

Exploring the Influence Between Electronic Word-Of-Mouth, Advertising, Social Media Convenience, And Benefits on The Choice of Civil Engineering Study Program

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ABSTRACT

This study aims to provide insight into the influence of electronic word of mouth, advertising, convenience and benefits of social media, on the decision to choose a civil engineering study program at Krisnadwipayana University. This study used a survey with survey participants from the civil Engineering study program of the Faculty of Engineering, Krisnadwipayana University specializing in civil engineering. The results show that electronic word of mouth, advertising, convenience and benefits of social media have a positive effect on students' decision to choose to study in the civil engineering department. The findings will contribute to the development of effective educational strategies in Indonesia.

Keywords: Decision making, electronic word of mouth, advertising, convenience, and benefits of social media

INTRODUCTION

Statement of the problem in general form and it's connection with important scientific or practical tasks. The study aims to explore the intricate relationship between word-of-mouth, promotion, advertising, social media convenience, and benefits concerning the

selection of a civil engineering study program. This research seeks to investigate how these factors collectively influence the decision-making process of prospective students when choosing a civil engineering study program. By examining the interplay of word-of-mouth recommendations (1), promotional activities (2) (3), advertising strategies (4), and the convenience and benefits offered through social media platforms (5) (6), the study intends to provide valuable insights into the determinants that impact individuals' choices in pursuing a civil engineering education. Understanding the influence of word-of-mouth, promotion, advertising, social media convenience, and benefits on the selection of a civil engineering study program is crucial for both academia and the civil engineering education sector. Scientifically, this research contributes to the existing body of knowledge by shedding light on the factors that shape decision-making processes related to educational choices. By exploring how word-of-mouth interactions, promotional efforts, advertising campaigns, and social media engagement impact individuals' decisions, this study can provide valuable insights into the dynamics of student preferences in the context of civil engineering programs. The findings of this research can offer practical implications for

educational institutions offering civil engineering programs. By identifying the key influencers that drive students to choose a particular study program, universities and colleges can tailor their marketing strategies, promotional activities, and social media engagement to better attract and retain prospective civil engineering students. Moreover, understanding the role of word-of-mouth recommendations and the convenience and benefits provided through social media can help educational institutions enhance their recruitment efforts and improve student enrolment in civil engineering programs.

LITERATURE REVIEW

Analysis of the latest research and publications, which initiated the solution of this problem and on which the author relies. Decision-making is the process of choosing or determining various possibilities among uncertain situations. Inappropriate decisions result in errors in the selection of decisions. Decision making is a complex cognitive process that involves systematic examination of facts and making the right decisions based on their relevance (7). The results of research conducted (8), factors that influence customer decisions are internal factors such as physiological needs, security needs, social needs, appreciation needs, self-actualization needs and external factors such as product, price, promotion, location. Some phenomena in choosing a college include the globalization of education, changes in career preferences, university reputation, technological advances, social factors and campus environment. The results of other research conducted by (9) explain that customer decisions in choosing a product are also significantly influenced by word of mouth. Electronic word of mouth is an important technique for online marketing communication and consumer interaction (10). Internet and social media marketing are essential in promoting products and services. Electronic communication from various platforms can provide positive or

negative opinions about a product, which affects consumer behavior and satisfaction. Electronic word-of-mouth communication is used to share opinions or reviews about products or services as well as consumers who provide reviews about a product (11). Previous research on electronic word-of-mouth communication has concentrated on its persuasive role in consumer purchasing decisions. Persuasive word-of-mouth electronic communication can positively influence consumer attitudes and purchase intentions (12) and (13). Word-of-mouth electronic communication and social media can influence students' decision to choose a university, as shown in several studies. The results of research at IBI Kosgoro found that social media has an influence on the decision to choose a university (14). However, another study found that electronic word-of-mouth communication has no influence on the decision to choose a university (15).

Advertising is any form of non-personal presentation and paid promotion of ideas, goods, or services (16). With the increase in internet users and consumption levels, e-commerce is becoming a major transaction activity. Internet advertising is a powerful marketing technique used by commercial parties to promote their products and services online (17), (18). Advertising is a marketing communication medium used in economic activities that introduce products to consumers (19). Advertising plays an important role in consumer purchasing decisions, and companies must consider the psychological needs of a group of users (audience) and research their audience to create a unique brand personality (20). Based on the research conducted, advertising has a positive relationship with the decision to choose a university. The results showed that advertising and campus admissions representatives have a positive relationship with university selection decisions (21). Advertising can influence the decision to choose a university by displaying information about the advantages and facilities offered by the university.

Advertising can also build a positive image of the university and increase prospective students' awareness of the university's existence. However, according to (22), advertising has a positive but insignificant influence on purchasing decisions and consumer decisions. Therefore, advertising does not have a significant influence on the decision to choose a university, and other factors, such as interest in choosing, family support, and institutional factors have a greater influence.

Another factor that influences decisions is the ease and benefits of social media. The ease, technology and benefits of social media that are easy to use play an important role in purchasing decisions (23) and (24). Based on the results of existing research, there is an influence of the convenience of social media in choosing a university. Social media makes it easy for students to access information about universities easily and quickly. This information can be in the form of study programs, facilities, tuition fees, and so on (25). Social media also allows students to interact with other students who have studied at the desired university. This can provide a clearer picture of the experience of studying at that university (25). However, under certain conditions, the convenience and benefits of social media do not affect purchasing decisions, namely with many choices (26). Thus, there are diverse views regarding the influence of the convenience of social media in choosing a university, and these differences in views need to be studied again regarding how much the convenience of social media affects the decision to choose a college.

Social media has various benefits in everyday life, such as socializing, getting information, entertainment media, channelling, hobbies, means of documentation, administration, and integration, and supporting business. In the context of college selection, social media can provide benefits in terms of access to information, interaction with other students, increasing awareness, marketing and branding, student recruitment, learning and

resources (27). Based on research conducted, there is a relationship between the convenience and benefits of social media and the decision to choose a university. The results showed that social media has an influence on the decision to choose a university, especially for students with disabilities (15). There are differences in research findings regarding the relationship between the convenience and benefits of social media with the decision to choose a university, and this may be influenced by other factors such as context and respondent characteristics

MATERIALS & METHODS

Formulation of the purpose of the article (statement of the problem). The purpose of this study is to investigate the influence of word-of-mouth, promotion, advertising, social media convenience, and benefits on the choice of a civil engineering study program. This study seeks to contribute to the existing knowledge by exploring the determinants that shape individuals' preferences and choices in pursuing a civil engineering study program. To achieve the research objective, we suggest the following questions:

1. How does EWOM affect students' decision to choose to study in civil engineering?
2. How does advertising affect students' decision to choose to study in civil engineering?
3. Does the convenience of social media affect students' decision to choose to study in civil engineering?
4. Do the benefits of social media influence the decision of students to choose to study in civil engineering.

STATISTICAL ANALYSIS

Statement of the main material of the research with full justification of the scientific results obtained.

The normality test results show that the multiple linear regression model is normally distributed. This can be seen from the significance value of the test results whose

value is greater than 0.05, which is 0.200. Thus it can be concluded that the regression model to be used as a research hypothesis has met the assumption of normality. Figure 1 shows that the data is normally distributed

because the data distribution (points) follows along the diagonal line. Thus it can be concluded that the regression model to be used as a research hypothesis has met the assumption of normality.

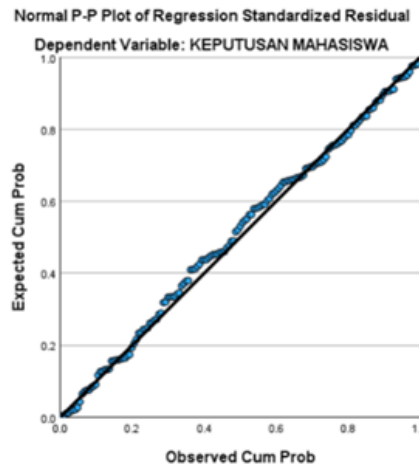


Figure 1 Normal P-Plot Graph

Multicollinearity test results

All variables have a VIF value < 10 , so it can be concluded that there is no multicollinearity (H_0 is accepted). The multicollinearity test results show the VIF results for word-of-mouth electronic communication of 1.509, advertising of 1.508, convenience of 1.477, social media benefits of 1.397, all variables show a value greater than 10. In addition, the tolerance

value of each variable also shows a value greater than 0.10. Electronic word of mouth communication is 0.663, advertising is 0.663, convenience is 0.677, social media benefits are 0.716, so it can be concluded that there is no correlation between these independent variables.

Heteroscedasticity test results

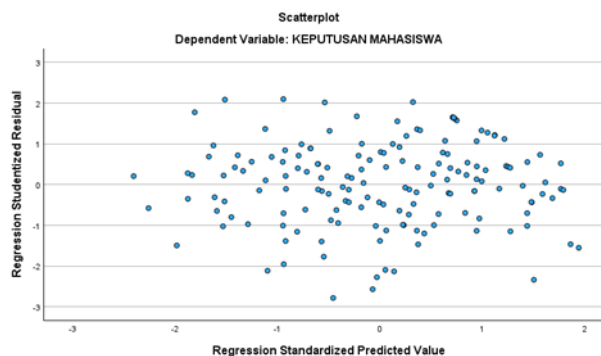


Figure 2 Scatterplot Graph

Based on the scatterplot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID), it can be concluded that the pattern of the dots

spreads above and below the number 0 on the Y axis, and does not form a clear or regular pattern, so it can be concluded that there is no heteroscedasticity.

RESULT

Based on 5% significance, with a sample size of 159 and a number of independent variables of 4 ($k = 4$), the Durbin Watson table will give a dU value of 1.792 and DL of 1.6895. For 4-dL ($4 - 1,6895 = 2.3105$) while 4-dU ($4 - 1,7925 = 2.2075$). Because the dw value of 2.305 is greater than the

upper limit (4-dU) of 2.2075 and smaller than the limit (4- dL) of 2.3105. ($4 - du \leq d \leq 4 - dl$) $2.2075 \leq 2.305 \leq 2.3105$, it can be concluded that there is no autocorrelation.

Multiple linear regression analysis test results

Variable	Regression Coefficient	t-count	Sig.
Konstanta	2.920	2.474	.014
Electronic word-of-mouth (X_1)	.194	3.123	.002
Advertising (X_2)	.300	4.213	.001
Convenience social media (X_3)	.297	4.171	.001
benefits of social media (X_4)	.185	2.407	.017
Fcount	42.372		.001
R ²	.524		

Source: primary data processed, 2023

The multiple linear regression analysis equation is as follows; Student Decision = 2.920 + 0.194X1 + 0.300X2 + 0.297X3 + 0.185X4

The Fcount value is 42,372, meaning that word-of-mouth electronic communication, advertising, convenience, and the benefits of social media together have a significant effect on student decisions in the Krisnadwipayana University Civil Engineering Study Program. The resulting coefficient of determination (R2) value is .524, meaning that word-of-mouth electronic communication, advertising, convenience, and social media benefits contribute to student decisions by 52.4%, while the remaining 47.6% is contributed by other variables not included in this study. Electronic word-of-mouth communication, advertising, and convenience have a positive and significant effect at the 99% real level on student decisions, while the benefits of social media have a positive and significant effect at the 95% real level on student decisions in the Civil Engineering Study Program at Krisnadwipayana University. The regression coefficient value of word-of-mouth electronic communication is positive, meaning that if there is an increase in word-of-mouth electronic communication, then student decisions will be better with the assumption that advertising, convenience, and social media benefits do not change. The regression coefficient value of advertising is positive, meaning that if there

is an increase in advertising, student decisions will be better assuming that electronic word-of-mouth communication, convenience, and social media benefits do not change. The convenience regression coefficient value is positive, meaning that if there is an increase in convenience, then student decisions will be better assuming that electronic word of mouth, advertising, and social media benefits do not change. The regression coefficient value of social media benefits is positive, meaning that if there is an increase in social media benefits, student decisions will be better assuming electronic word of mouth, advertising, and convenience do not change.

DISCUSSION

The Effect of Word-of-Mouth Marketing Communication on the Decision to Choose a college. Increasing electronic word of mouth communication supports the improvement of student decisions for the Krisnadwipayana University Civil Engineering Study Program. This means that if EWOM increases, the value of Student Decisions will increase. This study supports the results of research conducted by (28), (11) which explain that increasing word of mouth communication supports purchasing decisions.

The Effect of Advertising on the Decision to Choose College Increased advertising supports the improvement of student decisions for the Krisnadwipayana University Civil Engineering Study Program.

This means that if the higher the number of advertisements, the value of student decisions will increase. The results of this study are relevant as conducted by (17) and (20) who explain that advertising is the only channel that makes companies stand out, which can have a huge impact on consumers.

The Effect of Convenience on the Decision to Choose College Increasing convenience supports the improvement of student decisions in the Krisnadwipayana University Civil Engineering Study Program.

This means that if the higher the convenience, the value of Student Decisions will increase. This condition is in accordance with research conducted by (29) and (30) which explains that information quality, ease of use and lifestyle on purchasing decisions.

The Effect of Social Media Benefits on College Choice Decisions Increasing the benefits of social media supports the improvement of student decisions in the Civil Engineering Study Program at Krisnadwipayana University.

This means that if the benefits are higher, the value of student decisions will increase. Similar to convenience, benefits are also an integral part of convenience. The results of the study are in accordance with the results of research conducted by (29), and (31) which explain the benefits of social media have an impact on decision making

CONCLUSION

Conclusions from this research and prospects for further developments in this area. Based on the research results, it can be concluded as follows: 1) Increasing electronic word of mouth communication

supports the improvement of student decisions in choosing the Krisnadwipayana University Civil Engineering Study Program; 2) Increasing advertising supports improving student decisions in choosing the Krisnadwipayana University Civil Engineering Study Program; 3) Increasing convenience supports improving student decisions in choosing the Krisnadwipayana University Civil Engineering Study Program; 4) Increasing the benefits of social media supports the improvement of student decisions in choosing the Krisnadwipayana University Civil Engineering Study Program. By delving deeper into these aspects, future research can provide valuable insights into optimizing social media marketing strategies for educational institutions offering civil engineering programs and enhancing student recruitment and engagement in the field of civil engineering.

Declaration by Authors

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