

## ABSTRAK

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(xiv + 131 halaman; 13 gambar; 32 tabel; 4 lampiran)

### **PENGARUH *STUDENT EXPERIENCE* DAN *FEAR OF MISSING OUT* TERHADAP *POSITIVE WORD OF MOUTH* DAN *POSITIVE ELECTRONIC WORD OF MOUTH* YANG DIMEDIASI *STUDENT ENGAGEMENT* (STUDI PADA MAHASISWA KELAS KARYAWAN UNIVERSITAS SWASTA XYZ)**

Tujuan penelitian ini adalah untuk menguji dan menganalisis hubungan antara *Student Experience*, *student engagement*, *fear of missing out (FOMO)*, *positive word of mouth (P WOM)*, dan *positive electronic word of mouth (P E-WOM)* dalam konteks pemasaran untuk kelas karyawan di universitas swasta XYZ. Penelitian ini menggunakan variabel-variabel tersebut untuk menjelaskan dan memprediksi *positif word of Mouth* dan *Electronic Word of Mouth* pada mahasiswa kelas karyawan khususnya yang masih berstatus mahasiswa aktif. Metode yang digunakan yaitu survei kuantitatif dilakukan pada bulan Maret 2024 terhadap 163 mahasiswa karyawan. Data diperoleh dengan instrumen kuesioner menggunakan kuesioner skala *Likert*, kemudian dianalisis menggunakan *Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Temuan penelitian ini menunjukkan *Student Experience* berpengaruh positif dan signifikan pada *positive word of mouth* ( $\beta=0,600$ ;  $p\text{-value}=0,000$ ) dan *positive electronic word of mouth* ( $\beta=0,457$ ;  $p\text{-value}=0,000$ ). *Student engagement* secara tidak langsung memediasi pengaruh *Student Experience* terhadap informasi dari *positive word of mouth* ( $\beta=0,312$ ;  $p\text{-value}=0,000$ ) dan *positive electronic word of mouth* ( $\beta=0,385$ ;  $p\text{-value}=0,000$ ). Selain itu, *FOMO* berpengaruh pada *P E-WOM* ( $\beta=0,179$ ;  $p\text{-value} 0,039$ ) namun tidak mempengaruhi *P WOM* ( $\beta=0,031$ ;  $p\text{-value} =0,327$ ). Model penelitian ini mempunyai kemampuan prediksi moderat dan substansial.

Kata kunci: *Student Experience*, *student engagement*, *fear of missing out*, *positive word of mouth*, *positive electronic word of mouth*, mahasiswa kelas karyawan, universitas swasta

## ABSTRACT

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### ***THE INFLUENCE OF STUDENT EXPERIENCE AND FEAR OF MISSING OUT ON POSITIVE WORD OF MOUTH AND POSITIVE ELECTRONIC WORD OF MOUTH MEDIATED BY STUDENT ENGAGEMENT (STUDY ON XYZ PRIVATE UNIVERSITY EMPLOYEE CLASS STUDENTS)***

*The purpose of this research is to examine and analyze the relationship between Student Experience, student engagement, Fear of Missing Out (FOMO), Positive Word of Mouth (P WOM), and Positive Electronic Word of Mouth (P E-WOM) in the context of marketing for the employee class in XYZ private university. This research uses these variables to explain and predict positive word of mouth and electronic word of mouth in employee class students, especially those who are still active students. The method was a quantitative survey conducted in March 2024 on 163 student employees. Data was obtained with a questionnaire instrument using a Likert scale questionnaire, then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings of this research show that Student Experience has a positive and significant effect on positive word of mouth ( $\beta=0.600$ ;  $p\text{-value}=0.000$ ) and positive electronic word of mouth ( $\beta=0.457$ ;  $p\text{-value}=0.000$ ). Student involvement indirectly mediates the effect of the Student Experience on positive word of mouth ( $\beta=0.312$ ;  $p\text{-value}=0.000$ ) and positive electronic word of mouth ( $\beta=0.385$ ;  $p\text{-value}=0.000$ ). In addition, FOMO affects P E-WOM ( $\beta=0.179$ ;  $p\text{-value} 0.039$ ) but does not affect P WOM ( $\beta=0.031$ ;  $p\text{-value} =0.327$ ). This research model has moderate and substantial predictive ability.*

**Keywords:** *Student Experience, student engagement, fear of missing out, positive word of mouth, positive electronic word of mouth, student employees, private university*