

## Abstrak

Penelitian ini bertujuan untuk menguji pengaruh *social media marketing* dan WOM, terhadap *positive emotion* serta dampaknya terhadap *intention to enroll* di perguruan tinggi swasta. Pengujian ini dilakukan pada siswa-siswi SMA yang berniat melanjutkan studi perguruan tinggi swasta. Kerangka konseptual pada penelitian ini adalah modifikasi yang disusun berdasarkan penelitian sebelumnya dengan fokus pada *positive emotion* dalam pengambilan keputusan *intention to enroll*. Penelitian ini berjenis kuantitatif dengan unit analisis berupa siswa-siswi SMA di Indonesia. Jumlah sampel diperoleh dengan rumus Cochran's. Sampel diambil dengan *convenience sampling* dan data diperoleh dengan kuesioner yang disebarluaskan secara *online* dengan menggunakan skala likert 1-5. Analisis data menggunakan metode PLS-SEM. Penelitian ini menguji 16 hipotesis. Variabel penelitian yang digunakan, yaitu variabel dependen berupa *intention to enroll*, variabel mediasi berupa *perceived value* dengan dimensi *functional value*, *epistemic value*, *emotional value*, *energizing value*, dan *social value*, serta variabel independen berupa *social media marketing* dan WOM. Hasil penelitian ini ialah 16 hipotesis didukung dengan *R-square* 0.388 serta dengan *f-square* 0.634, yang berarti *positive emotion* berdampak positif terhadap *intention to enroll*. Variabel *energizing value* secara *reliable* dan *valid* dapat dipisahkan dari *emotional value*. Temuan ini dapat memberikan kontribusi akademis dan implikasi manajerial pada pemasaran pendidikan tinggi atau perguruan tinggi swasta.

Kata kunci: *energizing value*, *intention to enroll*, *perceived value*, perguruan tinggi swasta, *positive emotion*, *social media marketing*, dan WOM

## **Abstract**

The purpose of this study is to test the influence of social media marketing and WOM on positive emotion and its impact on the intention to enroll of private universities, which is mediated by the dimensions of perceived value. This test is carried out on high school students who intend to continue their studies at private university. The conceptual framework in this study is a modification compiled based on previous research with a focus on positive emotion in making decisions on intention to enroll. The research method is quantitative, where the unit of analysis is high school students in Indonesia. The number of samples was obtained by using the Cochran formula, the samples were taken by purposive sampling and the data were obtained by means of a questionnaire distributed online using a Likert scale of 1-5. Data were analyzed using the PLS-SEM method. In this study, there are 16 hypotheses that will be tested with the dependent variable, namely intention to enroll, with mediation variable perceived value with multi-dimensions, such as functional value, epistemic value, emotional value, energizing value and social value, and independent variable such as social media marketing and WOM. The results of this study are that 16 hypotheses are supported, and with an R-square of 0.388 with an f-square of 0.634, which means that positive emotion has a positive impact on the intention to enroll. Variables energizing value can reliably and validly be separated from emotional value, these findings can contribute to academic and managerial implications in the marketing of higher education or private universities.

Keyword: energizing value, intention to enroll, perceived value, positive emotion, private college, social media marketing, and WOM