

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing* terhadap *intention to enroll* dan *to follow university social media*, yang dimediasi oleh *consumer values* dan *consumer hope*. Variabel firm generated content (FGC) dan user generated content (UGC) merupakan instrument dari *social media marketing*. *Consumer values* meliputi variabel *functional value*, *social value*, *emotional value*, *innovative value* dan *economic value*. Penelitian ini berhubungan dengan pemilihan universitas swasta bagi pelajar kelas 11 dan 12, selaku responden penelitian ini. Sampel yang digunakan adalah 460 pelajar SMA kelas 11 dan 12 di Provinsi DKI Jakarta dan Banten. Teknik penelitian yang digunakan adalah kuantitatif korelasional. Analisis data dengan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) menggunakan perangkat pengolah data SmartPLS. Hasil penelitian mendukung sebagian hipotesis yang diajukan. Hipotesis yang tidak signifikan adalah pengaruh FGC terhadap *economic value* serta pengaruh *functional value*, *social value*, *emotional value* dan *innovative value* terhadap *consumer hope*.

Kata kunci: *Consumer hope*, FGC, Media sosial, Pemilihan universitas, UGC.

ABSTRACT

The purpose of this research is to determine the influence of social media marketing on intention to enroll and to follow university social media, which is mediated by consumer values and consumer hope. Social media marketing is represented by firm generated content (FGC) and user generated content (UGC) variables. Consumer values include variables functional value, social value, emotional value, innovative value and economic value. This research is related to the selection of private universities for students in grades 11 and 12, as respondents of this study. The sample used was 460 high school students in grades 11 and 12 in DKI Jakarta and Banten Provinces. The research technique used is quantitative correlational. Data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS data processing tools. The results of the study support some of the proposed hypotheses, The hypothesis that is not significant are the effect of FGC on economic value and the effect of functional value, social value, emotional value and innovative value on consumer hope.

Keywords: *Consumer hope, FGC, Social Media, UGC, University Choice*