

DAFTAR PUSTAKA

- Achmadi, H., Antonio, F., Pramono, R., Bernarto, I., & Purwanto, A. (2020). Identification of The Positive and Negative Emotions that Appeared among High School Students When Selecting University at Jakarta and Surrounding Area. *Systematic Reviews in Pharmacy*, 11(9).
- Agustiani, I. N., Yapari, S., Sri, R., & Karini, R. A. (2017). Pengaruh Word of Mouth Marketing Terhadap Citra Perguruan Tinggi dan Dampaknya terhadap Keputusan Mahasiswa di STKIP Pasundan Cimahi. *Tourism Scientific Journal* 3(1).
- Ahn, J., & Kwon, J. (2020). Green hotel brands in Malaysia: perceived value, cost, anticipated emotion, and revisit intention. *Current Issues in Tourism*, 23(12), 1559–1574. <https://doi.org/10.1080/13683500.2019.1646715>
- Alves, H. (2011a). The measurement of perceived value in higher education: A unidimensional approach. *Service Industries Journal*, 31(12), 1943–1960. <https://doi.org/10.1080/02642069.2011.550042>
- Alves, H. (2011b). The measurement of perceived value in higher education: A unidimensional approach. *Service Industries Journal*, 31(12), 1943–1960. <https://doi.org/10.1080/02642069.2011.550042>
- Auliarahman, L. (2020). The effect of social media marketing and religiosity on perceived value and student's decision in choosing non-religious program at Islamic higher education. *Asian Journal of Islamic Management (AJIM)*, 2, 82–95. <https://doi.org/10.1108/AJIM.vol2.iss2.art2>
- Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), 45–61. <https://doi.org/10.1016/j.ijresmar.2006.01.005>
- Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the Academy of Marketing Science*, 27(2), 184–206. <https://doi.org/10.1177/0092070399272005>
- Barton, B. A., Adams, K. S., Browne, B. L., & Arrastia-Chisholm, M. C. (2021). The effects of social media usage on attention, motivation, and academic performance. *Active Learning in Higher Education*, 22(1), 11–22. <https://doi.org/10.1177/1469787418782817>

- Bidin, Z., Haron, H., Zainuddin, Y., & Ismail, I. (2005). Factors influencing students' intention to enroll in bachelor of accounting degree: an application of theory of reasoned action. *Jurnal Ekonomi dan Keuangan*, 9(3), 340–361.
- Bonesso, S., Gerli, F., Pizzi, C., & Cortellazzo, L. (2018). Students' Entrepreneurial Intentions: The Role of Prior Learning Experiences and Emotional, Social, and Cognitive Competencies. *Journal of Small Business Management*, 56, 215–242. <https://doi.org/10.1111/jsbm.12399>
- Callejas-Albiñana, A. I., Callejas-Albiñana, F. E., & Martínez-Rodríguez, I. (2016). Emotional effects on university choice behavior: The influence of experienced narrators and their characteristics. *Frontiers in Psychology*, 7. <https://doi.org/10.3389/fpsyg.2016.00689>
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22–32. <https://doi.org/10.1016/j.techfore.2018.11.025>
- Mason, R. D., Mason, Lind, D. A., & Marcha, W. G. (1999). *Statistical Tehniques in Business and Economics* (Tenth Edition). Irwin McGraw-Hill.
- Cocosila, M., & Igonor, A. (2012). *Perceived Value of Social Media: An empirical investigation*. <http://aisel.aisnet.org/confirm2012><http://aisel.aisnet.org/confirm2012/54>
- Dangmei, J., Singh, A., & Professor, A. (2016). Understanding the generation Z: the future workforce. *South-Asian Journal of Multidisciplinary Studies (SAJMS)*, 3. <https://www.researchgate.net/publication/305280948>
- Dann, S. (2010). Redefining social marketing with contemporary commercial marketing definitions. *Journal of Business Research*, 63(2), 147–153. <https://doi.org/10.1016/j.jbusres.2009.02.013>
- Derbaix, C., & vanden Abeele, P. (1985). Consumer inferences and consumer preferences. The status of cognition and consciousness in consumer behavior theory. *International Journal of Research in Marketing*, 2(3), 157-174.
- Fazal-e-Hasan, S. M., Ahmadi, H., Mortimer, G., Grimmer, M., & Kelly, L. (2018). Examining the role of consumer hope in explaining the impact of perceived brand value on customer–brand relationship outcomes in an online retailing environment. *Journal of Retailing and Consumer Services*, 41, 101–111. <https://doi.org/10.1016/j.jretconser.2017.12.004>

- Goi, M. T., Kalidas, V., & Yunus, N. (2018). Mediating roles of emotion and experience in the stimulus-organism-response framework in higher education institutions. *Journal of Marketing for Higher Education*, 28(1), 90–112. <https://doi.org/10.1080/08841241.2018.1425231>
- Gottlieb, U. R., & Beatson, A. (2018). High on emotion! perceived value: influencing decision-making processes at international student recruitment trade shows. *Journal of Marketing for Higher Education*, 28(2), 282–297. <https://doi.org/10.1080/08841241.2018.1476430>
- Hall, N. C., Sampasivam, L., Muis, K. R., & Ranellucci, J. (2016). Achievement goals and emotions: The mediational roles of perceived progress, control, and value. *British Journal of Educational Psychology*, 86(2), 313–330. <https://doi.org/10.1111/bjep.12108>
- Hanum, M. S., Rofiaty, R., & Yuniarinto, A. (2020). Analyzing The Impact of Word of Mouth and Experience Quality on School Choice Decision Through Perceived Value and Brand Image. *Jurnal Aplikasi Manajemen*, 18(2), 326–336. <https://doi.org/10.21776/ub.jam.2020.018.02.13>
- Hermawan Asep. (2001). The effect of Service Cues on Perceived Service Quality, Value, Satisfaction and Word of Mouth Recommendations in Indonesian University Settings. *Wayne Huizenga Graduate School of Business and Entrepreneurship Nova Southeastern University*, 1–149.
- Hoang, T., & Hang, T. (2016). A Study on Re-enroll Intention Toward Advanced Level of Higher Education for International Students in Taiwan. *European Journal of Business and Management*, 8(33), 2222–2289. www.iiste.org
- Holbrook, M. (1999). *Introduction to Consumer Value A Framework for Analysis and Research*. Routledge.
- Janet Yang, Z., McComas, K., Gay, G., Leonard, J. P., Dannenberg, A. J., & Dillon, H. (2010). From information processing to behavioral intentions: Exploring cancer patients' motivations for clinical trial enrollment. *Patient Education and Counseling*, 79(2), 231–238. <https://doi.org/10.1016/j.pec.2009.08.010>
- Kahneman. & Tversky. (1979). *Prospect Theory: An Analysis of decision making under risk*.
- Kantorová, K., Jonášová, H., Panuš, J., & Lipka, R. (2017). *A Study of Generation Z from The Communication Perspective of Universities*. <http://hdl.handle.net/10195/67927>.

- Katz, E., Blumler, J. G., & Gurevitch, M. (1974). *Uses & Gratification Theory*.
- Kaur, P., Dhir, A., Rajala, R., & Dwivedi, Y. (2018). Why people use online social media brand communities: A consumption value theory perspective. *Online Information Review*, 42(2), 205–221. <https://doi.org/10.1108/OIR-12-2015-0383>
- Kawakami, T., Kishiya, K., & Parry, M. E. (2013). Personal word of mouth, virtual word of mouth, and innovation use. *Journal of Product Innovation Management*, 30(1), 17–30. <https://doi.org/10.1111/j.1540-5885.2012.00983.x>
- Kemenristekdikti. (2018). *Statistik Pendidikan Tinggi 2018*.
- Kemenristekdikti. (2019). *Statistik PendidikanTinggi 2019*.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kotler, P., & Keller, K. L. (2016). *Marketing management (Global Edition)*.
- Kusumaningtyas, R., Mar'atus Sholehah, I., & Kholifah, N. (2020). Peningkatan Kualitas Pembelajaran Guru Melalui Model dan Media Pembelajaran bagi Generasi Z Article Info. *Jurnal Warta LPM*, 23(1), 54–62. <http://journals.ums.ac.id/index.php/warta>
- Lai, L. S. L., To, W. M., Lung, J. W. Y., & Lai, T. M. (2012). The perceived value of higher education: The voice of Chinese students. *Higher Education*, 63(3), 271–287. <https://doi.org/10.1007/s10734-011-9439-6>
- Le, T. D., Robinson, L. J., & Dobeles, A. R. (2020). Understanding high school students use of choice factors and word-of-mouth information sources in university selection. *Studies in Higher Education*, 45(4), 808–818. <https://doi.org/10.1080/03075079.2018.1564259>
- Lerner, J. S., Li, Y., Valdesolo, P., College, C. M., & Kassam, K. (2014). *Emotions and Decision Making, p. 1 Emotion and Decision Making*.
- Lu Li, A. D. I. G. and J. Z. (2020). *The Role of Positive Emotions in Education: A Neuroscience Perspective*.
- Lubis, N., Sakti, S., Yoshino, K., & Nakamura, S. (2018). *Eliciting Positive Emotion through Affect-Sensitive Dialogue Response Generation: A Neural Network Approach*. www.aaai.org

- Luo, M., Xue, Y., Zhang, S., Dong, Y., Mo, D., Dong, W., Qian, K., Fang, Y., Liang, H., & Zhang, Z. (2018). What factors influence older people's intention to enrol in nursing homes? A cross-sectional observational study in Shanghai, China. *BMJ Open*, 8(9), e021741. <https://doi.org/10.1136/bmjopen-2018-021741>
- Mazer, J. P., Murphy, R. E., & Simonds, C. J. (2007). I'll see you on "facebook": The effects of computer-mediated teacher self-disclosure on student motivation, affective learning, and classroom climate. *Communication Education*, 56(1), 1–17. <https://doi.org/10.1080/03634520601009710>
- Mazzarol, T., & Soutar, G. N. (2002). "Push-pull" factors influencing international student destination choice. *International Journal of Educational Management*, 16(2), 82–90. <https://doi.org/10.1108/09513540210418403>
- 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>
- Nsuworks, N., & Sessa, W. L. (2017). The Influence of Electronic Word-of-Mouth on College Search and Choice. *College and University Journal*, 92(4). https://scholarship.miami.edu/discovery/delivery/01UOML_INST:ResearchRepository/12355467190002976?l#13355487800002976
- Pangkalan Data Perguruan Tinggi. (2020). *Pangkalan Data Perguruan Tinggi*. <https://pddikti.kemdikbud.go.id/pt>
- Paul Ekman. (2021). Retrieved from *Universal Emotion*. Paul Ekman Group.
- Perrin, J. L. (2009). *Emotional responses to environmental messages: Implications for future environmentally responsible behavioral intentions Recommended Citation*. <https://scholars.unh.edu/dissertation/482>
- Potter, W. J. (2014). A Critical Analysis of Cultivation Theory. *Journal of Communication*, 64(6), 1015–1036. <https://doi.org/10.1111/jcom.12128>
- Quin, D., Hemphill, S. A., & Heerde, J. A. (2017). Associations between teaching quality and secondary students' behavioral, emotional, and cognitive engagement in school. *Social Psychology of Education*, 20(4), 807–829. <https://doi.org/10.1007/s11218-017-9401-2>
- Richardson, M., Abraham, C., & Bond, R. (2012). Psychological correlates of university students' academic performance: A systematic review and meta-analysis. *Psychological Bulletin*, 138(2), 353–387. <https://doi.org/10.1037/a0026838>

- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: A systematic review of the research. *Marketing Theory*, 7(4), 427–451. <https://doi.org/10.1177/1470593107083165>
- Santoso, G., & Triwijayati, A. (2018). Gaya Pengambilan Keputusan Pembelian Pakaian Secara Online pada Generasi Z Indonesia. *Jurnal Ilmu Keluarga Dan Konsumen*, 11(3), 231–242. <https://doi.org/10.24156/jikk.2018.11.3.231>
- Sekaran, & Bougie. (2016). *Research Method for Business, A Skill Building Approach*. Wiley.
- Seligman M. (2011). *A Visionary New Understanding of Happiness and Well Being Flourish*.
- Seligman, M. (2018). PERMA and the building blocks of well-being. *Journal of Positive Psychology*, 13(4), 333–335. <https://doi.org/10.1080/17439760.2018.1437466>
- Shedrack Oluwafemi, A., & Dastane, O. (2016). The Impact of Word of Mouth on Customer Perceived Value for the Malaysian Restaurant Industry. *Omkar Dastane / East Asian Journal of Business Management*, 6(3), 21–31. <https://doi.org/10.13106/eajbm.2016.vol6.no3.21>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Why We Buy What We Buy: A Theory of Consumption Values* (Vol. 22).
- Shi, W., Tang, L., Zhang, X., Gao, Y., & Zhu, Y. (2016). How does word of mouth affect customer satisfaction? *Journal of Business and Industrial Marketing*, 31(3), 393–403. <https://doi.org/10.1108/JBIM-07-2014-0139>
- Simiyu, G., Bonuke, R., & Komen, J. (2020). Social media and students' behavioral intentions to enroll in postgraduate studies in Kenya: a moderated mediation model of brand personality and attitude. *Journal of Marketing for Higher Education*, 30(1), 66–86. <https://doi.org/10.1080/08841241.2019.1678549>
- Stein, J. P., Krause, E., & Ohler, P. (2021). Every (Insta)Gram counts? Applying cultivation theory to explore the effects of Instagram on young users' body image. *Psychology of Popular Media*, 10(1), 87–97. <https://doi.org/10.1037/ppm0000268>
- Stephanou, G., Kariotoglou, P., & Dinas, K. (2011). *University Students' Emotions in Lectures: The Effect of Competence Beliefs, Value Beliefs and Perceived Task-difficulty, and the Impact on Academic Performance* (Vol. 18, Issue 1). www.Learning-Journal.com

- Susilowati, C., & Sugandini, D. (2018). Perceived Value, eWord-of-Mouth, Traditional Word-of-Mouth, and Perceived Quality to Destination Image of Vacation Tourists. *Review of Integrative Business and Economics Research*, 1(1). <http://buscompress.com/journal-home.html>
- Sweeney, J. C., Soutar, G. N., & Mazzarol, T. (2012). Word of mouth: Measuring the power of individual messages. *European Journal of Marketing*, 46(1), 237–257. <https://doi.org/10.1108/03090561211189310>
- Viswanathan, V., & Jain, V. (2013). A dual-system approach to understanding “generation Y” decision making. *Journal of Consumer Marketing*, 30(6), 484–492. <https://doi.org/10.1108/JCM-07-2013-0649>
- Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and Validation of Brief Measures of Positive and Negative Affect: The PANAS Scales. *Journal of Personality and Social Psychology*, 54(6).
- Wong, L. W., Tan, G. W. H., Hew, J. J., Ooi, K. B., & Leong, L. Y. (2020). Mobile social media marketing: a new marketing channel among digital natives in higher education? *Journal of Marketing for Higher Education*. <https://doi.org/10.1080/08841241.2020.1834486>
- Yu, Y., & Wang, X. (2020). Understanding the intention of Chinese parents to enroll their children in early enrichment programs—A social media perspective. *European Early Childhood Education Research Journal*, 598–621. <https://doi.org/10.1080/1350293X.2020.1783931>
- Zeithaml, V. A. (1988). *Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence*.
- Zhai, X., Wang, M., & Ghani, U. (2020). The SOR (stimulus-organism-response) paradigm in online learning: an empirical study of students’ knowledge hiding perceptions. *Interactive Learning Environments*, 28(5), 586–601. <https://doi.org/10.1080/10494820.2019.1696841>