

**The Impact of Digital Marketing Tools on Enrollment
Decision in Private Schools in Amman**

أثر أدوات التسويق الرقمي على قرار التسجيل في المدارس الخاصة في عمان

Prepared By

Mrs. Lara Adnan Maayah

Supervised By

Professor Ahmad AL Ghandour

**Thesis Submitted in Partial Fulfillments of the Requirements for master's
degree in E- Business**

Department of Business

Faculty of Business

Middle East University

June, 2024

Authorization

I hereby grant Middle East University the authorization and the right to provide copies of my thesis and/or distribute it worldwide, in whole or in part, and/or my abstract, in whole or in part, to Libraries, Institutions and other entities requesting it.

Name: Lara Maayah

Date: 11/6/2024

Signature:

A handwritten signature in blue ink, appearing to read 'Lara Maayah', with a stylized flourish underneath.

Thesis Committee Decision

This thesis is titled **The Impact of Digital Marketing Tools on Enrollment Decision in Private Schools in Amman** has been defined, accepted and approved on: 11/06/2024.

Examination Committee Members:

Name	Title	Workplace	Signature
Prof. Ahmad A.M. Ghandour	Supervisor	Middle East University	
Prof. Ahmed Ali Saleh	Internal Member and Chairman	Middle East University	
Prof. Azzam Azmi Abou Moghli	Internal Member	Middle East University	
Prof. Mohammad Abdullah Shkoukani	External Member	Applied Science University	

Acknowledgment

To begin with, I would like to express my gratitude to God for giving me the strength, knowledge and determination to reflect my utmost potential to undertake a challenging study that satisfies the outcomes of my work substantially. I am deeply thankful and indebted to my knowledgeable advisor, Professor. **Ahamad Ghandour**, in the Department of Business, at Middle East University. His insightful feedback and continuous encouragement paved my path towards success and pushed me to enhance my perspective when examining outcomes, during the thesis. Thirdly, I am grateful to the faculty members at **Middle East University** who provided support and advice when needed. Fourthly, I thank everyone who contributed to reflecting their attitude and opinions on this delicate topic. Fifthly, I appreciate my families support throughout this new experience that taught me valuable lessons. Finally, I would like to thank the committee members for dedicating their time and efforts to reviewing my thesis and providing insightful feedback.

The researcher

Mrs.Lara Maayah

Dedication

I would like to dedicate this work to my parents, who supported me during my challenges and success. To add, my beloved **husband** and **children** should excessive tolerance, respect and commitment to see my thrive into the world of research and discovery

Your sincerely

Lara Maayah

List of Contents

Subject	Page
Title	1
Authorization	II
Thesis Committee Decision	III
Acknowledgment	IV
Dedication	V
List of Contents	VI
List of Tables	VIII
List of Figures	X
List of Appendices	XI
Abstract in English.....	XII
Abstract in Arabic	XIII

Chapter One: Study Background and Significance

1.1 Introduction.....	2
1.2 Problem Statement.....	4
1.3 Study Objectives	5
1.4 Study Significance	6
1.5 Study Hypotheses and Questions.....	7
1.6 Study Model.....	8
1.7 Study Limitations.....	9
1.8 Operational Definitions.....	10

Chapter Two: Literature Review and Previous Studies

2.1 Literature Review	14
2.2 Theoretical Framework.....	14
2.3 Digital Marketing Tools.....	17
2.4 Enrollment Decisions in Private Schools.....	33
2.5 Previous Studies.....	36
2.6 What distinguishes the current study from previous studies?.....	49

Chapter Three: Research Methodology and Procedure

3.1 Introduction.....	51
3.2 Population and Sampling.....	52
3.3 Data Collection Methods	54
3.4 Development and Validation of Data Collection Instruments.....	54
3.5 Validity and Reliability Assessments	55
3.6 study procedures	64
3.7 Statistical Design used in the study.	65

Chapter Four: The Result

4.1 The Results	67
4.2 Descriptive Statistical Analysis:	67
4.3 Independent Variable (Digital Marketing Tools):	67
4.4 Dependent Variable (Enrollment Decision):	73
4.5 Relationship between Independent and Dependent Variables:.....	76
4.6 Hypothesis Testing:	77

Chapter Five: Discussion of Results And Recommendations

5.1 Introduction.....	87
5.2 Discussion of Results.....	87
5.3 Recommendations.....	98
5.4 Future studies.....	99
5.5 Conclusion	99
References:.....	101
Appendix.....	108

List of Tables

Chapter Number - Table Number	Table content	Page
3-1	Sample Characteristics	53
3-2	Principal Component Analysis of the social media	58
3-3	Principal Component Analysis of the Email	59
3-4	Principal Component Analysis of the Website.	59
3-5	Principal Component Analysis of the SEO and SEM.	60
3-6	Principal Component Analysis of the Content Marketing	61
3-7	Principal Component Analysis of the Financial Considerations	62
3-8	Principal Component Analysis of the School Reputation.	62
3-9	Principal Component Analysis of the Family Influence.	63
3-10	Reliability Test for all Variables.	64
4-1	Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Digital Marketing Tools	68
4-2	Mean, Standard Deviation, T-Value, Ranking, And Implementation Level Of Social Media (Facebook And Instagram)	69
4-3	Mean, Standard Deviation, T-Value, Ranking, And Implementation Level Of Email	70
4-4	Mean, Standard Deviation, T-Value, Ranking, And Implementation Level Of Website	71
4-5	Mean, Standard Deviation, T-Value, Ranking, And Implementation Level Of Seo And Sem	72
4-6	Standard Deviation, T-Value, Ranking, And Implementation Level Of Content Marketing	73
4-7	Mean, Standard Deviation, T-Value, Ranking, And Implementation Level Of Enrollment Decision Tools	74
4-8	Mean, Standard Deviation, T-Value, Ranking, And Implementation Level Of Financial Considerations	74
4-9	Mean, Standard Deviation, T-Value, Ranking, And Implementation Level Of School Reputation	75

Chapter Number - Table Number	Table content	Page
4-10	Mean, Standard Deviation, T-Value, Ranking, And Implementation Level Of Family Influence.	76
4-11	Relationship Between Independent And Dependent Variables	77
4-12	The Values Of Skewness And Kurtosis For The Study Variables	78
4-13	Tolerance And Variance Inflation Factor	80
4-14	Multiple Regressions Of Digital Marketing Tools Sub- Variables On Enrollment Decisions	80
4-15	Multiple Regressions Of Digital Marketing Tools Sub- Variables On Enrollment Decisions (Anova).	81
4-16	Multiple Regressions Of Digital Marketing Tools Sub- Variables On Financial Considerations	82
4-17	Multiple Regressions Of Digital Marketing Tools Sub- Variables On Financial Considerations (Anova).	82
4-18	Multiple Regressions Of Digital Marketing Tools Sub- Variables On School Reputation.	83
4-19	Multiple Regressions Of Digital Marketing Tools Sub- Variables On School Reputation (Anova).	83
4-20	Multiple Regressions Of Digital Marketing Tools Sub- Variables On Influence In Private	84
4-21	Multiple Regressions Of Digital Marketing Tools Sub- Variables On Family Influence In Private (Anova).	85

List of Figures

Chapter Number - Table Number	Content	Page
1-1	Study Model	8
2-1	Historical Evolution of Digital Marketing	21
4-1	Normality Test	78
4-2	Linearity Test	79
4-3	Equal Variance (Homoscedasticity) Test	79

List of Appendices

No	Content	Page
1	Names Of Academic Experts	108
2	Study Tool (Questionnaire)	109

**The Impact of Digital Marketing Tools on Enrollment Decisions in
Private Schools in Amman**

Prepared by: Mrs. Lara Adnan Maayah

Supervised by: Professor Ahmad Al Ghandour

Abstract

The current study aimed to study the impact of digital marketing tools on enrollment decision in private schools in Amman. This study took a quantitative approach of 126 private schools in Amman that participated in the study to achieve its purpose. The population of this study encompasses parents of students enrolled in private schools across Amman. The sample consisted of 26 participating schools willing to grant parents complete access to the survey, and convenience sampling was used where 406 parents received the survey and filled it out; providing a wealth of data for analysis. Moreover, a questionnaire was used as the tool for data collection, and it was distributed electronically to the study sample. Data analysis was conducted using SPSS (v26). The results of the study revealed that there is a statistically significant impact of digital marketing tools with its dimensions (social media, email, website, search engine optimization and search engine marketing, and content marketing) collectively on enrollment decisions (financial considerations, school reputation, and family influence) in private schools in Amman. The study recommended that schools should regularly post diverse and engaging content on platforms such as Facebook and Instagram and invest in training employees to manage these platforms effectively, ensuring timely responses to inquiries and active engagement with comments and messages.

Keywords: Digital Marketing Tools, Enrollment Decision, Private Schools in Amman, Financial Consideration, Family Influence, School Reputation.

أثر أدوات التسويق الرقمي على قرار التسجيل في المدارس الخاصة في عمان

إعداد: لارا عدنان معاينة

إشراف: الأستاذ الدكتور احمد الغندور

الملخص

هدفت الدراسة إلى دراسة تأثير أدوات التسويق الرقمي على قرار التسجيل في المدارس الخاصة في عمان. اتبعت هذه الدراسة نهجاً كمياً شمل 126 مدرسة خاصة في عمان شاركت في الدراسة لتحقيق هدفها. تشمل عينة الدراسة أولياء أمور الطلبة المسجلين في المدارس الخاصة في عمان. تألفت العينة من 26 مدرسة وافقت على المشاركة ومنح أولياء الأمور وصولاً كاملاً للاستبيان، وتم استخدام طريقة العينة الملائمة حيث تلقى عدد 406 من أولياء الأمور الاستبيان وقاموا بملئه؛ مما وفر ثروة من البيانات للتحليل. حيث تم استخدام الاستبيان كأداة لجمع البيانات، وتم توزيعه إلكترونياً على عينة الدراسة وتم تحليل البيانات باستخدام برمجية SPSS نسخة 26. وكشفت نتائج الدراسة أن هناك تأثيراً ذا دلالة إحصائية لأدوات التسويق الرقمي بأبعادها (وسائل التواصل الاجتماعي، البريد الإلكتروني، الموقع الإلكتروني، تحسين محركات البحث والتسويق عبر محركات البحث، والتسويق بالمحتوى) مجتمعة على قرارات التسجيل (الاعتبارات المالية، سمعة المدرسة، وتأثير الأسرة) في المدارس الخاصة في عمان. أوصت الدراسة بأن تقوم المدارس بنشر محتوى متنوع وجذاب بانتظام على منصات مثل فيسبوك وإنستغرام والاستثمار في تدريب الموظفين لإدارة هذه المنصات بشكل فعال، لضمان الردود الفورية على الاستفسارات والتفاعل النشط مع التعليقات والرسائل.

الكلمات المفتاحية: أدوات التسويق الرقمي، قرار التسجيل، المدارس الخاصة في عمان، الاعتبارات المالية، تأثير الأسرة، سمعة المدرسة.

Chapter One

Study Background and Significance

1.1 Introduction

1.2 Problem Statement

1.3 Study Objectives

1.4 Study Significance and Importance

1.5 Study Questions and Hypotheses

1.6 Study Model

1.7 The Limits of the Study

1.8 Study Limitations

1.9 Operational Definitions

Chapter One

Study Background and Significance

1.1 Introduction

Digital marketing tools have completely transformed how schools work today, especially affecting how people enroll in private schools. As seen in Amman, a city that is growing quickly, more and more private schools are using digital marketing tools to shape their strategies for reaching out and engaging students. Digital marketing tools have emerged as pivotal instruments in marketing, replacing traditional methods with innovative digital solutions. Defined as platforms and methods employed for online marketing activities, these tools include social media, search engine optimization (SEO), and email marketing (Zaburmekha et al., 2022). The digital transformation has catalyzed the adoption of these tools, driving schools to adapt to the evolving digital landscape (Peter & Vecchia, 2021). This shift is highlighted by the growing necessity to maintain relevance and competitive advantage in a digital economy, which demands continuous engagement with technological advancements and consumer preferences (Bondarenko & Tsymbalenko, 2022). Digital marketing tools distinguish themselves from traditional marketing through their ability to facilitate real-time communication and provide measurable results. These tools empower private schools in Amman to execute targeted campaigns, personalize interactions, and significantly enhance engagement with prospective families. For instance, social media platforms offer a conduit for schools to broadcast educational achievements and campus events, fostering a community spirit and directly impacting enrollment decisions (Chaikovska et al., 2022). Additionally, SEO enhances visibility, making it easier for parents to discover these schools online when searching for reputable educational institutions (Bilyk et al., 2020).

The decision to enroll in a private school is influenced by an array of factors including educational quality, school facilities, and parental satisfaction (Harsh, 2018; Narayanan, 2013). These decisions are crucial, as they directly impact the financial stability and growth prospects of private schools (Maltz, 2007). In this context, digital marketing tools play a pivotal role by shaping perceptions and providing tailored information that resonates with the expectations of prospective families.

Digital marketing tools play a significant role in shaping the enrollment landscape because they allow schools highlight their unique qualities that parents value. For example, personalized email marketing campaigns can effectively share information about things like the success of former students or unique educational programs, which can directly influence parental decision (Morais et al., 2021). Digital tools are also interactive, so users can get feedback and interact right away. This builds a sense of community and belonging even before families decide to enroll. Digital marketing tools are widely used, but there are still challenges, especially when it comes to integrating them and figuring out how well they're working as private schools are small businesses providing educational services, they use digital marketing tools differently compared to small and medium-sized enterprises (SMEs) and large businesses. Understanding these differences can help us determine the most effective ways to use these tools in schools (Peter & Vecchia, 2021). Additionally, concerns about data privacy and other illicit aspects of digital marketing tools require a deep understanding and strategic planning to mitigate potential risks (Zaburmekha et al., 2022).

This study uses a structured model with independent and dependent variables to examine how digital marketing tools affect private school enrollment in Amman. The independent

variable, "Digital Marketing Tools," has five dimensions: Social Media (Facebook and Instagram), Email, Website, SEO and SEM, and Content Marketing. The dependent variable, "Enrollment Decision," is examined through Financial Considerations, School Reputation, and Family Influence. The study tests several hypotheses to determine if digital marketing tools statistically affect enrollment decisions. This analysis seeks to understand how digital marketing strategies affect Amman's private school enrollment decisions among parents.

1.2 Problem Statement

The private education sector in Amman, Jordan, is experiencing a period of growth and competition, requiring private schools to effectively communicate their value proposition and differentiate themselves in the market. Parental choice has become more marked, and the recognition of digital marketing tools as influencing the enrollment decision-making process has grown. Traditional marketing channels like print media and word-of-mouth remain relevant, yet digital tools offer unique advantages in reach, targeting, and engagement that are critical in the digital age (Alsauidi, 2016). However, despite the acknowledged importance of digital marketing, a gap persists in understanding the specific impact of these tools on key enrollment decision factors such as financial considerations, school reputation, and family influence.

New studies show that different types of digital marketing, like having a social media presence, using Google AdWords, and creating content that is optimized for search engines, have a big impact on people's decisions to enroll in schools around the world (Labausa et al., 2023; Wijaya et al., 2023). Targeted social media campaigns and mobile-friendly educational apps have been shown to have a statistically significant effect on student enrollment decisions. This shows that schools need to adopt and improve these digital methods (Labausa

et al., 2023). Additionally, in Jakarta, using Google Adwords and social media marketing has been shown to effectively affect the interest and enrollment decisions of potential students, especially among Generation Z, who grew up with technology (Wijaya et al., 2023). The goal of this study is to fill in the gaps in our knowledge by looking into how digital marketing tools like social media, email marketing, websites, SEO/SEM, and content marketing affect people's decisions to enroll in private schools in Amman. This study combines ideas from global studies and applies them to the specific situation in Amman in order to show how these digital tools affect parents' thoughts and choices about private schooling.

To add this study investigates a crucial issue evident in private schools in Amman that is directly related to my field of expertise as an administrator who identified the issue of digital marketing tools on enrollment decision therefore many private schools find it challenging to ensure classrooms are filled and sustained the amount of student in these classrooms.

Moreover, this has been determined by direct and indirect interviews with the registration administrators and public relations officers in the private schools in Amman.

1.3 Study Objectives

- 1 To assess the impact of digital marketing tools on enrollment decisions in private schools in Amman.
- 2 To evaluate the impact of digital marketing tools (social media, Email, Website, SEO and SEM, and Content Marketing) on financial considerations influencing enrollment in private schools.
- 3 To determine the impact of digital marketing tools on the reputation of private schools among prospective parents.

- 4 To investigate the impact of digital marketing tools in shaping family influence on enrollment decisions.

1.4 Study Significance

Study Significance

The purpose of this study is to attain theoretical and practical significance, as it possesses the capacity to generate contributions in both the theoretical and practical domains.

Theoretical Significance

From a theoretical point of view, this study aims to add to what is known about how digital marketing tools change the behavior of consumers, especially in the education sector. This study adds to existing marketing and educational theories by looking at how different aspects of digital marketing, like social media, email, SEO/SEM, website functionality, and content marketing, affect important factors that families and students use to decide where to go to school, such as cost, reputation, and family influence. It investigates possibly validates models of how consumers make decisions in the context of education, changing and adding to them to include digital factors. Additionally, the findings could offer insights into the psychological and socio-economic factors driving parental decisions in school selection, thus enriching the theoretical frameworks that describe these means.

Practical Significance

Practically, the implications of this study are significant for administrators and marketers within the educational sector, especially in regions like Amman. By identifying which digital marketing tools are most effective and how they influence specific aspects of the enrollment decision, schools can optimize their marketing strategies better to meet the needs and

preferences of their target demographics. This led to a more effective allocation of marketing resources, improved communication strategies, and enhanced enrollment rates. Furthermore, the study's insights into the preferences and sensitivities of parents regarding digital marketing could guide schools in crafting messages and campaigns that are ethical, effective, and culturally appropriate. Such strategic knowledge is invaluable in the increasingly competitive educational landscape where digital prowess can significantly influence a school's reputation and desirability among prospective students and their families.

1.5 Study Hypotheses and Questions

The current study seeks to test the following hypothesis:

H01: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Enrollment Decisions (Financial Considerations, School Reputation and Family Influence) in private Schools in Amman.

H01.1: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Financial Considerations in Private Schools in Amman.

H01.2: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on School Reputation in Private Schools in Amman.

H01.3: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Family Influence in Private Schools in Amman.

Study Questions

1. What is the impact of digital marketing tools on enrollment decisions in private schools in Amman?
1. How do digital marketing tools impact the financial considerations of parents when choosing private schools in Amman?
2. In what way do digital marketing tools impact the reputation of private schools in the eyes of prospective parents?
3. How do digital marketing tools contribute to family influence on the enrollment decisions at private schools in Amman?

1.6 Study Model

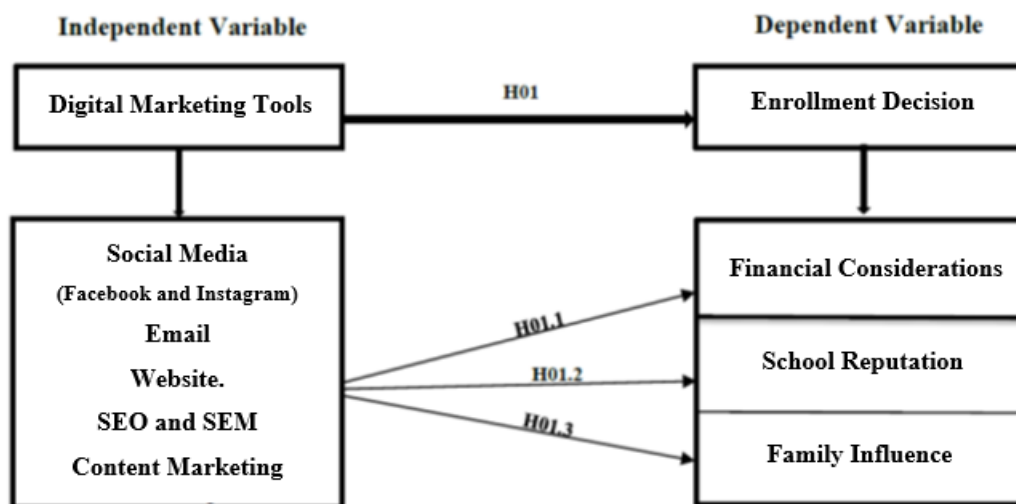


Figure (1.1) Study Model

The model was developed based on previous studies, for the independent variables:
(Kamu,A.A ,2022; Sotomayor-Vidal et al., 2024).

And for the dependent variables(Cah Del Moral et al.,2019; Gunaratnam et al., 2017; Kalimullin & Dobrotvorskaya, 2016)in addition to (2018, الريماوي والشيخ).

The Limits of the Study

The study limits are:

1. Time limits: This study is completed during the second semester of the year 2023/2024.
2. Human factor of the specialization of the study tools toward the parents in private schools limited the study sample. Yet, it was reachable and accessible for the researcher more than public schools.
3. Access limits: Accessing private school administrators and parents, for data collection is challenging due to privacy concerns or hesitation to participate.

1.7 Study Limitations

Every research study has a set of constraints, and it is important to be aware of these constraints to correctly interpret the results and see how widely they can be used. This study has some problems with how digital marketing tools affect decisions to enroll in private schools in Amman. These limitations are:

- The study is focused on private schools in Amman, Jordan. Consequently, the findings may not be fully generalizable to schools in other regions or countries with different cultural, economic, or technological landscapes. This geographical focus limits the ability to apply findings universally across diverse educational markets.
- Digital marketing is always changing because technology is always getting better and people's habits are always evolving.

1.8 Operational Definitions

Digital Marketing Tools: a range of technologies and strategies used to advertise services online. In the context of private schools, these tools include social media platforms (Facebook, Instagram), email marketing, websites, search engine optimization (SEO), and search engine marketing (SEM). These tools enhance communication with prospective students and their families, aiming to influence their decision-making regarding school enrollment.

Enrollment Decision: This term refers to the final decision made by parents or guardians to enroll their child in a particular private school. The decision is influenced by various factors including financial considerations, the school's reputation, and the impact of family preferences and values.

Private Schools in Amman: Institutions that operate independently of the public school system, where funding comes from tuition payments and private sources rather than government funding. These schools compete for student enrollments and often utilize distinct marketing strategies to attract potential students and their families located in Amman.

Social media (Facebook and Instagram): Platforms that allow users to create and share content or to participate in social networking. For private schools, these platforms are used to advertise, share updates, and engage with the community, directly influencing public perception and interest in the school.

Email Marketing: A form of marketing that uses email to promote products or services. For private schools, this can involve sending targeted messages about school programs, admissions processes, and events to potential or current families.

Website: The official online presence of a school. A structured website provides accessible information about the school's programs, achievements, and admissions procedures and plays a crucial role in shaping the school's image and attracting prospective students.

Search Engine Optimization (SEO): Optimizing a website to increase visibility when people search for products or services related to the business in Google and other search engines. Effective SEO strategies ensure the school appears prominently in search results, potentially increasing inquiries and enrollments.

Search Engine Marketing (SEM): A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising. SEM can help private schools reach a larger audience faster than SEO alone.

Content Marketing: The creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services. It might include educational blog posts, videos showcasing school events, or articles about educational trends that engage prospective families.

Advertisements: Advertisements refer to paid messages intended to inform or influence the people who receive them. In the context of this study, advertisements done by schools on digital platforms such as Facebook and Instagram are crafted to attract potential students by highlighting the school's offerings, achievements, and unique attributes.

Promotions: Promotions involve activities that increase the visibility or sales of a service through strategies that include discounts, special offers, and public events. For schools, promotions might include open day invitations, scholarship opportunities, or special enrollment conditions to increase application rates.

Facebook: A social media platform that allows users to create profiles, upload photos and videos, send messages, and keep in touch with friends, family, and communities. For schools, Facebook is used as a tool to communicate with prospective and current families, share news and events, and build a community around the school's brand.

Instagram: A social media platform known for its visual content, including photos and videos. It is used by private schools for showcasing school life through engaging visuals, stories, and posts that reflect the vibrancy and culture of the school, thus appealing to a younger demographic of parents and students.

Chapter Two

Literature Review and Previous Studies

21 Literature Review

22 Theoretical Framework

23 Digital Marketing Tools

24 Enrollment Decisions in Private Schools

25 Previous Studies

26 What distinguishes the current study from previous studies?

Chapter Two

Literature Review and Previous Studies

2.1 Literature Review

This chapter examines the existing research on the impact of digital marketing tools on school enrollment decisions. The literature review is organized to provide a systematic examination of the theoretical foundations and empirical investigations relevant to the study's primary concepts: digital marketing tools and enrollment decisions.

For this chapter, digital marketing in private schools is broken down into its different aspects, with a focus on the Amman area. In the beginning, it looks at the theoretical foundations of digital marketing and how people make decisions. The review then goes into detailed discussions of different digital marketing tools, such as websites, social media, email marketing, search engine marketing (SEO/SEM), and content marketing, focusing on their roles and effectiveness in the education sector.

2.2 Theoretical Framework

Various theoretical models and frameworks provide a robust conceptual foundation for understanding the profound impact digital marketing tools have on enrollment decisions in private schools. The Business Model Canvas (BMC) and the Stakeholder Relationship Model (SRM) are two key frameworks that elucidate how schools plan their operational and interpersonal strategies in a digital setting (Øverby & Audestad, 2021). These models highlight the importance of creating value and engaging stakeholders through digital marketing. They demonstrate how strategic relationships and value propositions are communicated via digital channels. Additionally, the digital marketing management

framework, as elaborated by (Gryshchenko, 2023), integrates traditional marketing principles with digital tools to cater to the needs of online consumers and enhance competitive advantages. This framework is instrumental in delineating how educational institutions can adapt their marketing mix to a digital environment, effectively enhancing their outreach and engagement efforts.

Incorporating cybernetic systems theory adds complexity to our understanding of digital marketing practices. Based on feedback loops and adaptive mechanisms, this theory parallels the evolving nature of digital marketing, emphasizing the need to monitor and adjust marketing efforts in real-time to maintain engagement with potential students and their families (Dunayev et al., 2022). The cybernetic approach allows us to analyze how schools can employ SEO/SEM and content marketing to sustain their online presence, which can influence enrollment decisions.

Digital technologies' role in transforming traditional marketing paradigms is also critically examined. As discussed by Belostecinic, (2023), the digitization process redefines the marketing strategies of educational institutions by leveraging data analytics, personalized marketing techniques, and digital communication channels. This transformation is facilitated by digital marketing tools that enable schools to reach out to a broader audience with more targeted and appealing messages, which are crucial for influencing the enrollment decisions of digitally educated parents. Additionally, (Gryshchenko, 2023) suggests strategic combination of traditional and digital marketing methods, essential in educational marketing where a school's online image must align with its real-life qualities and values.

Consumer behavior theories provide insights into how digital marketing influences parents' and students' choices when selecting private schools.. Parents and students are considered rational consumers who evaluate the perceived benefits of various school options against their needs and financial constraints, involving the evaluation of the school's reputation, the quality of education provided, career prospects, and the overall cost of education (Hemsley-Brown & Oplatka, 2016).

Cognitive theories in consumer behavior emphasize the role of psychological and social factors in decision-making processes, focusing on how perceptions, attitudes, and social influences shape their choices (Rajagopal, 2018, 2021). In the educational sector, these cognitive processes involve parents and students forming perceptions about a school based on the information available, significantly influenced by the school's digital marketing efforts. The content and nature of marketing communications, the usability of the website, and interactions on social media platforms can all alter perceptions and influence decision-making processes. Additionally, the economic model of individual choice provides a framework for analyzing decisions made within budget constraints. This model is particularly relevant in understanding how parents prioritize educational expenses among other financial commitments, reflecting a calculation of utility maximization where the benefits of a particular school are weighed against its costs (Rajagopal, 2021).

There are also important theories about how people behave as consumers that can be seen in the way supply and demand change in the education sector. For educational institutions to improve their service delivery, they need to understand and adapt to what customers want (Zheng-rong, 2012). This point of view is very important for private schools in Amman

because they need to know the likes and dislikes and habits of their target market in order to make their digital marketing strategies better meet customer needs. Finally, the utility maximization theory explains how parents and students weigh the benefits they get from different educational services against the costs they come with when choosing a college. This idea emphasizes how important it is to share clear, honest information about educational programs and outcomes, since that kind of information has a big effect on how people see the benefits and, as a result, the choices they make (Schwartz, 2011).

Integrating these consumer behaviour theories, it becomes clear that digital marketing strategies in education must be finely tuned to address the rational, cognitive, and economic factors influencing educational choices. Digital marketing tools like SEO, social media, and content marketing play critical roles in shaping the information landscape available to consumers, thereby influencing their perceptions, attitudes, and their enrollment decisions.

2.3 Digital Marketing Tools

The perceived quality of university official websites is an important way to communicate information in higher education, where service attributes are intangible and difficult to assess for prospective students. This concept was thoroughly examined by (Hidayatullah et al., 2018) signaling theory. This theory suggests that external indicators like website quality can strongly influence how people perceive the quality of a service, which affects their decision-making in situations of unequal information access. The study breaks down a website's reliability, responsiveness, functionality, ease of use, information quality, and visual appeal to assess its quality. These dimensions provide a broad assessment of a university's digital

interface. A survey of third-year Jakarta high school students was conducted to assess website quality, as these students are about to make important college decisions.

Sotomayor-Vidal et al. (2024) proposed conceptual model showing how digital marketing tools affect student recruitment in Peru's private higher education sector. Their research demonstrates how digital marketing tools like social networks, email marketing, SEO and SEM, content marketing, and customer relationship marketing enhance each step of the student recruitment process, from finding potential students to securing enrollments. Social networks amplify reach and engagement, email marketing offers targeted communication, SEO and SEM ensure visibility, content marketing delivers compelling information, and customer relationship marketing fosters community and belonging. Maslow's Hierarchy of Needs, developed between 1943 and 1954, offers a theoretical framework for understanding parental motivations in school choices (Maslow, 1974). This theory suggests that human behavior is driven by a sequence of needs, arranged hierarchically from basic physical to complex psychological needs. In educational contexts, this theory helps understand motivations behind students' and parents' choices, emphasizing the importance of safety, belonging, esteem, and self-actualization in marketing educational services.

Digital marketing tools significantly influence prospective families' decisions when making enrollment choices in the private education sector. Financial considerations are critical, as highlighted by Bohara et al. (2022), who demonstrate that digital marketing significantly enhances the visibility of financial information, allowing families to make informed decisions regarding the affordability. Jenkins (2020) discusses how digital marketing tools, particularly social media and web content, effectively broadcast positive

stories and activities of educational institutions, thus enhancing their status and desirability among potential students. These digital interactions are crucial in building a school's image and reputation, significant determinants of enrollment decisions.

Additionally, Ostafiński, (2022) found that in cultures that highly value familial input, educational choices are greatly influenced by family discussions and parental guidance. Digital marketing strategies engaging families through interactive platforms and targeted campaigns can better align institutional offerings with family expectations.

2.2.1 Overview of Digital Marketing

Traditional marketing strategies have changed due to digital marketing. Many studies and theoretical frameworks demonstrate the dynamic nature of digital marketing and its importance in modern business. As a concept, digital marketing has progressed from more conventional forms of advertising to make use of a wide variety of digital platforms and tools that allow for direct, real-time engagement with consumers across a variety of digital interfaces. The rise of internet-connected devices and consumers ability to reach them has changed how brands engage with their customers (Belostecinic, 2023; Dsouza & Panakaje, 2023). The incorporation of digital strategies has revolutionized the development and implementation of marketing campaigns, increasing both reach and efficiency.

Digital marketing depends on a number of essential components, including SEO, SMM, email, and content marketing. According to (Deogaonkar, 2023; M. Zambrano & Saltos, 2013), these elements are crucial for the purpose of strategically disseminating marketing messages and creating brand narratives that appeal to a variety of consumers. When it comes to managing a brand and engaging customers, nothing beats the power of search engine

optimization (SEO) and social media platforms, which allow for a global reach and allow for real-time feedback and interaction.

Further, the evolution of digital marketing has emphasized the importance of data analytics and targeted marketing strategies that allow for more personalized consumer experiences. Technological advancements such as data mining, machine learning, and predictive analytics have transformed marketing into a more data-driven field that emphasizes the understanding of consumer behaviors and preferences (Pascucci et al., 2023). These tools enable marketers to craft more effective and efficient marketing strategies, optimizing the consumer journey and enhancing customer satisfaction.

The shift towards digital has also highlighted the role of sustainability in marketing practices. Digital marketing offers an environmentally friendlier alternative to traditional methods by minimizing the physical materials used and the associated waste. The adoption of digital practices aligns with growing consumer preferences for sustainability, influencing consumer decisions and brand loyalty (Thangam & Chavadi, 2023). Digital marketing is always changing, so strategies to connect with people around the world need to be constantly reviewed to keep up with the latest technology and adapt to consumers' shifting wants and needs. Big brands like Toyota and Turkish Airlines are good examples of how digital marketing has helped them grow their global presence and connect with customers. This shows how these strategies can really change things in the real world (Mardikian, 2022).

EVOLUTION OF DIGITAL MARKETING

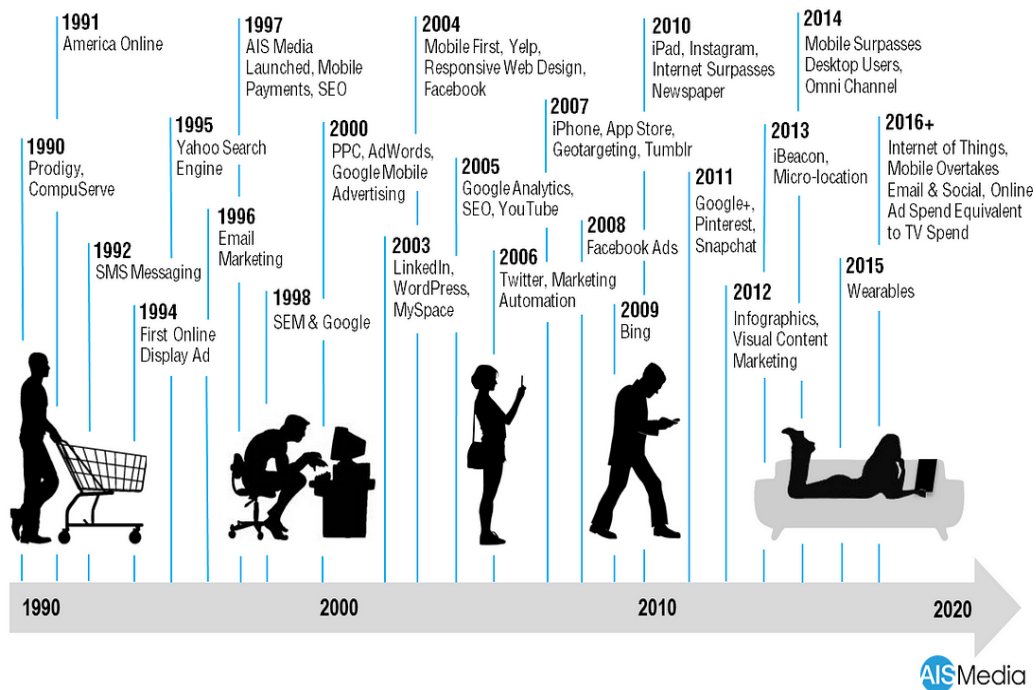


Figure (2-2): historical evolution of digital marketing (Mardikian, 2022)

Figure 2 shows how digital marketing has changed over time. Starting in the early 1990s, with the introduction of services like America Online and Prodigy, consumers began experiencing the internet as a new medium for communication and information exchange. This era saw the birth of digital marketing with the advent of the first online display ad in 1994, which opened up novel avenues for advertising. By 1996, the focus shifted towards more interactive and direct marketing strategies with the inception of email marketing, providing marketers with a direct line to potential customers. The late 1990s and early 2000s brought about the development of search engine marketing (SEM) and the rise of Google, revolutionizing how businesses approached visibility online. This period also saw the introduction of Pay-Per-Click (PPC) advertising and the foundational SEO tactics that would become crucial to online marketing strategies. (Mardikian, 2022)

The mid-2000s witnessed the social media platforms like Facebook, LinkedIn, and YouTube, shifting the digital marketing landscape towards more socially interactive and content-driven strategies. These platforms allowed brands to engage with users in a more dynamic way, fostering a more connected and immediate communication style that has become a staple in digital marketing. The late 2000s to early 2010s emphasized the role of mobile, with the advent of smartphones like the iPhone and app stores, which expanded the digital marketing environment to mobile applications, enhancing the ways marketers could reach consumers anytime and anywhere. The introduction of platforms like Instagram and Snapchat further diversified the tools available for digital marketers, emphasizing visual content and storytelling. And from 2016 onward, the focus has been on integrating newer technologies like the Internet of Things (IoT), wearable technology, and advancements in data analytics, further enriching the possibilities for personalized and context-aware marketing strategies. (Mardikian, 2022).

From the discussed studies the following main hypothesis is suggested for this thesis:

H01: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Enrollment Decisions (Financial Considerations, School Reputation and Family Influence) in private Schools in Amman

2.2.2 Social Media Marketing

Facebook and Instagram, among others, have significantly influenced customer behavior in relation to purchase decisions. In order to make educated purchases, these platforms equip users with a wealth of information, including product reviews and user-generated content. Personalized interactions, great customer service, and the growth of strong relationships are all made possible through the use of social media by allowing brands and consumers to have meaningful conversations. In the end, this fosters customer loyalty and trust. As a concept, digital marketing has progressed from more conventional forms of advertising to make use of a wide variety of digital platforms and tools that allow for direct, real-time engagement with consumers across a variety of digital interfaces. The rise of internet-connected devices and consumers' ability to reach them has changed the way brands engage with their customers (Belostecinic, 2023; Dsouza & Panakaje, 2023). The incorporation of digital strategies has revolutionized the development and implementation of marketing campaigns, increasing both reach and efficiency.

Digital marketing depends on a number of essential components, including SEO, SMM, email, and content marketing. According to (Deogaonkar, 2023; V. Zambrano et al., 2022), these elements are crucial for the purpose of strategically disseminating marketing messages and creating brand narratives that appeal to a variety of consumers. When it comes to managing a brand and engaging customers, nothing beats the power of search engine optimization (SEO) and social media platforms, which allow for a global reach and allow for real-time feedback and interaction. And as digital marketing has progressed, data analytics and targeted marketing have become more important tools for creating unique experiences for each customer. A more data-driven industry that places an emphasis on understanding

customer behaviors and preferences has emerged as a result of technological advancements like predictive analytics, data mining, and machine learning (Pascucci et al., 2023). By maximizing the customer experience and reducing wasted effort, these tools help marketers create more efficient and successful marketing strategies.

The move toward digital has also made the importance of being environmentally friendly in marketing practices stand out. Digital marketing is better for the environment than traditional methods because it uses fewer physical materials and makes less waste. People are becoming more interested in being environmentally friendly, which is influencing their decisions and brand loyalty (Thangam & Chavadi, 2023).

There are many examples and case studies of successful use of social media in schools campaigns such as:

Seabrook Church of England Primary School. The school's goal in launching this program was to involve and educate the community, including parents, governors, and the local Diocese. The school opened a direct line of communication by creating accounts on Facebook and Twitter, allowing for disseminating information about school events and accomplishments. Professional setup and continuing content management by Social Media for Schools were part of the implementation, guaranteeing that posts were strategic and aligned with the school's fundamental principles. The school regularly highlighted learning activities and events using this method, which led to increased community engagement and a more informed and connected school community. (socialmediaforschoolsUK, 2023)

Also, With the help of social media, **Hartsdown Academy** was able to attract more students to their Year 7 open house. To reach prospective students and their families, the campaign relied on targeted advertising and ensured that all digital content was consistent with the brand. The academy's promotional materials were designed to be both visually appealing and representative of the school's values through the use of motion graphics in their ads and custom social media graphics. Open day attendance was greatly enhanced thanks to the well-targeted and consistently-branded campaign, proving that effective digital marketing can have a direct effect on enrollment drives.(socialmediaforschoolsUK, 2023)

Phoenix Community Primary School focused on improving parental engagement and promoting school values via a rejuvenated Facebook presence. This involved not just the technical setup of the page but also strategic content planning to regularly post material that reflected the school's ethos and educational messages. To enhance user interaction and safeguard the school's reputation, settings were adjusted to include a profanity filter. The active management of the platform, which included engaging with comments and likes, significantly alleviated the workload on school staff. This not only maintained a strong digital presence but also supported educational goals by making resources and school achievements more accessible to parents, thereby enhancing their ability to support their children's education at home.(socialmediaforschoolsUK, 2023).

a successful online video marketing project executed by an academic library in China. The study aims to highlight effective social media usage in library marketing campaigns.(Luo et al., 2013). The major objective of this advertising campaign was to make students more familiar with the library's services and resources and to encourage a deeper relationship

between the library and the students through interesting and relevant content. The library aimed to update its image and attract a younger demographic by incorporating social media into its engagement strategy and using it for promotional purposes. The campaign centered around producing a series of five short videos titled "Falling in Love with the Library." These videos were produced to reflect real-life student experiences humorously and engagingly, portraying everyday scenarios that students could relate to. The content was designed to be light-hearted and refreshing, steering away from the more traditional and formal image of libraries. The videos were distributed on Youku, which is China's equivalent of YouTube, ensuring a wide reach among the target audience. The library team, including the head librarian and several students who were part of the university's Students Research Training program, worked collaboratively on this project. Students were involved in various aspects of the production, from scripting to filming and editing, bringing in their creativity and understanding of what appeals to their peers. The study points out a number of important factors that made the video marketing project a success:

1. **Relevance of the Content:** The situations shown were based on real student life, which made them very interesting and relatable.
2. **Style that is funny and interesting:** Using humor in the videos made them more appealing and helped change how stiff the library seemed.
3. **Smart Use of social media:** The library made sure the videos would get a lot of views and comments by putting them on a popular platform like Youku and sharing them on many social media sites.

Partnership with Students: Working with students made the content more real and made sure that the videos hit home with the intended audience.

2.2.3 Email Marketing

It is important to look at how customized communication strategies and technological tools work together to help educational institutions and their many stakeholders have meaningful interactions to fully understand and improve the role of email marketing in educational settings. This sub section is about how email marketing strategies are used, how they change over time, and how they affect engagement in educational settings. It uses case studies and existing research to back up its arguments.

1. email marketing has developed into a very targeted communication channel in academic contexts, allowing for personalization and targeted communication. Organizations now divide their audiences into subsets according to demographics, academic interests, and degree of engagement to personalize their messages. (Heiser & Frontczak, 2015) found that open and engagement rates were much higher in personalized emails that used the recipients' names and made reference to their interests. By making communications more relevant, this method increases the probability that recipients will take the desired action, like applying for admission or going to alumni events.
2. Automating and managing communications in educational settings is made possible by integrating email marketing tools with Customer Relationship Management (CRM) systems. As a result of this integration, behavior-triggered emails can be sent to students or prospects whenever they do certain actions on the institution's website, like downloading a brochure or visiting a specific page (Karpova & Burukina, 2019). In order to keep prospects engaged and advance them through the enrollment funnel, these emails must be timely and relevant.

3. **Educative Email Newsletters with a Variety of Content:** School newsletters help keep the community informed and involved by delivering a variety of content, such as academic articles, success stories of students or alumni, and campus life updates (Zhytomyrska et al., 2022). These newsletters serve a dual purpose: keeping everyone in the loop during the school year and laying the groundwork for a lasting friendship outside of it.
4. **Tracking and Adaptation:** The success of email campaigns is constantly monitored using analytical tools that track open rates, click-through rates, and conversion rates. Understanding this data is crucial for educational institutions to gain insights into their audience's preferences and optimize future communications for maximum impact (Proichev & Chemerys, 2020). Remaining responsive to the needs and preferences of their audience is crucial for institutions to maximize the impact of their marketing efforts. This can be achieved through continuous adaptation based on feedback and analytics.

Case Study 1: University Alumni Campaign A university's alumni relations office implemented a segmented email campaign to inform different graduation years about a fundraising event. Tailoring the email content based on the era and memorable events during the alumni's time on campus led to a marked increase in participation and donations. This strategy illustrates the importance of segmentation and personalization in enhancing engagement and achieving specific campaign goals.(Danko, 2022; Proichev & Chemerys, 2020)

Case Study 2: Promoting New Courses An educational institution promoted new online certification programs targeted at mid-career professionals. The email campaign was segmented based on the recipient's field of work and previous educational engagements with the institution. This targeted approach helped to achieve a higher enrollment rate by highlighting course benefits that were directly aligned with the recipients' career advancement goals (Dhote et al., 2015).

2.2.4 Search Engine Optimization and Marketing (SEO and SEM)

SEO is the process of making web content and architecture more search engine friendly so that an educational institution's website shows up higher in search results. By using keyword research, schools make sure that their content matches the search queries that potential students and academic researchers are likely to use. This optimization is more than just keyword density; it also includes placing keywords strategically in headers, meta descriptions, and titles (Hyman, 2022). Also, more and more institutions are using technical SEO techniques like making their sites faster and more mobile-friendly. These are very important because search engines are changing their algorithms to put user experience first (Halibas et al., 2020).

In conjunction with SEO, SEM strategies, which include paid advertising efforts like pay-per-click (PPC) campaigns, play a crucial role. These strategies are designed to increase immediate visibility and traffic to educational platforms. By targeting specific demographics and keywords, SEM allows institutions to display ads directly to interested parties, thereby efficiently using budget allocations to reach potential students during crucial decision-making periods, such as application seasons (Kumar, 2021). The effectiveness of SEM is

measurable through metrics such as click-through rates (CTR) and conversion rates, providing valuable feedback on the resonance of ad content with the target audience.

Academic Search Engine Optimization (ASEO) focuses on enhancing the discoverability of academic research and publications. By optimizing scholarly articles and research outputs for search engines, institutions increase their academic influence and contribute to the broader dissemination of knowledge. Techniques such as optimizing metadata, using relevant keywords in abstracts, and ensuring that research outputs are accessible on institution repositories are common practices that enhance academic visibility (Schilhan & Kaier, 2019).

SEO and SEM tactics work together in educational marketing in a way that is not just additive, but also synergistic. SEM gives you instant results and specific targeting options that are great for short-term campaigns, while SEO builds a strong base for long-term visibility. Overall, these tactics help schools keep a strong online presence that attracts both passive searchers through natural discovery and active searchers through targeted ad placements.

2.2.5 Website Influence

When designing a website for use in education, it's important to keep in mind not only the visual appeal of the site, but also the needs of visitors from all walks of life, including parents, students, and teachers. According to (Gee, 2022; Vlasenko et al., 2020, 2023), an educational website's design should make it easy to find and access the most important information, including courses, faculty credentials, campus life, and admissions procedures. Prospective students and their guardians are encouraged to explore the institution's offerings

more deeply and engage with the site's design because it enhances user engagement through providing a seamless experience.

Usability in educational websites focuses on enhancing the user experience by prioritizing intuitive navigation, quick load times, and responsive design that adjusts to different devices and screen sizes. Research has indicated that usability goes beyond simply making a website user-friendly. It also involves catering to the specific requirements of prospective students, who typically look for efficient and straightforward access to application forms, course details, and contact information (Gee, 2022). Improved usability boosts visitor satisfaction, increasing the chances of converting potential students into enrolled students.

The content of an educational institution's website must be informative, relevant, and updated regularly to reflect the dynamic nature of the educational offerings and achievements of the institution. Content strategy for educational websites should focus on the accuracy and relevancy of the information provided, such as detailed academic program descriptions, faculty publications, upcoming events, and campus news. High-quality content not only informs but also positions the institution as a thought leader in its respective academic fields (Sheikh et al., 2021). A case study of Khan Academy's usability highlights the importance of continuous improvement in website interfaces to enhance the learning experience. User testing and heuristic evaluation identified several usability issues, leading to targeted improvements that significantly enhanced user engagement and educational effectiveness (Sheikh et al., 2021).

2.2.6 Content Marketing

Building a credible and reliable reputation for schools is greatly aided by content marketing. This is a great opportunity for institutions to share their stories, brag about their accomplishments, and draw attention to their teaching abilities and community service. In order to gain the trust of potential students and their families, this strategic approach boosts the institution's perceived value and credibility. A study conducted by (Gorelova, 2023) found that when content marketing is done well, it can greatly increase the visibility and appeal of an institution, which in turn strengthens its competitive advantage.

Several types of content have proven effective in driving engagement and fostering enrollment in educational settings:

1. **Educational Blog Posts and Articles:** Providing insightful articles on relevant topics can position a school as a thought leader, attracting students interested in obtaining a quality education and engaging content.
2. **Video Content:** Videos such as campus tours, student testimonials, day-in-the-life segments, and messages from faculty can create a vivid sense of place and community. These videos help prospective students and their parents visualize the experience and lifestyle offered by the institution.
3. **Infographics and Visual Data:** Complex information about programs, alumni success, and campus statistics can be simplified into engaging, easy-to-digest visuals that capture the attention of prospective students quickly.
4. **Interactive Content:** Quizzes, virtual reality tours, and interactive maps can engage users more deeply, making the exploration of educational offerings and campus facilities a more immersive experience.

5. **Social Media Content:** Posts, stories, and updates on platforms like Instagram, Facebook, and Twitter can keep followers informed and engaged with the institution's culture and updates, increasing both reach and engagement.

The goals and needs of potential students and their parents are strongly reflected in successful content marketing campaigns. School credibility and attractiveness can be improved by regularly providing valuable content. Prospective students can be swayed by content that showcases the achievements of current or former students. This type of content shows them the possible benefits of investing in their education. (Saleem et al., 2022) includes a case study on how an international school in Oman used content marketing to increase enrollments during the COVID-19 pandemic through the strategic use of visual content and social media presence.

2.4 Enrollment Decisions in Private Schools

Financial concerns, school reputation, and family influence significantly impact the decision-making process when it comes to enrolling students in educational institutions. As parents make their way through the school selection process, these factors interact in many ways, reflecting the complex matrix of socioeconomic, emotional, and practical aspects that impact educational choices.

2.3.1 Factors Influencing Enrollment Decisions

This term denotes the ultimate choice parents or guardians make to register their child at a specific private school, Financial constraints and opportunities weigh heavily in the school selection process. Parents consider the affordability of tuition and other associated costs as primary factors. The financial aspect often determines whether a family can even consider certain educational options. Schools that offer scholarships, financial aid, or flexible payment

plans are typically more attractive to families concerned with financial sustainability. Studies have shown that lower financial burden is directly correlated with higher enrollment rates, as financial accessibility increases the pool of prospective students and families who can afford to enroll (Miah et al., 2022). Also, When parents are making decisions, the reputation of the school is very important. School reputation, extracurricular offerings, and graduation rates all play a role in a parent's decision to enroll their child(ren) there. Because parents often link a high-reputation school with better opportunities for their children's future, a school's perceived prestige can greatly increase its appeal. Because parents rely on a school's reputation as a heuristic to evaluate its quality and efficacy, the notion of school fame-reputation has a significant influence on enrollment decisions (Páramo et al., 2021).

School choice decisions are also influenced by family dynamics and values. Many times, when choosing a school for their children, parents and guardians look for one that shares their values, beliefs, and educational philosophy. Family influence is an important part of the selection process because people often base their decisions on the advice and experiences of their friends and family. The decisions parents make about their children's education can be supported and validated by this input from family (Ostafiński, 2022). During the enrollment process, these factors are considered at various stages as in (Sotomayor-Vidal et al., n.d.):

1. **Initial Consideration:** Families assess their financial capacity, gather information on the school's reputation, and seek input from their social circles.
2. **School Visits and Interactions:** Impressions during school visits and interactions with school representatives can either reinforce or diminish the impact of reputation and financial considerations.

3. **Application Process:** Financial aid availability and application processes that reflect the school's values can influence decisions at this stage.
4. **Final Decision:** The culmination of financial, reputational, and familial inputs guides the final decision on school enrollment.

2.3.2 Impact of Digital Marketing on Enrollment Decisions

Digital marketing, especially through social media, increasingly affects enrollment decisions in higher education. Social media platforms like Facebook, Instagram, and Twitter are vital for colleges and universities to engage potential students and influence their enrollment decisions. Digital marketing through social media impacts how prospective students perceive and interact with educational institutions. Platforms like Instagram and Facebook allow universities to showcase campus life, academic programs, extracurricular activities, and success stories, creating compelling visual and narrative appeals that resonate with young audiences (Husseiny & Youness, 2023). Social media offers an instantaneous and interactive way for students to gather information about different educational institutions, fostering trust and credibility through two-way interactions (Sojo et al., 2022). Effective social media marketing strategies significantly enhance brand awareness and can lead to increased enrollment numbers. Data-driven marketing techniques enable educational institutions to reach a larger audience and effectively convert interest into application and enrollment actions (Karamang, 2021). For example, a study at St. Augustine University of Tanzania found that social media significantly influenced students' choices, with many students citing social media as a key tool in their decision-making process (Sojo et al., 2022). Based on the discussed literature, the following sub hypothesis is suggested.

2.5 Previous Studies

The previous literature work is large in the field of marketing, digital marketing, and enrollment to a facility or program, the following studies help to present a snapshot of the literature relevant to the field in multiple topics:

Kalimullin & Dobrotvorskaya (2016) study entitled Higher Education Marketing Strategies Based on Factors Impacting the Enrollees' Choice of a University and an Academic Program.

This study aimed to Investigate the intricate factors influencing prospective students' decisions regarding their choice of university and academic program at Kazan (Volga region) Federal University (KFU). This study is particularly pertinent as it addresses the need to enhance higher education marketing strategies by considering both the factors affecting enrollment choices and the socio-psychological characteristics of the enrollees. The research analysis involving 1515 enrollees at KFU, employing statistical techniques such as cluster, factor, and correlation analysis to dissect and understand the influences on student choices. This methodological approach allowed the team to identify key attributes of enrollees and rank the factors that significantly impact their decisions. The study refined these factors and provided a detailed ranking of motives for university entrance, shedding light on the preferences that guide students in selecting specific universities and academic programs. One of the critical findings from this research was the identification of a model of an enrollee, which encapsulates the typical characteristics and preferences of students at KFU. This model underscores the necessity of tailoring educational marketing strategies to align with the identified factors and socio-psychological profiles to boost the competitiveness of universities. Furthermore, the research highlights the importance of additional academic

programs that are in high demand among students, such as foreign languages and engineering, suggesting that universities should optimize conditions to offer these programs effectively. The conclusions drawn from the study emphasize the need to elevate the prestige of engineering specialties and enhance career guidance activities targeted at schoolchildren and their parents. This strategic approach aims to align educational offerings with the evolving market demands and personal aspirations of prospective students. Additionally, the researchers advocate for ongoing studies to monitor changes in enrollee characteristics and the dynamics influencing university choices, which could further refine marketing strategies and educational offerings. (Kalimullin & Dobrotvorskaya, 2016).

Gunaratnam, Haller , Woyczynski, & Haller (2017) study titled Factors Affecting an Admitted Student's Decision to Enroll.

This study aimed to explore and model the decision-making process of students admitted to a professional school, specifically focusing on a private law school at a major research university in the Midwest. The research, set against the backdrop of a challenging economic climate marked by the 2008 recession, seeks to understand the factors influencing admitted students' decisions to either accept or decline an offer of enrollment, particularly in the face of fluctuating employment opportunities and varying educational costs. The study methodically develops a predictive "Choice" model using logistic regression, a choice informed by the desire to quantitatively capture the nuanced factors impacting enrollment decisions. The researchers collaborated with subject-matter experts to pinpoint relevant variables such as GPA, LSAT scores, scholarship awards, distance from the student's home to the university, and engagement indicators like campus visits. Data from three consecutive years (2008-2010) of enrollment decisions were analyzed to construct the model, which was

then validated with data from 2011 to ensure its accuracy and robustness. Findings from this study indicate several key influencers on enrollment decisions. Notably, the research revealed that the likelihood of enrollment decreases with the distance from a student's home to the law school and that higher academic achievers are less inclined to enroll without substantial financial incentives. Conversely, students who utilized a stipend to visit the campus were significantly more likely to enroll, underscoring the importance of personal engagement and experience in the decision-making process. Moreover, the study's model achieved a commendable accuracy rate of 71.4%, as measured by a classification table applied to the 2011 validation data. The predictive strength of the model was further supported by a receiver operating characteristic (ROC) curve with an area under curve (AUC) of 0.743, indicating good predictive ability. The Hosmer-Lemeshow test confirmed the model's fit, and sensitivity and specificity analyses further substantiated its effectiveness. Finally, the study by Gunaratnam et al. gives important insights into the elements that greatly impact student enrollment decisions and offers a high-tech analytical tool for making predictions about these decisions. Implications for enrollment management techniques derived from this study include the need for individualized approaches that optimize recruitment results by taking into account quantitative and qualitative measures of student involvement. The study suggests that the prediction model should be updated and validated often to keep it relevant and accurate, since enrollment patterns can vary due to policy changes and economic considerations.

Al-Remawi (2018) a study entitled The Impact of Marketing Mix Elements on the Selection of Parents for Private Schools.

This study provides an in-depth analysis of how different marketing mix elements influence parental decisions when choosing private schools in Zarqa, Jordan. The study meticulously explores the seven critical elements of the marketing mix: Educational Service, Pricing, Place, Promotion, Physical Environment, People, and Educational Service Delivery Processes, each of which plays a distinct role in shaping parental preferences.

In the literature review, the thesis underscores the growing importance of marketing in the education sector, particularly for private schools that must navigate a highly competitive market. It elaborates on the unique aspects of educational services, which include intangibility, heterogeneity, inseparability, and perishability (characteristics that pose both challenges and opportunities for marketers). Moreover, the literature review expands the conventional 4Ps of marketing to include People, Physical Evidence, and Process, reflecting the complex nature of service marketing. This comprehensive review sets the stage for understanding the nuanced decision-making process parents undergo, which mirrors the consumer decision-making model encompassing stages from problem recognition to post-purchase evaluation. Employing a descriptive-analytical approach, Al-Remawi's methodology involves a survey distributed among 350 parents, yielding 230 valid responses. This method allows for detailed exploration and statistical analysis (using tools like Pearson correlation and multiple regression) to assess the impact of each marketing mix element on school selection. It is evident from the findings that all seven factors have a significant impact on parents' decisions regarding schools. Among these factors, the qualifications and demeanor of the faculty and staff, referred to as 'People', stand out as the most influential. On

the other hand, 'Promotion,' even though it has a significant impact, is ranked lower, indicating that schools have room for improvement in their promotional strategies. Parents place a great deal of importance on the quality of educational services and are willing to pay more for what they perceive as excellent. This emphasizes the crucial relationship between service quality and pricing strategies. Moreover, the findings on 'Promotion' suggest a potential underutilization of digital marketing strategies by private schools in Zarqa. Integrating digital marketing tools such as social media, email campaigns, and SEO could significantly enhance promotional efforts. Additionally, investing in an effective online presence that showcases the school's facilities and curriculum can crucially influence parental perceptions and decisions.

Singhal & Saxena (2019) a study entitled A Study of Digital Channels used by Educational Institutes for Maintaining Brand Reputation.

This study aimed to evaluate and determine how educational institutions focus on embedding digital channels to be in the market by achieving a good reputation and a strong brand name.

This study was conducted through unstructured observation of a sample. 50 individuals were randomly selected and the results of the study showed that there is a positive and noticeable use of digital channels by educational institutions to maintain brand reputation. Websites, email, and social media platforms are used to provide information, create alumni forums, and showcase success stories.

Kusumawati (2019) a study entitled Impact of Digital Marketing on Student Decision-Making Process of Higher Education Institution: A Case of Indonesia.

This study aimed to explore the impact of digital marketing for higher education institutions on students' decision-making process. A qualitative research approach was used in this study with semi-structured interviews, observation and documentation as data collection methods. This research includes the public university in Indonesia, and the results of the study showed that students use social media to obtain information about the university before choosing the appropriate university. The collaborative and engaging nature of social media provides an opportunity to balance educational control as the communication platform is built on the opinions and experiences of students and other stakeholders.

Vaziri Gohar & Abdolhoseini (2020) study entitled Applying new technologies and digital marketing to engage audiences in education.

This study aimed to introduce digital marketing practices that can be used in the field of education, and to achieve success in the marketing performance of companies active in this field. The study used the descriptive approach and a questionnaire was distributed to the study sample. The results of the study showed that three types of marketing were identified, including: social media, email, and content marketing are all digital marketing practices that can be of particular benefit in education. Therefore, it is recommended for managers of relevant organizations.

Armas-Arias et al(2021) study entitled Web 2.0 Education Tools as Support in Digital Marketing: Tungurahua Case Study.

This study aimed to evaluate the impact of information and communication technologies as a support for tourism against the Covid-19 pandemic. In this way, a study is developed within digital marketing in tourism industry institutions in Tungurahua Province and how they contributed to disseminating information in the field of tourism. The study used the descriptive approach and the results of the study showed that education tools The web allowed to know the correspondence between the data and the theoretical distribution specified, which was to verify whether digital marketing is considered a supporting tool in tourism in Tungurahua Province;

Oré Calixto (2021) a study entitled The effect of digital marketing on customer relationship management in the education sector: Peruvian case.

This study aimed to determine the impact of digital marketing on customer relationship management (CRM) in an educational institution in central Peru. The study was conducted using a quantitative approach. A questionnaire was administered to 228 parents between the ages of 30 and 50 who belong to an educational institution in the city of Concepcion, Peru. The results of the study showed that content marketing has a significant impact on the operational management of customer relationships, as well as on the analytical management of customer relationships. With regard to social media marketing, it has been shown that it has a significant impact on the operational management of customer relationships

Hasyim (2022) study entitled Private School Digital Marketing Development Strategy in the Global Era (high school takhassus study al-qur'an bonang demak, roudhotut tholibin high school wedung demak) Academic Year 2021/2022.

This study aimed to analyze the marketing strategy of private schools, and to analyze private schools in the face of global competition. This research is qualitative research, and data was collected through interviews, observations, surveys, and documentation from school administrators, teachers, students, and parents. The results showed that the Qur'an High School uses a digital marketing strategy, and the number of students has increased (in 2020/2021 it received 130 and in 2021/2022 it received up to 176 students).

Brian Kamu (2022) a study entitled Influence of Digital Marketing on Student Enrollment in Universities in Kenya: A Case Study of Kca University.

The study examined the effects of various digital marketing tools on student enrollment at KCA University (KCAU) in Kenya. Specifically, it focused on social media marketing, search engine optimization (SEO), and email marketing. This study is positioned within the larger framework of declining enrollment in higher education institutions worldwide. This trend is influenced by demographic changes, economic difficulties, and evolving perspectives on the importance of higher education. Examples from various countries, such as the US, Slovakia, and South Africa, illustrate this decline. The literature review highlights the growing importance of digital marketing in effectively reaching out to target audiences, especially the tech-savvy younger generation. The study explores the benefits of digital marketing, highlighting its cost-effectiveness and ability to establish direct communication channels, which surpasses traditional marketing methods. This analysis delves into the ways in which social media marketing can foster vibrant communities and interactive content, SEO

can boost online visibility and attract organic traffic, and email marketing can facilitate direct and personalized communication with prospective students. Using a descriptive research design, the study gathers data from 390 students at KCAU through a semi-structured online questionnaire. By adopting this approach, we can delve deep into the analysis of how digital marketing tools impact the choices made by students when it comes to enrolling. The methodology involves using descriptive statistics to summarize data trends and inferential statistics to analyze the connections between digital marketing tools and enrollment. The analysis shows a significant link between the utilization of digital marketing tools and a notable boost in student enrollment. It is worth mentioning that the study highlights the importance of social media platforms, such as Facebook, in facilitating KCAU's engagement with potential students. Additionally, the implementation of SEO strategies plays a vital role in enhancing the visibility of university information, which is pivotal in influencing enrollment decisions. Email marketing has proven to be highly effective in conveying personalized information about programs and motivating prospective students to enroll. Although the analysis of KCAU's marketing strategies is thorough, the findings may not be applicable to other institutions due to the narrow focus. The study recognizes this limitation and suggests the need for additional research to investigate the influence of digital marketing in various educational settings.

Al-Adamat et al (2023) a study entitled The impact of digital marketing of educational services on the mental image of private university students in Jordan.

This study aimed to identify the impact of digital marketing on the mental image of private university students in Jordan. The questionnaire was distributed to the study sample consisting of (359) male and female students in higher education at private Jordanian universities, and the analytical and descriptive approach was used. The results of the study showed a statistically significant impact of digital marketing on the mental image of students at private universities in Jordan.

Ambarwati et al (2023) a study entitled Social Media Based Marketing Model to Improve School Reputation.

This study aimed to develop an interactive marketing model based on social media to improve the school's reputation. Data collection methods include interviews, document studies, questionnaires, observations, and focus group discussions. Data analysis techniques use qualitative and quantitative descriptive analysis. The results of the study showed that the marketing model based on social media and the “MAS SOLMED” marketing guide and its guidelines can be used to improve the school’s reputation.

Alshaketheep et al (2023) a study entitled The most effective digital marketing techniques for reputation repair.

This study aimed to capture the collective knowledge of many leading academics in the field of social media and topics related to digital marketing. Through artificial intelligence, marketing that uses augmented reality, digital content management, mobile marketing and advertising, and B2B marketing, the study sample consisted of academics who made a significant contribution that is relevant to academics and practitioners, and the results of the

study showed that developing knowledge in the field of digital and social marketing helped in Brand formation for academics

Harini et al (2023) study entitled Marketing strategy for early childhood education (ECE) schools in the digital age.

This study aimed to provide insights to early childhood education institutions in formulating effective marketing methods that are in line with contemporary requirements. The primary focus of this investigation is on qualitative analysis. The study tool was observation. The results of the study show that to develop marketing strategies in the digital age, schools need to take into account factors such as market characteristics and needs, use of social media and online platforms, data security, quality of teachers, and student needs. That by improving technology and online platforms and taking into account market needs and characteristics, Schools can improve the reputation and quality of education provided and help increase parent and community involvement in promoting education.

Labausa et al.,(2023) study entitled Investigating Digital Marketing Strategies in Influencing Student Enrollment Decisions in Tertiary Education.

This study aimed to examine the impact of digital marketing strategies on students' enrollment decisions. And determine the most effective digital marketing strategy to drive student enrollment rates in higher education. This research used a descriptive quantitative research approach and used a modified survey questionnaire as the primary means of collecting data. The results of the study showed that the use of "university seminar platforms on the Internet" significantly affects students' enrollment decisions in higher education, and that the presence on social media and retargeting campaigns "and "Mobile-Friendly

Educational Website and Apps” It increases students' awareness of the university's programs and learning services Institutions.

Huerta et al.,(2023) study entitled Data mining: Application of digital marketing in education.

This study aimed to apply good data mining through digital business marketing, which will allow requesting and filtering relevant information in databases through RapidMiner. The Knowledge Discovery Database (KDD) methodology was used, to benefit from historical data of investment for each student in the educational sector and create more forecasting. Accuracy and efficiency of data. The results of the study showed that over the years, spending per student increases regardless of the region in which it is located, and although the same amount was not allocated in all governorates, it was observed that it maintains an upward trend with regard to expenditures. We concluded that the KDD methodology allowed Our graph showed how expenditures allocated to the education sector varied at different levels of education, providing relevant information that will be useful for future related studies.

Mini Cuadros, & Sotomayor Vidal (2024) a study titled The influence of Digital Marketing on the Student Recruitment Process in the Private Higher Education Sector in Perú

This study presents a comprehensive analysis of how digital marketing strategies affect student recruitment. Authored by Andres Sotomayor-Vidal, and others in 2024 research employs a mixed-methods approach, integrating both qualitative interviews with digital marketing managers and quantitative survey data from 380 students. The methodology is adeptly structured to capture a holistic view of digital marketing's efficacy, using SPSS for

detailed statistical analysis to confirm the positive correlations between digital marketing tools and student recruitment effectiveness. The research identifies several key dimensions of digital marketing that influence prospective students' decisions, particularly social media, email marketing, website optimization, SEO and SEM, and content marketing. Each dimension was scrutinized to determine its specific impact on three main aspects of enrollment decisions: financial considerations, school reputation, and family influence. For instance, the study reveals that social media platforms like Facebook and Instagram not only enhance the visibility of educational offerings but also significantly impact the perceived financial accessibility and institutional reputation. Similarly, targeted email marketing campaigns are shown to effectively communicate the intrinsic value of educational services, thereby fostering stronger connections with potential enrollees and their families.

Moreover, the website's functionality and content quality play critical roles in shaping the initial impressions of prospective students, directly influencing their decision-making processes. SEO and SEM strategies further augment this by ensuring the institution ranks highly on search engines, which is crucial for maintaining competitiveness in the digital age. Content marketing, through blogs, videos, and user-generated content, also contributes significantly to establishing a school's credibility and appeal, which in turn, attracts more students.

The findings are robust, with Spearman's rho correlation coefficients indicating significant positive relationships across all tested dimensions of digital marketing and the aspects of enrollment decisions. The study not only underscores the importance of integrating diverse digital marketing strategies into recruitment plans but also highlights the evolving expectations of prospective students in the digital era. These insights are crucial for

educational institutions aiming to enhance their market positioning and effectively engage with the new generation of students. The research by Sotomayor-Vidal, Mini-Cuadros, and Quiroz-Flores thus contributes significantly to the academic discourse on digital marketing's role in student recruitment, offering valuable benchmarks for other institutions to model.

2.6 What distinguishes the current study from previous studies?

This study distinguishes itself from previous research by focusing on the impact of digital marketing tools on enrollment decisions in private schools in Amman. It identifies a significant knowledge gap in the existing literature by integrating variable dimensions that have not been studied comprehensively before.

Unlike many studies that focus on financial or economic institutions, this research focuses on private schools in Amman, which is rarely explored by researchers.

Moreover, the study employs the impact of digital marketing tools on enrollment decisions in private schools, facilitating an integrated approach between dependent and independent variables. This innovative method aims to achieve the study's objectives effectively within the current context.

Chapter Three

Research Methodology and Procedure

3.1 Introduction

3.2 Population and Sampling

3.3 Data Collection Methods

3.4 Development and Validation of Data Collection Instruments

3.5 Methods and Procedure

Chapter Three

Research Methodology and Procedure

3.1 Introduction

This chapter describes the research strategy used to examine how digital marketing impacted the enrollment decision of private schools in Amman. Using a structured questionnaire to quantify the impact of various aspects of digital marketing on parents' decision about their children's school enrollment, this study took a quantitative approach. Of the 126 private schools in Amman that participated in the study, 26 had administrators willing to grant parents complete access to the survey. As a result, 406 parents could receive the survey and fill it out, providing a wealth of data for analysis.

First, the survey asked participants to provide basic personal information. The second part of the survey probed respondents' knowledge of digital marketing tools, which included five categories: social media (Facebook and Instagram in particular), email, websites, SEO/SEM, and content marketing. Financial Considerations, School Reputation, and Family Influence were the three dimensions of the dependent variable, Enrollment Decision, addressed in the questionnaire's third and final section. This chapter explains the methodology used to understand the dynamics of digital marketing impacts on Amman's educational sector. It covers study design, population and sampling techniques, data collection methods, and analytical strategies. Clarity in the research process and the validity of the findings are ensured by discussing the rationale behind choosing a quantitative approach and the specific instruments for data collection.

3.2 Population and Sampling

3.2.1 Definition of the Population

The population of this study encompasses parents of students enrolled in private schools across Amman. These parents are key decision-makers regarding their children's educational pathways, influenced by financial, reputational, and family influence.

3.2.2 Sampling Method

The sampling method used is convenience sampling, specifically targeting private schools in Amman due to their direct relevance to the research questions. Initially, 126 private schools were contacted, with 26 schools agreeing to participate by distributing the questionnaire to parents. This method ensured a focused approach to collecting data from a specific subgroup within the population that is significantly affected by digital marketing tools in their decision-making process regarding school enrollments.

3.2.3 Sample Size Determination and Justification

The participation of 26 schools out of 126 which is 21% of the total, initially contacted is considered a robust sample, given the logistical and consent-related constraints often encountered in educational research. According to (Cochran, 1973) when dealing with large populations, a smaller proportion of the population can often adequately represent the whole, especially under constraints that limit full population engagement.

The demographic analysis presented in the below sections is based on the characteristics of the valid respondent i.e. frequency and percentage of participants and are displayed in Table (3.1):

Table No 3.1 Sample Characteristics

Characteristic	Category	Frequency	Percentage%
Age	Less than 30 years	66	16.3%
	30 - Less than 40 years	156	38.4%
	40 - Less than 50 years	150	36.9%
	More than 50 years	34	8.4%
	Total	406	100%
Gender	Male	120	29.6%
	Female	286	70.4%
	Total	406	100%
The number of children you have attending private schools	1	118	29.1%
	2	154	37.9%
	3	92	22.7%
	4 or more	42	10.3%
	Total	406	100%
The distance from your current home to the private school you are considering, or your child is attending	Less than 1 km	84	20.7%
	1 – less than 5 km	129	31.8%
	5 – less than 10 km	97	23.9%
	More than 10 km	96	23.6%
	Total	406	100%

Table No (3.1) shows that the majority of respondents ages (30 - Less than 40 years) 156 (38.4%) out of the total sample. The majority of respondents gender (Female) 286 (70.4%) out of the total sample. The majority of the number of children you have attending private schools (2) 154 (37.9%) out of the total sample. The majority of the distance from your current home to the private school you are considering, or your child is attending (1 – less than 5 km) 129 (31.8%) out of the total sample.

People who answered are mostly between the ages of 30 and 40 , and there are a lot of women who answered than men which indicates that the moms who concerned about the education of their children and they who take the decision to enroll their children in a specific private school. The numbers also show that there is a wide range in the number of kids in

private schools and the distances that families have to travel to get to these schools. This shows that the families have different levels of access and convenience.

3.3 Data Collection Methods

This study's primary data collection method is surveys, specifically structured questionnaires developed on the Google Forum platform. This method is highly effective for quantitative research as it collects measurable data from many respondents efficiently and within a relatively short timeframe. Surveys are chosen for this study for their suitability for exploring the breadth and depth of influences digital marketing tools have on school enrollment decisions among parents in Amman. According to (Fowler Jr, 2013), surveys are invaluable in gathering data on populations too large for direct observation, providing a quantitative or numeric description of a population's trends, attitudes, or opinions by studying a population's sample. This method aligns with the need to understand broad patterns across a significant demographic within the geographical context of Amman.

3.4 Development and Validation of Data Collection Instruments

The researcher meticulously designed the questionnaire, drawing insights from existing literature to ensure comprehensive coverage of relevant topics. A process of construct validity was employed to validate the questionnaire, and 10 experts in the field reviewed the instrument. These experts, including academic professionals and practitioners in digital marketing and educational administration, provided feedback integral to refining the questions to capture better the nuances of digital marketing's impact on enrollment decisions.

Following the expert review, a pilot study was conducted with a small subset of the target population to test the reliability of the questionnaire. Adjustments were made based on the outcomes of this pilot to enhance the tool's accuracy and reliability further.

The finalized questionnaire was distributed electronically through emails and WhatsApp groups, with the cooperation of the administrations of the 26 private schools in Amman that agreed to participate. The collection phase took place for three weeks, allowing sufficient time for respondents to complete and return their responses. The data collection process was closely monitored to ensure a high response rate and to address any issues or queries from the respondents on time.

3.5 Validity and Reliability Assessments

The tool's validity was confirmed by using face and content validity. Additionally, to ensure the reliability and validity of constructs, factor analysis, and reliability analysis were performed on the factor involved

3.5.1 Face Validity

Face validity, which is considered the most basic form of validation, is defined as the degree to which a tool appears effective and appropriate for its intended purposes to those who are using it, administering it, or possess expertise in the relevant field. In the current study, the questionnaire, which comprises a total of 45 questions distributed across several thematic sections, was meticulously designed to align with the overarching research objectives concerning the impacts of digital marketing on school enrollment decisions.

The content of each section was formulated to address specific aspects related to the study's questions, including the exposure of parents to digital marketing tools utilized by

schools, the influence of various digital marketing strategies on their enrollment decisions, and demographic factors that could potentially influence their responses. This comprehensive approach ensured that the questionnaire not only met the criteria for face validity but also adhered to the principles of effective survey design as proposed by (Fowler Jr, 2013), who emphasizes the importance of aligning survey questions with research objectives to ensure the collection of pertinent data.

In order to make the instrument even more reliable, it was carefully looked over by a group of 10 experts (Appendix 1). who were knowledgeable in both educational research methods and digital marketing. The main things they looked at were how clear, relevant, and complete the questionnaire was in relation to the study's stated goals. Getting feedback from these experts was very helpful in improving the questionnaire, making it more complete and easier to understand.

3.5.2 Content Validity

The content validity was confirmed by collecting the data from multiple literature resources such as books, working papers, research, thesis, journals, articles, and dissertations. Moreover, the researcher used the face validity was confirmed by the board of evaluators, which judged the questionnaire (Appendix 1).

The questionnaire was initially presented to a group of (10) evaluators, specialists from different universities, and individuals interested in the subject of the study. This is to consider their perspectives. After collecting the arbitrators's suggestions and opinions on the items of the questionnaire, some of the items were rephrased linguistically, some were

adjusted, and others were combined. The items that received an approval rate of (90%) or higher from the evaluator were kept.

3.5.3 1. Construct Validity (Factor Analysis):

The construct validity was confirmed using Principal Component Factor Analysis with Kaiser Meyer Olkin (KMO). The data explanation and conformity were examined using Principal Factor Analysis. Factor loading more than 0.50 is good and accepted if it exceeds 0.40 (Hair, et. al. 2014). However, Kaiser Meyer Olkin (KMO) is used to measure sampling adequacy, harmony, and inter-correlations, KMO values between 0.8 and 1 indicate that a high sampling is an adequacy, and is accepted if it exceeds 0.6. Another indicator is Bartlett's of Sphericity used for the determination of the suitability of data and correlation, where if the significant value of data is less than 0.05 at a 95% confidence level, that indicates a useful factor analysis. Variance percentage shows the explanation power of factors (Cerny & Kaiser, 1977).

Social Media (Facebook and Instagram)

Table (3.2) shows that the loading factor of Social Media items scored between 0.600 and 0.829. Therefore, the construct validity is assumed. KMO has rated 93.0%, which indicates good adequacy, and the Chi2 is 2720.02, which indicates the fitness of the model. Moreover, the variance percentage is 60.98, so it can explain 60.98% of the variation. Finally, the significance of Bartlett's Sphericity is less than 0.05, which indicates the factor analysis is useful.

Table (3.2): Principal Component Analysis of the Social Media

No.	Item	F1	KMO	Chi ²	DF	Var%	Sig.
1	The private school uses advertisements on Facebook	0.751	0.930	2720.02	45	60.98	0.00
2	The private school ads on Facebook increase interest in exploring them	0.807					
3	The private school makes it easy to find up-to-date information about it on Facebook	0.769					
4	The private school shares information on Facebook that appears trustworthy	0.802					
5	The private school effectively uses Facebook to share news	0.788					
6	The private school promotions appear on Instagram	0.793					
7	The private school's Instagram posts influence decisions to enroll in them	0.829					
8	The private school's Instagram activity provides a good sense of what it's like to attend different private schools	0.829					
9	The trustworthiness of content about private schools on Instagram influences enrollment decisions	0.815					
10	Interactions on Instagram regarding private schools enhance trust in them	0.600					

Principal Component Analysis.**Email**

Table (3.3) shows that the loading factor of Email items scored between 0.599 and 0.921. Therefore, the construct validity is assumed. KMO has rated 86.5%, which indicates good adequacy, and the Chi2 is 1520.45, which indicates the fitness of the model. Moreover, the variance percentage is 72.58, so it can explain 72.58% of the variation. Finally, the significance of Bartlett's Sphericity is less than 0.05, which indicates the factor analysis is useful.

Table (3.3): Principal Component Analysis of the Email.

No.	Item	F1	KMO	Chi ²	DF	Var%	Sig.
1	The private school's emails reach wide about their programs	0.898	0.865	1520.45	10	72.58	0.00
2	The private school's emails make one more inclined to enroll further	0.909					
3	The Private school provides useful details about its characteristics by email	0.921					
4	The private school information in emails directly impacts enrollment choice	0.889					
5	The private school's regular email updates make parents more connected to the school	0.599					

Principal Component Analysis.**Website**

Table (3.4) shows that the loading factor of Website items scored between 0.730 and 0.915. Therefore, the construct validity is assumed. KMO has rated 88.8%, which indicates good adequacy, and the Chi2 is 1432.58, which indicates the fitness of the model. Moreover, the variance percentage is 73.317, so it can explain 73.317% of the variation. Finally, the significance of Bartlett's Sphericity is less than 0.05, which indicates the factor analysis is useful.

Table (3.4): Principal Component Analysis of the Website.

No.	Item	F1	KMO	Chi ²	DF	Var%	Sig.
1	The private school's website is the first stop when conducting research	0.915	0.888	1432.58	10	74.317	0.00
2	The private school increases interest through well-designed website	0.880					
3	The private school uses an easy website to navigate	0.890					
4	The private school's website professionalism reflects the quality of education offered	0.882					
5	The private school's website content is crucial for enrollment decisions	0.730					

Principal Component Analysis.

SEO and SEM

Table (3.5) shows that the loading factor of SEO and SEM items scored between 0.760 and 0.900. Therefore, the construct validity is assumed. KMO has rated 87.9%, which indicates good adequacy, and the Chi2 is 1433.63, which indicates the fitness of the model. Moreover, the variance percentage is 74.619, so it can explain 74.619% of the variation. Finally, the significance of Bartlett's Sphericity is less than 0.05, which indicates the factor analysis is useful.

Table (3.5): Principal Component Analysis of the SEO and SEM.

No.	Item	F1	KMO	Chi ²	DF	Var%	Sig.
1	The private schools that are easy to find on Google seem more appealing	0.883	0.879	1433.63	10	74.619	0.00
2	The private school that appears at the top of Google search attention first	0.897					
3	The private school's visibility in search results reflects its popularity	0.900					
4	The private school's Information found through Google search impacts enrollment decision	0.870					
5	The private school's advertisements on other websites draw attention	0.760					

Principal Component Analysis.

Content Marketing

Table (3.6) shows that the loading factor of Content Marketing items scored between 0.520 and 0.890. Therefore, the construct validity is assumed. KMO has rated 86.3%, which indicates good adequacy, and the Chi2 is 1172.47, which indicates the fitness of the model. Moreover, the variance percentage is 67.492, so it can explain 67.492% of the variation.

Finally, the significance of Bartlett's Sphericity is less than 0.05, which indicates the factor analysis is useful.

Table (3.6): Principal Component Analysis of the Content Marketing.

No.	Item	F1	KMO	Chi ²	DF	Var%	Sig.
1	The private school's blogs about its programs are important	0.882	0.863	1172.47	10	67.492	0.00
2	The private school articles highlighting students' experiences help understand the school's environment better	0.883					
3	The private school's content aids the decision-making process	0.890					
4	The private school user-generated content, from parents on social media influences the view of the school positively	0.869					
5	The private school's information proves more effective through videos over articles	0.520					

Principal Component Analysis.

Financial Considerations

Table (3.7) shows that the loading factor of Financial Considerations items scored between 0.746 and 0.878. Therefore, the construct validity is assumed. KMO has rated 83.0%, which indicates good adequacy, and the Chi2 is 933.34, which indicates the fitness of the model. Moreover, the variance percentage is 63.513, so it can explain 63.513% of the variation. Finally, the significance of Bartlett's Sphericity is less than 0.05, which indicates the factor analysis is useful.

Table (3.7): Principal Component Analysis of the Financial Considerations.

No.	Item	F1	KMO	Chi ²	DF	Var%	Sig.
1	The private schools' tuition aligns with educational quality	0.868	0.830	933.34	10	63.513	0.00
2	The private schools' tuition is reasonable compared to others	0.792					
3	The private school sets tuition based on parental affordability	0.878					
4	The private school offers competitive tuition rates versus competitors	0.684					
5	The private school tuition discounts increase enrollment appeal	0.746					

Principal Component Analysis.**School Reputation:**

Table (3.8) shows that the loading factor of School Reputation items scored between 0.793 and 0.848. Therefore, the construct validity is assumed. KMO has rated 85.3%, which indicates good adequacy, and the Chi2 is 1012.73, which indicates the fitness of the model. Moreover, the variance percentage is 67.716, so it can explain 67.716% of the variation. Finally, the significance of Bartlett's Sphericity is less than 0.05, which indicates the factor analysis is useful.

Table (3.8): Principal Component Analysis of the School Reputation.

No.	Item	F1	KMO	Chi ²	DF	Var%	Sig.
1	The private school's reputation influences student behavior	0.793	0.853	1012.73	10	67.716	0.00
2	The private school appears in media reports	0.848					
3	The private school performs higher education entrance exams	0.830					
4	The private school has a reputation among parents	0.821					
5	Private schools do better in education	0.821					

Principal Component Analysis.

Family Influence

Table (3.9) shows that the loading factor of Family Influence items scored between 0.843 and 0.936. Therefore, the construct validity is assumed. KMO has rated 82.0%, which indicates good adequacy, and the Chi2 is 2769.60, which indicates the fitness of the model. Moreover, the variance percentage is 79.638, so it can explain 79.638% of the variation. Finally, the significance of Bartlett's Sphericity is less than 0.05, which indicates the factor analysis is useful.

Table (3.9): Principal Component Analysis of the Family Influence.

No.	Item	F1	KMO	Chi ²	DF	Var%	Sig.
1	Private school's exceptional educational service drives choice	0.936	0.820	2769.60	10	79.638	0.00
2	Private school's online testimonials attract parental interest	0.890					
3	Private school's educational service diversity affects choice	0.843					
4	Private school's educational promotion motivates selection	0.857					
5	Private school's qualified staff encourages enrollment decision	0.933					

Principal Component Analysis.

3.5.4 Reliability Test

The data reliability is examined through Cronbach's alpha, the reliable tools have a Cronbach's alpha above 0.70 and are accepted if it exceeds 0.60 (Hair, et. al. 2014). Table (3.9) shows that the reliability of the Digital Marketing Tools variables ranges between 0.865 and 0.927, and for Enrollment Decision dimensions is between 0.854 and 0.936.

Table (3.10): Reliability Test for all Variables.

Variable	Items/Sub-Variables	Cronbach's Alpha
Social media (Facebook and Instagram)	10	0.927
Email	5	0.901
Website	5	0.912
SEO and SEM	5	0.913
Content Marketing	5	0.865
Digital Marketing Tools	30	0.969
Financial Considerations	5	0.854
School Reputation	5	0.880
Family Influence	5	0.936
Enrollment Decision	15	0.947

3.5.5 Study variables

Independent variables:

1. Social Media (Facebook and Instagram)
2. Email
3. Website
4. SEO and SEM
5. Content Marketing

Dependent variable:

1. Enrolment Decision
 - Financial consideration
 - School reputation
 - Family Influence

3.6 study procedures

The study followed a structured approach to data collection and analysis. The questionnaire was distributed electronically through emails and WhatsApp groups, with the cooperation of the administrations of the 26 private schools in Amman that agreed to participate. Data collection took place over three weeks, ensuring sufficient time for

responses. The process was closely monitored to ensure a high response rate and to address any issues or queries from respondents promptly.

3.7 Statistical Design used in the study.

The statistical methods used for data analysis and hypothesis testing included:

1. **Descriptive Statistics:** Used to perform: The mean, standard deviation, t-value, ranking, and implementation level were used to describe the respondents' perception and the degree of implementation of each variable, dimension, and item.
2. **Reliability and validity assessments:** The data reliability is examined through Cronbach's alpha; The construct validity was confirmed using Factor Analysis with varimax rotation.
3. **Correlation and Regression Analysis:** To examine the relationships between digital marketing tools and enrollment decisions.

In summary. These statistical methods provided a robust framework for analyzing the data and drawing meaningful conclusions about the impact of digital marketing on enrollment decisions in private schools in Amman.

Chapter Four

The Result

4.1 Descriptive Statistical Analysis:

4.2 Relationship between Independent and Dependent Variables:

4.3 Hypothesis Testing:

Chapter Four

The Result

4.1 The Results

This chapter presents the results of the study according to its questions and hypotheses. Each question is answered independently, and each research hypothesis is tested in light of the null hypothesis (H0). Tables, figures, and illustrative diagrams are used to facilitate the presentation and understanding of the results.

4.2 Descriptive Statistical Analysis:

The data were entered into the SPSS program (v.26), and the following statistical analyses were performed: The mean, standard deviation, t-value, ranking, and implementation level were used to describe the respondents' perception and the degree of implementation of each variable, dimension, and item.

The implementation level was divided into three categories based on the following formula:

$$\frac{5-1}{3} = 1.33$$

Therefore, the implementation to be considered high if it was within the range of (3.67-5.00), medium if it was between (2.34 - 3.66) and low implementation was between (1.00 - 2.33).

4.3 Independent Variable (Digital Marketing Tools):

Table (4.1) shows that the means of Digital Marketing Tools sub-variables ranges from 3.72 to 3.95 with a standard deviation between 0.82 and 1.01. This indicates that respondents

agree with the high implementation of Digital Marketing Tools sub-variables that supported rated by high t-value compared the T-tabulated. The average mean is 3.86 with a standard deviation of 0.81, which indicates that the respondents are highly aware and concerned about Digital Marketing Tools where the t-value is $96.358 > T\text{-tabulated} = 1.960$.

Table (4.1): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Digital Marketing Tools

No.	Dimensions	M.	S.D.	t	Sig.	Rank	Impl.
1	Social media (Facebook and Instagram)	3.80	0.90	84.959	0.00	3	High
2	Email	3.72	1.01	74.057	0.00	4	High
3	Website	3.95	0.94	84.903	0.00	1	High
4	SEO and SEM	3.93	0.91	86.580	0.00	2	High
5	Content Marketing	3.95	0.82	96.985	0.00	1	High
	Digital Marketing Tools	3.86		96.358	0.00		High

T-tabulated=1.960

4.2.1 Social Media (Facebook and Instagram)

Table (4.2) shows that the means Level of social media (Facebook and Instagram) items range from 3.67 to 3.99 with a standard deviation between 1.09 and 1.22, This indicates that respondents agree on high implementation of social media (Facebook and Instagram) items, this is supported by a high t-value compared to T-tabulated. The average mean is 3.80 with a standard deviation of 0.90, which indicates that the respondents are highly aware and concerned about Level of social media (Facebook and Instagram), where the t-value is $84.959 > T\text{-tabulated} = 1.960$.

Table (4.2): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of social media (Facebook and Instagram)

No.	Items	M.	S.D.	t	Sig.	Rank	Impl.
1	The private school uses advertisements on Facebook	3.79	1.19	64.090	0.00	5	High
2	The private school ads on Facebook increase interest in exploring them	3.81	1.16	66.221	0.00	4	High
3	The private school makes it easy to find up-to-date information about it on Facebook	3.97	1.13	71.069	0.00	2	High
4	The private school shares information on Facebook that appears trustworthy	3.84	1.09	70.733	0.00	3	High
5	The private school effectively uses Facebook to share news	3.99	1.12	71.932	0.00	1	High
6	The private school promotions appear on Instagram	3.76	1.21	62.517	0.00	7	High
7	The private school's Instagram posts influence decisions to enroll in them	3.69	1.19	62.571	0.00	9	High
8	The private school's Instagram activity provides a good sense of what it's like to attend different private schools	3.74	1.17	64.700	0.00	8	High
9	The trustworthiness of content about private schools on Instagram influences enrollment decisions	3.77	1.13	67.415	0.00	6	High
10	Interactions on Instagram regarding private schools enhance trust in them	3.67	1.22	60.708	0.00	10	High
	Social media (Facebook and Instagram)	3.80		84.959	0.00		High

T-tabulated=1.960

4.2.2 Email

Table (4.3) shows that the means Level of Email items range from 3.54 to 4.01 with a standard deviation between 1.15 and 1.22, This indicates that respondents agree on high implementation of Email items, this is supported by a high t-value compared to T-tabulated. The average mean is 3.72 with a standard deviation of 1.01, which indicates that the respondents are highly aware and concerned about Level of Email, where the t-value is $74.057 > T\text{-tabulated} = 1.960$.

Table (4.3): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Email

No.	Items	M.	S.D.	t	Sig.	Rank	Impl.
1	The private school's emails reach wide about their programs	3.63	1.18	62.015	0.00	3	Medium
2	The private school's emails make one more inclined to enroll further	3.59	1.21	59.642	0.00	4	Medium
3	The Private school provides useful details about its characteristics by email	3.54	1.22	58.260	0.00	5	Medium
4	The private school information in emails directly impacts enrollment choice	3.83	1.21	63.656	0.00	2	High
5	The private school's regular email updates make parents more connected to the school	4.01	1.15	70.520	0.00	1	High
	Email	3.72		74.057	0.00		High

T-tabulated=1.960

4.2.3 Website

Table (4.4) shows that the means Level of Website items range from 3.87 to 3.99 with a standard deviation between 1.07 and 1.10, This indicates that respondents agree on high implementation of Website items, this is supported by a high t-value compared to T-tabulated. The average mean is 3.95 with a standard deviation of 0.94, which indicates that

the respondents are highly aware and concerned about Level of Website, where the t-value is $84.903 > T\text{-tabulated} = 1.960$.

Table (4.4): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Website

No.	Items	M.	S.D.	t	Sig.	Rank	Impl.
1	The private school's website is the first stop when conducting research	3.96	1.09	73.048	0.00	3	High
2	The private school increases interest through well-designed website	3.97	1.09	73.326	0.00	2	High
3	The private school uses an easy website to navigate	3.96	1.10	72.670	0.00	3	High
4	The private school's website professionalism reflects the quality of education offered	3.87	1.10	71.122	0.00	4	High
5	The private school's website content is crucial for enrollment decisions	3.99	1.07	75.154	0.00	1	High
	Website	3.95		84.903	0.00		High

T-tabulated=1.960

4.2.4 SEO and SEM

Table (4.5) shows that the means Level of SEO and SEM items range from 3.82 to 4.01 with a standard deviation between 1.00 and 1.09, This indicates that respondents agree on high implementation of SEO and SEM items, this is supported by a high t-value compared to T-tabulated. The average mean is 3.93 with a standard deviation of 0.91, which indicates that the respondents are highly aware and concerned about Level of SEO and SEM, where the t-value is $86.580 > T\text{-tabulated} = 1.960$.

Table (4.5): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of SEO and SEM

No.	Items	M.	S.D.	t	Sig.	Rank	Impl.
1	The private schools that are easy to find on Google seem more appealing	4.01	1.06	76.113	0.00	1	High
2	The private school that appears at the top of Google search attention first	4.00	1.00	80.400	0.00	2	High
3	The private school's visibility in search results reflects its popularity	3.87	1.08	72.369	0.00	4	High
4	The private school's Information found through Google search impacts enrollment decision	3.82	1.09	70.369	0.00	5	High
5	The private school's advertisements on other websites draw attention	3.93	1.06	74.525	0.00	3	High
	SEO and SEM	3.93		86.580	0.00		High

T-tabulated=1.960

4.2.5 Content Marketing

Table (4.6) shows that the means Level of Content Marketing items range from 3.79 to 4.05 with a standard deviation between 0.96 and 1.11, This indicates that respondents agree on high implementation of Content Marketing items, this is supported by a high t-value compared to T-tabulated. The average mean is 3.95 with a standard deviation of 0.82, which indicates that the respondents are highly aware and concerned about Level of Content Marketing, where the t-value is $96.985 > T\text{-tabulated} = 1.960$.

Table (4.6): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Content Marketing

No.	Items	M.	S.D.	t	Sig.	Rank	Impl.
1	The private school's blogs about its programs are important	4.05	0.99	82.781	0.00	1	High
2	The private school articles highlighting students' experiences help understand the school's environment better	3.94	1.00	79.373	0.00	4	High
3	The private school's content aids the decision-making process	3.98	0.96	83.033	0.00	3	High
4	The private school user-generated content, from parents on social media influences the view of the school positively	4.00	1.02	78.630	0.00	2	High
5	The private school's information proves more effective through videos over articles	3.79	1.11	68.712	0.00	5	High
	Content Marketing	3.95		96.985	0.00		High

T-tabulated=1.960

4.4 Dependent Variable (Enrollment Decision)

Table (4.7) shows that the means of Enrollment Decision Tools sub-variables ranges from 3.69 to 4.01 with a standard deviation between 0.83 and 0.90. This indicates that respondents agree with the high implementation of Enrollment Decision Tools sub-variables that supported rated by high t-value compared the T-tabulated. The average mean is 3.87 with a standard deviation of 0.79, which indicates that the respondents are highly aware and concerned about the Enrollment Decision Tools where the t-value is $99.017 > T\text{-tabulated} = 1.960$.

Table (4.7): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Enrollment Decision Tools

No.	Dimensions	M.	S.D.	t	Sig.	Rank	Impl.
1	Financial Considerations	3.69	0.90	82.876	0.00	3	High
2	School Reputation	3.90	0.83	94.412	0.00	2	High
3	Family Influence	4.01	0.87	93.306	0.00	1	High
	Enrollment Decision	3.87		99.017	0.00		High

T-tabulated=1.960

4.3.1 Financial Considerations

Table (4.8) shows that the means Level of Financial Considerations items range from 3.42 to 3.91 with a standard deviation between 1.03 and 1.26, This indicates that respondents agree on high implementation of Financial Considerations items, this is supported by a high t-value compared to T-tabulated. The average mean is 3.69 with a standard deviation of 0.90, which indicates that the respondents are highly aware and concerned about Level of Financial Considerations, where the t-value is $82.876 > T\text{-tabulated} = 1.960$.

Table (4.8): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Financial Considerations.

No.	Items	M.	S.D.	t	Sig.	Rank	Impl.
1	The private schools' tuition aligns with educational quality	3.75	1.14	66.131	0.00	3	High
2	The private schools' tuition is reasonable compared to others	3.42	1.26	54.710	0.00	5	Medium
3	The private school sets tuition based on parental affordability	3.52	1.16	61.320	0.00	4	Medium
4	The private school offers competitive tuition rates versus competitors	3.86	1.05	74.407	0.00	2	High
5	The private school tuition discounts increase enrollment appeal	3.91	1.03	76.649	0.00	1	High
	Financial Considerations	3.69		82.876	0.00		High

T-tabulated=1.960

4.3.2 School Reputation

Table (4.9) shows that the means Level of School Reputation items range from 3.71 to 4.07 with a standard deviation between 0.97 and 1.05, This indicates that respondents agree on high implementation of School Reputation items, this is supported by a high t-value compared to T-tabulated. The average mean is 3.90 with a standard deviation of 0.83, which indicates that the respondents are highly aware and concerned about Level of School Reputation, where the t-value is $94.412 > T\text{-tabulated} = 1.960$.

Table (4.9): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of School Reputation.

No.	Items	M.	S.D.	t	Sig.	Rank	Impl.
1	The private school's reputation influences student behavior	3.71	1.03	72.226	0.00	5	High
2	The private school appears in media reports	3.87	1.00	78.056	0.00	3	High
3	The private school performs higher education entrance exams	4.00	0.97	83.149	0.00	2	High
4	The private school has a reputation among parents	4.07	1.01	81.443	0.00	1	High
5	Private schools do better in education	3.84	1.05	73.909	0.00	4	High
	School Reputation	3.90		94.412	0.00		High

T-tabulated=1.960

4.3.3 Family Influence

Table (4.10) shows that the means Level of Family Influence items range from 3.93 to 4.15 with a standard deviation between 0.95 and 0.99, This indicates that respondents agree on high implementation of Family Influence items, this is supported by a high t-value compared to T-tabulated. The average mean is 4.01 with a standard deviation of 0.87, which

indicates that the respondents are highly aware and concerned about Level of Family Influence, where the t-value is $93.306 > T_{\text{tabulated}} = 1.960$.

Table (4.10): Mean, Standard Deviation, t-value, Ranking, and Implementation Level of Family Influence.

No.	Items	M.	S.D.	t	Sig.	Rank	Impl.
1	Private school's exceptional educational service drives choice	3.96	0.99	80.626	0.00	4	High
2	Private school's online testimonials attract parental interest	3.93	0.95	83.242	0.00	5	High
3	Private school's educational service diversity affects choice	4.15	0.96	87.511	0.00	1	High
4	Private school's educational promotion motivates selection	4.04	0.97	84.440	0.00	2	High
5	Private school's qualified staff encourages enrollment decision	3.97	0.99	80.594	0.00	3	High
	Family Influence	4.01		93.306	0.00		High

T-tabulated=1.960

4.5 Relationship between Independent and Dependent Variables:

The researcher used the Bivariate Pearson Correlation Test to check the relationship between variables. Table (4.11) shows that the relationships among Digital Marketing Tools Modeling sub-variables are strong, where r ranges from 0.64 to 0.79. Moreover, the relationships among Enrollment Decision dimensions are also strong, where r ranges between 0.59 and 0.81. Finally, the relationship between independent and dependent variables is very strong, where r equals 0.69

Table (4.11): Relationship between Independent and Dependent Variables

No.	Dimensions	1	2	3	4	5	6	7	8	9	10
1	Social Media (Facebook and Instagram)	-									
2	Email	0.72**	-								
3	Website	0.68**	0.70**	-							
4	SEO and SEM	0.72**	0.64**	0.79**	-						
5	Content Marketing	0.72**	0.66**	0.74**	0.82**	-					
6	Digital Marketing Tools	0.91**	0.85**	0.87**	0.88**	0.87**	-				
7	Financial Considerations	0.51**	0.50**	0.46**	0.51**	0.62**	0.59**	-			
8	School Reputation	0.57**	0.52**	0.59**	0.60**	0.69**	0.66**	0.77**	-		
9	Family Influence	0.55**	0.48**	0.57**	0.57**	0.68**	0.64**	0.65**	0.81**	-	
10	Enrollment Decision	0.60**	0.55**	0.59**	0.61**	0.73**	0.69**	0.89**	0.94**	0.90	-

** . Correlation is significant at the 0.01 level (2-tailed).* . Correlation is significant at the 0.05 level (2-tailed).

4.6 Hypothesis Testing

After checking validity, reliability, and the correlation between independent and dependent variables, the following tests should be carried out to ensure the validity of regression analysis. (Sekaran, 2003):

Normality: Figure (4.1) shows that the shape follows the normal distribution, in such case the model does not violate this assumption.

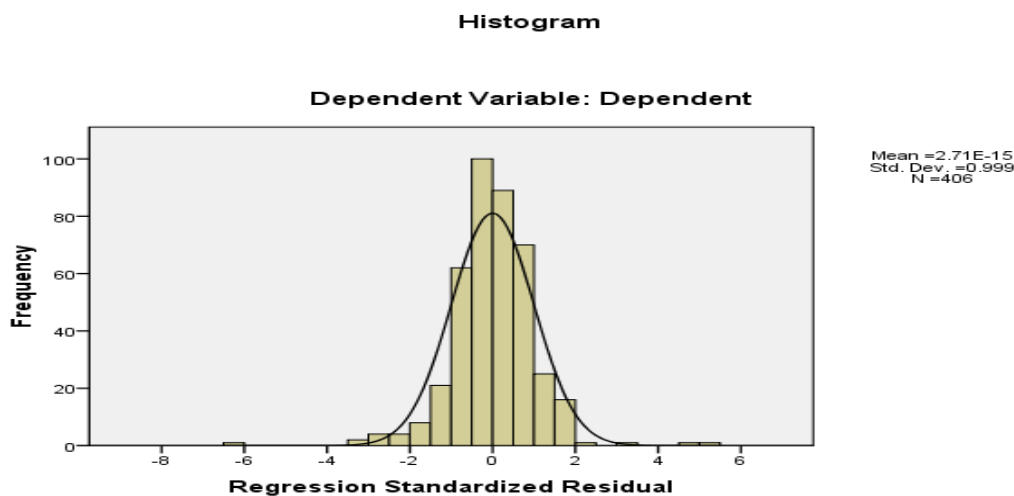


Figure (4.1): Normality Test.

It is noted from Table No. (4-12) that the values of all skewness coefficients are between (1) and (-1), and the values of kurtosis coefficients are less than (7). These results support that all variables are close to a normal distribution.

Table (4-12): The Values of skewness and kurtosis for the study variables.

Dimension	skewness	kurtosis
Social media (Facebook and Instagram)	0.75-	0.233
Email	0.683-	0.175-
Website	0.981-	0.681
SEO and SEM	0.918-	0.654
Content Marketing	0.912-	0.621
Digital Marketing Tools	0.851-	0.756
Financial Considerations	0.446-	0.168-
School Reputation	0.891-	1.065
Family Influence	0.77	1.513
Enrollment Decision	0.819-	1.095

Linearity test: figure (4.2) shows that there is a linear relationship between independent and dependent variables. In such a case, the model does not violate this assumption.

Normal P-P Plot of Regression Standardized Residual

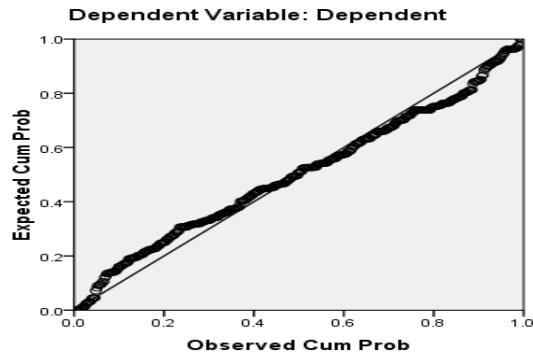


Figure (4.2): Linearity Test.

Equal variance (homoscedasticity): figure (4.3) shows that the errors are scattered around the mean, therefore there is no relation between errors and predicted values, in such case, the model does not violate this assumption.

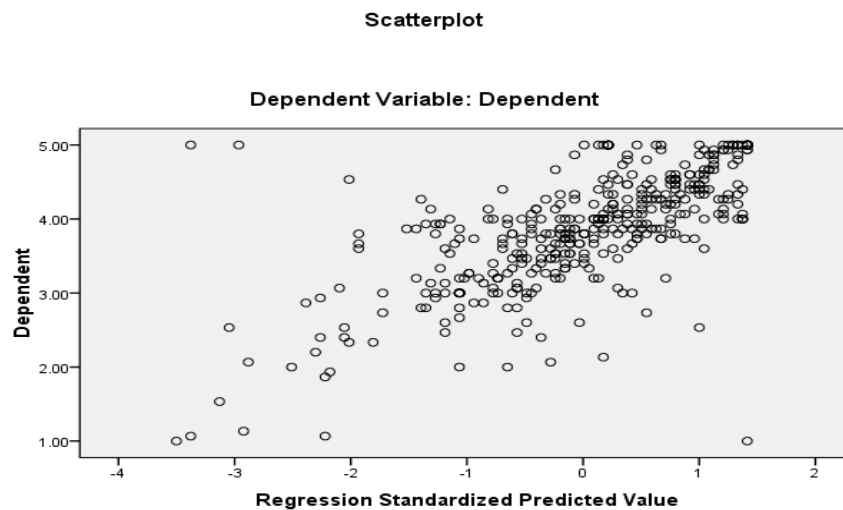


Figure (4.3): Equal variance (homoscedasticity) Test.

Multi-Collinearity: the VIF (Variance Inflation Factor) value is less than 10, and tolerance is more than 10%, in such case the Collinearity model does not violate this assumption.

Table (4.13): Tolerance and Variance Inflation Factor.

Sub-Variables	Collinearity Statistics	
	Tolerance	VIF
Social Media (Facebook and Instagram)	0.595	1.680
Email	0.329	3.037
Website	0.280	3.576
SEO and SEM	0.224	4.472
Content Marketing	0.224	4.473
Digital Marketing Tools	0.134	7.448

4.5.1 Main Hypothesis

H01: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Enrollment Decisions (Financial Considerations, School Reputation and Family Influence) in private Schools in Amman.

Table (4.13) shows that when regressing the five sub-variables of Digital Marketing Tools against the total the Enrollment Decisions, the model shows that Digital Marketing Tools can explain 91.2% of the variation of Enrollment Decisions, where ($R^2=0.912$, $F=691.022$, $Sig.=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that: There is a statistically significant impact at ($\alpha \leq 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Enrollment Decisions (Financial Considerations, School Reputation and Family Influence) in private Schools in Amman.

Table (4.14): Multiple Regressions of Digital Marketing Tools Sub-variables on Enrollment Decisions.

Model	r	R ²	Adjusted R ²	F	Sig.
1	0.955	0.912	0.911	691.022	0.000

a. Predictors: (Constant), Digital Marketing Tools and its Dimensions.

b. Dependent Variable: Enrollment Decisions.

Based on the components of Digital Marketing Tools, table (4.14) shows the impact of each sub-variable on Enrollment Decisions, where impacted Digital Marketing Tools, the highest impact was for the social media (Facebook and Instagram) with 36.0% of the total impact, followed by Website with an impact of 16.0% on Enrollment Decisions, SEO and SEM rated 15.4%, Content Marketing rated 10.8%, and finally, Email rated 6.6%.

Table (4.15): Multiple Regressions of Digital Marketing Tools sub-variables on Enrollment Decisions (ANOVA).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.199	0.061		3.246	0.000
	Social Media (Facebook and Instagram)	0.250	0.045	0.360	5.513	0.000
	Email	0.291	0.016	0.066	18.324	0.003
	Website	0.055	0.018	0.160	3.011	0.001
	SEO and SEM	0.139	0.043	0.154	3.252	0.000
	Content Marketing	0.133	0.021	0.108	6.374	0.007
	Digital Marketing Tools	0.096	0.036	0.355	2.695	0.000

a. Dependent Variable: Enrollment Decisions, T-tabulated=1.960

The researcher formulated the following hypothesis

H01.1: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Financial Considerations in Private Schools in Amman.

Table (4.15) shows that when regressing the five sub-variables of Digital Marketing Tools against the Financial Considerations, the model shows that Digital Marketing Tools can explain 90.1% of the variation of Financial Considerations, where ($R^2=0.901$, $F=606.557$, $Sig.=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that: There is a statistically significant impact at ($\alpha =$

0.05) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Financial Considerations in Private Schools in Amman

Table (4.16): Multiple Regressions of Digital Marketing Tools Sub-variables on Financial Considerations.

Model	r	R ²	Adjusted R ²	F	Sig.
1	0.949	0.901	0.900	606.557	0.000

a. Predictors: (Constant), Digital Marketing Tools and its Dimensions.

b. Dependent Variable: Financial Considerations.

Based on the components of Digital Marketing Tools, table (4.16) shows the impact of each sub-variable on Financial Considerations, where impacted Digital Marketing Tools, the highest impact was for the Email with 34.9% of the total impact, followed by social media (Facebook and Instagram) with an impact of 29.0% on Financial Considerations, SEO and SEM rated 16.3%, Content Marketing rated 15.1%, and finally, Website rated 6.1%.

Table (4.17): Multiple Regressions of Digital Marketing Tools sub-variables on Financial Considerations (ANOVA).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.219	0.065		3.365	0.001
	Social Media (Facebook and Instagram)	0.252	0.048	0.290	5.216	0.000
	Email	0.287	0.017	0.349	16.963	0.000
	Website	0.051	0.019	0.061	2.625	0.009
	SEO and SEM	0.142	0.046	0.163	3.129	0.002
	Content Marketing	0.131	0.022	0.151	5.907	0.000
	Digital Marketing Tools	0.096	0.038	0.109	2.553	0.011

a. Dependent Variable: Financial Considerations, T-tabulated=1.960

H01.2: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on School Reputation in Private Schools in Amman.

Table (4.17) shows that when regressing the five sub-variables of Digital Marketing Tools against the School Reputation, the model shows that Digital Marketing Tools can explain 90.1% of the variation of School Reputation, where ($R^2=0.908$, $F=653.910$, $Sig.=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that: There is a statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on School Reputation in Private Schools in Amman.

Table (4.18): Multiple Regressions of Digital Marketing Tools Sub-variables on School Reputation.

Model	r	R ²	Adjusted R ²	F	Sig.
1	0.953	0.908	0.906	653.910	0.000

a. Predictors: (Constant), Digital Marketing Tools and its Dimensions.

b. Dependent Variable: School Reputation.

Based on the components of Digital Marketing Tools, table (4.18) shows the impact of each sub-variable on School Reputation, where impacted Digital Marketing Tools, the highest impact was for the Email with 35.1% of the total impact, followed by social media (Facebook and Instagram) with an impact of 29.1% on School Reputation, SEO and SEM rated 16.2%, Content Marketing rated 14.6%, and finally, Website rated 6.8%.

Table (4.19): Multiple Regressions of Digital Marketing Tools sub-variables on School Reputation (ANOVA).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.203	0.063		3.219	0.001
	Social Media (Facebook and Instagram)	0.252	0.047	0.291	5.414	0.000
	Email	0.288	0.016	0.351	17.653	0.000
	Website	0.057	0.019	0.068	3.049	0.002
	SEO and SEM	0.141	0.044	0.162	3.213	0.001
	Content Marketing	0.126	0.021	0.146	5.875	0.000
	Digital Marketing Tools	0.098	0.036	0.111	2.687	0.008

a. Dependent Variable: School Reputation, T-tabulated=1.960

H01.3: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Family Influence in Private Schools in Amman.

Table (4.19) shows that when regressing the five sub-variables of Digital Marketing Tools against the Influence in Private, the model shows that Digital Marketing Tools can explain 90.1% of the variation of Influence in Private, where ($R^2=0.824$, $F=310.582$, $Sig.=0.000$). Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that: There is a statistically significant impact at ($\alpha \leq 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Parent Influence in Private Schools in Amman.

Table (4.20): Multiple Regressions of Digital Marketing Tools Sub-variables on Influence in Private.

Model	r	R ²	Adjusted R ²	F	Sig.
1	0.908	0.824	0.821	310.582	0.000

a. Predictors: (Constant), Digital Marketing Tools and its Dimensions.

b. Dependent Variable: family Influence in Private.

Based on the components of Digital Marketing Tools, table (4.20) shows the impact of each sub-variable on Influence in Private, where impacted Digital Marketing Tools, the highest impact was for the Email with 30.1% of the total impact, followed by social media (Facebook and Instagram) with an impact of 30% on Influence in Private, SEO and SEM rated 17.9%, Content Marketing rated 9.0%, and finally, Website rated 6.9%.

Table (4.21): Multiple Regressions of Digital Marketing Tools sub-variables on family Influence in Private (ANOVA).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.317	0.089		3.567	0.000
	Social Media (Facebook and Instagram)	0.265	0.066	0.300	4.033	0.000
	Email	0.253	0.023	0.301	10.969	0.000
	Website	0.059	0.027	0.069	2.226	0.027
	SEO and SEM	0.159	0.062	0.179	2.564	0.011
	Content Marketing	0.080	0.030	0.090	2.633	0.009
	Digital Marketing Tools	0.113	0.052	0.125	2.185	0.029

a. Dependent Variable: Family Influence, T-tabulated=1.960

In conclusion, the study demonstrates a significant impact of Digital Marketing Tools on Enrollment Decisions in private schools in Amman. The analysis shows that social media (Facebook and Instagram), Email, Website, SEO and SEM, and Content Marketing significantly influence Financial Considerations, School Reputation, and Family Influence, leading to informed enrollment decisions by parents.

Chapter Five

Discussion of Results and Recommendations

5.1 Introduction

5.2 Discussion of Results

5.3 Recommendations

5.4 Future studies

5.5 Conclusion

Chapter Five

Discussion of Results and Recommendations

5.1 Introduction

Building on the comprehensive analysis conducted in Chapter Four, which offered a detailed statistical evaluation and tested the hypotheses related to the study's variables, this chapter aims to synthesize and delineate the principal insights and conclusions drawn by the researcher. These conclusions are directly aligned with the fundamental research questions and objectives outlined in Chapter One, where the problem was defined, and hypotheses were formulated. Additionally, this chapter will introduce a series of recommendations, carefully devised based on the substantial empirical evidence and key findings of the study.

5.2 Discussion of Results

Descriptive results of the study variables

Digital Marketing Tools:

The results indicated that the level of digital marketing tools (social media (Facebook and Instagram), email, website, search engine optimization and search engine marketing, content marketing) digital marketing tools obtained a high score with an arithmetic average of (3.86). This high score reflects the effective role that digital marketing plays in shaping parents' perceptions and decisions regarding school choices. There are several reasons that can explain the effectiveness of these digital marketing tools. First, the widespread use of social media platforms such as Facebook and Instagram provides schools with the breadth and ability to engage directly with parents in a more personalized and interactive way. These platforms also allow schools to effectively showcase their educational services,

extracurricular activities and unique selling propositions. Email marketing and websites serve as important communication channels, and emails can be tailored to address parents' specific interests and concerns, providing them with detailed and personalized information that can influence their decision-making process. Well-designed websites provide a wealth of information that can be easily accessed by parents and provide insight into the school's ethos, programmes, achievements and much more, which is crucial to the enrollment decision.

Social media (Facebook and Instagram) Both Instagram and Facebook have high value in influencing private school enrollment decisions, primarily due to their widespread reach and highly engaging platforms. These social media giants provide unparalleled reach to a wide audience, making them essential tools for schools to increase visibility and brand awareness. The visual nature of Instagram, combined with the community and sharing aspects of Facebook, allows schools to create engaging, relatable content that resonates with parents and students alike. Schools can showcase their facilities, highlight student achievements, post updates about school events, and share student and parent testimonials, all of which help build a trustworthy and attractive image. Additionally, both platforms offer sophisticated targeting options through paid advertising, enabling schools to reach specific demographic groups effectively. This targeted approach ensures that marketing efforts are seen by prospective students and their families who are likely to be interested in the school's offerings, significantly influencing their enrollment decisions.

Email

The results indicate an average overall performance in utilizing e-mail in its operations, with an overall arithmetic average of 3.72. Email marketing has high value in influencing private school enrollment decisions due to its direct and personal communication capabilities. Unlike broader digital marketing tools, email allows schools to send personalized messages that address the interests and concerns of parents and prospective students. This personal touch strengthens the recipient's connection to the school, making the communication more meaningful and engaging. Furthermore, email campaigns can be precisely segmented based on various criteria such as age, previous school attendance or specific academic interests, ensuring that the content is relevant to each recipient. This importance increases the likelihood of engagement and positive responses. In addition, email provides a platform for schools to send detailed information, from open day invitations and newsletters to updates on school programs and success stories, which can be pivotal in shaping parents' decision-making. The ability to track open and click-through rates also allows schools to measure the effectiveness of their campaigns and improve their strategies to achieve better results. Overall, the strategic use of email can significantly enhance a school's ability to attract and enroll students by fostering a deeper, more meaningful relationship with potential enrollees.

Website

The results suggest an overall average performance in leveraging Website for its operations, with a general arithmetic mean of 3.95. WhatsApp holds significant value in influencing enrollment decisions in private schools due to its highly personal and immediate communication style. As a widely used messaging platform, WhatsApp enables schools to engage with prospective parents and students directly and instantaneously. This direct line of

communication fosters a personal connection, making potential enrollees feel valued and attended to. Schools can use WhatsApp to send tailored messages, answer queries in real-time, and provide quick updates or reminders about application deadlines, open house events, or new programs. This immediacy and ease of access are particularly appealing to today's fast-paced consumers who appreciate quick and straightforward communication.

Moreover, WhatsApp groups can be created for prospective parents to receive updates and engage in discussions, which helps in building a community feeling even before they decide to enroll. The platform also supports various media types, such as text, voice messages, videos, and documents, making it a versatile tool for presenting the school's offerings in a dynamic and engaging way. The familiarity and ubiquity of WhatsApp as a daily communication tool also mean that messages are more likely to be seen and read than those sent through other channels, thereby increasing the impact of the school's outreach efforts. This blend of personalization, immediacy, and versatility makes WhatsApp an extremely effective tool in influencing enrollment decisions at private schools.

SEO and SEM

the results suggest an overall average performance in leveraging SEO and SEM for its operations, with a general arithmetic mean of 3.93. This is because SEO (Search Engine Optimization) and SEM (Search Engine Marketing) are pivotal in influencing private school enrollment decisions due to their ability to significantly improve a school's visibility and accessibility online. By optimizing a school's website through search engine optimization (SEO), it will rank higher in search engine results for relevant keywords, increasing the likelihood of it being viewed as reputable and trustworthy by prospective parents and students

searching About educational options. On the other hand, search engine marketing (SEM) leverages paid advertising, such as pay-per-click (PPC) campaigns, allowing schools to appear more prominently in search results and directly target specific demographic groups during critical enrollment periods. Both strategies not only increase a school's visibility, but also provide measurable data through analytics, enabling schools to improve their marketing tactics and better understand their audience's preferences. This strategic use of digital marketing tools ensures that private schools remain competitive and attractive, greatly enhancing their chances of attracting new enrollees.

Content Marketing

the results suggest an overall average performance in leveraging SEO and SEM for its operations, with a general arithmetic mean of 3.95, This is because it allows institutions to effectively express their values, educational philosophies, and unique aspects of their programs through engaging and informative content. This approach not only helps build a strong and reputable brand presence, but also builds trust with prospective parents and students by providing them with detailed and useful information that helps in making informed decisions. Through various formats such as blogs, videos, newsletters, and infographics, content marketing enables schools to showcase success stories, highlight faculty experiences, and provide insights into students' lives and achievements, thus creating a compelling narrative that resonates with the target audience. This strategic publishing of content ensures that schools are seen as thought leaders and top choices for quality education, significantly enhancing their appeal and encouraging further inquiries and enrolments.

Enrolment Decision

The results indicating a high mean for the decision to enroll in private schools reflect a significant positive perception and acceptance of private education among respondents. This high average score suggests that the respondents generally view private schools favorably, likely due to perceived advantages such as quality of education, better resources, and individualized attention, which are often associated with private schooling. This positive rating could also stem from effective marketing and communication strategies implemented by these schools, making them appealing choices for parents seeking optimal educational environments for their children. The high score underlines the effectiveness of private schools in meeting educational expectations and needs, thus influencing a strong enrollment decision amongst potential students and their families.

Financial Considerations

the results suggest an overall average performance in leveraging Financial Considerations for its operations, with a general arithmetic mean of 3.69, Financial considerations play a critical role in influencing the decision to enroll in private schools because they directly impact the affordability and perceived value of the education offered. Private schools often come with higher tuition fees compared to public schools, making the financial aspect a significant factor for many families. Parents and guardians evaluate not only the cost of tuition but also additional expenses such as uniforms, extracurricular activities, and school trips, which can accumulate substantially. Moreover, the decision to invest in private education frequently hinges on the long-term benefits weighed against these costs, such as smaller class sizes, specialized programs, and enhanced learning environments that are expected to lead to superior academic outcomes. Consequently, the ability of a family

to finance such education or the availability of scholarships and financial aid programs becomes crucial in determining whether the benefits justify the expense, influencing their final decision on enrollment. This financial evaluation is vital as it ensures that families do not overextend themselves while seeking the best educational opportunities for their children.

School Reputation

the results suggest an overall average performance in leveraging School Reputation for its operations, with a general arithmetic mean of 3.90, School reputation is highly valued in influencing the decision to enroll in private schools because it serves as a significant indicator of the quality and effectiveness of the education provided. A school's reputation is often built on a history of academic excellence, distinguished alumni, quality of faculty, and its ability to provide students with a nurturing and productive learning environment. These elements contribute to a school's prestige, making it a desirable choice for parents who seek the best possible educational opportunities for their children. Moreover, a reputable school is often perceived to offer better prospects for higher education and career opportunities. Parents consider the school's standing as reflective of its ability to equip students with the skills and knowledge necessary to succeed in competitive environments. Thus, a strong reputation not only assures parents of a worthwhile investment in their child's future but also influences social perceptions, where being part of a well-regarded institution can enhance a student's social capital. This reputation-driven choice is particularly pronounced in the private education sector, where distinctions in educational quality and outcomes can be significant and influential in decision-making processes.

Family Influence

the results suggest an overall average performance in leveraging Family Influence for its operations, with a general arithmetic mean of 4.01, Family influence plays a crucial role in the decision to enroll in private schools due to the deeply personal and often traditional values that guide educational choices within families. Many families have long-standing traditions regarding the education of their children, often preferring schools that align with their educational values, religious beliefs, or cultural practices. For these families, the decision is not solely based on academic criteria but also on how well the school supports the family's ethos and way of life. Additionally, recommendations from family members who have had positive experiences with a particular school can greatly sway the decision-making process, as these personal endorsements come with a trusted assurance of the school's quality and suitability for the child. Family influence is also significant in shaping perceptions about the importance of education and the type of educational environment deemed best for fostering personal and academic growth. Therefore, family preferences and expectations often become decisive factors in choosing to enroll in a particular private school, highlighting the role of familial relationships and legacy in educational decisions.

Discussion of the hypotheses analysis

H01: There is no statistically significant impact at ($\alpha \leq 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Enrollment Decisions (Financial Considerations, School Reputation, and Family Influence) in private Schools in Amman.

There is a statistically significant impact at ($\alpha \leq 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Enrollment Decisions (Financial Considerations, School Reputation and Family Influence) in private Schools in Amman. This result can be explained by the fact that these tools are not just auxiliary components but are pivotal in shaping how schools are viewed financially, socially and culturally. For example, through targeted campaigns and strategic content on social media and emails, schools can effectively communicate their value propositions, addressing the cost and quality of the education they provide, which directly impacts financial considerations. Likewise, a strong online presence enhanced through SEO and search engine marketing (SEM) can raise a school's visibility and reputation, making it more attractive to prospective families who rely heavily on online searches to gauge a school's credibility and legacy. Furthermore, content marketing can help demonstrate a school's alignment with family values and educational expectations, which is critical to a family's influence on school choice. Overall, this synergistic use of various digital marketing tools can significantly impact parents' decision-making processes by providing comprehensive, easy-to-access information that addresses their key interests and preferences.

H01.1: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Financial Considerations in Private Schools in Amman.

There is a statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Financial Considerations in Private Schools in Amman, This result can be

explained by the fact that digital marketing tools effectively communicate the school's value proposition, which constitutes a compelling argument for return on investment in education. For example, through well-designed content marketing and strategic use of social media, schools can highlight scholarships, financial aid opportunities, and the long-term benefits of their programs, thereby addressing parents' financial concerns. Search engine optimization and search engine marketing (SEO) strategies improve the visibility of these offerings, ensuring that information about cost-effective education reaches a wider audience. Furthermore, targeted email campaigns can provide personal information to parents considering the financial implications of enrolling their children in private school. By providing clear, accessible and detailed financial information through various digital channels, private schools in Oman can effectively influence parents' decisions by alleviating financial concerns and demonstrating the value of their educational services.

H01.2: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on School Reputation in Private Schools in Amman.

There is a statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on School Reputation in Private Schools in Amman. This result can be explained by the fact that social media platforms allow schools to display their achievements, student activities and unique educational environments in real time, creating a dynamic and attractive image of their academic and extracurricular offerings. Likewise, well-designed websites act as a digital front door, providing a first impression that can greatly impact a school's

reputation. Effective SEO and SEM strategies ensure that these websites appear prominently in search results, increasing their visibility and accessibility, which are important components of maintaining a strong reputation. Content marketing also supports these efforts by providing detailed, informative, and compelling content that highlights the school's educational philosophy, success stories, and community engagement. This strategic use of digital marketing not only helps in crafting a desirable image, but also helps in maintaining constant communication with existing and potential families, thus enhancing the school's position and appeal in a competitive educational market.

H01.3: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Family Influence in Private Schools in Amman.

There is a statistically Digital Marketing Tools with its dimensions (social media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Parent Influence in Private Schools in Amman. This result can be explained by the fact that social media platforms allow schools to interact directly with parents, providing a transparent view of the school environment, activities, and educational outcomes, which can greatly influence parents' perceptions. Email marketing plays a crucial role in this context by facilitating direct and personal communication with parents, delivering personalized messages that address specific interests or concerns. Websites equipped with SEO and SEM enhance discoverability, ensuring that when parents search for the best educational options, the school appears prominently in search results, thus impacting their perception positively. Content marketing enriches this engagement by delivering high-quality, informative content that can educate

parents about the school's curriculum, ethos, and community activities, effectively building trust and credibility. Collectively, these digital marketing tools create a comprehensive strategy that not only informs parents, but also communicates with them persuasively, playing a crucial role in the decision-making process regarding their children's education.

The results of the study agreed with the results of the study (Cahill, 2009), which indicated that economic and social factors affect the decision to choose schools. (Hartsell, 2011) Which indicated that there are several factors related to the school environment and its resources that affect school choice, (Andres Sotomayor-Vidal, 2024) Which indicates that financial factors are one of the most prominent factors influencing the decision to choose schools

5.3 Recommendations

Based on the previous results, the study recommends the following:

1. Promoting schools to regularly post diverse and engaging content on platforms such as Facebook and Instagram.
2. Invest in training employees to manage these platforms effectively, ensuring timely response to inquiries and active engagement with comments and messages.
3. Implement strong SEO practices to improve the school's search engine rankings
4. Create high-quality informational content that addresses common concerns and questions of parents.
5. Employing targeted advertising campaigns on social media and Google to reach potential parents.

6. Analyze the effectiveness of each campaign, focusing on metrics such as click-through rates and conversion rates, to continually improve advertising strategies.

5.4 Future studies

- Conduct longitudinal studies to track changes in enrollment patterns over time in relation to shifts in digital marketing strategies. Insights into trends and long-term effectiveness of digital marketing.
- Conduct a study to examine which platforms have the most influence on the decision-making process of parents and students when choosing a private school.
- Study the ethical implications and privacy concerns of digital marketing strategies in the educational sector.

5.5 Conclusion

In conclusion, this study has highlighted the significant impact of digital marketing tools on the enrollment decisions in private schools in Amman. The analysis demonstrated that digital marketing tools, including social media platforms like Facebook and Instagram, email marketing, websites, search engine optimization (SEO), search engine marketing (SEM), and content marketing, play a crucial role in shaping parents' perceptions and influencing their decisions regarding school choices.

The findings indicated that social media platforms are particularly effective due to their widespread reach and engaging nature, allowing schools to create relatable and compelling content that resonates with parents and students. Email marketing, with its direct and personalized communication capabilities, also proved valuable in addressing the specific interests and concerns of prospective families, thereby fostering stronger connections.

Websites serve as vital informational hubs, providing easily accessible insights into a school's ethos, programs, and achievements, which are essential for informed decision-making. The strategic use of SEO and SEM enhances the visibility and accessibility of school websites, ensuring they rank higher in search results and reach a broader audience. Content marketing further supports these efforts by delivering engaging and informative content that builds trust and establishes schools as thought leaders in education.

The study also underscored the importance of financial considerations, school reputation, and family influence in the decision-making process. Effective digital marketing strategies can address financial concerns, highlight the long-term benefits of private education, and showcase a school's reputation for academic excellence and supportive learning environments. Additionally, digital marketing tools facilitate direct interaction with families, providing transparency and building credibility.

Based on these insights, the study recommends that private schools invest in robust digital marketing strategies, including regular content updates on social media, employee training for effective platform management, strong SEO practices, high-quality informational content, targeted advertising campaigns, and continuous analysis of campaign effectiveness. These strategies will enhance their visibility, credibility, and appeal to prospective families, ultimately driving higher enrollment rates.

References:

- الريماوي، محمد غاندي، و الشيخ، مصطفى سعيد. (2018). *أثر عناصر المزيج التسويقي على اختيار أولياء الامور للمدارس الخاصة: دراسة تطبيقية في مدينة الزرقاء - الاردن* (رسالة ماجستير غير منشورة). جامعة الزرقاء، الزرقاء. مسترجع من <http://search.mandumah.com/Record/993314>
- Al-Adamat, A. M., Falaki, N. A. F., Al-Azzam, M. K. A., Aldaihani, F. M. F., Almomani, R. Z. Q., Mohammad, A. A. S., ... & Alshurideh, M. T. (2023). The impact of the digital marketing for education services on the mental image for students in private universities in Jordan. Springer International Publishing.1(2), 223-240
- Alexander, K. L., & Pallas, A. M. (1983). Private Schools and Public Policy: New Evidence on Cognitive Achievement in Public and Private Schools. *Sociology of Education*, 56(4), 170. <https://doi.org/10.2307/2112546>
- Alshaketheep, K., Deek, A. Y., Shammout, E., Moh'd Mansour, A., Al-Qaruty, T. M. R., & Alghizzawi, M. (2023). THE MOST EFFECTIVE DIGITAL MARKETING TECHNIQUES FOR REPUTATION REPAIR. *Journal of Research Administration*, 5(2), 7747-7772.
- Alsaudi, F. (2016). Reasons Influencing Selection Decision Making of Parental Choice of School. *International Journal of Research in Education and Science*, 2(1), 201–211.
- Ambarwati, N., Ismanto, B., & Setyawati, S. T. (2023). Social Media Based Marketing Model to Improve School Reputation. *Mimbar Ilmu*, 28(3).
- Armas-Arias, S., González-Sánchez, A., Monge-Martínez, J., & Infante-Paredes, R. (2021). Web 2.0 Education Tools as Support in Digital Marketing: Tungurahua Case Study. In *Interactive Mobile Communication, Technologies and Learning* (pp. 1052-1061). Cham: Springer International Publishing.
- Bapat, G. S., Ayedee, N., & Chitnis, R. M. (2022). The Influence of Web Adverts on Student Decision-Making Process for University Enrollments. *Acta Universitatis Bohemiae Meridionalis*, 24(3), 163–176. <https://doi.org/10.32725/acta.2021.018>
- Belostecinic, G. (2023). Digital Marketing – a New Stage in the Evolution of the Modern Marketing Concept. *Economica*, 1(123), 7–22. <https://doi.org/10.53486/econ.2023.123.007>.
- Bilyk, V., Serhienko, O., & Krupenna, I. (2020). Digital Marketing Tools in the Conditions of Transformation of Communications of the Modern Organization. 825. <https://doi.org/10.31861/ECOVIS/2020-825-5>

- Bohara, S., Gupta, A., & Panwar, D. (2022). Relationship between factors of online marketing and student enrollment decisions in higher education: An analysis using structural modeling techniques. *International Journal of Online Marketing (IJOM)*, 12(1), 1–18.
- Bondarenko, O., & Tsymbalenko, N. V. (2022). Digital tools in trade marketing. *Problemi Ānnovacijno-Ānvesticijnogo Rozvitku*, 28. <https://doi.org/10.33813/2224-1213.28.2022.6>
- Cochran, W. G. (1973). Experiments for nonlinear functions (ra Fisher Memorial Lecture). *Journal of the American Statistical Association*, 68(344), 771-781.
- Chaikovska, M., Järvis, M., Zaiachkovska, H., Tchon, L., Bortnik, N. P., & Bannikova, K. (2022). Digital-marketing as a novel tool for goods and services promotion on social media: contemporary trends and development directions. *Ānansovo-Kreditna Diāl'nist': Problemi Teorii Ta Praktiki*, 4(45), 355–364. <https://doi.org/10.55643/fcaptop.4.45.2022.3836>
- Danko, Y. (2022). Management of the effectiveness of marketing communication interaction of the educational organization with the target audience. *Ukrains'kij Žurnal Prikladnoi Ekonomiki*, 7(2), 355–361. <https://doi.org/10.36887/2415-8453-2022-2-43>
- Deogaonkar, B. (2023). Digital Transformation in B2B Marketing. *International Journal For Science Technology And Engineering*, 11(2), 211–216. <https://doi.org/10.22214/ijraset.2023.48996>
- Dhote, T., Jog, Y., Gavade, N., & Shrivastava, G. (2015). Effectiveness of Digital Marketing in Education: An Insight into Consumer Perceptions. *Indian Journal of Science and Technology*, 8, 200–205. <https://doi.org/10.17485/IJST/2015/V8IS4/70300>
- Dsouza, A., & Panakaje, N. (2023). A Study on the Evolution of Digital Marketing. *International Journal of Case Studies in Business, IT, and Education*, 95–106. <https://doi.org/10.47992/ijcsbe.2581.6942.0248>
- Dunayev, I., Hromov, S., Tymchenko, Y., & Proskurina, M. (2022). Explication of the role of digital technologies in marketing management of a modern company. *Eastern-European Journal of Enterprise Technologies*, 5(13 (119)), 89–99. <https://doi.org/10.15587/1729-4061.2022.265017>
- García-Rodríguez, F. J., Gutiérrez-Taño, D., & Ruiz-Rosa, I. (2017). The Business Model Approach in Entrepreneurship Education: Impact on Undergraduates Enterprise Potential. *Mediterranean Journal of Social Sciences*, 8(3), 11–17.
- Gee, L. L. S. (2022). Integrating Design Features for E-Learning Platforms. <https://doi.org/10.3390/proceedings2022082023>

- Gorelova, T. P. (2023). The role of content marketing in social networks in strengthening the competitive advantage. *Èkonomika i Upravljenje: Problemy, Rešeniâ*, 2/5(134), 99–106. <https://doi.org/10.36871/ek.up.p.r.2023.02.05.014>
- Gryshchenko, I., & Shkoda, D. (2023). Insights into digital marketing management framework in modern organizations. *Journal of Strategic Economic Research*, 79-86. <https://doi.org/10.30857/2786-5398.2022.4.8>
- Gunaratnam, B., Haller, H. S., Woyczyński, W. A., & Haller, J. G. (2017). Factors Affecting an Admitted Student's Decision to Enroll. *DEStech Transactions on Social Science, Education and Human Science*. <https://doi.org/10.12783/DTSSEHS/ETMI2016/11148>
- Halibas, A. S., Cherian, A. M., Pillai, I. G., Reazol, L. B., Delvo, E. G., & Sumondong, G. H. (2020). Web Ranking of Higher Education Institutions: An SEO Analysis. <https://doi.org/10.1109/ICCAKM46823.2020.9051481>
- Harini, H., Wahyuningtyas, D. P., Sutrisno, S., Wanof, M. I., & Ausat, A. M. A. (2023). Marketing strategy for Early Childhood Education (ECE) schools in the digital age. *Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini*, 7(3), 2742-2758.
- Harsh, S. (2018). Factors of Enrollment for K-12 Christian Schools. <https://digitalcommons.acu.edu/cgi/viewcontent.cgi?article=1094&context=etd>
- Hasyim, A. D. (2022). Private School Digital Marketing Development Strategy In The Global Era (High School Takhassus Study Al-Qur'an Bonang Demak, Roudhotut Tholibin High School Wedung Demak) Academic Year 2021/2022. *As-Salam: Jurnal Studi Hukum Islam & Pendidikan*, 11(2), 60-81.
- Heiser, R. S., & Frontczak, N. T. (2015). The use and Effectiveness of E-Mail as a Method of Communication in Marketing Education. 104–108. https://doi.org/10.1007/978-3-319-13141-2_43
- Hemsley-Brown, J., & Oplatka, I. (2016). Context and Concepts of Higher Education Consumer Choice. 14–43. https://doi.org/10.1007/978-1-137-49720-8_2
- Hidayanto, A. N., Rofalina, F., & Handayani, W. (n.d.). INFLUENCE OF PERCEIVED QUALITY OF UNIVERSITY OFFICIAL WEBSITE TO PERCEIVED QUALITY OF UNIVERSITY EDUCATION AND ENROLLMENT INTENTION.
- Hidayatullah, H., Hidayanto, A. N., Azzahro, F., Nugroho, W. S., & Ikbar, O. M. (2018). An Empirical Examination of Factors Affecting Behavioral Intention to Use CCIS Using TOE Framework. 2018 International Conference on Computing, Engineering, and Design (ICCED), 63–68. <https://doi.org/10.1109/ICCED.2018.00022>

- Hidayatullah, H., Hidayanto, A. N., Azzahro, F., Nugroho, W. S., & Ikbar, O. M. (2019). An Empirical Examination of Factors Affecting Behavioral Intention to Use CCIS Using TOE Framework. 2018 International Conference on Computing, Engineering, and Design (ICCED), 63–68. <https://doi.org/10.1109/ICCED.2018.00022>
- Huerta, C. M., Atahua, A. S., Guerrero, J. V., & Andrade-Arenas, L. (2023). Data mining: Application of digital marketing in education. *Advances in Mobile Learning Educational Research*, 3(1), 621-629.
- Husseiny, F. Al, & Youness, H. R. (2023). Exploring the role of social media marketing in students' decision to select universities in Lebanon: a proposed emerging framework. *QScience Connect*, 2023(1). <https://doi.org/10.5339/connect.2023.spt.4>
- Hyman, A. A. (2022). Correlation of SEO Score and Domain Authority with NIRF Ranking for top Engineering Institutes in India. <https://doi.org/10.31222/osf.io/crhxu>
- Idomi, I. A., Hamza, S. M., & Hassan, Z. (2017). Research Paper EFFECT OF FACEBOOK IN INFLUENCING STUDENT INTENTIONS TO ENROLL FOREIGN DEGREE PROGRAMME IN MALAYSIA. 2(1). <https://doi.org/10.24924/ijelt/2017.04/v2.iss1/42.57>
- Kalimullin, A. M., & Dobrotvorskaya, S. G. (2016). Higher Education Marketing Strategies Based on Factors Impacting the Enrollees' Choice of a University and an Academic Program. *International Journal of Environmental and Science Education*, 11(13), 6025–6040. <https://files.eric.ed.gov/fulltext/EJ1115517.pdf>
- Kamu, A. A. (2022). Influence of digital marketing on student enrollment in universities in Kenya: a case study of KCA University (master thesis, United States International University – Africa).
- Karamang, E. (2021). The Effect of Social Media Marketing and Brand Image on Choosing Decision of A School of Business in Bandung. 445–449. <https://doi.org/10.2991/AEBMR.K.210831.088>
- Karpova, S., & Burukina, O. A. (2019). Marketing trends in higher education: universities' toolbox. 10050–10051. <https://doi.org/10.21125/EDULEARN.2019.2511>
- Kumar, B. R. A. (2021). AI-Based Digital Marketing Strategies—A Review. 957–969. https://doi.org/10.1007/978-981-33-4305-4_70
- Kusumawati, A. (2019). Impact of digital marketing on student decision-making process of higher education institution: A case of Indonesia. *Journal of e-Learning and Higher Education*, 2019(1), 1-11.

- Labausa, F., Pinca, J. M., & Cruda, N. E. (2023). Investigating Digital Marketing Strategies in Influencing Student Enrollment Decisions in Tertiary Education. *Canadian Journal of Business and Information Studies*.
<https://api.semanticscholar.org/CorpusID:263190982>
- Luo, L., Wang, Y., & Han, L. (2013). Marketing via social media: A case study. *Library Hi Tech*, 31(3), 455–466. <https://doi.org/10.1108/LHT-12-2012-0141>
- Maltz, E. (2007). Taking Control of Enrollment Management at Small Private Universities: Creating an Interactive Interface. *College and University*, 82(2), 15–24.
- Mardikian, L. (2022). Digital Evolution in Brand Communication. 231–252.
<https://doi.org/10.4018/978-1-7998-9179-6.ch012>
- Maslow, A. (1974). A theory of human motivation. Lulu. com.
- Miah, M. R., Hossain, A., Shikder, R., Saha, T., & Neger, M. (2022). Evaluating the impact of social media on online shopping behavior during COVID-19 pandemic: A Bangladeshi consumers' perspectives. *Heliyon*, 8(9), e10600.
<https://doi.org/https://doi.org/10.1016/j.heliyon.2022.e10600>
- Mohamed Nazidin, N., Ismail, I., & Haron, H. (2019). The Intention to Enroll among Students of Private Higher Learning Institutions. *KnE Social Sciences*.
<https://doi.org/10.18502/kss.v3i22.5069>
- Morais, E. P., Cunha, C. R., & Santos, A. (2021). Understanding the Value of Digital Marketing Tools for SMEs. 769–779. https://doi.org/10.1007/978-981-33-4183-8_62
- Narayanan, S. (2013). Choosing private schools: Examining primary school enrollment decisions in rural North India. *Research Papers in Economics*.
<http://www.igidr.ac.in/pdf/publication/WP-2013-025.pdf>
- Oré Calixto, S. (2021). *The effect of digital marketing on customer relationship management in the education sector: Peruvian case*.
- Ostafiński, W. (2022). The Influence of Family and Religion on Youth Decisions in Higher Education *English Literature Review*. *Edukacja, Terapia, Opieka*, 4.
<https://doi.org/10.52934/eto.166>
- Øverby, H., & Audestad, J. A. (2021). Digital Business Models. 281–304.
https://doi.org/10.1007/978-3-030-78237-5_19
- Páramo, A. J. L., García, Á. H., & Peláez, J. C. (2021). Modelling e-mail marketing effectiveness – An approach based on the theory of hierarchy-of-effects. 21(1), 19–27.
<https://doi.org/10.5295/CDG.191094AH>

- Pascucci, F., Savelli, E., & Gistri, G. (2023). How digital technologies reshape marketing: evidence from a qualitative investigation. *Italian Journal of Marketing*, 2023, 27–58. <https://doi.org/10.1007/s43039-023-00063-6>
- Peter, M. K., & Vecchia, M. D. (2021). The Digital Marketing Toolkit: A Literature Review for the Identification of Digital Marketing Channels and Platforms. 251–265. https://doi.org/10.1007/978-3-030-48332-6_17
- Proichev, S., & Chemerys, H. (2020). Analysis of e-mail tools for educational purposes. 8(1), 50–61. <https://doi.org/10.32919/UESIT.2020.01.05>
- Rajagopal. (2018). *Consumer Behavior Theories: Convergence of Divergent Perspectives with Applications to Marketing and Management*.
- Rajagopal. (2021). *Consumer Behavior and Cognitive Theories*. 197–225. https://doi.org/10.1007/978-3-030-77083-9_7
- Saleem, M., Khan, S. A., & Magd, H. (2022). Content Marketing Framework for Building Brand Image: A Case Study of Sohar International School, Oman. In *Building a Brand Image Through Electronic Customer Relationship Management* (pp. 64–83). IGI Global.
- Schilhan, L., & Kaier, C. (2019). Academic SEO – Increasing the visibility of research output. 1. <https://doi.org/10.7557/5.4899>
- Schwartz, E. S. (2011). Relevance of utility maximization in student university choice - a consumption- based model for higher education. *Review of Economic and Business Studies*, 7, 157–177.
- Sheikh, M., Muhammad, A., & Naveed, Q. N. (2021). Enhancing Usability of E-Learning Platform: A Case Study of Khan Academy. 4(2), 40–50. [https://doi.org/10.36902/SJESR-VOL4-ISS2-2021\(40-50\)](https://doi.org/10.36902/SJESR-VOL4-ISS2-2021(40-50))
- Singhal, M. P., & Saxena, A.(2019). *A Study of Digital Channels used by Educational Institutes for Maintaining Brand Reputation*.
- socialmediaforschoolsUK. (2023). Increase Awareness of the Learning Happening. <https://www.socialmediaforschools.co.uk/case-studies>
- Sojo, C., Jotta, S., & Ngussa, B. M. (2022). Influence of Social Networks on Students’ Choice of a University: A Case of St Augustine University of Tanzania. *East African Journal of Education and Social Sciences*, 3(6), 174–181. <https://doi.org/10.46606/eajess2022v03i06.0248>

- Sotomayor-Vidal, A., Mini-Cuadros, D. A., & Quiroz-Flores, J. C. (2022) The Influence of Digital Marketing on the Student Recruitment Process in the Private Higher Education Sector in Perú.
- Sotomayor-Vidal, A., Mini-Cuadros, D. A., & Quiroz-Flores, J. C. (2024). The Influence of Digital Marketing on the Student Recruitment Process in the Private Higher Education Sector in Perú.
- Thangam, D., & Chavadi, C. A. (2023). Impact of Digital Marketing Practices on Energy Consumption, Climate Change, and Sustainability. *Climate and Energy*, 39(7), 11–19. <https://doi.org/10.1002/gas.22329>
- Vaziri Gohar, H., & Abdolhoseini, R. (2020). *Applying new technologies and digital marketing to engage audiences in education. Quarterly journal of Industrial Technology Development*, 18(41), 51-64.
- Vlasenko, K., Volkov, S. V, Lovianova, I., Sitak, I., & Chumak, O. (2023). Exploring usability principles for educational online courses: a case study on an open platform for online education. 2023(2), 173–187. <https://doi.org/10.55056/etq.602>
- Vlasenko, K., Volkov, S., Sitak, I., Lovianova, I., & Bobyliev, D. (2020). Usability analysis of on-line educational courses on the platform “Higher school mathematics teacher.” 166, 10012. <https://doi.org/10.1051/E3SCONF/202016610012>
- Wijaya, H., Andri, R. M. C., & Rachmawati, D. (2023). Analysis of digital marketing strategies on interest and enrollment decisions of prospective new students in private higher education institutions in indonesia (a case study of jakarta global university). *Klabat Journal of Management*. <https://api.semanticscholar.org/CorpusID:268225085>
- Zaburmekha, Y., Haiduk, O., & Mykhailov, A. (2022). Digital-marketing tools in agricultural enterprises. *Вісник Хмельницького Національного Університету*, 302(1), 82–87. <https://doi.org/10.31891/2307-5740-2022-302-1-14>
- Zambrano, M., & Saltos, C. G. P. (2013). Plan de negocios para la creación de un parador turístico en la ciudad de Santo Domingo de los Tsáchilas.
- Zambrano, V., Monserrate, L., Quintero, L., Angel, F., Calderón, M., Maria, Gabriela, Gisella, K., Cusme, Z., Aracely, Y., & Garcia, M. (2022). Evolution from traditional marketing to digital marketing as a training process. *Journal of Business and Entrepreneurial Studies*. <https://doi.org/10.37956/jbes.v6i2.287>
- Zhytomyrska, T., Zrybnieva, I., Romaniuk, N., Havrysh, I. M., & Gorditsa, T. (2022). Marketing technologies in educational management: current problems. 16(4), 141–152. <https://doi.org/10.46502/issn.1856-7576/2022.16.04.12>

Appendix

Appendix (1): Names of Academic Experts.

Academic Experts:

الرقم	الإسم	الدرجة العلمية	الجامعة
1	أ.د. أحمد علي صالح	أستاذ دكتور	جامعة الشرق الأوسط
2	أ.د. عبد العزيز الشرباتي	أستاذ دكتور	جامعة الشرق الأوسط
3	أ.د. عبد الغفور الزواهره	أستاذ دكتور	الجامعة الهاشمية
4	أ.د. عزام أبو مغلي	أستاذ دكتور	جامعة الشرق الأوسط
5	أ.د. عطا عليان الشرعة	أستاذ دكتور	الجامعة الهاشمية
6	أ.د. علي العضايلة	أستاذ دكتور	جامعة الشرق الأوسط
7	د. سمير الجبالي	أستاذ مشارك	جامعة الشرق الأوسط
8	د. محمد المعايطه	أستاذ مشارك	جامعة البلقاء التطبيقية
9	د. موسى مخامرة	أستاذ مشارك	الجامعة الأردنية
10	السيد عامر منصور	مدير قسم العلاقات العامة	المدرسة المعمدانية

Appendix (2): Study Tool (Questionnaire)

Dear

The researcher is currently conducting a study entitled: **(The Impact of Digital Marketing Tools on Enrollment Decision in Private Schools in Amman)**, which is required for obtaining a master's degree in the business administration program from the Middle East University- Amman-Jordan.

Acknowledging your esteemed, well-known, academic, and extensive experience and scientific expertise, the researcher will highly appreciate your effort in evaluating the attached questionnaire. Your opinion and directive will enrich the questionnaire's paragraphs, making them more valid for the purpose for which they were composed. Therefore, the researcher requests that you express your opinion in each paragraph of the tool by placing a tick (✓) in the field that you deem appropriate and write down your observations (deletion, addition, modification, merger, reformulation) and the degree of your agreement to the paragraphs of the tool.

Thank you for your cooperation with the utmost respect and appreciation.

Researcher name: Mrs. Lara Adnan Maayah

Supervisor: Prof. Ahmad

Ghandour

The study Model:

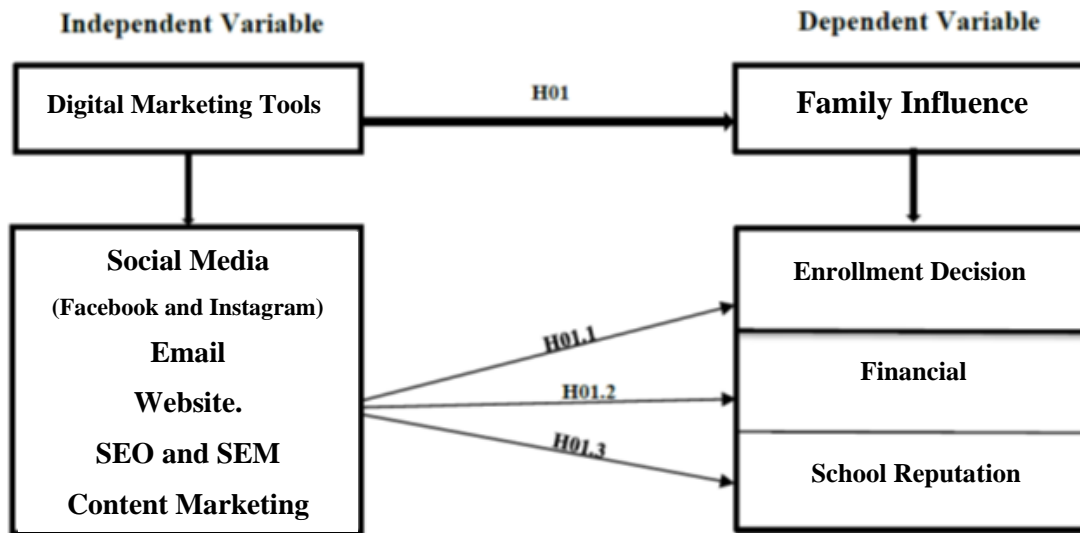
The study model consists of **the Independent Variable “Digital Marketing Tools”**, the researcher identified the dimensions of the independent variable with five dimensions:

1. Social Media (Facebook and Instagram)
2. Email
3. Website.
4. Search Engine Optimization and Search Engine Marketing.
5. Content Marketing.

And the **Dependent Variable “Enrollment Decision”**, the researcher identified the dimensions of the independent variable with three dimensions:

1. Financial Considerations.
2. School Reputation.
3. Family Influence.

Study Model:



The model was developed based on previous studies, for the independent variables: (Kamu,A.A ,2022; Sotomayor-Vidal et al., 2024).

And for the dependent variables(Del Moral et al.,2019; Gunaratnam et al., 2017; Kalimullin & Dobrotvorskaya, 2016)in addition to (2018, الريماوي والشيخ).

Study Hypothesis:

The current study seeks to test the following hypothesis:

H01: There is no statistically significant impact at ($\alpha =0.05$) of Digital Marketing Tools with its dimensions (Social Media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Enrollment Decisions (Financial Considerations, School Reputation and Family Influence) in private Schools in Amman.

The above main hypothesis is divided into the following subs:

H01.1: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (Social Media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Financial Considerations in Private Schools in Amman.

H01.2: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (Social Media, Email, Website, (SEO and SEM) and Content Marketing) collectively on School Reputation in Private Schools in Amman.

H01.3: There is no statistically significant impact at ($\alpha = 0.05$) of Digital Marketing Tools with its dimensions (Social Media, Email, Website, (SEO and SEM) and Content Marketing) collectively on Parent Influence in Private Schools in Amman.

Please put a check (\surd) in front of the option that suits your answer from the following data :

Section One: General Information (Demographic Characteristics)

Please provide some information about yourself. This section helps us understand who is participating in our study. Your responses will remain confidential and are crucial for the analysis.

1. Age: -

- Less than 30 years
- 30 - Less than 40 years
- 40 - Less than 50 years
- More than 50 years

2. Gender: -

- Male
- Female

3. The number of children you have attending private schools is: -

- 1
- 2
- 3
- 4 or more

4. The distance from your current home to the private school you are considering, or your child is attending: -

- Less than 1 km
- 1 – less than 5 km
- 5 – less than 10 km
- More than 10 km

Section Two: Independent Variable with its dimensions**Digital Marketing Tools**

This refers to the specific tools private schools use to communicate with students and their families. It includes various digital marketing such as social media platforms (Facebook, Instagram), email marketing, website content, SEO (Search Engine Optimization), and SEM (Search Engine Marketing).

أدوات التسويق الرقمي

يشير إلى الأدوات المحددة التي تستخدمها المدارس الخاصة للتواصل مع الطلبة وعائلاتهم وجذبهم. ويشمل ذلك

مختلف أدوات التسويق الإلكتروني مثل منصات التواصل الاجتماعي (فيسبوك، إنستغرام) والتسويق عبر البريد الإلكتروني

ومحتوى المواقع الإلكترونية ومحركات البحث (SEO) والتسويق عبر محركات البحث (SEM).

NO.	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<p>1. Social Media (Facebook and Instagram) A social media platform used by private schools for advertising, sharing updates, and engaging with parents and students. It influences enrollment intentions by showcasing school events, achievements, and community life.</p> <p>وسائل التواصل الاجتماعي (فيسبوك وإنستغرام) هي منصة للتواصل الاجتماعي تستخدمها المدارس الخاصة للإعلان ومشاركة التحديثات، والتفاعل مع الآباء والطلاب. تؤثر في نوايا التسجيل عن طريق عرض فعاليات المدرسة وإنجازاتها وحياة المجتمع.</p>						
1.	The private school ads on Facebook increase interest in exploring them. تزيد المدرسة الخاصة إعلاناتها على الفيسبوك من الاهتمام بالتحقيق فيها.					
2.	The private school makes it easy to find up-to-date information about it on Facebook. تجعل المدرسة الخاصة من السهل العثور على معلومات محدثة عنها على فيسبوك.					
3.	The private school shares information on Facebook that appears trustworthy. تشارك المدرسة الخاصة معلومات على فيسبوك تبدو موثوقة.					

NO.	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
4.	The private school effectively uses Facebook to share news. تستخدم المدرسة الخاصة الفيسبوك بفعالية لمشاركة الأخبار.					
5.	The private school promotions appear on Instagram. تظهر المدرسة الخاصة العروض الترويجية على إنستغرام.					
6.	The private school's Instagram posts influence decisions to enroll in them. تؤثر منشورات المدرسة الخاصة على الإنستغرام في قرارات الالتحاق بها.					
7.	The private school's Instagram activity provides a good sense of what it's like to attend different private schools. يوفر المدرسة الخاصة بنشاطها على الإنستغرام فهماً جيداً لتجربة الالتحاق بالمدارس الخاصة المختلفة.					
8.	The trustworthiness of content about private schools on Instagram influences enrollment decisions. تؤثر المدرسة الخاصة بمصداقية محتوى على إنستغرام في قرارات الالتحاق.					
9.	Interactions on Instagram regarding private schools enhance trust in them. تعزز المدرسة الخاصة الثقة بها من خلال التفاعلات على الإنستغرام.					

2. Email:

A direct marketing approach where schools send emails to inform about programs, admissions, events, and updates. It plays a crucial role in keeping potential and current families informed and connected to the school.

البريد الإلكتروني:

نهج التسويق المباشر حيث ترسل المدارس رسائل البريد الإلكتروني لإعلام الأفراد عن البرامج، والقبول، والفعاليات، والتحديثات. يلعب دوراً حاسماً في إبقاء العائلات المحتملة والحالية على علم ومتصلة بالمدرسة

NO.	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
10.	The private school's emails reach wide about their programs. تصل المدرسة الخاصة لنطاق أوسع من خلال رسائل البريد الإلكتروني حول برامجهم.					
11.	The private school's emails make one more inclined to enroll further. تجعل المدرسة الخاصة الشخص أكثر استعدادًا للالتحاق بصورة أكبر من خلال رسائل البريد الإلكتروني.					
12.	The Private school provides useful details about its characteristics by email. توفر المدرسة الخاصة تفاصيل مفيدة حول خصائصها عبر البريد الإلكتروني.					
13.	The private school information in emails directly impacts enrollment choice. تؤثر المدرسة الخاصة بمعلومات في رسائل البريد الإلكتروني مباشرة على اختيارها .					
14.	The private school's regular email updates make parents more connected to the school. تجعل المدرسة الخاصة تحديثات البريد الإلكتروني الدورية من الآباء أكثر ارتباطًا بالمدرسة .					

3. Website

The official online presence of a school includes its website's design, usability, and content. A well-designed website can significantly enhance interest in the school by providing easily accessible, comprehensive information about its programs, admissions, and community.

مواقع الانترنت

الموقع الإلكتروني هو الوجود الرسمي عبر الإنترنت للمدرسة من حيث التصميم ، وسهولة الاستخدام، والمحتوى. يمكن أن يعزز موقع الويب المصمم بشكل جيد اهتمام الناس بالمدرسة بشكل كبير من خلال توفير معلومات شاملة وسهلة الوصول عن برامجها والقبول، والمجتمع.

NO.	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15.	The private school's website is the first stop when conducting research. موقع المدرسة الخاصة الالكتروني هو المحطة الأولى عند إجراء البحث.					
16.	The private school increases interest through well-designed website. تزيد المدرسة الخاصة الاهتمام بها من خلال موقع الويب المصمم بشكل جيد.					
17.	The private school uses an easy website to navigate. تستخدم المدرسة الخاصة موقع ويب سهل التصفح.					
18.	The private school's website professionalism reflects the quality of education offered. تعكس المدرسة الخاصة باحترافية الموقع الالكتروني جودة التعليم المقدمة.					
19.	The private school's website content is crucial for enrollment decisions. يعتبر محتوى موقع المدرسة الخاصة أمرًا حاسمًا لقرارات التسجيل.					
<p>4. SEO and SEM Optimizing a school's website improves its ranking in search engine results, enhancing its online visibility and making it easier for parents and students to find information about the school.</p> <p>تحسين موقع المدرسة في محركات البحث لتعزيز ترتيبها في نتائج محركات البحث، مما يعزز رؤيتها عبر الإنترنت ويجعل من السهل على الآباء العثور على معلومات حول المدرسة.</p>						
20.	The private schools that are easy to find on Google seem more appealing. تبدو المدرسة الخاصة التي يسهل العثور عليها على جوجل أكثر جاذبية.					
21.	The private school that appear at the top of Google search attention first. تلقت المدرسة الخاصة التي تظهر في أعلى نتائج بحث جوجل الانتباه أولاً.					

NO.	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
22.	The private school's visibility in search results reflects its popularity. ظهور المدرسة الخاصة في نتائج البحث يعكس شهرتها.					
23.	The private school's Information found through Google search impacts enrollment decision. تؤثر المدرسة الخاصة بالمعلومات التي يتم العثور عليها من خلال البحث في جوجل على قرار التسجيل.					
24.	The private school's advertisements on other websites draw attention. تجذب المدرسة الخاصة بإعلانات على مواقع الويب الأخرى الانتباه..					

5. Content Marketing

Involves creating and sharing online material (such as blogs, articles, and videos) that does not explicitly promote the school but is intended to stimulate interest in its programs and values. It aids in decision-making by providing in-depth information and showcasing the school's strengths.

التسويق بالمحتوى

يشمل إنشاء ومشاركة مواد عبر الإنترنت (مثل المدونات والمقالات والفيديوهات) التي لا تروج بشكل صريح للمدرسة ولكنها تهدف إلى تحفيز الاهتمام ببرامجها وقيمتها. يساعد في اتخاذ القرارات من خلال توفير معلومات مفصلة وعرض نقاط قوة المدرسة..

NO	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
25.	The private school's blogs about its programs are important. مدونات المدرسة الخاصة حول برامجها مهمة.					
26.	The private school articles highlighting students' experiences help understand the school's environment better. تساعد المدرسة الخاصة بمقالات عن تجارب الطلبة في فهم بيئة المدرسة بشكل أفضل.					
27.	The private school's content aids the decision-making process. تساعد المدرسة الخاصة من خلال المحتوى في عملية اتخاذ القرارات.					
28.	The private school user-generated content, from parents on social media influences the view of the school positively. يؤثر محتوى المستخدمين من الآباء على وسائل التواصل الاجتماعي على نظرة المدرسة بشكل إيجابي.					
	The private school's information proves more effective through videos over articles. تثبت المدرسة الخاصة بالمعلومات عن كفاءتها بشكل أكبر من خلال الفيديوهات بدلاً من المقالات.					

Section Three: Dependent Variable with its dimensions

Enrollment Decision

Enrollment Decision refers to the process by which parents select and commit to enrolling their children in a particular school. This decision-making process involves evaluating various dimensions, including financial considerations, school reputation, and family influence.

قرار التسجيل

قرار التسجيل يشير إلى العملية التي يقوم فيها الآباء بتحديد والتزام تسجيل أطفالهم في مدرسة معينة. يشمل هذه العملية في اتخاذ القرار تقييم أبعاد مختلفة، بما في ذلك الاعتبارات المالية وسمعة المدرسة وتأثير العائلات.

NO.	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Financial Considerations						
Financial considerations encompass factors such as tuition fees, scholarships, and financial aid availability. الاعتبارات المالية تشمل عوامل مثل رسوم الدراسة والمنح الدراسية وتوافر المساعدة المالية						
30. 1	The private schools' tuition aligns with educational quality. يتناسب سعر الخدمة التعليمية مع جودتها.					
31. 2	The private schools' tuition is reasonable compared to others. سعر الخدمة التعليمية المقدمة ملائماً مقارنة بأسعار الخدمة التعليمية الأخرى.					
32. 3	The private school sets tuition based on parental affordability. تقوم المدرسة الخاصة بتسعير الخدمة التعليمية وفقاً للقدرة الشرائية لأولياء الأمور.					
33. 4	The private school offers competitive tuition rates versus competitors. تقدم المدرسة الخاصة أسعاراً تنافسية للخدمة التعليمية مقارنة بمنافسيها.					
34. 5	The private school tuition discounts increase enrollment appeal. تزيد المدرسة الخاصة بالخصومات التي تمنحها الفرصة بالتسجيل					
2. School Reputation:						
School reputation refers to the perceived quality, prestige, and academic standing of the school within the community. سمعة المدرسة تشير إلى الجودة المُدرَكة والسمعة والمكانة الأكاديمية للمدرسة داخل المجتمع.						
35.	The private school's reputation influences student behavior. تؤثر المدرسة الخاصة في سمعتها على سلوك الطلبة.					
36.	The private school appears in media reports. تظهر المدرسة الخاصة في التقارير الإعلامية.					
37.	The private school performs higher education entrance exams. تتفوق المدرسة الخاصة في امتحانات القبول للتعليم العالي.					
38.	The private school has a reputation among parents. المدرسة الخاصة لها سمعة بين الآباء.					

NO.	Item	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
39.	Private schools do better in education. تتفوق المدرسة الخاصة في التعليم .					
3. Family Influence Family influence involves the input, preferences, and values of parents or guardians in guiding the enrollment decision for their children. تأثير الأسرة يشمل المدخلات والتفضيلات والقيم للآباء أو الوصيين في توجيه قرار التسجيل لأطفالهم.						
40.	Private school's exceptional educational service drives choice. تحفز المدرسة الخاصة في الخدمة التعليمية المميزة على اتخاذ قرار اختيارها.					
41.	Private school's online testimonials attract parental interest. شهادات المدرسة الخاصة عبر الإنترنت تجذب اهتمام الأهل.					
42.	Private school's educational service diversity affects choice. تنوع المدرسة الخاصة في الخدمات التعليمية يؤثر على الاختيار.					
43.	Private school's educational promotion motivates selection. ترويج المدرسة الخاصة للتعليم يشجع على الاختيار.					
44.	Private school's qualified staff encourages enrollment decision. تشجع المدرسة الخاصة على اتخاذ قرار التسجيل من خلال الموظفون المؤهلون فيها.					

Many Thanks For Your Contribution