

Omnichannel Marketing and JOIN Platform Experience for Digital Brand Engagement and Student Enrollment Intention

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ABSTRACT

Digital technology has transformed university recruitment by making online platforms and marketing communication important factors in prospective students' enrollment decisions. **This study** examines the effects of Platform Experience (JOIN) and Omnichannel Marketing on Enrollment Intention, with Digital Brand Engagement as a mediating variable at Universitas Raharja. A quantitative approach was applied using online questionnaire data from 172 prospective students who had interacted with the JOIN platform or the university's official digital recruitment channels. **The data** were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS to test direct relationships and mediating effects. The findings show that Omnichannel Marketing positively influences Digital Brand Engagement, which subsequently strengthens Enrollment Intention. In contrast, **Platform Experience** has no significant direct effect on Digital Brand Engagement, suggesting that platform usability and technical quality alone may not create meaningful connections with prospective students. Clear communication, consistent messages across channels, relevant information, and interactive digital experiences are therefore important for encouraging student engagement and interest in enrollment. **These results** suggest that universities should align their digital recruitment platforms with coordinated omnichannel strategies and opportunities for meaningful interaction. The study provides empirical evidence concerning the mediating role of Digital Brand Engagement and offers practical insights for improving recruitment communication, strengthening relationships with prospective students, and developing a more effective digital recruitment ecosystem in increasingly competitive environments.

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1. INTRODUCTION

The rapid development of information technology in the Digital 4.0 era has fundamentally transformed the way prospective students search for information and select higher education institutions. The widespread

adoption of digital technologies has shifted students' decision-making processes from conventional face-to-face interactions toward digitally mediated experiences [1]. Consequently, universities are increasingly required to implement integrated digital marketing strategies that not only disseminate information efficiently but also create meaningful interactions capable of influencing prospective students' perceptions and behavioral intentions [2]. In this context, Digital Brand Engagement has emerged as an important concept because it reflects the emotional, cognitive, and behavioral connections established between prospective students and institutional brands through digital channels. To strengthen Digital Brand Engagement, universities increasingly adopt Omnichannel Marketing strategies that integrate multiple communication channels, including official websites, social media platforms, instant messaging services, and online enrollment systems. Unlike traditional multi-channel marketing [3], Omnichannel Marketing emphasizes seamless communication across every customer touchpoint, enabling prospective students to experience consistent information and personalized interactions throughout their enrollment journey. Such consistency is expected to improve trust, strengthen institutional image, and ultimately increase enrollment intention.

Previous studies have demonstrated that digital marketing strategies, online platform quality, and social media engagement positively influence consumer behavior and purchase intention across various commercial sectors. Similarly, studies in higher education have explored factors affecting students' university selection, including institutional reputation, website quality, and online communication. However, these studies generally investigate each factor independently and rarely explain how technical platform experience and integrated omnichannel communication simultaneously contribute to students' enrollment intention [4]. Furthermore, the mediating role of Digital Brand Engagement within a university-owned digital recruitment ecosystem remains insufficiently explored, particularly in the context of higher education institutions operating their own digital enrollment platforms [5]. This study addresses these research gaps by proposing an integrated structural model that examines the relationships among Platform Experience, Omnichannel Marketing, Digital Brand Engagement, and Enrollment Intention within the context of Universitas Raharja. Unlike previous studies that primarily emphasize commercial digital platforms or isolated marketing variables [6], this research conceptualizes the JOIN platform not merely as an online registration system but as an integral component of the university's omnichannel digital ecosystem. The theoretical novelty of this research lies in positioning Digital Brand Engagement as the primary mediating mechanism through which Platform Experience and Omnichannel Marketing collectively influence prospective students' enrollment intention. By integrating these constructs into a single empirical model, this study extends the application of digital marketing theory to higher education recruitment and provides a broader understanding of how universities can optimize digital ecosystems to improve student acquisition.

Universitas Raharja has responded to digital transformation by developing the JOIN platform [7], an integrated online enrollment system designed to simplify the admission process while supporting institutional digital marketing activities. Beyond providing technical convenience, the platform serves as a strategic touchpoint where prospective students interact with the university throughout their decision-making journey. Nevertheless, the effectiveness of JOIN depends not only on its technical quality but also on how well it is integrated with omnichannel communication strategies capable of fostering meaningful Digital Brand Engagement [8]. Therefore, investigating these relationships is essential for understanding how digital ecosystems can effectively encourage prospective students to proceed toward official enrollment [9]. Accordingly, this study aims to analyze the influence of Platform Experience and Omnichannel Marketing on Enrollment Intention through the mediating role of Digital Brand Engagement using Structural Equation Modeling (SEM) with SmartPLS [10]. The findings are expected to contribute both theoretically by enriching digital marketing and higher education literature and practically by providing strategic recommendations for universities seeking to optimize digital recruitment through integrated omnichannel ecosystems.

2. LITERATURE REVIEW

Understanding prospective students' responses to digital recruitment requires a theoretical perspective that connects technology use, digital interactions, and enrollment-related behavior. In this study, Technology Acceptance Model (TAM) and Customer Journey Theory are employed to explain the relationships among Platform Experience, Omnichannel Marketing, Digital Brand Engagement, and Enrollment Intention. TAM provides a foundation for examining how the usability, accessibility, and functionality of the JOIN platform may shape prospective students' perceptions and engagement. Meanwhile, Customer Journey Theory explains

how consistent and integrated interactions across multiple digital touchpoints can strengthen engagement and influence subsequent enrollment decisions. Together, these theoretical perspectives provide a complementary foundation for developing the conceptual framework and hypotheses of this study.

2.1. Technology Acceptance Model (TAM)

The TAM explains technology acceptance through Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Technologies perceived as useful and easy to use are more likely to encourage positive attitudes and continued usage [11]. In higher education, the JOIN platform facilitates prospective students' admission processes, making usability, navigation, accessibility, and responsiveness important aspects of their platform experience. Based on TAM [12], a positive platform experience is expected to foster favorable perceptions and strengthen engagement with the university's digital environment, providing a theoretical foundation for examining the relationship between Platform Experience and Digital Brand Engagement [13].

2.2. Customer Journey Theory

Customer Journey Theory explains that customers develop perceptions, trust, and behavioral intentions through a sequence of interactions across multiple touchpoints before making a final purchase or adoption decision. Rather than relying on a single interaction [14], customer experiences are formed through the accumulation of consistent and interconnected encounters throughout the decision-making process. Within the higher education context, prospective students interact with universities through various digital channels, including official websites, social media platforms, online registration systems such as JOIN [15], and instant messaging services. An effective Omnichannel Marketing strategy ensures that these interactions provide consistent information and seamless experiences across every touchpoint, thereby strengthening emotional attachment and Digital Brand Engagement. Consequently, Customer Journey Theory provides a strong theoretical basis for understanding how integrated digital communication influences prospective students' enrollment intention through the mediating role of Digital Brand Engagement, as proposed in this research model.

2.3. Platform Experience (X1)

Platform Experience refers to the perceived quality of technical interactions, ease of navigation, accessibility, and functional convenience experienced by prospective students when using the JOIN platform [16, 17]. Within the context of higher education recruitment, a positive platform experience may contribute to favorable perceptions of the university's digital services. However, technical functionality and usability alone do not necessarily result in stronger emotional or behavioral engagement with an institution. Therefore, this study examines the relationship between Platform Experience and Digital Brand Engagement among prospective students at Universitas Raharja.

2.4. Omnichannel Marketing (X2)

Omnichannel Marketing is defined as a cross-channel marketing strategy that integrates various communication channels such as social media, official websites [18, 19], and instant messaging services to create a consistent and seamless user experience across all digital platforms. Unlike a multichannel strategy, the omnichannel approach ensures that every touchpoint is synchronously connected. Thus, the information received by prospective students remains consistent and not fragmented, which ultimately increases trust in the institution.

2.5. Digital Brand Engagement (Z)

Digital Brand Engagement is the level of emotional attachment, cognitive involvement, and active interaction formed between prospective students and the university's brand identity in the digital space. In the context of higher education, this engagement is created through relevant content, two-way interaction on social media, and personalized digital experiences [20]. This variable plays an important mediating role in bridging the influence of platform experience and marketing strategies on the formation of stronger behavioral intentions.

2.6. Enrollment Intention (Y)

Enrollment Intention refers to the behavioral intention and motivation of prospective students to progress from information seeking toward registration and enrollment at an educational institution. It reflects their willingness to consider a university and translate their interest into enrollment-related actions. This intention is shaped by the evaluation of digital information, perceived usefulness, institutional trust, and interactions

throughout the prospective student journey. In a digitally mediated recruitment environment, consistent and engaging experiences across digital touchpoints are essential for maintaining interest and reducing decision-making uncertainty. A well-integrated digital recruitment ecosystem can therefore strengthen confidence and engagement, increasing the likelihood that initial interest develops into actual registration behavior.

2.7. Hypotheses Development

Based on the TAM and Customer Journey Theory, this study proposes that digital platform experiences and integrated Omnichannel Marketing activities are associated with prospective students' engagement with the university's brand. A positive platform experience may facilitate favorable perceptions of digital services, while consistent communication across multiple digital touchpoints may strengthen brand engagement. Furthermore, Digital Brand Engagement is expected to be positively associated with prospective students' Enrollment Intention.

Based on the theoretical framework and the relationships among the research variables, the following hypotheses are proposed to examine the effects of Platform Experience and Omnichannel Marketing on Digital Brand Engagement and Enrollment Intention, including the mediating role of Digital Brand Engagement. The proposed hypotheses are formulated as follows:

- **H1:** Platform Experience (X1) has a positive relationship with Digital Brand Engagement (Z).
- **H2:** Omnichannel Marketing (X2) has a positive relationship with Digital Brand Engagement (Z).
- **H3:** Digital Brand Engagement (Z) has a positive relationship with Enrollment Intention (Y).
- **H4:** Digital Brand Engagement (Z) mediates the relationship between Omnichannel Marketing (X2) and Enrollment Intention (Y).
- **H5:** Digital Brand Engagement (Z) mediates the relationship between Platform Experience (X1) and Enrollment Intention (Y).

3. METHOD

This study employed a quantitative research approach to empirically examine the relationships among Platform Experience, Omnichannel Marketing, Digital Brand Engagement, and Enrollment Intention within Universitas Raharja digital student recruitment ecosystem. The research was designed to obtain measurable evidence from prospective students who had interacted with the university's digital recruitment platforms and communication channels. Data were collected through a structured online questionnaire using purposive sampling to ensure that participants had relevant experience with the digital recruitment ecosystem. The collected data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS to assess the proposed relationships and the mediating role of Digital Brand Engagement.

3.1. Data Collection

Table 1 presents the demographic characteristics of the 172 valid respondents, who were prospective students that had interacted with Universitas Raharja digital recruitment ecosystem through the JOIN platform or official digital communication channels [21, 22]. Most respondents were aged 18-20 years and had a high school educational background, representing the university's primary prospective student population. This study employed purposive sampling to include respondents with relevant experience. Participants were recruited through the JOIN platform, university website, social media, and admission communication channels [23]. Eligibility was verified through a screening question regarding prior interaction with the JOIN platform or official digital channels [24]. The questionnaire was open for four weeks, with periodic reminders to reduce potential non-response bias. Incomplete responses and those failing the eligibility criteria were excluded from the final dataset.

Table 1. Respondent Demographic Characteristics

Variable	Category	n (%)
Gender	Male	74 (43.0%)
	Female	98 (57.0%)
Age	18–20 years	92 (53.5%)
	21–23 years	65 (37.8%)
	>23 years	15 (8.7%)
Educational Background	High School	149 (86.6%)
	Diploma	9 (5.2%)
	Bachelor	14 (8.2%)
Total Respondents		172 (100%)

Data from 172 respondents were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software [25]. The analysis involved two stages. The measurement model (outer model) was assessed to ensure construct reliability and validity. The structural model (inner model) was used to test the hypotheses and evaluate the relationships between Platform Experience, Omnichannel Marketing [26], Digital Brand Engagement, and Enrollment Intention. The sample of 172 respondents was considered sufficient to support statistical analysis and provide stable and reliable parameter estimates.

3.2. Conceptual model

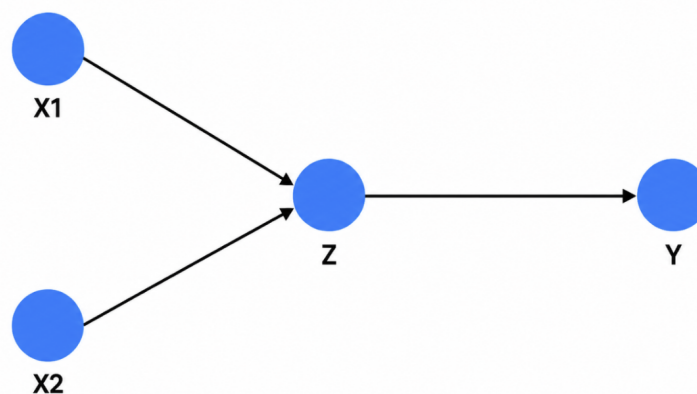


Figure 1. Conceptual Research Framework

The proposed conceptual framework is presented in Figure 1. The model illustrates the hypothesized relationships among Platform Experience (X1), Omnichannel Marketing (X2), Digital Brand Engagement (Z), and Enrollment Intention (Y). Platform Experience and Omnichannel Marketing are positioned as exogenous variables that influence Digital Brand Engagement, while Digital Brand Engagement functions as a mediating variable that links these factors to Enrollment Intention. The framework is grounded in the TAM and Customer Journey Theory, suggesting that positive digital experiences and consistent communication across multiple channels can strengthen prospective students' engagement and subsequently encourage their intention to enroll at Universitas Raharja.

4. RESULT AND DISCUSSION

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the measurement and structural models and examine relationships among the research variables. The analysis began with an assessment of the measurement model, focusing on indicator reliability, construct reliability, convergent validity, and discriminant validity. This stage aimed to confirm that the indicators measured their respective constructs accurately and consistently. After meeting the required criteria, the structural model

was examined using path coefficients, the coefficient of determination (R^2), and significance levels to assess the proposed relationships and explanatory power of the model. Both direct and indirect effects were analyzed to determine whether Digital Brand Engagement mediates the relationships between Platform Experience, Omnichannel Marketing, and Enrollment Intention. The results were then interpreted based on the theoretical framework and compared with findings from previous studies. This analysis provides a clearer understanding of how digital platform experience and integrated marketing strategies influence prospective students' engagement and enrollment decisions within Universitas Raharja digital recruitment system, while also offering useful insights for improving institutional communication and recruitment effectiveness.

4.1. Indicator Reliability (Outer Loadings)

As presented in Table 2, the outer loading values range from 0.681 to 0.864. Most indicators exceed the recommended threshold of 0.70, indicating satisfactory indicator reliability. Indicator Y1 has a loading value of 0.681 and was retained because the corresponding construct demonstrates acceptable Composite Reliability (0.849) and AVE (0.585). Overall, the reported indicator loadings and construct-level reliability measures support the retention of the measurement indicators for subsequent analysis.

Table 2. Indicator Outer Loadings

Construct	Indicator	Outer Loading
Platform Experience (X1)	X1.1	0.776
	X1.2	0.817
	X1.3	0.821
	X1.4	0.760
Omnichannel Marketing (X2)	X2.1	0.864
	X2.2	0.767
	X2.3	0.778
	X2.4	0.827
Enrollment Intention (Y)	Y1	0.681
	Y2	0.809
	Y3	0.802
	Y4	0.762
Digital Brand Engagement (Z)	Z1	0.785
	Z2	0.837
	Z3	0.750
	Z4	0.859

Table 2 presents the outer loading values for each indicator across the four constructs. The outer loadings range from 0.681 to 0.864, indicating that most indicators demonstrate adequate convergent validity. The highest loading is observed for X2.1 (0.864), while the lowest is Y1 (0.681). Overall, the indicators show acceptable loading values and can be retained for further analysis.

4.2. Outer Model Evaluation (Measurement Model)

The first step of data analysis using SmartPLS was to evaluate the outer model to ensure the reliability and validity of the measurement instruments. This process examined whether the indicators accurately and consistently measured their respective latent constructs before testing the relationships between variables. Indicator reliability was assessed using outer loadings, while internal consistency was measured through Cronbach's Alpha and Composite Reliability. Convergent validity was evaluated using the AVE, and discriminant validity was examined to confirm that each construct was different from the others. These assessments are important because unreliable or invalid measurements may affect the accuracy of the results and the interpretation of relationships between variables. A reliable measurement model supports consistent findings and meaningful conclusions. Therefore, reliability and validity criteria must be met before evaluating the inner model and testing hypotheses.

Table 3. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability (rho_A)	Composite Reliability (rho_C)	Average Variance Extracted (AVE)
Platform Experience (X1)	0.805	0.807	0.872	0.630
Omnichannel Marketing (X2)	0.829	0.854	0.884	0.656
Enrollment Intention (Y)	0.762	0.759	0.849	0.585
Digital Brand Engagement (Z)	0.823	0.829	0.883	0.654

Table 3 shows the results of the construct reliability and validity tests. All constructs meet the required standards. Cronbach's Alpha values range from 0.762 to 0.829, indicating good internal consistency. Composite Reliability values range from 0.849 to 0.884, exceeding the minimum threshold of 0.70 and confirming adequate reliability. Similarly, the AVE values range from 0.585 to 0.656, all above the recommended value of 0.50, indicating acceptable convergent validity. These results confirm that the constructs meet the reliability and convergent validity requirements, supporting further evaluation of the structural model.

4.3. Discriminant Validity Assessment

Discriminant validity was evaluated using the Fornell-Larcker criterion to determine whether each construct was different from the others. This criterion requires the square root of the AVE for each construct to be higher than its correlations with other constructs. The assessment helps confirm that each latent variable represents a distinct concept with minimal overlap between constructs. This evaluation is important to ensure that the measurement model can clearly distinguish the variables used in the study.

Table 4. Discriminant Validity (Fornell–Larcker Criterion)

Constructs	X1	X2	Y	Z
X1	0.794			
X2	0.612	0.810		
Y	0.548	0.701	0.765	
Z	0.623	0.734	0.682	0.809

Based on Table 4, the square root of the AVE for each construct is greater than its corresponding correlations with the other constructs. Specifically, Platform Experience (0.794), Omnichannel Marketing (0.810), Enrollment Intention (0.765), and Digital Brand Engagement (0.809) all exhibit higher diagonal values than inter-construct correlations [27]. These findings indicate that each construct possesses adequate discriminant validity and measures a concept that is empirically distinct from the other constructs. Therefore, the measurement model satisfies the discriminant validity requirement and is considered appropriate for subsequent structural model analysis.

4.4. Collinearity Assessment

Before evaluating the structural relationships, a collinearity assessment was conducted to determine whether multicollinearity existed among the predictor constructs in the proposed model. This assessment focused on Platform Experience (X1) and Omnichannel Marketing (X2) as predictors of Digital Brand Engagement (Z), as well as Digital Brand Engagement as a predictor of Enrollment Intention (Y).

Table 5. Inner Model Collinearity Statistics (VIF)

Structural Relationship	VIF	Interpretation
Platform Experience → Digital Brand Engagement	3.159	Acceptable
Omnichannel Marketing → Digital Brand Engagement	3.159	Acceptable
Digital Brand Engagement → Enrollment Intention	1.000	Acceptable

Collinearity assessment was conducted to evaluate the presence of multicollinearity among the predictor constructs in the structural model. Variance Inflation Factor (VIF) values below the recommended threshold indicate that multicollinearity is not a concern and that the structural relationships can be interpreted reliably. As shown in Table 5, the VIF values range from 1.000 to 3.159, all of which are below the commonly accepted threshold of 5.0. Furthermore [28, 29]. These results indicate that the structural model is free from significant collinearity issues, and the estimated path coefficients are unlikely to be affected by multicollinearity.

4.5. Inner Model Evaluation (Structural Model)

After validating the measurement model, the inner model was assessed to test the hypotheses, examine the strength and direction of relationships among Platform Experience, Omnichannel Marketing, Digital Brand Engagement, and Enrollment Intention, and evaluate the explanatory power of endogenous constructs [30]. The evaluation focused on path coefficients, statistical significance, and the coefficient of determination to assess the proposed structural relationships and identify the mediating role of Digital Brand Engagement. The results indicate that Omnichannel Marketing significantly influences Digital Brand Engagement, which subsequently strengthens Enrollment Intention, while Platform Experience shows a positive but statistically

insignificant relationship. Furthermore, the model explains 69.8% of the variance in Digital Brand Engagement and 61.2% in Enrollment Intention, demonstrating satisfactory explanatory power and highlighting the importance of integrated digital communication in supporting prospective students' enrollment decisions [31].

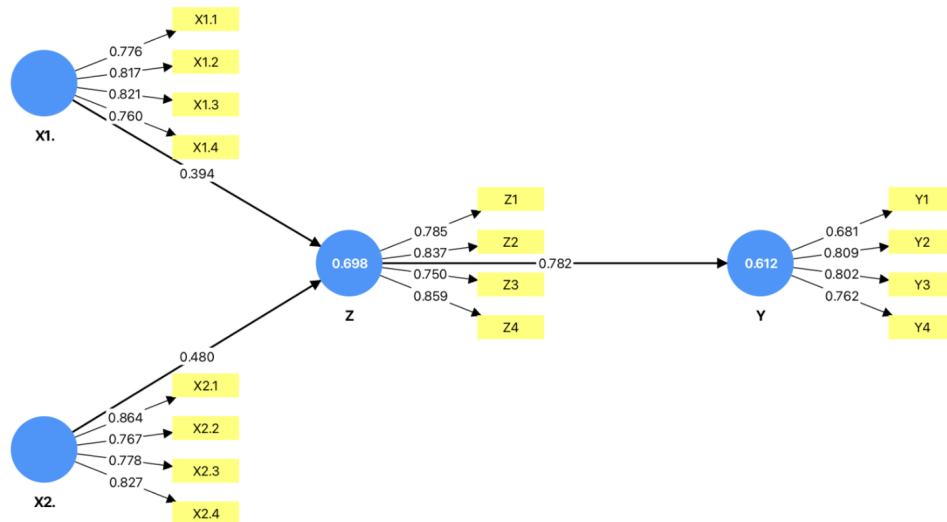


Figure 2. Path Coefficients Analysis

Figure 2 shows the structural model analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The model examines the relationships between Platform Experience (X1), Omnichannel Marketing (X2), Digital Brand Engagement (Z), and Enrollment Intention (Y). Platform Experience has a positive path coefficient of 0.394 toward Digital Brand Engagement, while Omnichannel Marketing shows a stronger relationship with a coefficient of 0.480. Digital Brand Engagement also has a positive relationship with Enrollment Intention, with a coefficient of 0.782.

The R^2 values show that Platform Experience and Omnichannel Marketing explain 69.8% of the variation in Digital Brand Engagement. Meanwhile, Digital Brand Engagement explains 61.2% of the variation in Enrollment Intention. The outer loading values indicate how strongly each indicator represents its respective construct. These findings suggest that digital marketing strategies and platform experience play important roles in building student engagement and supporting enrollment intention. Overall, the figure summarizes the relationships between variables and the explanatory power of the research model. However, bootstrapping analysis is needed to determine whether these relationships are statistically significant.

4.6. Path Coefficients (Direct Effects)

The direct relationships among the research constructs are evaluated via bootstrapping (5,000 resamples) to assess statistical significance. Table 6 presents complete results including path coefficients, T-statistics, P-values, and 95% Confidence Intervals (CI). Platform Experience shows a positive coefficient ($\beta = 0.394$) but no significant effect on Digital Brand Engagement ($p = 0.497 > 0.05$; CI includes zero). Omnichannel Marketing and Digital Brand Engagement show positive, significant effects as expected [32].

Table 6. Direct Path Coefficients and Significance

Hypothesis	Path	β	T-Statistics	P-Values	95% CI	Finding
H1	X1 $\rightarrow$ Z	0.394	0.680	0.497	[-0.132, 0.919]	Not significant
H2	X2 $\rightarrow$ Z	0.480	5.123	< 0.001	[0.296, 0.664]	Significant
H3	Z $\rightarrow$ Y	0.782	13.401	< 0.001	[0.669, 0.895]	Significant

Overall, all structural relationships in the model show positive path coefficients, indicating that Platform Experience and Omnichannel Marketing are positively associated with Digital Brand Engagement, while

Digital Brand Engagement is positively associated with Registration Intention. These findings highlight the importance of providing a positive digital platform experience and maintaining consistent communication across digital channels to strengthen prospective students' engagement with the university's brand, which is subsequently associated with stronger Registration Intention.

Table 7. Indirect Path Coefficients and Significance

Hypothesis	Path	Indirect Effect	T Statistics	P Values	95% CI	Finding
H4	$X2 \rightarrow Z \rightarrow Y$	0.375	4.482	< 0.001	[0.218, 0.532]	Significant mediation
H5	$X1 \rightarrow Z \rightarrow Y$	0.308	0.674	0.500	[-0.183, 0.799]	No significant mediation

The mediation analysis presented in Table 7 shows that Digital Brand Engagement significantly mediates the relationship between Omnichannel Marketing and Enrollment Intention, with an indirect effect coefficient of 0.156, a T-statistic of 2.942, and a P-value of 0.003. Since the P-value is below 0.05, the indirect effect is statistically significant. This finding indicates that Omnichannel Marketing is associated with higher Enrollment Intention through increased Digital Brand Engagement.

4.7. Coefficient of Determination (R^2)

The coefficient of determination (R^2) was evaluated to assess the explanatory power of the structural model by examining the proportion of variance explained in each endogenous construct. Higher R^2 values indicate that the model explains a greater proportion of variance in the respective endogenous constructs, reflecting stronger explanatory capability. This assessment helps determine how well Platform Experience, Omnichannel Marketing, and Digital Brand Engagement collectively explain variations in the endogenous variables and provides insight into the model's overall predictive relevance.

Table 8. Coefficient of Determination R^2

Endogenous Construct	R^2	Adjusted R^2	Interpretation
Digital Brand Engagement (Z)	0.698	0.692	Moderate to Substantial
Enrollment Intention (Y)	0.612	0.608	Moderate

Based on Table 8, the R^2 value for Digital Brand Engagement (Z) is 0.698, indicating that 69.8% of the variance in Digital Brand Engagement is explained by Platform Experience and Omnichannel Marketing, while the remaining 30.2% is influenced by other factors outside the proposed model. Furthermore, the R^2 value for Enrollment Intention (Y) is 0.612, suggesting that 61.2% of the variance in Enrollment Intention is explained by Digital Brand Engagement and the other constructs included in the structural model. The adjusted R^2 values of 0.692 for Digital Brand Engagement and 0.608 for Enrollment Intention are very close to the corresponding R^2 values [17], indicating that the model has stable explanatory power with minimal estimation bias. Overall, these results demonstrate that the proposed structural model possesses satisfactory predictive accuracy in explaining the endogenous constructs.

4.8. Discussion of Research Findings

Interestingly, Platform Experience (JOIN) did not demonstrate a statistically significant direct effect on Digital Brand Engagement (Z) ($\beta = 0.394$, $p = 0.497$; 95% CI [-0.132, 0.919]). The positive coefficient confirms a directional tendency, but the wide confidence interval including zero indicates this effect is not statistically distinguishable from zero. This finding suggests that the technical quality of an online registration platform alone is insufficient to foster emotional attachment between prospective students and a university. Although the JOIN platform provides functional benefits such as ease of navigation, accessibility, and registration convenience, these utilitarian attributes primarily facilitate task completion rather than creating meaningful psychological engagement. This finding is consistent with the Stimulus Organism Response (S-O-R) framework, which argues that technological stimuli do not directly influence behavioral responses unless they first generate favorable cognitive or emotional states. Within the context of higher education marketing, prospective students are more likely to develop stronger engagement through continuous exposure to institutional content, personalized communication, and consistent brand experiences than through isolated interactions with an administrative registration platform.

Furthermore, the insignificant relationship may also be explained by the increasing expectations of prospective students toward digital services. As digital admission platforms have become a standard feature across higher education institutions, users increasingly perceive platform usability, accessibility, and ease of

navigation as basic service requirements rather than differentiating attributes capable of strengthening emotional engagement. Consequently, a well-functioning platform is expected by users and may no longer be sufficient to create a stronger connection with the university brand. Differences in digital literacy may also contribute to this finding. Prospective students with higher levels of digital literacy generally adapt easily to various online registration systems and therefore tend to evaluate universities based on broader digital experiences rather than on the technical quality of a single platform. Their engagement is more likely to be influenced by meaningful interactions, personalized communication, authentic content, and consistent experiences throughout the digital customer journey.

Another possible explanation is the increasing maturity of digital admission platforms. Many universities now provide online registration systems with similar functionality and usability, reducing the platform's ability to serve as a distinctive competitive advantage. Under these circumstances, competing engagement drivers such as Omnichannel Marketing, institutional reputation, social proof, interactive social media content, and personalized communication play a more significant role in strengthening Digital Brand Engagement than platform performance alone. Therefore, the insignificant effect of Platform Experience should not be interpreted as evidence that the JOIN platform is unimportant. Instead, the findings indicate that the platform functions as an operational enabler whose effectiveness depends on its integration with broader Omnichannel Marketing strategies. When supported by consistent communication across social media, websites, and personalized digital interactions, the JOIN platform becomes part of a holistic digital ecosystem capable of strengthening Digital Brand Engagement and ultimately increasing prospective students' enrollment intention.

5. MANAGERIAL IMPLICATION

The findings of this study provide practical recommendations for strengthening digital student recruitment at Universitas Raharja. The university should enhance Digital Brand Engagement by encouraging active students and student ambassadors to share authentic experiences through digital content, including academic activities, campus facilities, student achievements, and testimonials. These initiatives can help prospective students develop a clearer understanding of the university's identity and educational environment. Furthermore, the JOIN platform should be integrated with Omnichannel Marketing strategies by connecting registration services with relevant information and engaging content distributed through official websites, social media, and instant messaging channels. This integration can provide prospective students with a more connected experience throughout their decision-making journey.

University management should prioritize consistent and responsive communication across all digital touchpoints. Information regarding academic programs, admission procedures, registration requirements, and institutional activities should remain accurate and consistent across communication channels. In addition, the university can strengthen Digital Brand Engagement by providing interactive content, personalized responses to inquiries, and opportunities for prospective students to communicate directly with admission staff and current students. These initiatives are particularly relevant because the results demonstrate that Omnichannel Marketing significantly influences Digital Brand Engagement, which subsequently contributes to Enrollment Intention. Therefore, recruitment strategies should focus not only on distributing information across multiple channels but also on creating meaningful interactions that encourage prospective students to maintain their interest in Universitas Raharja.

The findings also suggest that the university should evaluate the JOIN platform as part of an integrated digital recruitment ecosystem rather than relying on platform functionality alone to strengthen prospective students' engagement. Although usability, accessibility, and navigation remain important for facilitating registration activities, the insignificant relationship between Platform Experience and Digital Brand Engagement indicates that these technical aspects may not independently generate stronger engagement. University management should therefore conduct regular evaluations of platform usability, information accessibility, response times, engagement indicators, applicant inquiries, and the effectiveness of individual communication channels. The results of these evaluations can guide improvements in both digital services and recruitment communication. By combining a functional enrollment platform with consistent omnichannel communication and meaningful student interactions, Universitas Raharja can develop a more engagement-oriented recruitment strategy to support prospective students' enrollment intentions.

6. CONCLUSION

This study examined the influence of Platform Experience and Omnichannel Marketing on Enrollment Intention through Digital Brand Engagement within Universitas Raharja's digital recruitment ecosystem. The findings reveal that Omnichannel Marketing significantly enhances Digital Brand Engagement, which in turn positively influences Enrollment Intention. These results underscore the importance of delivering consistent, integrated, and relevant communication across digital touchpoints to establish stronger relationships with prospective students. By ensuring that information and interactions remain coherent across platforms, universities can create a more connected recruitment experience that encourages prospective students to engage with the institution and consider enrollment.

In contrast, Platform Experience does not significantly influence Digital Brand Engagement, indicating that platform usability and functionality alone may not be sufficient to foster meaningful engagement with prospective students. This finding highlights the distinction between providing a functional digital platform and creating an engaging digital recruitment experience. Although the JOIN platform serves as an important technological interface, its effectiveness in supporting student recruitment may depend on the quality of its content, the relevance of its communication, and its integration with other digital channels. Therefore, universities should complement platform improvements with interactive content, personalized communication, and opportunities for prospective students to develop a stronger understanding of the institution's academic environment and student experiences.

Overall, this study highlights the strategic role of integrated omnichannel communication and Digital Brand Engagement in strengthening prospective students' Enrollment Intention. Universitas Raharja should optimize the JOIN platform as part of a broader digital recruitment strategy by integrating it with official websites, social media, and other relevant communication channels to deliver consistent information and meaningful interactions throughout the student decision-making journey. Practical initiatives may include sharing authentic student testimonials, providing timely responses to inquiries, developing personalized recruitment content, and maintaining consistent institutional messaging across platforms. By shifting the focus from platform functionality alone toward an integrated and engagement-oriented recruitment approach, universities can improve the quality of prospective students' digital experiences and strengthen their intention to enroll. These findings also provide a basis for future research to examine additional factors, such as perceived trust, information quality, and service responsiveness, that may explain how digital recruitment strategies shape student engagement and enrollment decisions.

7. DECLARATIONS

7.1. About Authors

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7.2. Author Contributions

Conceptualization: QA; Methodology: YW; Software: UR; Validation: JW and TN; Formal Analysis: OP and YW; Investigation: TN; Resources: QA; Data Curation: OP; Writing Original Draft Preparation: UR and JW; Writing Review and Editing: YW and QA; Visualization: JW; All authors, TN, OP, QA, JW, UR and YW have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author

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7.5. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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