

The Influence of Motivation on the Decision to Choose a Collage of Administrative Sciences in South Kalimantan Using Electronic Word of Mouth (EWOM) as an Intervening Variable

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ABSTRACT

Electronic Word of Mouth (EWOM) is formed from the opinions of a consumer, potential customer, and former customer. This study aims to analyze the effect of Motivation on the decision to choose a high school of administrative science in South Kalimantan, with electronic word of Mouth as an intervening variable. This study used a quantitative research approach, with the object of research being students of High Schools majoring in Administrative Sciences in South Kalimantan, namely STIA Bina Banua Banjarmasin, Amuntai, and Tabalong. The analytical method uses Structural Equation Modeling and offers Path analysis capabilities. The path analysis used in this research is Partial Least Squares (PLS), using Smartpls. The results of the study show that Motivation has a significant effect on Electronic Word of Mouth (e-WoM). Electronic Word of Mouth (e-WoM) influences Voting Decisions.

INTRODUCTION

The meaning of the sentence "Educating the life of the nation" contained in the 1945 Constitution of the Unitary State of the Republic of Indonesia (NKRI) 4th paragraph, which is the primary goal of the Indonesian nation, describes the lofty ideals of educating and generalizing education to all corners of Indonesia in order to achieve national life who are intelligent and create superior human resources in order to achieve a just, prosperous and prosperous life.

The development of the Indonesian nation refers to positive growth or change in terms of individuals to society as a whole, trying to grow and develop. Acquiring knowledge, abilities, and skills to support the development of the Indonesian nation is very important. Thus, education is an essential element that complements and encourages development at all levels to see the role and importance of education and various aspects and fields of expanding the scope of development.

Education is essential for planners and policymakers to consider or develop national development plans. One of the most important differences between developing and developed countries is the level and quality of education provided to the population. The right to education, recognized as a human right in several countries, shows an undeniable influence between education and national development. Education improves society to get better job opportunities. Education creates an intelligent and educated society, indirectly promotes economic growth, and increases the country's Gross Domestic Product (GDP). It enables people to live a quality and healthy lifestyle with a high and safe standard of living.

The Law on the National Education System (formally Law of the Republic of Indonesia No. 20 of 2003) is the law that regulates the education system in Indonesia. Based on this law, the implementation of education must comply with several principles. Above all, education is organized based on democratic and just principles. It is not discriminatory to uphold human rights, religious, cultural, national, and other values.

Pluralism in systematic unification with open and ambiguous systems. In addition, the education system, in its implementation, needs to be in the process of educating and empowering students throughout life through role models, forming the will, intentions, desires, and creativity of students in the learning process by developing a reading culture. Writing and reading are essential for all citizens and empower all levels of society through participation in organizing and managing the quality of education services.

According to (Muhardi, 2004), education is an integral part that someone in life must own. One example in the world of work today, education is one of the main criteria for general requirements for getting a job, both in the private and public sectors. The Indonesian people's awareness of the importance of higher education has been relatively rapid, especially among high school or vocational high school graduates. To meet the community's need for institutions providing higher education in Indonesia, there are two types of

higher education institutions: state universities as organized by the government and College private organized by the community.

According to (Saifuddin, 2008), education is crucial to a country's economic development. The education system must conform to the chosen economic and social development strategy to react effectively to labor market trends. Increased academic offers have recently developed intense competition among higher education institutions. Currently, many public and private universities offer different study programs. It is only natural that many high school and equivalent graduates wish to continue tertiary education because the general public is aware of the importance of education in the world of work. Some people who choose to continue and complete their education at the highest level face various choices and problems. The general public has different university choices, research levels, programs, and considerations.

Managers of Higher Education (PT), especially Private Higher Education (PTS), as higher education institutions in Indonesia, especially in North Sumatra, must improve themselves. Regulations, advances in information technology, resources, and current competition, including the presence of foreign universities and foreign rectors, will cause "victims" if PT managers are not professional in implementing business marketing strategies or higher education service businesses (Yahya, 2020). Deciding to study a course or major in College is a significant challenge for most SMA and SMK equivalent students. They take into account the existing conditions and circumstances. If the circumstances or conditions differ from what is expected, questions arise that lead to the decision not to choose the expected field of study.

Students are consumers of service products who can analyze decision-making. Besides being useful for them, it is also beneficial for related institutions. Student decisions in choosing a major are essential for the department as a source of information. This information can assist departments in developing more appropriate communications, in this case, marketing (Dewi et al., 2018). Prospective students who still need to pass the National Selection to Enter State Universities can register for Private Universities (PTS) in South Kalimantan. However, several things must be considered in choosing a PTS, especially accreditation, a government standard to show the quality of tertiary institutions. The page used to view higher education accreditation is the National Accreditation Board for Higher Education (BAN-PT).

The accreditation that is seen is not only for the tertiary institution but for the accreditation of majors, and even study programs must be considered. The better the department's accreditation, the easier it will be to find work in the world of work. Then PTS rankings can be seen at the Ministry of Research, Technology and Higher Education (Kemenristek Dikti) and webometrics. The quality of alums, recommendations from alums or other people, and location can also be considered, then costs, because not all PTS are more expensive than PTN (kemdikbud.go.id, 2022).

One of the variables that can influence the determination of one's desires is Motivation. The level of competency associated with the services used varies

from person to person. This is reflected in community efforts to build relationships with the educational services they use and where they continue their education. This is usually the result of attitudes that can influence people in making decisions. As manifested in psychological processes, several essential factors, such as motives, attitudes, and interests, influence a person's response when choosing a major. Motivation drives someone to do an activity to meet their needs (Rabideau, 2005). Motivation makes someone try to improve the work to be achieved. The effort will continue until you get what you want in satisfaction.

According to (Sardiman, 2004), the emergence of Motivation is due to a need and desire that drives Motivation. Psychological needs to fulfill physical satisfactions such as eating, drinking, goods, people, and so on, as well as psychological and social needs to fulfill social satisfactions such as; achievement, appreciation, praise, security, and so on. In addition, the emergence of Motivation is also influenced by the environment in which the individual is located. Motivation gives direction and purpose to individual behavior in life.

With the emergence of the Internet, a new view or paradigm was created in Word-Of-Mouth communication, and this was the beginning of the emergence of the term electronic Word-of-Mouth or e-WoM. It is now considered an evolution from traditional interpersonal communication to a new generation of electronic media in widely used computer networks. E-WoM communications are positive (constructive), neutral, and negative statements from potential, actual, and former consumers about products, services, brands, or companies available to many people and institutions via the Internet. Consumers can provide opinions, opinions, suggestions, criticisms, and comments about products through weblogs, discussion forums, review websites, e-bulletin board systems, newsgroups, and social networking sites (Kietzmann & Canhoto, 2013).

From the research variables that will determine people's decisions in choosing private universities or colleges in South Kalimantan, Motivation will undoubtedly positively contribute to students' interest in choosing private universities or colleges in South Kalimantan. This study will provide the Electronic Word of Mouth (e-WoM) variable as a mediating variable. The reason for this mediating variable is because e-WoM is also a communication in marketing strategy, so will it be better to contribute to people's decisions to choose private universities in South Kalimantan, or vice versa not to influence people's decisions to choose private universities in South Kalimantan? South Kalimantan.

With e-WoM, private universities in South Kalimantan can get cost-effective benefits. The Internet and online media allow today's consumers to influence other consumers with their opinions and experiences. The possibility that people have received the information also helps spread the message on social media. A series of variables should be prepared considering that there is word-of-mouth communication through consumers or, in this study, students

who choose administration majors at private universities in South Kalimantan, thus enabling word-of-mouth communication that can positively impact higher education institutions, especially private universities.

Advances in internet technology and the emergence of social media platforms have made the influence of Electronic Word Of Mouth (e-WoM) more pronounced than ever in consumer buying decisions, especially young consumers who are more engaged with new technological products and social networks. Through social media platforms, today's young consumers are constantly connected with friends, family, and organizations on smartphones, tablets, or computers and actively search for e-WoM before making a purchase decision.

This is reinforced by research (Saleh, 2018) examining the effects of perceived eWoM on university enrollment intentions by Saudi high school students mediated by the university's corporate image. The findings reveal that electronic word of Mouth (e-WoM) significantly and positively affects student enrollment intentions and mediates corporate image.

It was concluded that in this study, the higher the word of Mouth created, the more it influenced consumers in choosing an entity or product. In contrast, research (Hermansyah, 2018) states that Electronic Word Of Mouth (e-WoM) has no significant effect on the voting decision variable, and social media variables significantly affect the voting decision variable. Moreover, research (Tjhin &

Aini, 2019) stated that Electronic Word Of Mouth (eWoM) did not significantly affect the purchase decision variable mediated by trust.

The phenomenon that occurs as the background of this research is that there are still fluctuations in new student admissions, especially administration majors in South Kalimantan. Of the three tertiary institutions in South Kalimantan in the process of accepting new students in the last five years, namely 2017 to 2021, as follows:

Table 1. Data on Admission of New High School Students for the 2017 - 2021 Administration Study Program

College Name	Study Program Name	Period				
		2017	2018	2019	2020	2021
STIA Bina Banua	Business Administration Science	44	37	40	23	18
STIA Bina Banua	State Administration Science	137	90	96	143	78
STIA Amuntai	State Administration Science	568	665	638	572	562
STIA Amuntai	Commerce/Business Administration Science	29	35	44	47	52
STIA Tabalong	State Administration Science	282	267	253	140	125

STIA Tabalong	Business Administration Science	125	157	123	91	55
		1,185	1,251	1,194	1,016	890

Source: Data from Higher Education Service Institutions Region XI Kalimantan, 2021

Table 1 shows that tertiary institutions have experienced fluctuations in new student admissions based on data for 2017 – 2021 of 5,536 students. Of course, there are many factors behind the rise or fall of students in choosing tertiary institutions with administrative majors or study programs, such as the level of competition that is getting tougher or higher. Hence, it makes many choices for prospective students to study in College. Besides that, the current financial condition, which is motivated by economic factors, is why not continue College. Even the harmful impact of low Motivation affects the self-quality of students.

From this background, this research takes the title "The Influence of Motivation on the Decision to Choose a College of Administrative Sciences in South Kalimantan with e-WoM as an Intervening Variable" with the object of research on Private Higher Education Students (STIA Bina Banua, STIA `Amuntai, and STIA Tabalong) in South Kalimantan. In this study, the independent variable used is Motivation, and the dependent variable is the decision to choose a College of Administrative Science in South Kalimantan with the intervening variable, Electronic Word of Mouth (e-WoM).

LITERATURE REVIEW

Motivation

According to (Philip Kotler, 2005, p. 202), Motivation is a condition within a person or individual that encourages individual desires or desires to carry out activities to achieve a goal. With encouragement, a person has many needs at one time. (Setiadi, 2003: 94) Motivation is a desire or encouragement that arises in a person consciously or unconsciously to act with a specific purpose.

(Setiadi, 2008) states that the method or method companies use in providing Motivation consists of direct Motivation, which is Motivation given directly to each consumer to meet their needs and satisfaction. This is unique, such as bonuses for overtime and allowances for appreciation of customers and others. Furthermore, the indirect method is Motivation, which is only a facility that supports consumer passion for making purchases, such as satisfactory service, improved quality of goods, and so forth.

(Setiadi, 2008) states that: the Motivation of each consumer is very influential on the decisions to be taken. When viewed from this, the Motivation possessed by consumers, in general, there are two major groups, namely: 1) rational is the tendency felt by consumers towards these products to be very satisfied because based on rationale will choose a product with carefully thought and consideration in advance to purchase the product; 2) emotional is a tendency that will be seen, consumers will not be satisfied with the product that

has been purchased because the product is only by our wishes in the short term based on emotion, consumers seem to be in a hurry to buy the product without considering the possibility that will occur for the long term.

According to (Maslow, 2009), motivation Indicators suggest that there are needs, benefits, and desires or strong wills, such as the desire to meet needs aimed at stimulating a person to behave or work hard. According to (Wahjosumidjo, 2001: 42), factors that influence Motivation are internal factors that exist within people, such as attitudes towards work, talents, interests, satisfaction, experience, etc., and external factors such as supervision, salary, work environment, and leadership.

Electronic Word of Mouth (e-WoM)

With the Internet and technology, a new view or paradigm has been created in the communication *word of Mouth*, and this is the beginning of the emergence of the term *Electronic Word Of Mouth (e-WoM)*. In marketing communications, WOM is communication between people to people between the giver and receiver of messages about brands, products, or services. However, eWoM is a type of communication in an internet platform or container that is not directly face-to-face. The difference between *word of Mouth* and *electronic Word Of Mouth (e-WoM)* can be distinguished based on the media used; the use of WOM is usually *face-to-face* or face-to-face, while the use of e-WoM is usually online through electronic media in computer networks that are widely used for one-way and reciprocal online communication (directly connected).

The WOM and e-WoM environment, according to (Schiffman & Kanuk, 2000), namely: a) Social networks of individuals or organizations who are experts in a broad group are very helpful in spreading communication *word of Mouth*. This happens because of the influence of a strong affinity relationship between each individual who communicates a product, between groups and beliefs, both social relations that occur both intentionally and unintentionally; b) *Brand Communities* or community for this brand means where a marketer accidentally enters a particular community which causes that person to enter into their lifestyle which has a considerable influence on certain products that are unique, interesting and diverse. For example, a group of students majoring in Administrative Sciences, and c) *Consumer message broad and weblog* is the expansion of consumer messages that are not directly available and forces people to pursue the use of the Internet as a medium that provides comprehensive global information that can be accessed both in the real world and in cyberspace use the Internet.

Internet and technology have empowered *providers* and consumers through various communication platforms that allow them to share information and opinions from *business to Consumer dan dari Consumer to Consumer*. Consumers play an essential role in innovation based on information about their needs and preferences. This is a potential for significant competitive

advantage because consumers can develop ideas (Fatihudin & Firmansyah, 2019).

Using recommendations, suggestions, opinions, or *reviews* given by other consumers, for example, in *sharing reviews* or exchanging opinions on platforms or communities, can influence consumers in making decisions to buy a product or service. Communication *Electronic Word Of Mouth* (e-WoM) through electronic media can make consumers get information about related products and services from people they know and from a different group of people from all over the world who have experience with the products or services used.

There are several dimensions underlying the reasons for using communication *Electronic Word Of Mouth* (e-WoM) in opinion-based web, according to (Schiffman & Kanuk, 2000), namely:

- a. Bond strength (*tie strength*), namely the level of relationship, intimacy, and frequency of interaction between product and service information seekers who want to use and whose sources recommend them.
- b. Similarity (*similarity*), namely similarities between members in terms of region, environment, and lifestyle,
- c. The credibility of information sources (*source credibility*), namely the views or perceptions of product and service information seekers on the expertise or competence of the provider of information or advice.

According to (Thurau & Walsh, 2003), Motivation encourages someone to read communication *Electronic Word Of Mouth* (e-WoM) in opinionating and arguing on web platforms, among others, to reduce purchase risk, reduce time searching for information, learn how products are consumed, reduce uncertainty for a product and service, build social status, feel belonging to an online community, gain financial benefits and learn new product on the market.

According to (Schiffman & Kanuk, 2000), communication *Electronic Word Of Mouth* (e-WoM) occurs online in social networks, specific brand communities, and boards containing messages between consumers. The e-WOM process itself can benefit the company more than the WOM process in general because when the process occurs when the consumer only posts his experience trying the product once, all of the consumer's colleagues can see and ask the consumer what he has posted.

The Decision to Choose College

Consumer decision-making is a problem-solving process. Most people go through the same mental process to decide which brand to buy. Different consumers will ultimately differ due to differences in individual characteristics (needs, interests, attitudes, previous experiences, and lifestyle values) and social impacts (differences in social class, affinity groups, and family status) (Boyd, 2000, p. 120).

Decision-making is a series of activities carried out by a person to solve problems and then determine various alternatives that are considered the most rational according to the organizational environment (Siswanto, 2005: 117). According to (Kotler, 2005), the decision is a problem-solving process consisting

of problem identification, information search, evaluation of alternatives, choosing purchasing decisions, and decisions on consumer buying behavior.

Decision-making is an individual activity directly involved in procuring and using the products offered. Decisions should also answer questions about what should be done and what should be discussed about the plan. The decision is a process toward implementation that deviates significantly from the original plan. In principle, the right decision can also be made from the right plan. According to (Syamsi, 2000), the purpose of decision-making can be divided into two, namely as follows:

- a. A single goal is a goal that occurs when a person or individual makes a decision that only concerns one problem, meaning that once it is decided, it has nothing to do with other problems.
- b. Multiple goals, namely, this goal occurs when the resulting decision involves more than one problem, meaning that one decision simultaneously solves two or more contradictory problems.

The Basis for Decision-Making in Choosing Majors Judging from the history of decision-making, it will be seen that several basic ways have been known to humans making decisions until now: (Terry, 2009) mentions five basics in decision-making, namely:

1. Decision-making based on intuition or instinct of thinking power, namely, choosing a major based on intuition or feelings, is more subjective, susceptible to suggestions or persuasion, outside influences, and other psychological factors. Usually, a person wants to make their own decisions, wants to manage their own life, and does not want other parties to interfere.
2. Rational decision making, namely, the decision to choose a university major that is rational about future usefulness and benefits. The problem faced is a problem that requires a rational solution. In choosing a university major, he will consider the positives and negatives of this decision for himself in the future. Decisions made based on rational mining are more objective and subjective. In rational decision-making, there are several things: clarity and identification of problems, orientation of goals and final results, alternative knowledge or other solution options, clear preferences or sources, and maximum results.
3. Decision-Making Based on Facts, some argue that it is better if the decision to choose a major at a university is supported by a number of adequate facts or actual data obtained as a reference. The term facts need to be associated with data and information. Thus, data must first become information used as the basis for decision-making in choosing majors at university.
4. Decision-making is based on experience; that is, there are many incidents before deciding on choosing a major at university; one remembers whether cases or incidents like this have happened before. Apart from learning from his own and other people's experiences, a person will

usually learn from the experiences of others that have occurred and are used as the basis for choosing majors at university.

5. Decision-making is based on authority; in reality, a person needs to get the education to make his own decisions; there are still many students who choose a major not based on their field of expertise, abilities, potential, interests, and talents. Their decision-making process also creates uncertainty, confusion, stress, and physical and mental stress. Many teenagers still need to understand what will be decided due to a lack of knowledge or misunderstanding in giving the meaning of choices, so this decision-making becomes a burden for teenagers. Teenagers need advice to help them make life decisions, so parents must involve children in making the right decisions (Syamsi, 2000).

The dimensions and indicators of purchasing decisions, according to (Kotler & Keller, 2012), explain that the consumer's decision to purchase a product includes six sub-decisions as follows:

1. Product choice, namely, consumers can decide to buy a product or use the money for other purposes. In this case, the company must focus on those interested in buying a product and the alternatives they are considering. For example, the demand for a product, the diversity of product variants, and product quality.
2. Brand choice, i.e., the buyer has to decide which brand to buy. Each brand has its differences. In this case, companies must know how consumers choose brands – for example, brand trust and popularity.
3. Dealer choice, i.e., the buyer has to decide which dealer to visit. Each buyer has different considerations in determining a supplier, which could be due to strategic location factors, low prices, adequate or complete inventory of goods, etc. For example, the ease of getting products and services regarding product availability.
4. The time of purchase, namely the consumer's decision in choosing the time of purchase, can vary; for example, someone buys once a year, once a month, once every three months, once every six months, or once a day.
5. Several purchases, namely, consumers, can decide how many products to buy at one time. Purchases made can have more than one. In this case, the company must prepare the quantity of products according to the wishes of different buyers – for example, the demand for a product.

The frame of mind in this research is Motivation (X) as the independent variable, Decision to Choose (Y) College of Administrative Sciences in South Kalimantan as the dependent variable, and *electronic Word Of Mouth* (e-WoM) As a variable *intervening* (WITH).

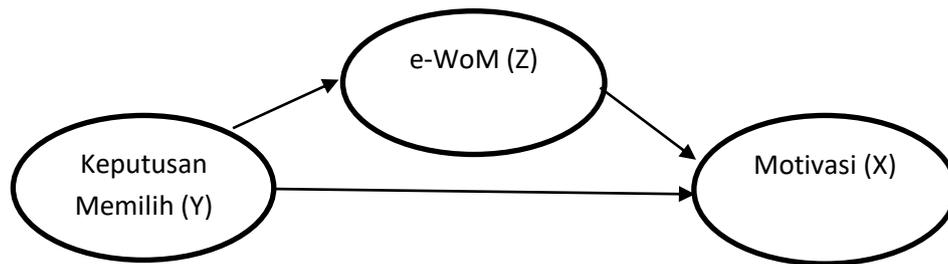


Figure 1. Research Framework

Research Hypothesis

Influence of Motivation Against *Electronic Word of Mouth (e-WoM)*

According to (Joesyiana, 2018), several factors can be used as a basis for motivating consumers to talk about a product; that is, someone may be so involved with a particular product or a particular activity and intends to talk about it with other people so that a process occurs – *Electronic Word Of Mouth (e-WoM)*. Then one person may know much about the product and use conversation to inform others. In this case, or can be a tool to impress others that we have specific knowledge and expertise. Furthermore, someone might start a discussion by talking about something that is out of the main focus of the discussion.

Research (Ahmad & Febrina, 2017) shows that Motivation makes people want to do something in the hope that what they do can be helpful for themselves and others. Usually, consumers do *Electronic Word Of Mouth (e-WoM)* on their initiative without commercial or corporate ties. Such behavior does not receive incentives from the company or organization. On the other hand, consumers are incentivized to share reviews based on the company's wishes.

Research (Purba et al., 2019) states that Motivation influences behavior *Electronic Word-Of-Mouth (e-WoM)*. Interaction between Motivation and individual personality to articulate behavior *Electronic Word-Of-Mouth (e-WoM)*. Moreover, research (Hussain et al., 2020) states that Motivation due to social ties and perceived risks are essential factors affecting electronic word of Mouth (eWoM), unpleasant consequences occur, and possible uncertainty during the decision-making process. Organizations should train their services to provide timely responses, concentrate on monitoring aspects of consumer reviews, on creating choices among groups and individuals, which can improve the business performance of organizations.

Regarding discussion, there may be an urge or desire that other people should not be wrong in choosing products (goods) or services (services) and not spend their time looking for information about a product brand. *Electronic Word Of Mouth (e-WoM)* is a way to reduce uncertainty because by asking friends, family, neighbors, or other closest relatives, the information is more reliable, thereby reducing brand search and evaluation – encouragement or effort from

within the individual that causes a person to act to meet their needs. A person tries to meet the most critical needs first; when those are met, he will fulfill the following essential needs. The Motivation within students will influence their decision to continue their education at a tertiary institution. So that later the decision chosen is by the needs and desires of the student concerned.

H0: Motivation has no significant effect with *electronic Word of Mouth* (e-WoM)

H1: Motivation has a significant effect on *electronic Word of Mouth* (e-WoM)

The Effect of Motivation on Choosing a College of Administrative Sciences

Motivation has a positive direction that influences the decision to choose. This means that if the Motivation is higher, the decision to choose increases; this means that Motivation positively affects the decision to choose. These results indicate that Motivation positively influences the decision to choose. This aligns with the theory (Hamalik, 2013), which reveals several functions of Motivation, namely encouraging behavior or actions, meaning that Motivation is a driving force that arises from within, which causes a person to want to act; this is manifested in behavior.

This behavior is the implementation of the decisions that have been taken. The higher a person's awareness of achieving something, the higher the Motivation to take action; thus, they will try to make the best decision in choosing a major to achieve the goals that have been set. Thus, students choosing majors are motivated by aspirations, getting decent jobs, better quality majors compared to other tertiary institutions, and knowledge learned in majors is still needed in society. This statement is corroborated by the results of Suci's research (2018) which states that there is a motivational influence on student decisions in choosing majors at Makassar State Islamic University.

H0: Motivation has no significant effect on the Decision to Choose a College of Administration in South Kalimantan

H2: Motivation has a significant effect on the decision to choose a high school for administration in South Kalimantan

Influence *Electronic Word Of Mouth* (e-WoM) Against the Decision to Choose a College of Administrative Sciences in South Kalimantan

Electronic Word of Mouth (e-WoM) is an important variable. It includes concern for fellow online shoppers, expression of customer feelings for goods and services, and advice to other consumers to shop for the same products as them at the online store. The rapid advancement of technology, especially in social media, can provide information choices for a product. *Electronic Word of Mouth* (e-WoM) has a significant role in the orientation of decision-making in choosing a tertiary institution. Therefore, with higher education institutions being active on social media, the public or prospective students will understand and know the benefits of a product (Jalilvand, 2012).

Transition *foreword of Mouth* become *electronic Word of Mouth* (e-WoM) has become a factor in shaping consumer behavior, with recommendations or

reviews given by other consumers, for example, in *sharing review platforms* or the community is undoubtedly able to influence consumers in making decisions to buy a product or service (Thurau et al., 2004).

Finding information about the desired product is an essential part of choosing. Information is the main foundation that must be owned by the community so that the product to be purchased is in line with expectations. Information is also the basis for good marketing communication between the community and the company. One of the company's online marketing communication strategies that the public can use to find information is *Electronic Word Of Mouth* (e-WoM). The previous community could share their experiences through this feature through story reviews (*reviews*), ratings, and pictures. Prospective public members will later consider this review before deciding to vote. The public will assume that accurate and relevant reviews influence voting decisions. Communities who initially have general knowledge about a product feel helped by the reviews given by previous users to move on to the next stage, namely the decision to choose or not choose the product.

Research (Hermansyah, 2016) concluded that variable *Electronic Word Of Mouth* (e-WoM) has a significant effect on the decision to study at Brawijaya University for Disabled Students at the Center for Disability Studies and Services (PSLD) Universitas Brawijaya.

H0: *Electronic Word Of Mouth* (e-WoM) has no significant effect on choosing a college of administrative science in South Kalimantan.

H3: *Electronic Word Of Mouth* (e-WoM) has a significant effect on the decision to choose a high school of administrative science in South Kalimantan

METHODOLOGY

The research approach in this study uses a quantitative research approach to measure the effect of Motivation on the decision to choose a high school of administrative science in South Kalimantan with e-WoM as an intervening variable is carried out through data collection and quantitative analysis (questionnaire) and using SmartPLS software or data processing software for structural equation modeling (SEM) with the partial least squares (PLS) method.

The nature of this research is causality research which explains the cause-effect between variables through hypothesis testing. This is consistent with the research objective, which is to explain the causation between exogenous and endogenous variables by conducting hypothesis testing. The population in this study is active students who entered private tertiary institutions majoring in administration in 2017-2021, with as many as 5,536 students.

This study uses non-probability sampling with a purposive sampling technique. Purposive sampling is a sampling technique with specific considerations. Considerations for samples in specific considerations. The sampling method used by researchers is to use a questionnaire distributed online so that it does not require paper, can reach many respondents, and is by

the research problem. Initial data collection and analysis assisted with Google Forms. Considerations for the sample in this study are respondents with the following criteria:

1. Private university students majoring in administration at STIA Bina Banua, STIA Amuntai, and STIA Tabalong
2. Active students from 2017 to 2021
3. Have at least one social media

From the final results of the Slovin calculation, the sample size was 374. Five hundred questionnaires were distributed, but only 477 people returned, so 23 were declared incomplete and damaged.

According to (Arikunto, 2006, p. 119), the influencing variable is called the causative variable, the independent variable (X) is Motivation, and the effect variable is called the dependent variable (Y). The Decision to Choose a Private Higher Education Administration Department in Kalimantan. While the intervening variable (Z) or connecting variable is the marketer of electronic word of Mouth (e-WoM). The collection of data used in this study uses personal documentation and questionnaires. In this study, questionnaires were distributed directly to respondents, and researchers were able to provide explanations regarding the survey objectives and questions that needed to be understood by respondents.

This research is a type of survey using research instruments like questionnaires or questionnaires distributed to respondents. The questionnaire used in this study was divided into two parts. The first part includes a description of the respondents who were asked to complete the questionnaire. At the same time, the second chart contains question items in each of the variables used.

The data analysis method that will be used in this study is to use a structural equation model (Structural Equation Modeling). SEM offers capabilities for path analysis (Path Analysis) (Ghozali, 2016). The path analysis used in this study is Partial Least Squares (PLS), using software Smart-PLS. The outer model analysis is used to test the validity and reliability of a list of questions or questionnaires that are made in order to obtain valid and reliable data. Validity is measured by convergent and discriminant validity, while reliability is measured by composite reliability. In this study, the validity and reliability tests for the entire model use reflective indicators.

The inner model or measurement of the inside is also known as the structural model. The structural model is a model that links latent variables. Tests on the structural model were carried out to examine the influence between latent constructs. This study uses a mediation model with two intervening variables. To analyze this mediation model, the authors adopt the flow made by Sarstedt et al. (2022).

RESEARCH RESULT

Measurement Model Analysis (Outer Model)

Assessment *convergent validity* is based on the correlation between items score/component score, which is estimated with *the software SmartPLS*. Validity testing for reflective indicators can be done using the correlation between the indicator and construct scores. Measurements with reflective indicators show a change in an indicator in a construct when other indicators in the exact construct change. According to (Ghozali, 2018), a correlation can meet convergent validity if it has a loading value greater than 0.700. The output shows that the loading factor is above the recommended value of 0.700, so the indicators used in this study have met convergent validity.

Table 2. *Outer Loadings (Measurement Model)/Early Models*

Variable	Motivatio n	Electronic Word Of Mouth	Choice Decision
X_1	0.843		
X_2	0.801		
X_3	0.882		
X_4	0.802		
X_5	0.740		
Z_1		0.829	
Z_2		0.858	
Z_3		0.882	
Z_4		0.877	
Z_5		0.754	
Z_6		0.280	
Y_1			0.824
Y_2			0.853
Y_3			0.788
Y_4			0.819
Y_5			0.764
Y_6			0.752
Y_7			0.696
Y_8			0.734
Y_9			0.718
Y_10			0.761
Y_11			0.774

Source: SmartPLS Data 3, 2022

The results of processing using SmartPLS can be seen in Table 2. The value of the outer model or the correlation between constructs and variables initially did not meet convergent validity because there were still quite several indicators that had a loading factor value below 0.700. The next thing to do is reconstruct the path diagram previously made by removing invalid indicators.

Table 3. *Outer Loadings (Measurement Model)/Modified Models*

Variable	Motivation	Electronic Word of Mouth	Choice Decision
X4_1	0.843		
X4_2	0.801		
X4_3	0.882		
X4_4	0.802		
X4_5	0.740		
Z_1		0.829	
Z_2		0.858	
Z_3		0.882	
Z_4		0.877	
Z_5		0.754	
Y_1			0.824
Y_2			0.853
Y_3			0.788
Y_4			0.819
Y_5			0.764
Y_6			0.752
Y_8			0.734
Y_9			0.718
Y_10			0.761
Y_11			0.774

Source: SmartPLS Data 3, 2022

The results of processing using SmartPLS can be seen in Table 3. The value of the outer model or the correlation between constructs and variables meets convergent validity because it has a loading factor value > of 0.700. In conclusion, the constructs for all modified model variables can be used to test the hypothesis.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) describes the amount of Variance that items can explain compared to the Variance caused by measurement errors. The standard is that if the AVE value is above 0.500, then it can be said that construct has good convergent validity. That is, latent variables can explain, on average more than half of the Variance of the indicators.

Table 3. Results *Average Variance Extracted*

	Average Variance Extracted
Motivation	0.664
Electronic Word Of Mouth	0.603
Choice Decision	0.597

Source: SmartPLS Data 3, 2022

The conclusion of the Average Variance Extracted test in Table 5.15 is as follows:

1. The motivational variable is reliable because the Average Variance Extracted Motivation value is $0.664 > 0.500$.
2. The Electronic Word Of Mouth (e-WoM) variable is reliable because the Average Variance Extracted Electronic Word Of Mouth (e-WoM) value is $0.603 > 0.500$.
3. Voting Decision Variable, because the Average Variance Extracted Voting Decision value is $0.597 > 0.500$.

Discriminant Validity Cross Loading

Discriminant validity of a model is considered good if each loading value of each indicator of a latent variable has the most considerable loading value with other loading values for other latent variables. The results of discriminant validity testing were obtained as follows:

Table 4. ValueDiscriminant Validity (Cross Loading)

Variable	Motivation	Electronic Word Of Mouth	Choice Decision
M1	0.843	0.661	0.704
M2	0.801	0.533	0.660
M3	0.882	0.684	0.782
M4	0.802	0.589	0.653
M5	0.740	0.525	0.647
WOM1	0.627	0.829	0.683
WOM2	0.660	0.858	0.697
WOM3	0.631	0.882	0.675
WOM4	0.636	0.877	0.692
WOM5	0.572	0.754	0.623
WOM6	0.137	0.280	0.249
KM1	0.686	0.663	0.824
KM2	0.748	0.679	0.853
KM3	0.647	0.617	0.788
KM4	0.741	0.647	0.819
KM5	0.689	0.602	0.764
KM6	0.659	0.617	0.752
KM7	0.535	0.522	0.696
KM8	0.633	0.612	0.734
KM9	0.594	0.686	0.718
KM10	0.620	0.589	0.761
KM11	0.628	0.583	0.774

Source: SmartPLS Data 3, 2022

Based on Table 4, it is known that the loading factor value for indicators of latent variables has a loading factor value that is greater than the other latent variable loading values. That is, latent variables have good discriminant validity.

Discriminant Validity Nilai Heterotrait-Monotrait Ratio (HTMT)

Discriminant validity is the extent to which a construct is genuinely different from others (constructs are unique). The best recent measurement criterion is to look at the Heterotrait-Monotrait Ratio (HTMT) value. If valueHTMT < 0.900, then a construct has good discriminant validity.

Tabel 5. Heterotrait-Monotrait Ratio (HTMT) Result

	Motivation	E-Word Of Mouth	Choice Decision
Motivation			
E-Word Of Mouth	0.833		
Choice Decision	0.937	0.899	

Source: SmartPLS Data 3, 2022

Test conclusion *Heterotrait-Single Line Ratio* (HTMT) in Table 5 is as follows:

- 1) Variable Motivation towards *electronic Word Of Mouth* (eWoM) has valueHTMT 0.833 > 0.900, which means that the discriminant validity is good or utterly different from other constructs (the construct is unique).
- 2) Variable Motivation on Choosing Decisions has valueHTMT 0.937 < 0.900, meaning that discriminant validity is not excellent or different from other constructs (constructs are not unique).
- 3) Decision Variables Choose Against *Electronic Word Of Mouth* (eWoM) has valueHTMT 0.899 < 0.900, which means good discriminant validity or utterly different from other constructs (construct is unique).

Discriminant Validity Fornel-Larcker

Another method that can be used to assess discriminant validity is based on the Fornell-Larcker Criterion and loading and cross-loading indicator values. The process of calculating the Fornell-Larcker Criterion is carried out by comparing the roots of the AVE of each construct to the correlation between one other construct in the research hypothesis model. Suppose the results of the Fornell-Larcker Criterion calculation show that the AVE root value of each construct is greater than the correlation value between one construct and another. In that case, discriminant validity is stated as an excellent discriminant validity value based on the Fornell-Larcker Criterion.

Table 6. Results of *Fornell-Larcker Criterion (Cross Loadings)*

	Motivation	E-Word of Mouth	Choice Decision
M1	0.843	0.661	0.704
M2	0.801	0.533	0.660
M3	0.882	0.684	0.782
M4	0.802	0.589	0.653
M5	0.740	0.525	0.647
WOM1	0.627	0.829	0.683
WOM2	0.660	0.858	0.697
WOM3	0.631	0.882	0.675

WOM4	0.636	0.877	0.692
WOM5	0.572	0.754	0.623
KM1	0.686	0.663	0.824
KM2	0.748	0.679	0.853
KM3	0.647	0.617	0.788
KM4	0.741	0.647	0.819
KM5	0.689	0.602	0.764
KM6	0.659	0.617	0.752
KM7	0.535	0.522	0.696
KM8	0.633	0.612	0.734
KM9	0.594	0.686	0.718
KM10	0.620	0.589	0.761
KM11	0.628	0.583	0.774

Sumber: Data Smart PLS 3, 2022

Table 6 concludes that the calculation results from the *fromFornell-Larcker Criterion*, discriminant validity can also be known based on value *cross Loading*, that is, gain *score Loading* in the same indicator block must be greater than the correlation value between latent variables.

Structural Model Analysis (Inner Model)

Path Coefficient

The significance of the influence between constructs can be seen from the path coefficient. The inside sign *path coefficient* must conform to the hypothesized theory to assess the significance *path coefficient* from the t-test (*critical ratio*) obtained from the process *bootstrapping (resampling method)*.

a. R-Square

R-Square measures the proportion of variation in the variable's value that is affected (*endogenous*) and can be explained by the variables that influence it (*exogenous*). This is useful for predicting whether the model is good or bad (Juliandi, 2018). The criteria for R-Square are as follows:

- 1) If the R value² (*adjusted*) = above 0.750, the model is substantial (strong).
- 2) The model is moderate if the R value² (*adjusted*) = between 0.750 - 0.500.
- 3) If the R value² (*adjusted*) = above 0.250, the model is weak (bad).

Table 7. Results *R Square*

	R Square	R Square Adjusted
Electronic Word Of Mouth	0.681	0.678
Choice Decision	0.807	0.805

Source: SmartPLS Data 3, 2022

The conclusion from testing the r-square value in Table 7 is R-Square Adjusted for path models that use intervening (mediator/mediation) variables, namely Electronic Word of Mouth (eWoM), which is 0.678. This means that the ability of the variable Motivation to explain the decision to choose is 67.8%. Thus, the model is classified as moderate (moderate). Moreover, the remaining 32.2% is explained by intervening variables (mediator/mediation).

Moreover, testing the Adjusted R-Square value in Table 7 in the Choosing Decision variable is 0.805. This means that the ability of the Motivation variable to explain the Voting Decision is 80.5%. Thus the model is classified as substantial (strong). Moreover, the remaining 19.5% is explained by other dependent variables.

F-Square

F-Square is a measure used to assess the relative impact of an influencing variable (exogenous) on an affected variable (endogenous). Changes in the value of F2 when certain exogenous variables are removed from the model can be used to evaluate whether the omitted variable has a substantive impact on the endogenous construct (Juliandi, 2018). The F-Square criteria are as follows:

1. If the value of $F^2 = 0.020$ means a small effect of exogenous variables on endogenous variables.
2. If the value of $F^2 = 0.150$ means that the effect is moderate/severe from the exogenous variables on the endogenous variables.
3. If the value of $F^2 = 0.350$ means a significant effect of exogenous variables on endogenous variables.

Table 8. Results *F-Square*

	Motivation	E-Word Of Mouth	Choice Decision
Motivation		0.049	0.266
Electronic Word Of Mouth			0.119
Choice Decision			

Source: SmartPLS Data 3, 2022

The conclusion from the F-Square test in Table 8 is that the Voting Decision variable on Motivation has a value of $F^2 = 0.266$. So there is a moderate/severe effect from exogenous variables to endogenous.

Direct Effect

The purpose of analysis *direct effect* (direct effect) is useful for testing the hypothesis of the direct influence of a variable that influences (exogenous) on the variable that is affected (endogenous) (Juliandi, 2018).

- 1) Path coefficient (*path coefficient*):
 - If the value of the path coefficient (path coefficient) is positive, then the effect of a variable on other variables is unidirectional; if the values of a variable increase/increase, then the value of other variables also increases/increases.
 - If the path coefficient value (*path coefficient*) is negative, then the influence of one variable on another variable is in the opposite direction; if the value of one variable increases/rises, the value of another variable will decrease/lower.
- 2) Probability/significance value:
 - It is significant if the value *Statistics* > 1,96 (*Z score*) and *P-Values* < 0.050.

- If the value *Statistic* < 1,96 (*Z score*) and *P-Values* > 0.050, then not significant.

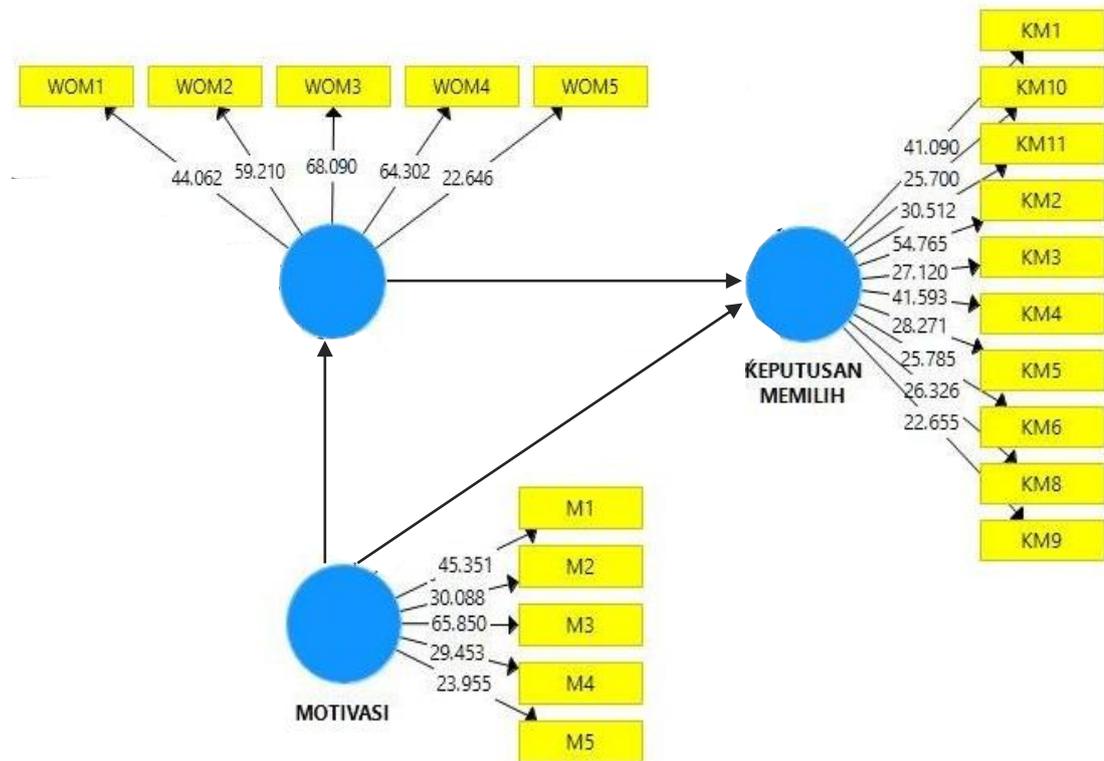
Table 9. Results *Direct Effect*

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Motivation -> Electronic Word of Mouth	0.235	0.230	0.080	2.940	0.003
Motivation -> Decision Choose	0.451	0.448	0.053	8.567	0.000
Electronic Word Of Mouth -> Decision Choose	0.284	0.274	0.072	3.958	0.000

Source: SmartPLS Data 3, 2022

The conclusion of the value *direct effect* (direct effect) in Table 9. is as follows:

1. Direct Influence of Motivation on *Electronic Word Of Mouth* (e-WoM) has a value T statistic of = 2.94 > 1.96 (*Z score*) is declared significant and values *Values* = 0.003 < 0.050, which means the effect of Motivation on *Electronic Word Of Mouth* (e-WoM) is significant.
2. The direct influence of Motivation on Voting Decisions has a value T statistic of = 8.567 > 1.96 (*Z score*), is declared significant, and value *Values* = 0.000 < 0.050, which means that the effect of Motivation on voting decisions is significant.
3. Direct influence *Electronic Word Of Mouth* (e-WoM) on Voting Decisions has a value T statistic of = 3.958 > 1.96 (*Z score*) is declared significant and values *Values* = 0.000 < 0.050, which means influence *Electronic Word Of Mouth* (e-WoM) on Voting Decisions is significant.



Picture 2. Direct Effect

Specific Indirect Effects

Analysis of the indirect effect helps test the hypothesis of the indirect effect of an independent variable on the dependent variable mediated by a mediator or intervening variable. The variable of perceived organizational support for organizational commitment is mediated by job satisfaction. This study's Indirect effect is seen from the column bootstrapping *specific indirect effect*. Test-specific indirect effects are done through *bootstrapping* on the research model by looking at the value *statistics* and value *values* or significance level at *specific Indirect Effects*.

Table 10. Results *Specific Indirect Effects*

		Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Motivation	-	0.067	0.066	0.035	1.906	0.057
>EWord	Of					
Mouth	>					
Decision						
Choose						

Source: SmartPLS Data 3, 2022

The conclusion of value-specific indirect effects in Table 10 is the indirect effect of Motivation on the decision to choose through *Electronic Word Of Mouth* (e-WoM) has a value T statistic of = 1.906 < 1.96 is declared significant and

values $Values = 0.057 < 0.050$, which means the influence of Motivation on the decision to choose through *Electronic Word Of Mouth* (e-WoM) is not significant.

Hypothesis Testing

The hypothesis test is carried out by comparing the T statistic that has been determined, which is 1.96 for a standard error of 5% or a p-value below 0.05 (Sarstedt et al., 2022).

Table 11. ValuePath Coefficients Hypothesis

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Motivation -> Electronic Word Of Mouth	0.235	0.230	0.080	2.940	0.003
Motivation -> Choosing Decision	0.451	0.448	0.053	8.567	0.000
Electronic Word Of Mouth -> Voting Decision	0.284	0.274	0.072	3.958	0.000

Source: SmartPLS Data 3, 2022

Based on Table 11, the results of testing the hypothesis of this assessment from the analysis can be concluded as follows:

1. Hypothesis 1 states that Motivation (X) affects *Electronic Word Of Mouth* (Z); the results show value *Statistics* of 2.940 > 1.96 and a *Value* of 0.003 < 0.050, then H_0 rejected, and H_1 accepted. Therefore the first hypothesis in this study is supported.
2. Hypothesis 2 states that Motivation (X) influences the decision to choose (Y); the results of the study show value *Statistics* of 8.567 > 1.96 and a *Value* of 0.000 < 0.050, then H_0 rejected, and H_1 accepted. Therefore the first hypothesis in this study is supported.

In Direct Effect

The Effect of Motivation on Choosing Decisions through *Electronic Word Of Mouth* (e-WoM). If the Motivation to Choose a Decision is significant but when viewing negative comments or information on *Electronic Word Of Mouth* (e-WoM) does not become a standard or shadow, it will reduce interest, which is already pleasing the Motivation can shake, so do not add *Electronic Word Of Mouth* (e-WoM) for Voting Decisions.

DISCUSSION

Influence of Motivation Against *Electronic Word of Mouth* (e-WoM)

From the results of the statistical test, Motivation (X4) affects *electronic Word Of Mouth* (e-WoM) (Z). The results see this of the value *Statistics* of 2.940 > 1.96 and *Value* equal to 0.003 < 0.050 then H_a is accepted, indicating that there is

an influence between Motivation on *Electronic Word Of Mouth* (e-WoM) at the College of Administration in South Kalimantan.

In line with research (Ahmad & Febrina, 2017) shows that Motivation makes people want to do something in the hope that what they do can be helpful for themselves and others. Usually, consumers do *Electronic Word Of Mouth* (e-WoM) on their initiative without commercial or corporate ties. Such behavior does not receive incentives from the company or organization. On the other hand, consumers are incentivized to share reviews based on the company's wishes.

Research (Purba et al., 2019) states that Motivation influences behavior *Electronic Word-Of-Mouth* (e-WoM). Interaction between Motivation and individual personality to articulate behavior *Electronic Word-Of-Mouth* (e-WoM). Moreover, research (Hussain et al., 2020) states that Motivation due to social ties and perceived risks are essential factors affecting electronic word of Mouth (eWoM), unpleasant consequences occur, and possible uncertainty during the decision-making process. Organizations should train their services to provide timely responses, concentrate on monitoring aspects of consumer reviews, on creating choices among groups and individuals, which can improve the business performance of organizations.

Motivation comes from *Electronic Word Of Mouth* e-WoM is a way to reduce uncertainty because by asking friends, family, neighbors, or other closest relatives, the information is more reliable so that it will reduce tracing and evaluation. Encouragement or effort from students that causes a person to act to meet their needs and Motivation within students will influence *electronic Word Of Mouth* eWoM to continue their education at the Administrative High School in South Kalimantan.

The Effect of Motivation on the Decision to Choose a College of Administrative Sciences

From the statistical test results, Motivation (X4) influences the decision to choose a high school for administration in South Kalimantan (Y). The results see this of the value *Statistics* of $8.567 > 1.96$ and *Value* equal to $0.000 < 0.050$. H_0 is accepted, indicating that there is an influence between Motivation on the Decision to Choose a College of Administration in South Kalimantan.

This aligns with the theory (Hamalik, 2013), which reveals several functions of Motivation, namely encouraging behavior or actions, meaning that Motivation is a driving force that arises from within, which causes a person to want to act; this is manifested in behavior. The research results corroborate this statement (Erdawati, 2014), which states that there is a motivational influence on student decisions in choosing a major.

The Effect of Electronic Word of Mouth (e-WoM) on the Decision to Choose a College of Administration in South Kalimantan

From the results of statistical tests *Electronic Word Of Mouth* (e-WoM) (Z) influences the decision to choose a high school for administration in South Kalimantan (Y). This is seen in the research results on values *Statistics* of $3.958 >$

1.96 and *Value* of 0.000 <0.050. H_0 is accepted, indicating an intermediate effect *Electronic Word Of Mouth* (e-WoM) on the Decision to Choose a College of Administration in South Kalimantan.

In line with research (Hermansyah, 2016) concluded that variable *Electronic Word Of Mouth* (e-WoM) has a significant effect on the decision to study at Brawijaya University for Disabled Students at the Center for Disability Studies and Services (PSLD) Universitas Brawijaya. Moreover, research (Saleh, 2018) shows that *electronic Word Of Mouth* (e-WoM) significantly affects the decision to choose *university Enrolment Intentions*.

One of the online marketing communication strategies that the public can use to find information is *Electronic Word Of Mouth* (e-WoM). The previous community could share their experiences through this feature through story reviews (*reviews*), ratings, and pictures. Prospective public members will later consider this review before deciding to choose a College of Administration in South Kalimantan. The public will assume that accurate and relevant reviews influence voting decisions. Communities who have general knowledge about the College of Administration in South Kalimantan feel helped by the reviews given by previous students or users for the next stage, namely the decision to choose or not to choose a College of Administration in South Kalimantan.

CONCLUSIONS AND RECOMMENDATIONS

Based on the data obtained in the study regarding the influence of Motivation on the decision to choose a High School of Administrative Science in South Kalimantan with e-WoM as an intervening variable, the respondents in this study totaled 477 students. After analyzing it, it can be concluded that:

1. Motivation (X₄) influences *Electronic Word Of Mouth* (e-WoM) (Z) at the College of Administrative Sciences in South Kalimantan.
2. Motivation (X₄) influences choosing a High School Administration Major in South Kalimantan (Y).
3. *Electronic Word Of Mouth* (e-WoM) (Z) affects the Decision to Choose a College of Administration in South Kalimantan (Y).

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