 2015). The correlation coefficient equal to 0.845 demonstrates that the relationship is strong and it can be suggested that favorable social media marketing strategies will indeed help to build-up enrollment intentions. In this regard, this interpretation conforms to the statistical definitions where values greater than 0.61 are appreciated as perfect positive correlation (Garrison & Anderson, 2003). Thus, based on the obtained extremely statistically significant result of $p < 0.01$, decision-making and reliance on this finding, particularly outstanding in terms of marketing strategies among stakeholders, is relevant and justified.

Research indicates a strong correlation between the effective use of social media in marketing and the likelihood of students following through on their

enrollment intentions. As social media marketing is rampant nowadays, institutions that utilize social media marketing well can influence students by creating a sense of community and engagement, which plays a critical role in decision-making processes. Students assess the program's relevance to their career goals, the quality of education offered, and the reputation of the institution. This highlights the significance of digital presence in attracting students, especially those from younger generations who are highly influenced by online interactions. Social media marketing has become an indispensable tool for BSHM program recruitment. By leveraging these platforms effectively, universities can build a strong online presence, engage with potential students, showcase program strengths, and ultimately attract diverse and qualified students.

Subsequently, Enrollment Intention of students in the BS Hospitality Management is influenced by a complex interplay of factors, including perceived career prospects in the hospitality industry, the perceived quality of the program's curriculum and faculty, the reputation of the institution, and the overall cost and accessibility of the education. It wasn't a guarantee of enrollment; a student's expressed enrollment intention serves as a strong predictor of their likelihood of enrolling in a BSHM program. Understanding these intentions allows institutions to refine recruitment strategies and improve program offerings. Measuring the enrollment intention of BSHM students is crucial for universities seeking to optimize their recruitment efforts and allocate resources effectively. By understanding prospective students' motivations and concerns, institutions can tailor their outreach and improve their success rate.

The correlation between social media marketing and student enrollment intention is social media marketing has become an increasingly important tool for higher education institutions to reach prospective students and influence their enrollment decisions. This is especially true for programs like BSHM, where visual content and engaging storytelling can effectively showcase the program's unique offerings and exciting career opportunities within the hospitality industry. Students value a sense of authenticity and genuine connection when exploring their educational options. Social media platforms provide a unique opportunity for institutions to share stories, where they actively seek out official university accounts on platforms like Facebook, Instagram, YouTube and TikTok to gather information and assess the institution's overall image. showcase student experiences and foster a sense of community. This allows prospective students to gain insights into the program's culture, faculty, and student life, which can significantly influence their enrollment intention. This influence stems from the fact that social media allows institutions to present themselves authentically, showcasing their identity and engaging with prospective students. The correlation between enrollment intentions can be understood through the lens of the Stimulus-Organism-Response (S-O-R) Theory, a well-established framework applied to digital marketing studies from 2020 to 2024. This theory suggests that social media marketing activities soc act as a stimulus that influences potential students' engagement and decision-making processes. These activities enhance awareness and generate positive perceptions of educational institutions, which in turn increase enrollment intentions by creating emotional responses and satisfying users' informational needs. For example, research highlights

how platforms like Facebook and Instagram enable institutions to build strong emotional connections with potential students. By using targeted ads, engaging posts, and virtual communities, they foster trust and satisfaction, which mediate the impact of marketing efforts on enrollment behaviours. Moreover, the social feedback loop theory emphasizes how online reviews, and shared experiences shape the enrollment decisions of prospective students, demonstrating the interconnected nature of social media engagement and user behaviour.

Social media marketing plays a crucial role in influencing student enrollment intention, particularly for programs like BSHM, where visual content and engaging storytelling can effectively showcase the program's unique offerings. Research suggests that social media content significantly impacts student perceptions of value, their intention to use social media platforms, and, ultimately, their intention to enroll. Institutions should prioritize authenticity and engagement, fostering a sense of community and showcasing student experiences to build trust and connection with prospective students. Social media platforms provide a valuable tool for vetting potential institutions, with students actively seeking out official university accounts to gather information and assess the institution's overall image. Tailoring social media strategies to reach specific target audiences and understanding the level of social media usage among prospective students is crucial for maximizing the effectiveness of social media marketing efforts. Ultimately, a strong digital presence and consistent engagement across relevant platforms are essential for influencing student enrollment intention and achieving successful recruitment outcomes.

Table 3

Level of Significant Relationship Between Enrollment Intention Social Media Marketing

Variables	r-value	p-value	Interpretation
Social Media Marketing	.845**	.000	Perfect Positive/ High Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation(-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00) 2). $p < 0.01$ (Highly Significant); $*p < 0.05$ (Significant); $p > 0.05$ (Not Significant)

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS

Summary

This research investigates how social media marketing influences the college enrollment decisions of hospitality management students in Misamis Occidental. It examines social media's role in promoting the program (content, information dissemination, audience interaction), students' enrollment intentions (career prospects, peer influence, personality fit), and the relationship between these two factors. Using a quantitative, descriptive-correlational design, the study surveyed 218 students from four universities via a questionnaire. Statistical analysis (mean, standard deviation, Pearson correlation) was employed to analyze the data and findings.

Findings

The study yielded the following findings:

1. Student's level of perceived role of social media marketing is very high for content, dissemination of information and audience interaction.
2. Students' level of enrollment intention in hospitality management is very high for hospitality careers and personality fit.
3. There is highly significant relationship between social media marketing towards hospitality management student's enrollment intention.

Conclusion

The following conclusions were drawn based on the findings of the study:

1. Social media marketing significantly influences students' choices by emphasizing quality content, efficient information sharing, and meaningful interactions. Such a strategy can enhance the program's online presence, attract and engage prospective students, and ultimately drive enrollment in the Hospitality Management Program.
2. Effective social media marketing directly leads to increased enrollment in BS Hospitality Management programs. Engaging video content displaying student achievement, regular industry updates, and proactive engagement with potential students all raise application numbers.
3. Investing in a strong social media strategy is not just advantageous; it is critical for increasing enrollment in BS Hospitality Management programs. Data demonstrates a clear link between attractive content, targeted advertising, and proactive engagement, which leads to large increases in both applications and enrollment.

RECOMMENDATIONS

1. University administration may implement a comprehensive social media strategy to influence students' choices and drive enrollment in the Hospitality Management Program. They may prioritize creating high-quality content, efficiently

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disseminating information, and fostering meaningful interactions with prospective students. This will enhance the university's online presence, attract and engage more students, and increase enrollment while fostering a positive perception of the program.

2. University administration should focus on creating compelling content that showcases student success stories, highlights faculty expertise, and provides valuable insights into the hospitality industry. Use a variety of formats (videos, infographics, live Q&As) to keep content fresh and engaging. Don't just broadcast information; engage in two-way communication. Respond promptly to comments and questions, run interactive polls and Q&As, and build a strong online community around the program.
3. Explore how social media influences prospective students' perceptions of the program's quality, reputation, and overall value proposition. Understanding these perceptions is crucial for crafting effective messaging. To enhance social media marketing, a school can make effective use of high-quality content across various formats like video and infographics. Use scheduling tools to maintain on-time posts along with targeted messaging to ensure maximum information dissemination. Sustained engagement through live Q&A sessions for real-time feedback, along with user-generated content from students and parents, will help build community ties. How promptly the school responds to feedback will present evidence of valuing the audience. Building trust within the community will also be enhanced by clear ethical guidelines and CSR initiatives. Improvements will be



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made to engagement based on the trends in social media and feedback from stakeholders through regular updating of strategies.

For there to be increased enrollment in hospitality programmers, it is advisable for directors of programs to illustrate career opportunities in the hospitality sector, as this always acts as a key motivation for any prospective student. Even peer influence can be an effective way, wherein programs for encouraging students to share great experiences with friends and maybe potential applicants may enhance their intentions to enroll. Emphasizing how the program aligns with students' personalities and interests can attract individuals who feel a strong personal fit. Incorporating these elements into marketing strategies can effectively engage prospective students and boost enrollment rates. The school can use social media marketing to increase enrollment rates, as there is a very strong positive correlation between social media usage and the intention of enrollment. Many promotional campaigns around the career opportunities and student experience of the hospitality program can reach prospective students. By using Instagram and TikTok, among others, as well as video content and infographics, such a campaign will reach the maximum. Holding older current students to share their experiences can further amplify these efforts. By focusing on such strategies, this school can further bolster its marketing initiatives and influence its enrollment intentions.



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APPENDIX A

SOCIAL MEDIA MARKETING QUESTIONNAIRE

(Adopted questionnaire from Manca, S. 2020; De Veirman, M., Cauberghe, V., & Hudders, L. 2020; Patil, P., Dwivedi, Y. K., & Nerur, S 2019)

Indicators	RESPONSES			
	4	3	2	1
A. Content				
1. The advertisements for BSHM programs on social media provide detailed information about the course content.				
2. The visual design of BSHM ads on social media is attractive and holds my attention.				
3. The social media ads about BSHM courses clearly highlight the program's unique benefits				
4. The content of these ads is trustworthy and encourages me to explore BSHM programs further.				
5. The ads for BSHM programs often contain engaging and innovative content that piques my interest				
6. Find the visuals (images/videos) used in social media posts by hospitality programs engaging and appealing.				
B. Dissemination of Information				
1. Social media platforms are an effective way for educational institutions to disseminate important information about their programs.				
2. I often receive timely updates about hospitality programs and events through social media.				
3. Educational institutions' social media accounts are reliable sources of information about admission processes and program offerings.				
4. Social media helps me stay informed about industry trends and developments in hospitality management.				

5. Social media content from hospitality programs influences my decision-making regarding enrollment.				
6. Social media helps me stay updated on events and opportunities related to hospitality education.				
C. Audience Interaction				
1. I frequently interact (like, comment, share) with social media advertisements related to BSHM programs.				
2. Social media advertisements for BSHM programs encourage me to engage with content (e.g., asking questions or providing feedback).				
3. I am more likely to explore a BSHM program if I see others interacting with its advertisements on social media.				
4. I often engage with user-generated content (reviews, testimonials, comments) related to BSHM programs on social media.				
5. Social media advertisements that invite interaction (e.g., polls, Q&A sessions) about BSHM programs make me more interested in hospitality careers.				
6. The way others engage with BSHM program ads on social media influences my decision to seek more information about the program				

ENROLLEMENT INTENTION QUESTIONNAIRE

(Adopted questionnaire from Chugh et al. 2021; Alalwan et al. 2021)

A. HOSPITALITY CAREERS	RESPONSES			
	4	3	2	1
1. The advertisements for BSHM programs align with my personal goals and career aspirations.				
2. Seeing others' success stories in hospitality careers through social media advertisements encourages me to enroll in a BSHM program.				
3. Social media ads for BSHM programs have increased my interest in hospitality management as a career choice.				
4. I am more likely to consider a hospitality career after seeing advertisements for BSHM programs on social media.				
5. The social media advertisements for BSHM programs make me more confident about pursuing a career in hospitality.				
6. The advertisements I see about hospitality careers in BSHM programs align with my personal career goals.				

B. PEER INFLUENCE				
1. Recommendations from my peers on social media influence my decision to enroll in hospitality programs				
2. I often discuss educational options with friends on social media before making a decision.				
3. Seeing my peers engage with hospitality programs on social media makes me more interested in those programs.				
4. I trust the opinions of my peers shared on social media regarding hospitality education.				
5. Social media interactions with friends help me feel more confident about pursuing a career in hospitality.				
6. I believe that peer support through social media is essential for my decision to enroll in a hospitality program.				
C. PERSONALITY FIT				
1. The advertisements for BSHM programs align with my personal goals and career aspirations.				
2. The portrayal of students and professionals in BSHM advertisements makes me feel connected to the program.				
3. I feel that the advertisements for BSHM programs are designed for people with my				

personal characteristics.				
4. The messaging in these ads resonates with my values and what I am looking for in a career.				
5. The tone and style of BSHM advertisements reflect my personality and interests.				

APPENDIX B

Sample of the Filled-Out Questionnaire

RESEARCH QUESTIONNAIRE

These questions are adapted from the cited studies to measure the relevant aspects of social media marketing and student enrollment intention. The adapted survey questionnaire that will be utilized in this research is informed by the works of Rafdinal et al. (2023) to gather data on Social Media Marketing and its influence to Student Enrollment Intention.

PART 1: Demographic Information

1. What is your age?
 - ☐ Under 18
 - ☒ 18-23
 - ☐ 24-28
 - ☐ 29 or older
2. What is your gender?
 - ☒ Male
 - ☐ Female
 - ☐ Other
3. What school are you currently enrolled in?
 - ☐ LaSalle University
 - ☐ Misamis University
 - ☐ Our Lady of Triumph
 - ☒ NMSC
4. How many hours do you spend on social media per day?
 - ☐ Less than 1 hour
 - ☒ 2-3 hours
 - ☐ 4-5 hours
 - ☐ More than 6 hours
5. What social media platform do you use the most?
 - ☐ Facebook
 - ☐ Instagram
 - ☐ Tiktok
 - ☒ Others (specify)
 - ☐ Appendix A.

SOCIAL MEDIA MARKETING QUESTIONNAIRE

(Adopted questionnaire from Manca, S. 2020; De Veirman, M., Cauberghe, V., & Hudders, L. 2020; Patil, P., Dwivedi, Y. K., & Nerur, S 2019)

Direction: Indicate your agreement on the Perceived Role of Social Media Marketing Towards Hospitality Management Student Enrollment Intention. Be guided by the following scale 4 - strongly agree (SA) 3 - agree (A) 2 - disagree (D) 1 - strongly disagree (SD)

INDICATORS	RESPONSES			
	4	3	2	1
A. CONTENT				
1. The advertisements for BSHM programs on social media provide detailed information about the course content.	✓			
2. The visual design of BSHM ads on social media is attractive and holds my attention.	✓			
3. The social media ads about BSHM courses clearly highlight the program's unique benefits.	✓			
4. The content of these ads is trustworthy and encourages me to explore BSHM programs further.	✓			
5. The ads for BSHM programs often contain engaging and innovative content that piques my interest	✓			
6. Find the visuals (images/videos) used in social media posts by hospitality programs engaging and appealing.	✓			
B. DISSEMINATION OF INFORMATION				
1. Social media platforms are an effective way for educational institutions to disseminate important information about their programs.	✓			
2. I often receive timely updates about hospitality programs and events through social media.	✓			
3. Educational institutions' social media accounts are reliable sources of information about admission processes and program offerings.	✓			
4. Social media helps me stay informed about industry trends and developments in hospitality management.	✓			
5. Social media content from hospitality programs influences my decision-making regarding enrollment.	✓			
6. Social media helps me stay updated on events and opportunities related to hospitality education.		✓		
C. AUDIENCE INTERACTION				
1. I frequently interact (like, comment, share) with social media advertisements related to BSHM programs.	✓			
2. Social media advertisements for BSHM programs encourage me to engage with content (e.g., asking questions or providing feedback).	✓			
3. I am more likely to explore a BSHM program if I see others interacting with its advertisements on social media.	✓			
4. I often engage with user-generated content (reviews, testimonials, comments) related to BSHM programs on social media.	✓			
5. Social media advertisements that invite interaction (e.g., polls, Q&A sessions) about BSHM programs make me more interested in hospitality careers.	✓			
6. The way others engage with BSHM program ads on social media influences my decision to seek more information about the program	✓			

ENROLLMENT INTENTION QUESTIONNAIRE
(Adopted questionnaire from Chugh et al. 2021; Alalwan et al. 2021)

	RESPONSES			
	4	3	2	1
A. HOSPITALITY CAREERS				
1. The advertisements for BSHM programs align with my personal goals and career aspirations.		✓		
2. Seeing others' success stories in hospitality careers through social media advertisements encourages me to enroll in a BSHM program.	✓			
3. Social media ads for BSHM programs have increased my interest in hospitality management as a career choice.		✓		
4. I am more likely to consider a hospitality career after seeing advertisements for BSHM programs on social media.	✓			
5. The social media advertisements for BSHM programs make me more confident about pursuing a career in hospitality.	✓			
6. The advertisements I see about hospitality careers in BSHM programs align with my personal career goals.	✓			
B. PEER INFLUENCE				
1. Recommendations from my peers on social media influence my decision to enroll in hospitality programs.	✓			
2. I often discuss educational options with friends on social media before making a decision.	✓			
3. Seeing my peers engage with hospitality programs on social media makes me more interested in those programs.	✓			
4. I trust the opinions of my peers shared on social media regarding hospitality education.	✓			
5. Social media interactions with friends help me feel more confident about pursuing a career in hospitality.	✓			
6. I believe that peer support through social media is essential for my decision to enroll in a hospitality program.	✓			
C. PERSONALITY FIT				
1. The advertisements for BSHM programs align with my personal goals and career aspirations.		✓		
2. The portrayal of students and professionals in BSHM advertisements makes me feel connected to the program.	✓			
3. I feel that the advertisements for BSHM programs are designed for people with my personal characteristics.	✓			
4. The messaging in these ads resonates with my values and what I am looking for in a career.	✓			
5. The tone and style of BSHM advertisements reflect my personality and interests.	✓			

Thank you for your participation! Your responses will remain confidential and are intended only for research purposes. This will help us understand the perceived role of social media in influencing students' enrollment intentions in hospitality management.

Misamis University

APPENDIX C

Request Letter

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 9, 2024

79 HM STUDENTS
(FIRST YEAR)

MS. CELESTE T. DIGAL
Dean, School of Hospitality and Tourism Management
Our Lady of Triumph Institute of Technology
Ozamiz City

Dear Ms. Digal:

Greetings!

We are a Bachelor of Science in Hospitality Management (BSHM) students at Misamis University. We are pursuing a thesis entitled, "Perceived Role of Social Media Marketing Towards Hospitality Management Student Enrolment Intention."

In this vein, we would like to ask permission to conduct the study in your institution specifically in the Bachelor of Science in Hospitality Management (BSHM) program. Moreover, we would like to ask also for the total number of first-year students enrolled in the program for the First Semester, SY 2024-2025. The study aims to explore the significant relationship between the perceived role of social media marketing towards Bachelor of Science in Hospitality Management student enrolment intention in selected higher education institution in the province of Misamis Occidental.

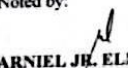
The target respondents will be the first-year BSHM students, selected through purposive sampling. Questionnaires will be used in gathering the data. Be assured that ethical considerations will be duly observed in the conduct of the study and that the data to be gathered will be used solely for research purposes.

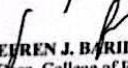
We earnestly hope for your approval of this request.

Truly,

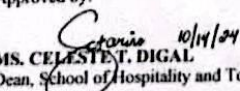

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Dean, College of Business and Management

Approved by:


MS. CELESTE T. DIGAL
Dean, School of Hospitality and Tourism Management

College of Business and Management
Misamis University
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Misamis University

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 9, 2024

DR. DIONALYN S. GUMACIAL
Dean, College of Business and Management
Northwestern Mindanao State college of Science and Technology
Tangub City

Dear Dr. Gumacial:

Greetings!

We are a Bachelor of Science in Hospitality Management (BSHM) students at Misamis University. We are pursuing a thesis entitled, "Perceived Role of Social Media Marketing Towards Hospitality Management Student Enrolment Intention."

In this vein, we would like to ask permission to conduct the study in your institution specifically in the Bachelor of Science in Hospitality Management (BSHM) program. Moreover, we would like to ask also for the total number of first-year students enrolled in the program for the First Semester, SY 2024-2025. The study aims to explore the significant relationship between the perceived role of social media marketing towards Bachelor of Science in Hospitality Management student enrolment intention in selected higher education institution in the province of Misamis Occidental.

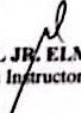
The target respondents will be the first-year BSHM students, selected through purposive sampling. Questionnaires will be used in gathering the data. Be assured that ethical considerations will be duly observed in the conduct of the study and that the data to be gathered will be used solely for research purposes.

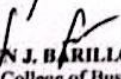
We earnestly hope for your approval of this request.

Truly,


RICHELLE JANE VALDEHUEZA
Lead Researcher

Noted by:


ARNIEL JR. ELMEDULAN, MBA
Research Instructor


EFRAIN J. BARILLO, CPA, DM
Dean, College of Business and Management

Approved by:

DR. DIONALYN S. GUMACIAL
Dean, College of Business and Management

College of Business and Management
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APPENDIX D



What margin of error can you accept?

5% is a common choice

5 %

What confidence level do you need?

Typical choices are 90%, 95%, or 99%

95 %

What is the population size?

If you don't know, use 20000

498

What is the response distribution?

Leave this as 50%

50 %

Your recommended sample size is

218

APPENDIX E

Statistical Computations

Objective of the study

This study explored the significant relationship between the perceived roles of Social Media Marketing towards the enrollment intention of Hospitality Management student in selected Higher Education Institutions in the province of Misamis Occidental. Specifically, this study will answer the following research objectives:

1.Determine the perceived role of social media marketing in promoting BS hospitality management program in terms of content, dissemination of information and audience interaction.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CONTENT	218	1.5	4.0	3.528	.4554
DISSEMINATION OF INFORMATION	218	1.7	4.0	3.459	.4835
AUDIENCE INTERACTION	218	2.2	4.0	3.401	.5410
SOCIAL MEDIA MARKETING	218	2.1	4.0	3.463	.4362
Valid N (list wise)	218				

C2	3.50
C3	3.50
C5	3.50
C4	3.51
C6	3.51

Constructs	M	SD	Interpretation
Content	3.528	.4554	Very High
Dissemination Of Information	3.459	.4835	Very High
Audience Interaction	3.401	.5410	Very High
Social Media Marketing	3.463	.4362	Very High

Note: Interpretation: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

2. Determine the college student's enrollment intention of BS hospitality management program in terms of hospitality career, peer influence, and personality fit:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
HOSPITALITY CAREERS	218	1.8	4.0	3.552	.4555
PEER INFLUENCE	218	1.8	4.0	3.421	.5254
PERSONALITY FIT	218	2.0	4.0	3.550	.4721
ENROLLMENT INTENTION	218	2.1	4.0	3.508	.4368
Valid N (listwise)	218				

HC4	3.45
HC3	3.52
HC5	3.56
HC6	3.57
HC2	3.59
HC1	3.61

Constructs	M	SD	Interpretation
Hospitality Careers	3.552	.4555	Very High
Peer Influence	3.421	.5254	Very High
Personality Fit	3.550	.4721	Very High
Enrollment Intention	3.508	.4368	Very High

Note: Interpretation: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

3. Explore the significant relationship between social media marketing towards BS hospitality management student's enrollment intention:

Correlations			SOCIAL MEDIA MARKETING	ENROLLMENT INTENTION
Spearman's rho	SOCIAL MEDIA MARKETING	Correlation Coefficient	1.000	.845**
		Sig. (2-tailed)	.	.000
		N	218	218
	ENROLLMENT INTENTION	Correlation Coefficient	.845**	1.000
		Sig. (2-tailed)	.000	.
		N	218	218

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations			ENROLLMENT INTENTION	CONTENT	DISSEMINATION OF INFORMATION	AUDIENCE INTERACTION	SOCIAL MEDIA MARKETING
Spearman's rho	ENROLLMENT INTENTION	Correlation Coefficient	1.000	.614**	.801**	.843**	.845**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	218	218	218	218	218
	CONTENT	Correlation Coefficient	.614**	1.000	.653**	.579**	.821**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	218	218	218	218	218
	DISSEMINATION OF INFORMATION	Correlation Coefficient	.801**	.653**	1.000	.812**	.922**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	218	218	218	218	218
	AUDIENCE INTERACTION	Correlation Coefficient	.843**	.579**	.812**	1.000	.907**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	218	218	218	218	218
	SOCIAL MEDIA MARKETING	Correlation Coefficient	.845**	.821**	.922**	.907**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	218	218	218	218	218

** . Correlation is significant at the 0.01 level (2-tailed).

Enrollment Intention	r-value	p-value	Interpretation
Social Media Marketing	.845**	0.000	Perfect Positive Correlation/Highly Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). ** $p < 0.01$ (Highly Significant); * $p < 0.05$ (Significant); $p > 0.05$ (Not Significant)

APPENDIX F

Documentations

Proposal Defense



Final Defense



Data Gathering



APPENDIX G

Plagiarism Test Result



Page 2 of 48 - Integrity Overview

Submission ID trn:oid::28447:94489026

30% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography

Exclusions

- 2 Excluded Sources

Match Groups

- 17 Not Cited or Quoted 27%**
Matches with neither in-text citation nor quotation marks
- 16 Missing Quotations 2%**
Matches that are still very similar to source material
- 1 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
- 3 Cited and Quoted 1%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 13% Internet sources
- 7% Publications
- 30% Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

No suspicious text manipulations found.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

APPENDIX H

Grammarly Test Result

Report: BSHM_PaperGroup_P

BSHM_PaperGroup_P

by Misamis University

General metrics

78,965

characters

10,158

words

618

sentences

40 min 37 sec

reading
time

1 hr 18 min

speaking
time

Score

98

This text scores better than 98%
of all texts checked by Grammarly

Writing Issues

126

Issues left

31

Critical

95

Advanced

APPENDIX I

CURRICULUM VITAE



RICHELLE JANE P. VALDEHUEZA

CONTACT



0985-322-1317



richayvaldehueza@gmail.com



Southern Poblacion Plaridel,
Misamis Occidental

PERSONAL INFORMATION

Nickname: Rich
Birth Date: June 1, 2002
Birth Place: Southern Poblacion, Plaridel
Civil Status: Single
Sex: Female
Nationality: Filipino
Religion: Roman Catholic
Father: Rene S. Valdehueza
Occupation: Church Maintenance
Mother: Imelda P. Valdehueza
Occupation: Church Cook

REFERENCES

Catherine D. Rosauo, MBA, MIHM
BSHM OJT Coordinator
Misamis University
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EDUCATION

Secondary

2020- 2021
St. Nicholas School of Plaridel Inc.
General Academic Strand
Plaridel, Misamis Occidental

Tertiary

2024 - 2025
Misamis University
Bachelor of Science in Hospitality
Management
Ozamiz City, Misamis Occidental

WORK EXPERIENCE

- On- the Job Training at December
2024- March 2025
Waterfront Cebu City Hotel
Cebu City Hotel and Casino
and Casino
(Kitchen Department) Waterfront
- 32nd Induction Gala Dinner, March 2025
Amical Confrerie de la Chaine
Cebu City Hotel and Casino
des Rôtisseurs, Baillage
National des Philippines
(CHEF) Waterfront
- Coffee Making Seminar-Workshop May 2023
MU Manor,
Ozamiz City, Philippines
- Career Orientation Seminar in April 2023
the Cruise Line Industry
Cebu City, Philippines MIHCA Cebu,
- Lecture & Demonstrating on April 2023
Basic House Keeping and Bed
Cebu City, Philippines Mezzo Hotel,
Making
- Educational Tour April 2023
Philippines Cebu City,
- NC II Housekeeping October
2024



ROSEMARIE E. HILOT

CONTACT

-  0949-661-7555
-  Hilotrosemarie64@gmail.com
-  Tinago, OzamizCity, Misamis Occidental

PERSONAL INFORMATION

Nickname: Bitá
Birth Date : April 29, 2002
Birth Place : Ozamis City
Civil Status : Single
Sex : Female
Religion: Adventist
Father : Roberto V. Hilot
Occupation : Foreman
Mother : Marife E. Hilot
Occupation : Housewife
Nationality : Filipino

REFERENCES

Catherine D. Rosauro, MBA, MIHM
BSHM OJT Coordinator
Misamis University
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catherine.rosauro@mu.edu.ph

EDUCATION

Secondary

2020- 2021
Misamis University
Ozamiz City, Misamis Occidental

Tertiary

2024 - 2025
Misamis University
Bachelor of Science in Hospitality Management
Ozamiz City, Misamis Occidental

WORK EXPERIENCE

- On- the Job Training at December
2024- March 2025
Waterfront Cebu City Hotel
Cebu City Hotel and Casino
and Casino
(Kitchen Department) Waterfront
- 32nd Induction Gala Dinner, March 2025
Amical Confrerie de la Chaine Waterfront
Cebu City Hotel and Casino
des Rôtisseurs, Baillage
National des Philippines
(SERVER)
- Coffee Making Seminar-Workshop May 2023
MU Manor,
Ozamiz City, Philippines
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the Cruise Line Industry MIHCA Cebu,
Cebu City, Philippines
- Lecture & Demonstrating on April 2023
Basic House Keeping and Bed Mezzo Hotel,
Cebu City, Philippines
Making
- Educational Tour April 2023
Philippines Cebu City,
- NC II Housekeeping October
2024



JANEL E. MOLO

CONTACT



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Maningcol, Ozamiz City,
Misamis Occidental

PERSONAL INFORMATION

Nickname: Ching
Birth Date: May 9, 2001
Birth Place: Ozamis City
Civil Status: Single
Sex: Female
Nationality: Filipino
Religion: Iglesia Filipina Independiente
Father: Janus E. Molo
Occupation: Wilder
Mother: Anita E. Molo
Occupation: Housewife

REFERENCES

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EDUCATION

Secondary

2019- 2020
Ozamiz City School of Arts and
Trades
Maningcol, Ozamis City

Tertiary

2024 - 2025
Misamis University
Bachelor of Science in Hospitality
Management
Ozamiz City, Misamis Occidental

WORK EXPERIENCE

- Ballon Decorating Seminar Workshop
Ozamiz City, Philippines
May 2023
MU Manor,
- Career Orientation Seminar in
the Cruise Line Industry
Cebu City, Philippines
April 2023
MIHCA Cebu,
- Lecture & Demonstrating on
Basic House Keeping and Bed
Cebu City, Philippines
April 2023
Mezzo Hotel,
- Educational Tour
Philippines
April 2023
Cebu City,
- NC II Housekeeping
2024
October



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CONTACT



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Occidental

PERSONAL INFORMATION

Nickname: John
Birth Date : July 18, 2001
Birth Place : Ozamis City
Civil Status : Single
Sex : Male
Nationality : Filipino
Religion: Born Again
Father : Joseph C. Lao
Occupation : NA
Mother : Relliza S. Acosta
Occupation : NA

REFERENCES

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EDUCATION

Secondary

2018-2019
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Tertiary

2024 - 2025
Misamis University
Bachelor of Science in Hospitality
Management
Ozamiz City, Misamis Occidental

WORK EXPERIENCE

- Career Orientation Seminar in the Cruise Line Industry
Cebu City, Philippines April 2023
MIHCA Cebu,
- Lecture & Demonstrating on Basic House Keeping and Bed Making
Cebu City, Philippines April 2023
Mezzo Hotel,
- Educational Tour
Philippines April 2023
Cebu City,
- NC II Housekeeping
2024 October