

## DAFTAR ISI

TESIS .....	i
PERNYATAAN KEASLIAN KARYA TUGAS AKHIR .....	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR .....	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	iv
ABSTRAK .....	v
ABSTRACT.....	vi
KATA PENGANTAR .....	vii
DAFTAR ISI.....	ix
DAFTAR TABEL.....	xii
DAFTAR GAMBAR .....	xiii
BAB 1 PENDAHULUAN .....	1
1.1 Latar Belakang Masalah .....	1
1.2 Rumusan Masalah .....	13
1.3 Tujuan Penelitian.....	14
1.4 Manfaat Penelitian.....	14
1.5 Sistematika Penelitian .....	15
BAB 2 TINJAUAN PUSTAKA .....	18
2.1 Dasar Teori .....	18
2.1.1 TIB ( <i>Theory of Interpersonal Behaviour</i> ) .....	18
2.1.2 <i>Social Influence Theory</i> .....	19
2.1.3 <i>Customer Engagement</i> .....	20
2.1.4 <i>Experiential Marketing</i> .....	21
2.2 Variabel Penelitian.....	22
2.2.1 Variabel <i>Student Experience</i> .....	22
2.1.2 Variabel <i>Student Engagement</i> .....	23
2.1.3 Variabel <i>Fear of Missing Out (FOMO)</i> .....	24
2.1.4 Variabel <i>Positive Word of Mouth</i> .....	24
2.1.5 Variabel <i>Positive Electronic Word of Mouth</i> .....	25
2.2 Pengembangan Hipotesis.....	26
2.2.1 Kaitan antara <i>Student Experience</i> dengan <i>Student Engagement</i> .....	26

2.2.2	Kaitan antara <i>Student Engagement</i> dengan <i>Positive WOM</i> .....	27
2.2.3	Kaitan antara <i>Student Engagement</i> dengan <i>Positive E-WOM</i> .....	28
2.2.4	Kaitan antara FOMO dengan <i>Positive WOM</i> .....	29
2.2.5	Kaitan antara FOMO dengan <i>Positive E-WOM</i> .....	30
2.2.6	Kaitan antara <i>Student Experience</i> dengan <i>Positive WOM</i> dengan <i>Student Engagement</i> Sebagai Mediasi .....	31
2.2.7	Kaitan antara <i>Student Experience</i> dengan <i>Positive E-WOM</i> dengan <i>Student Engagement</i> Sebagai Mediasi .....	32
2.3	Model Konseptual .....	33
BAB III.....		35
3.1	Objek Penelitian .....	35
3.2	Unit Analisis.....	35
3.3	Tipe Penelitian.....	36
3.4	Pengukuran Variabel .....	37
3.4.1	Pengukuran Variabel.....	37
3.4.2	Definisi Konseptual dan Operasionalisasi Variabel .....	38
3.5	Populasi dan Sampel.....	43
3.5.1	Penentuan Jumlah Sampel .....	43
3.5.2	Metode Penarikan Sampel .....	45
3.6	Metode Pengumpulan Data .....	45
3.6.1	Data Primer .....	45
3.6.2	Data Sekunder.....	46
3.7	Teknik Analisis Data .....	46
3.7.1	Analisis Model pada PLS-SEM.....	47
BAB 4.....		52
4.1	Profil Responden .....	52
4.2	Profil Perilaku Responden.....	54
4.2.1	Variabel <i>Student Experience</i> .....	56
4.2.2	Variabel <i>Student Engagement</i> .....	60
4.2.3	Variabel <i>Fear of Missing Out</i> .....	61
4.2.4	Variabel <i>Positive Word of Mouth</i> .....	62
4.2.5	Variabel <i>Positive Electronic Word of Mouth</i> .....	64
4.3	Analisis Deskriptif.....	65

4.3.1 <i>Measurement Model (Outer Model)</i> .....	66
4.3.2 <i>Structural Model (Inner Model)</i> .....	81
4.4 Pembahasan .....	109
BAB 5 .....	115
5.1 Kesimpulan.....	115
5.2 Implikasi Teoritis.....	117
5.3 Implikasi Manajerial.....	118
5.3 Keterbatasan dan Saran bagi Penelitian Selanjutnya.....	121
DAFTAR PUSTAKA.....	123
Lampiran 1 Kuesioner .....	138
Pertanyaan Filter.....	138
Profil Responden .....	138
Pertanyaan Kuesioner .....	140
Lampiran 2 Kuesioner .....	143
Pertanyaan Filter.....	144
Lampiran 3 OUTCOME DAN SETTING PLS-SEM.....	145
Lampiran 4 Surat izin Penelitian .....	151
Turnitin .....	152

## DAFTAR TABEL

Tabel 1. 1 Data Jumlah PTS dan Mahasiswa Swasta di Jakarta .....	4
Tabel 1. 2 Nilai Net Promoter Score survei pendahuluan.....	9
Tabel 3. 1 Definisi Konseptual dan Operasionalisasi Variabel.....	38
Tabel 4. 1 Profil Demografi Responden.....	52
Tabel 4. 2 Profil Karakteristik Responden .....	53
Tabel 4. 3 Kategori Jawaban .....	55
Tabel 4. 4 Deskripsi Variabel Advice and Support.....	56
Tabel 4. 5 Deskripsi Variabel Learning Resources and Facilities .....	57
Tabel 4. 6 Deskripsi Variabel Learning Learning and Teaching .....	58
Tabel 4. 7 Deskripsi Variabel Student Engagement .....	60
Tabel 4. 8 Deskripsi Variabel Fear of Missing Out .....	62
Tabel 4. 9 Deskripsi Variabel Positive Word of Mouth.....	63
Tabel 4. 10 Deskripsi Variabel Positive Electronic Word of Mouth .....	64
Tabel 4. 11 First Stage Indicator Reliability .....	69
Tabel 4. 12 First Stage Construct Reliability .....	71
Tabel 4. 13 First Stage Average Variance Extracted (AVE) .....	72
Tabel 4. 14 First Stage HT/MT Ratio .....	74
Tabel 4. 15 <i>Second stage</i> Outer Loading .....	76
Tabel 4. 16 <i>Second stage</i> Construct Reliability .....	77
Tabel 4. 17 <i>Second stage</i> Construct Validity .....	78
Tabel 4. 18 <i>Second stage</i> HT/MT Ratio.....	79
Tabel 4. 19 <i>Second stage</i> Inner Variance Inflation Factor (VIF).....	83
Tabel 4. 20 Nilai R-Squared.....	85
Tabel 4. 21 Nilai Effect Size ( $f^2$ ).....	87
Tabel 4. 22 Nilai $Q^2$ predict .....	88
Tabel 4. 23 Hasil Uji Analisis CVPAT.....	90
Tabel 4. 24 Hasil Uji Hipotesis .....	91
Tabel 4. 25 Indirect & Direct Effect .....	97
Tabel 4. 26 IPMA Indicators PWOM .....	100
Tabel 4. 27 First Stage IPMA Indicators P E-WOM .....	103
Tabel 4. 28 Jumlah Sampel Minimum Uji Posthoc .....	106
Tabel 4. 29 PLS-POS R-Square Segment .....	107

## DAFTAR GAMBAR

Gambar 1. 1 Data Perguruan Tinggi di indonesia.....	3
Gambar 1. 2 Diagram Data Mahasiswa Kelas Karyawan Universitas XYZ dari 2018-2023 .....	6
Gambar 1. 3 Diagram hasil survei pendahuluan .....	7
Gambar 2. 1 Kerangka Konseptual .....	34
Gambar 3. 2 Perhitungan Jumlah Sampel dengan Power Analysis .....	44
Gambar 4. 1 First Stage Disjoint Outer Model .....	68
Gambar 4. 2 <i>Second stage</i> Outer Model .....	75
Gambar 4. 3 <i>Second stage</i> Inner model .....	82
Gambar 4. 4 IPMA P WOM .....	102
Gambar 4. 5 IPMA P E-WOM.....	104
Gambar 4. 6 PLS-POS Segmen 1 .....	108
Gambar 4. 7 PLS-POS Segmen 2 .....	109
Gambar 4. 8 Rerangka Konseptual LOC .....	110
Gambar 4. 9 Model Hasil .....	111

