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Antecedent of Intention to Enroll and its Impact to WOM in Private University at Jakarta

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Abstract

From the result there are three novelty, first The construct Energizing Value has more influenceTo WOM than the functional value. Second, after the student make decision to intention to enroll only few to make recommendation to other friend because R^2 is only 15.4 %, the model in how topredict the intention to enroll, is produced in thi research by using the machine learning modelwith R2 is 24 %. This research using two different methodology approach. The first is usingThe quantitative method by using PLS-SEM, in order to determine with indicator have reliableAnd valid , and to test how much the influence factor between functional value or epistemicValue or Energizing Value to intention to enroll and also the influence the intention to enrollTo wom. After that in this research will produce the regression model to determine toIntention to enroll This research uses quantitative methods,by taking primary data 437 primarydata from high school students. The founding from this research is the Energizing value issecond strong path will influence to intention to enroll after the functional value, but thefirst influence to WOM, Beside that in this research is produce the model to predict tointention to enroll . intention to enroll = 0.996 +0.087 Functional Value + 0,13 EpistemicValue + 0,15 Energizing Value, so The Energizing Value is the strongest factor to predict the intention to enroll

Key word: *Energizing Value CCA, WOM*

1 Introduction

Number of student at Higher Education, especially at University is the most important think that the University has considered. During the pandemic covid -19 the candidate of new student at private University in Jakarta is decreased.(Pendidikan & Kebudayaan, 2020) So its very important to seek another way, to make the numbers of the student increasing. The previous studies founded that factor to influenced the student for choosing the university is most of it base on functional value or compering the benefit versus cost that the parent will be spend during the education process. (Le et al., 2020a). On the other hand there is studies that have involved the emotional value for student choice (Gottlieb & Beatson, 2018), but the studies for using the emotional value as a strategic tools for marketing is very limited. Beside that there are no studies to examine on what emotional that will energized the student to make an action. In this research it will test which factor between functional valae, epistemic value and energizing value have Strong influence to intention to enroll and wom by using PLS-SEM and also making the model using supervised learning and multiple regression algorithm model.

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2 Literature Review

Functional Value

According to (Niroshini Simonds et al., 2023) functional value is include on a perceived benefit as it called A job prospect option that will influence to Intention to Enroll. Beside that according to (Jiang & Hong, 2023) Functional value is a perceived quality that gain from the utilitarian Value. According to (Zhong & Chen, 2023) The consideration about benefit and cost that the customer have to sacrifice , is the most important in mobile business.

Epistemic Value

According to (Niroshini Simonds et al., 2023) functional value is include on a perceived benefit as it called A diversed program option that will influence to Intention to Enroll, Beside That according to (Mwesiumo & Abdalla, 2023) is the quality of the product that will impact to the purchase intention. And also (Langlitz & de Althaus, 2023)the epistemic value has transform the modern Knowledge , that will effect the customer consideration for purchase intention.

Energizing Value

Energizing value is derived from the emotional value, that the kind of the emotion that Have power that make the student to make a decision. The type of decision that the student Have to make is the decision that will very important for the future, so the element from Emotional value has to ve devided into emotion that has power to make an action.The emotion that have energizing power to make an action is inspired, enthusiastic, excited, and active.

WOM

According to (Anastasiei et al., 2023)Now the influence of word of mouth by using the social Media networks, that everyone can share there opinion freely. The other (Khan & Fatma, 2023) Mention that the customer word of mouth will increase a brand trust. And also according to (Pauli et al., 2023) in health industry , word of mouth is a very important factor to influence The patient to revisit the hospital.

Supervised Learning

According to (Panigrahi et al., 2023) a supervisor learning is a method in machine learning , in order to make sure the accuration of the model is can be reliable . Beside That using The supervised learning can be how well the algorithm of the machine learning can be.(Alonso & Carbó, 2021). The supervised learning is a role that used in bank supervision.

Multiple Regression

According to (Panigrahi et al., 2023) The regression model use a supervised learning.Regression that used at machine learning is a multiple regression and linear regression.Many prediction model can be solved by a multiple regression.

Influence of Functional Value to Intention to Enroll

According to (Niroshini Simonds et al., 2023) functional value is include on a perceived benefit that Influence to intention to enroll. According to (Nagoya, 2021), so functional value has influence the intention to enroll Based on these research than it can be concluded in hypothesis:

H1: *Functional Value has positively influence to Intention to Enroll*

Influence of Epistemic Value to Intention to Enroll

According to (Niroshini Simonds et al., 2023) functional value is include on a perceived benefit that Influence to intention to enroll. According to (Nagoya, 2021) and also epistemic value Has positively influence to intention to enroll.

Based on these research than it can be concluded in hypothesis :

H2: *Epistemic Value has positively to Intention to Enroll*

Influence of Energizing Value to Intention to Enroll

According to (Achmadi et al., 2021) energizing value as empiricaly positive influence to Intention to enroll . And also according to (Achmadi, 2023) the energizing value has influence more powerful than emotional value.

Beside that according to (Achmadi et al., 2020), after the high school student got a marketing Stimulus, then the energetic emotion is rise.

Based on these research than it can be concluded in hypothesis :

H3: *Energizing Value has positively influence to Intention to Enroll*

Influence of Functional Value and Energizing Value to WOM

According to (Zeqiri et al., 2023) perceived value has influence to e-WOM, and according to (Bushara et al., 2023), The perceived value has influence to WOM according to (Hermawan Asep, 2001)

Based on these research than it can be concluded in hypothesis :

H4: *Intention to Enroll has positive influence to WOM*

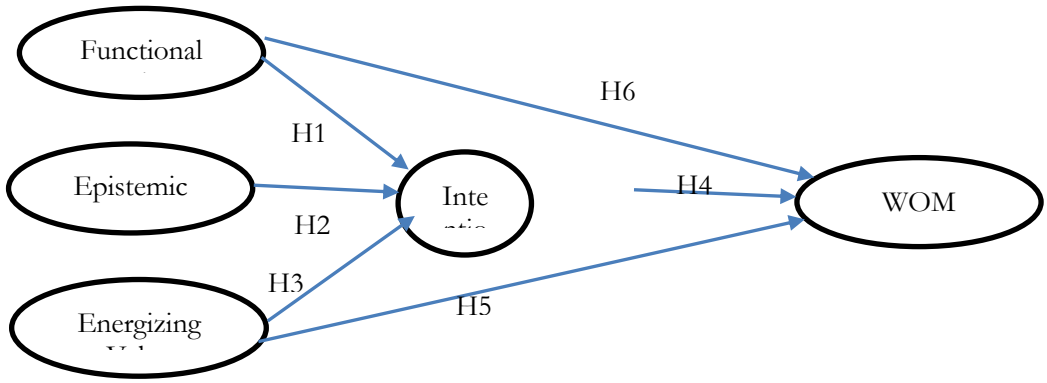
H6: *Intention to Enroll has positive influence to WOM*

Influence of Epistemic Value to WOM

According to (Zeqiri et al., 2023) perceived value has influence to e-WOM, and according to (Bushara et al., 2023), The perceived value has influence to WOM according to (Hermawan Asep, 2001). The other thing that the epistemic value will influence to recommendation.

Based on these research than it can be concluded in hypothesis :

H5: *Intention to Enroll has positive influence to WOM*



2.1 Conceptual Framework

3 Methodology

The study is quantitative and has two step methodology: First to test the new Energizing Value as a part of perceived value at Higher Education and second to to examine factors affecting WOM from functional Value, epistemic value and especially for energetic value by using intention to enroll as a mediating variable , during the COVID19 Pandemic.

Table 3.1 Operationalzation Variable

Variable	Variable Operation	Sources and Scale
Emotional Value	1. I .m happy to get information from university	
	2.I interested to ear the program from university	
	3.I feel relex to get your information program	
	4. I 'm happy to know the university	
	5. I'm happy the program is match with me	
	6.The program from university is very interesting	
	7.I like the study program from the university	
Energizing Value	1I exited know know more about the university	Watson, Clark, danTellegen (1988) Skala Likert (1-5)
	2.I enthusiastic to know about the university.	
	3. I motivated to know more about the university	
	4.I have optimistic feeling to choice your	
Functional Value	1. I will get job after I graduate	(Le et al., 2020b)
	2. I will get a good salary	
	3. This university is a good investment	
	4. I will easy to get job	
	5. The price is reasonable	
	6. The graduation will hired in a good company	
Epistemic Value	The material is good from this university	(Lai et al., 2012)
	The Lecturer has experience from the industry	
	1. The program is innovative	
Intention to Enroll	1. I will apply to this university	(Fazal-e-Hasan et al., 2018)
	2. I interested to apply	
WOM	My friend is encourage me to join in this university	(Bushara et al., 2023)
	My family support me to choose this university	

4 Result

4.1 PLS-SEM Result

	Energizing Value	Epistemic Value	Functional Value	Intention to Enroll	WOM
EP1		0.782			
EP3		0.847			
EP4		0.824			
EZ1	0.879				
EZ2	0.910				
EZ3	0.874				
EZ4	0.845				
FV2			0.795		
FV3			0.790		
FV4			0.774		
FV6			0.837		
FV8			0.743		
FV9			0.783		
IN1				0.968	
IN2				0.970	
WOM4					0.907
WOM5					0.949

Figure 4.1 Outer Loading

From Figure 4.1 outer loading, all indicator has reflected the construct because it has more than 0.708

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Energizing Value	0.900	0.906	0.930	0.769
Epistemic Value	0.753	0.758	0.858	0.669
Functional Value	0.877	0.882	0.907	0.620
Intention to Enroll	0.934	0.935	0.968	0.938
WOM	0.843	0.895	0.926	0.862

Figure 4.2 Construct Reliability

From Figure 4.2 outer loading, the construct has reliable because AVE has more than 0.708

	Energizing Value	Epistemic Value	Functional Value	Intention to Enroll	WOM
Energizing Value					
Epistemic Value	0.757				
Functional Value	0.683	0.781			
Intention to Enroll	0.458	0.457	0.466		
WOM	0.330	0.323	0.288	0.396	

Figure 4.3 HTMT

From Figure 4.3 outer loading, the construct has valid because HTMT has bellow than 0.9

	R-square	R-square adjusted
Intention to Enroll	0.230	0.224
WOM	0.154	0.148

Figure 4.4 R Square

From Figure 4.4 The R Square of intention to Enroll is 0.23 and WOM is 0.154, so the coefficient of determinant is weak.

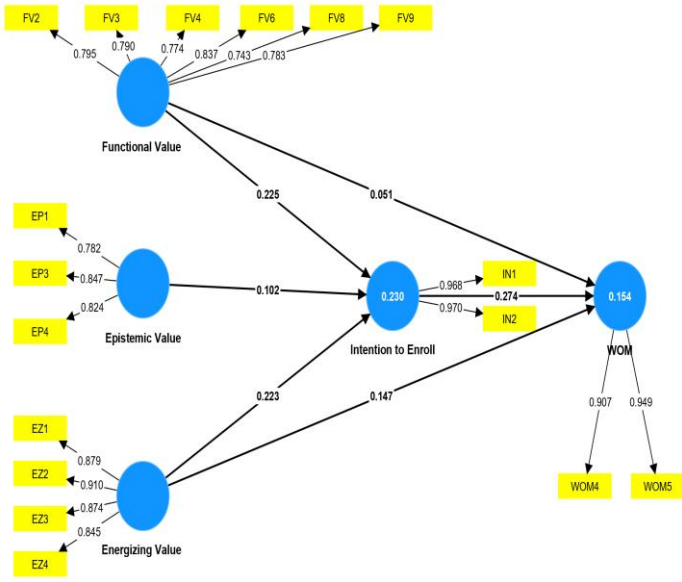


Figure 4.5 Outer Model

4.2 Supervisored Learning Using Multiple Regression

	A	B	C	D	E
	FV	EP	EZ	INT	WOM
	27	12	18	7	10
	28	13	20	7	9
	23	13	17	9	10
	29	15	20	10	8
	18	9	12	2	2
	21	14	13	8	2
	19	12	16	6	8
	30	15	20	10	10
	30	15	20	10	10
	24	15	20	10	8
	24	14	20	6	10
	18	9	12	10	10
	23	9	14	10	5
	19	10	12	4	7
	30	12	20	6	10
	20	11	15	8	6
	27	10	15	6	5
	18	9	12	6	6
	22	12	12	10	8
	24	11	14	8	7
	16	7	15	10	7
	26	15	12	6	6
	19	10	12	4	7
	26	14	20	6	8
	30	15	18	8	10
	27	12	19	9	6
	19	13	18	2	10

Figure 4.1 Data Preperation

C: > Q2 KURNISH STUDIES > MR1ipynb.ipynb

+ Code + Markdown | Run All Restart Clear All Outputs | Variables Outline ...

```
[1]  import pandas as pd
     import numpy as np
     import sklearn.model_selection as ms
     import statsmodels.api as sm
     from scipy import stats
```

✓ 6.2s

```
[2]  df1 = pd.read_csv('/Q2 KURNISH STUDIES/cl1.csv', delimiter=';')
     df1
```

✓ 0.0s

	FV	EP	EZ	INT	WOM
0	27	12	18	7	10
1	28	13	20	7	9

```
[3]  df1.describe()
```

✓ 0.0s

	FV	EP	EZ	INT	WOM
count	437.000000	437.000000	437.000000	437.000000	437.000000
mean	23.443936	12.439359	15.766590	7.068650	7.226545
std	4.087875	1.961582	3.025197	2.030694	1.945692
min	11.000000	5.000000	6.000000	2.000000	2.000000
25%	20.000000	11.000000	13.000000	6.000000	6.000000
50%	23.000000	12.000000	16.000000	7.000000	7.000000
75%	26.000000	14.000000	18.000000	8.000000	8.000000
max	30.000000	15.000000	20.000000	10.000000	10.000000

```
[5]  X= df1_[['FV','EP','EZ']]
     X
```

✓ 0.0s

	FV	EP	EZ
0	27.0	12.0	18.0
1	28.0	13.0	20.0
2	23.0	13.0	17.0

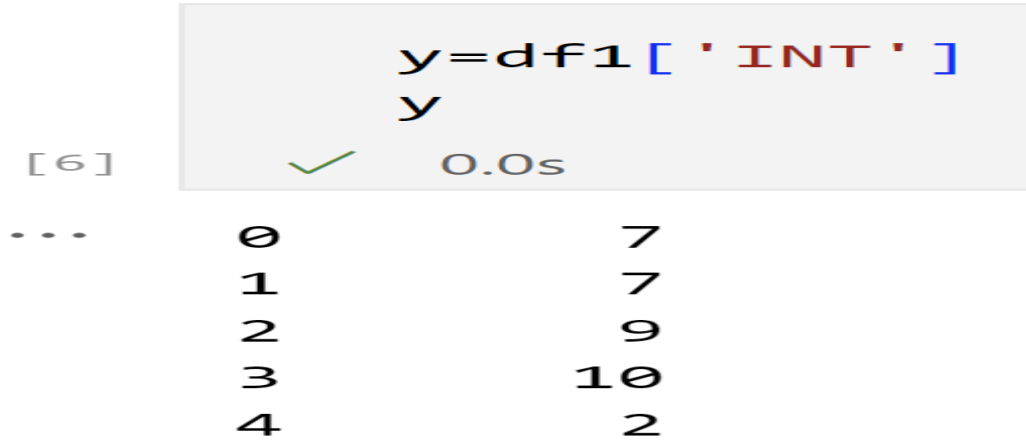


Figure 4.2 Muliple Regression model

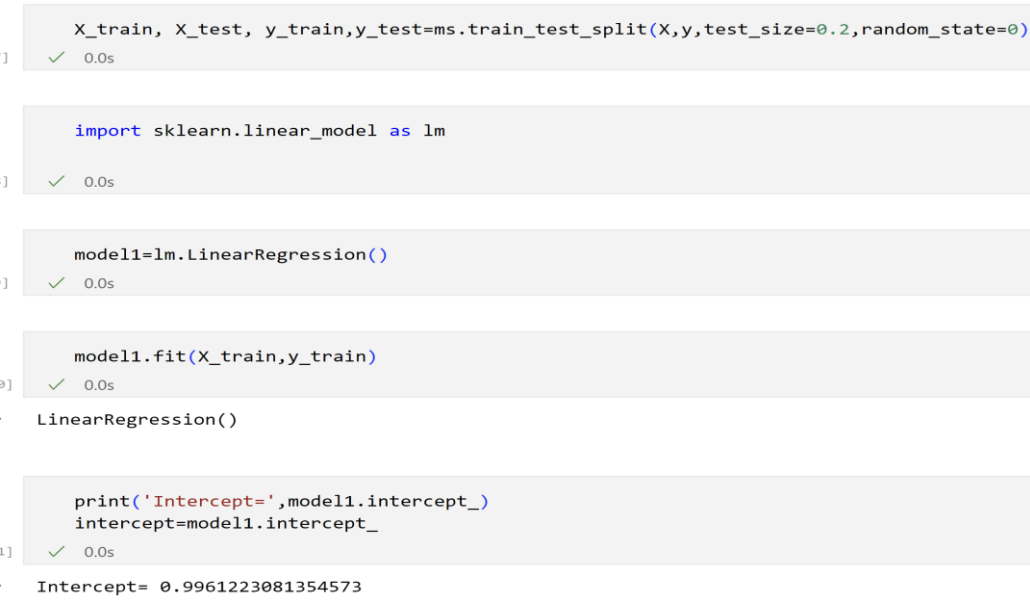


Figure 4.3 Using Supervisor Learning with 80 % Data Trining and 20 % Data Testing

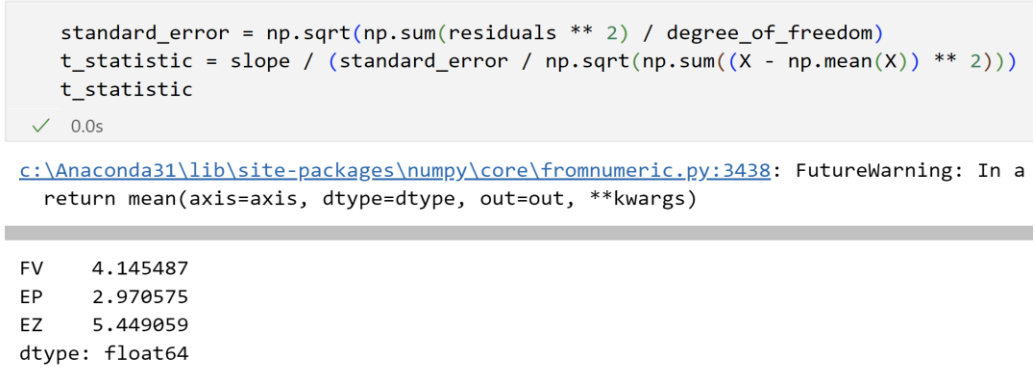


Figure 4.4 Muliple Regression Slope

```
    p_value = 2 * (1 - stats.t.cdf(np.abs(t_statistic), degree_of_freedom))
    p_value
[15] ✓ 0.0s
...  array([4.07744591e-05, 3.13706470e-03, 8.49441322e-08])
```

```
    r2=model1.score(X_test,y_test)
    print(r2)
[16] ✓ 0.0s
...  0.24088647691752463
```

Figure 4.5 P Value and R Squared

5 Discussion

Energizing value which is a reaction to the assessment of high schoolstudents after listening to references from friends and also seeing social mediamarketing (marketing through social media marketing) from universities.Energizing value discusses the emotions that can arouse, move, and motivate high school students to enter and apply to university.From the result after the student make decision to intention to enroll , only few Make recommendation to other friend because R^2 is only 15.4 %, and the functional value And epistemic value and energizing value has influence to intention to enroll is R^2 24 %. And the construct of Energizing Value is the second influence to intention to enroll. Beside that in this research is produce the model to predict to intention to enroll . intention to enroll = 0.996 +0.087 Functional Value + 0,13 Epistemic Value + 0,15 Energizing Value, so The Energizing Value is the strongest factor to predict The intention to enroll.

6 Conclusion

This research adds novelty to the body of knowledge of marketing. A new variable energizingvalue has an important influence. From the result there are three novelty , first The construct

Energizing Value has valid and reliable become a New Construct from Perceived Value atHigher Education, Second, after the student make decision to intention to enroll , only fewMake recommendation to other friend because R^2 is only 15.4 %, third the construct ofEnergizing Value is the second influence to intention to enroll. After that in this research willproduce the regression model to determine to Intention to enroll This research uses quantitativemethods, by taking primary data 437 primary data from high school students. The foundingfrom this research is the Energizing value is second strong path will influence to intentionto enroll after the functional value, but the first influence to WOM, Beside that in this researchis produce the model to predict to intention to enroll . intention to enroll = 0.996 +0.087Functional Value + 0,13 Epistemic Value + 0,15 Energizing Value, so The Energizing Valueis the strongest factor to predict The intention to enroll

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