

## ABSTRAK

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### **PENGARUH *STUDENT EXPERIENCE* PADA *POSITIVE ELECTRONIC WORD OF MOUTH* DARI SISWA SEKOLAH MENENGAH ATAS DI KOTA TANGERANG SELATAN YANG DIMEDIASI OLEH *BRAND PRESTIGE*, *BRAND HAPPINESS*, *BRAND CREDIBILITY* SECARA SEKUENSIAL DENGAN *BRAND LOVE***

(xiv+ 139 halaman; 33 tabel; 15 gambar; 4 lampiran)

Penelitian ini bertujuan untuk menguji pengaruh *student experience* pada PEWOM yang di mediasi *brand prestige*, *brand happiness* dan *brand credibility* secara sekuensial dengan *brand love*. Jumlah sampel 201 responden adalah siswa SMA swasta di Kota Tangerang Selatan berusia 17-18 tahun yang aktif di media sosial. Teknik pengambilan sampling dengan *non-probability sampling* yaitu *purposive sampling*, pengambilan data dengan kuesioner secara *online*. Analisis data yang telah terkumpul menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian ini memperlihatkan *student experience* berpengaruh positif terhadap *brand prestige*, *brand happiness*, *brand credibility* dan *brand love*, sejalan dengan itu *brand prestige*, *brand happiness* masing-masing berpengaruh pada *brand love*. Namun ditemukan *brand credibility* tidak berpengaruh pada *brand love*. Selanjutnya *brand love* menjadi prediktor signifikan terhadap PEWOM. Selain itu studi ini menunjukkan *brand prestige* serta *brand love* secara sekuensial memediasi hubungan *brand experience* dan PEWOM, juga *brand happiness* serta *brand love* secara sekuensial memediasi hubungan *brand experience* dan PEWOM. Temuan memperlihatkan *brand credibility* serta *brand love* tidak memediasi secara sekuensial pada hubungan *student experience* pada PEWOM. Implikasi penelitian merujuk pada strategi pemasaran sekolah, melakukan *branding* sekolah secara berkelanjutan diawali dengan pengenalan akan perilaku siswa SMA swasta di Kota Tangerang Selatan sehingga sekolah memahami *student experience* yang sesuai dengan karakter siswa.

Kata kunci: *student experience*, *brand prestige*, *brand happiness*, *brand love*, *brand credibility*, *positive e-wom*

Referensi : 428 (1962-2024)

## **ABSTRACT**

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***THE INFLUENCE OF STUDENT EXPERIENCE ON POSITIVE ELECTRONIC WORD OF MOUTH FROM HIGH SCHOOL STUDENTS IN SOUTH TANGERANG CITY MEDIATED BY BRAND PRESTIGE, BRAND HAPPINESS, BRAND CREDIBILITY SEQUENTIALLY WITH BRAND LOVE.***

(xiv+ 139 pages; 33 tables; 15 figures; 4 appendices)

*This study aims to examine the effect of student experience on PEWOM mediated by brand prestige, brand happiness and brand credibility sequentially with brand love. The sample size of 201 respondents is private high school students in South Tangerang City aged 17-18 years who are active on social media. The sampling technique with non-probability sampling is purposive sampling, data collection with online questionnaires. Analysis of data that has been collected using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this study show that student experience has a positive effect on brand prestige, brand happiness, brand credibility and brand love, in line with that brand prestige, brand happiness each has an effect on brand love. However, it was found that brand credibility did not significantly affect brand love. Furthermore, brand love is a significant predictor of PEWOM. In addition, this study shows that brand prestige and brand love sequentially mediate the relationship between brand experience and PEWOM, and brand happiness and brand love sequentially mediate the relationship between brand experience and PEWOM. The findings show that brand credibility and brand love do not sequentially mediate the relationship of student experience on PEWOM. The implication of the research refers to the school's marketing strategy, branding the school in a sustainable manner starting with an introduction to the behaviour of private high school students in South Tangerang City so that the school understands the student experience that suits the character of the students.*

*Keywords: student experience, brand prestige, brand happiness, brand love, brand credibility, positive e-wom*

*References: 428 (1962-2024)*