

ABSTRAK

I Bagus Putra Mahendra Wisnu A (01619230067)

“ANALISIS FAKTOR-FAKTOR YANG MEMENGARUHI MINAT DAFTAR MAHASISWA DI UNIVERSITAS PELITA HARAPAN MELALUI MEDIASI *ENGAGEMENT*”

(xiii + 143 halaman; 8 gambar; 28 tabel; 4 lampiran)

Persaingan yang semakin ketat antar institusi pendidikan tinggi mendorong universitas untuk meningkatkan kualitas akademik dan visibilitas digital dalam menarik minat calon mahasiswa. Penelitian ini bertujuan untuk menganalisis pengaruh *Firm-Generated Content (FGC)*, *User-Generated Content (UGC)*, *E-Service Quality*, dan *Brand Image* terhadap *Purchase Intention* calon mahasiswa pascasarjana di Universitas Pelita Harapan (UPH), dengan *Customer Engagement* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 158 responden dan teknik analisis *Structural Equation Modeling Partial Least Squares (SEM-PLS)* melalui perangkat lunak *SmartPLS*. Hasil analisis menunjukkan bahwa seluruh hipotesis dalam penelitian ini didukung secara statistik. Ketiga variabel awal – *FGC*, *UGC*, dan *E-Service Quality* – berpengaruh signifikan terhadap *Customer Engagement*, yang selanjutnya memediasi pengaruhnya terhadap *Purchase Intention*. Mediasi oleh *Customer Engagement* lebih kuat daripada pengaruh langsung pada *FGC* dan *E-Service Quality*, sedangkan *UGC* lebih kuat secara langsung. Di samping itu, pengaruh tidak langsung melalui *Customer Engagement* bersifat signifikan namun moderat. Sementara itu, *Brand Image* menunjukkan pengaruh langsung paling kuat terhadap *Purchase Intention*, mengindikasikan bahwa persepsi terhadap reputasi dan kredibilitas merek berperan krusial dalam membentuk keputusan pembelian tanpa perlu keterlibatan psikologis sebagai perantara.

Kata Kunci: Konten Buatan Perusahaan, Konten Buatan Pengguna, Kualitas Jasa Elektronik, Niat Pembelian & Citra Merek

Referensi: 43(2016-2025)

ABSTRACT

I Bagus Putra Mahendra Wisnu A (01619230067)

“AN ANALYSIS OF FACTORS INFLUENCING STUDENTS’ ENROLLMENT INTENTIONS AT UNIVERSITAS PELITA HARAPAN THROUGH THE MEDIATION OF ENGAGEMENT”

(xiii + 143 pages; 8 figures; 28 tables; 4 appendices)

The increasingly intense competition among higher education institutions compels universities to enhance their academic quality and digital visibility to attract prospective students. This study aims to analyze the influence of Firm-Generated Content (FGC), User-Generated Content (UGC), E-Service Quality, and Brand Image on the Purchase Intention of prospective postgraduate students at Universitas Pelita Harapan (UPH), with Customer Engagement as a mediating variable. A quantitative approach was employed, involving 158 respondents, and data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) through the SmartPLS software. The results indicate that all hypotheses proposed in this study are statistically supported. The three antecedent variables – FGC, UGC, and E-Service Quality – significantly influence Customer Engagement, which in turn mediates their effects on Purchase Intention. The mediating role of Customer Engagement is stronger than the direct effects for FGC and E-Service Quality, whereas UGC exerts a stronger direct influence. Moreover, the indirect effects through Customer Engagement are statistically significant but moderate in strength. Brand Image, on the other hand, shows the strongest direct influence on Purchase Intention, indicating that perceptions of brand reputation and credibility play a crucial role in shaping purchase decisions, even without psychological engagement as an intermediary.

Keywords: *Firm-Generated Content, User-Generated Content, Electronic Service Quality, Purchase Intention, Brand Image*

References: *43(2016-2025)*