

Relationship Electronic Word of Mouth With College Image

Damayanti¹ and Apol Pribadi Subriadi²

Abstract – Globalization in higher education has a direct impact on competition among universities in Indonesia which becomes keener. The competition motivates each university to continuously improve its quality. The existence of the Internet creates electronic communications and this is the beginning of the term Electronic Word of Mouth (eWOM). Electronic word of mouth has become a phenomenon that is essential to the improvement of the image in a company / organization / institution. This study aims to identify and analyze the influence of someone's motivation who engaged in electronic word of mouth to enhance the image of the college. This research used quantitative method by analyzing the data using Structural Equation Modeling (SEM). SEM is review the multivariate analysis of variables or using scale nominal / ratio. Research shows that people are motivated to do eWOM because positive self enhancement, to helping the company, and advice seeking. The findings suggest that eWOM positive and significant effect on the image of the college.

Keywords— *electronic word of mouth, college image, Structural Equation Modeling (SEM)*

I. INTRODUCTION

Competition between universities motivate all universities in Indonesia to continue to improve its quality, thus becoming the best universities a nationally and internationally. Universities have to use information technology to improve its competitiveness. The use level of information and communication technologies, including the Internet on university, became one of the important aspects that can contribute to the university popularity. Competitiveness is the power to try to be better than intuition the other. Image is a number of beliefs, ideas and impressions of any person against the company or institution and others [6]. image is an expression, a feeling, or a concept that exists in the public about the company, about an object, person, or the institution [1]. Understanding the image itself abstract and can not be measured mathematically, but its form can be perceived from the assessment results are good or bad, as the reception and feedback, both positive and negative, especially coming from the public and the public at large [2]. A good image of an institution would have a beneficial impact. Conversely, if a negative image that is built, it will be detrimental to the institution. A good image of an institution or organization is an asset for the image of having an impact on public perception [2].

The image of the college can be formed by many elements as stated namely: academic reputation, campus appearance, location, graduate, professional school preparation, placement work, social activities, research

program [1]. To improve the image and position by emphasizing the importance of the teaching staff, orientation tendency of students, student satisfaction surveys, and studies of public opinion in the local community college, as a determinant in the optimization of the image of the college [3].

In the era without internet, there is no competition problems in higher education institutions, but with the emergence of the internet and information technology organization - any organization is growing, [10]. The existences of the Internet are creating a new paradigm in communication and word of mouth is the beginning of the emergence of Electronic Word of Mouth (e-WOM). Progress internet makes the spread of word of mouth is not limited to communication face-to-face but already in form communication electronic [11][12]. In this study e-WOM is using websites media, university websites is used as a portal "anchor" for the community colleges and the general public to effectively interact with colleges and also as an alternative promotion of the excellence of the university.

Internet use including the official website, into capital in shaping the image of college can be a contributing factor in overcoming the competition between universities. Some features of the website which can affect the perception of visitors of the ease of navigation, content, and the first impression of the views of the website. A website will attract new visitors or come back if the website is secure, frequently updated, as rarely die, quickly respond to online inquiries, and can offer various types of information needed by users [17].

Electronic mouth of mouth effect on image enhancement [11]. Image or reputation of the university, as one of the factors in improving competitiveness, is one of the elements key of intangible resources that will become the source of creation of conditions for sustainable competitive advantage of a company [15]. Electronic mouth of mouth effect the improvement of the image, as well as on research [12] which states that there is significant influences from eWOM to brand image. Electronic word of mouth is one of the marketing strategies that can be used to promote the university both the products and services [26].

Based on the literature study that researchers do, previous studies tend to be a lot of researching colleges imagery influenced by customer satisfaction or the satisfaction of students and academic services rarely examined the influence of electronic word of mouth as the image forming college. Electronic Word of Mouth (eWOM) is a marketing strategy that is often overlooked in a higher education institution. Indeed, most research on eWOM on retail companies, tourism [12], and restaurants [13]. Online communications should be emphasized in the formation of the image of the university [6].

By knowing the importance of the influence of Electronic Word of Mouth (eWOM) for image

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improvement as competitiveness, especially for the improvement of the university image, it needs to be managed so that the university image in national and international arena is even better. So researchers interested in conducting research of electronic word of mouth through the website as university image forming. Factors electronic measurement of word of mouth on this study draws on research [22] [11], which consists platform assistance, positive self enhancement, helping the company, and advice seeking. This study aims to identify and analyze the influence of someone's motivation who engaged in electronic word of mouth to enhance the image of the college.

II. METHOD

A. Study of Literature

1) Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) is a social communications in the Internet where web browsers often send messages and receive messages related to product information online [8]. Electronic word of mouth becomes a very important place for the consumer to give his opinion much more effectively than word of mouth the traditional because akseibilitas level and broader coverage than word of mouth offline bermedia [12]. Electronic Word Of Mouth (eWOM) are customers or potential customers online looking for information about the product or the company and share knowledge, experience and opinions, both positive and negative about the product or company [11]. Communicate via the internet as electronic word of mouth is not limited by time and distance, and more effective, more comfortable and more spacious [7] [8] [24].

2) Consumer motivation Conducting Electronic Communications Word of Mouth (eWOM)

Motivation is something that moves people to achieve a sense of common purpose by ensuring that as far as possible the wishes and needs of the organization as well as the desires and needs of its members are in a state of harmonious or balanced. A study that talks about the motivation of consumers to communicate eWOM was proposed by [11].

(a) Platform Assistance

Motif assistance platform is consumer confidence in the platform that is used in research, behavior eWOM [11] two ways, namely by frequent visits to the opinion platform and the number of written comments by consumers on platforms opinion [11].

(b) Positive Self Enhancement

Motif positive self-enhancement is the desire of consumers to share experiences of their consumption to improve the image of myself as a smart shopper. In the context of the website, consumers who contribute more expert considered by other consumers in the activity of the product consumption [11].

(c) Helping The Company

Motif helping the company is a consumer desire to help the company. This motif appears the results of customer satisfaction with products and elicits a desire to help the companies concerned. Consumers want to give "something in return" to the company by sharing their experiences through eWOM communication. Consumers hope with this eWOM communications companies will be more successful [11].

(d) Advice Seeking

Motif advice Seeking is the desire to seek advice and recommendations from other consumers [8] [11].

3) Image College

Image or reputation of the college as one of the factors in improving competitiveness, is one of the key elements of intangible resources that will be the source of creation of conditions for sustainable competitive advantage of a company [2]. Image is a trust of ideas and impressions someone against something [16]. Image formed of how organizations carry out its operational activities by providing services and good communication. A good image of an institution would have a beneficial impact. Conversely, if a negative image that is built, it will be detrimental to the institution. A good image of an institution or organization, is an asset for the image of having an impact on public perception [2]. Meanwhile, according to [1] components that form the image of the college is the academic reputation or the quality of the academic colleges, the appearance of the campus, cost, location, distance from residential houses, the possibility of future careers, social activities and communication [6]. The image can not be printed as the goods at the factory, but the image is an impression that was obtained in accordance with the knowledge of someone about something.

Citra is considered to represent the totality of a person's knowledge of something [1]. Components brand image in [27] the brand image has three components, namely:

- (a) Corporate Image, which is a set of consumer-perceived association towards of a service company.
- (b) Product image, which is a set of perceived association of consumers towards a product.
- (c) User image, which is a set of perceived consumer association of the users towards who use a product or service.

B. Conceptual Model

In order to test and analyze the model fit to the objectives set, then the research is designed as causality research, descriptive and quantitative. This research is causality, which aims to describe the relationship between variables whether there is influence that was developed through the conceptual model. This research is a descriptive study, because it aims to provide an explanation for the influence between variables in the model by testing the hypothesis. This study uses a quantitative approach, which is done by measuring the phenomenon under study and exploring the data from the survey questionnaire and interviews. Model presented in Figure 1.

1) Research data collection

In this study, the used sampling technique is the technique of convenience sampling. Sampling with comfort (convenience sampling) is done by selecting a free sample as researcher pleased [14]. Respondents in the study was the academic community of the Institute of Technology Sepuluh Nopember who've accessed ITS website amounted to 100 respondents [9].

2) Data collection technique

Data collection techniques in this study data were collected in two ways, namely (1) the study of literature and (2) an empirical study. The study of literature is used to collect data on previous research, theories that support research, and other supporting data. While empirical

studies in the form of field research is used to gather data on the respondents asked to fill in a questionnaire called the survey technique. Engineering survey was conducted to obtain data individu. Teknik opinion this study using a Likert scale of 1-5 to assess the research instrument [14]. Respondents were asked to agree or disagree with the majority of researchers statement filed on the basis of the perception of each respondent.

3) Test Instruments

The instrument is a tool used to collect data in a study and assessment. Test instrument performed to test the validity and reliability test using SPSS software version 17. The validity test is a test that was conducted to determine the value of the accuracy and precision of a measuring instrument in performing measurement tasks. Reliability test is a test that measures the extent to which a measuring instrument is trustworthy and reliable. The instrument is said to be reliable if the measurement is done twice or more resulting value is consistent with the statement or the same object [21]. In this study stated that valid and reliable research instruments.

a. Data Analysis

This research used quantitative method by analyzing the data using Structural Equation Modeling (SEM). Researchers using SEM (Structural Equation Modeling) because SEM is review the multivariate analysis of variables or using scale nominal / ratio. In the case study this research using latent variables ie variables that can not be measured directly. example variable Motivation, Motivation Variables that can not be measured so researcher must directly using several indicators or The questionnaire. SEM (Structural Equation Modeling) capable of testing complex research, and SEM can perform factor analysis, regression analysis and path analysis simultaneously.

Data obtained from the survey will be analyzed to be examined through quantitative data analysis techniques are descriptive analysis and inferential analysis. Descriptive analysis is used to analyze the data in ways that describe or depict the data. In a study using the statistical analysis software SPSS version is 17. Statistik inferential statistical techniques were used to analyze the sample data and the result of the enactment of the population [23]. In this study for analysis inferesial using smart software PLS.

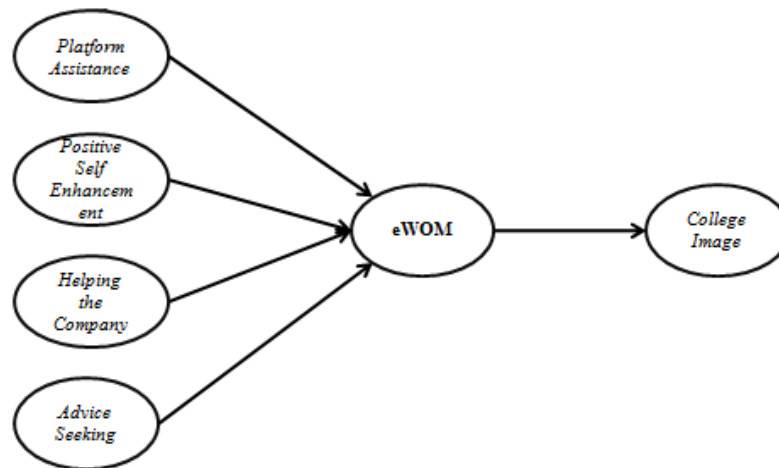


Figure. 1. Conceptual Model

Based on the conceptual model above, this research consists of six variables: platform assistance, positive self enhancement, helping the company, advice seeking, and college image [11] [22].

C. Hypothesis in This Study

Word of mouth is the most effective media of communication [15]. The widespread use of the internet globally has spread electronic communications[12]. CMC is a theory which programs of application can connect two or more people with a computer network or computer formats in different places [4]. Then the hypothesis is:

H1 : Platform assistance motivation significantly influence the electronic word of mouth.

Positive self-enhancement is the psychological motives of the communicator eWOM who tried to give a positive effect, and also a desire for self-improvement [11]. So it can be submitted hypothesis:

H2 : Positive self enhancement significantly influence the electronic word of mouth.

Helping the company motivation has a significant impact on the behavior of eWOM [22]. So it can be proposed hypothesis:

H3 : Helping the company motivation significantly influence on the electronic word of mouth.

Consumens give and look for opinions online to affect the sales of both goods and services [8]. So it can be proposed hypothesis:

H4 : Advice seeking motivation significantly influence on the electronic word of mouth.

Electronic Word of Mouth (eWOM) significantly influence the on brand image, especially in the consumer market [12]. So it can be proposed hypothesis:

H5 :Electronic word of mouth motivation significantly influence towards the university image improvement.

III. RESULTS AND DISCUSSION

A. Hypothesis Testing

Testing this hypothesis is by analyzing of the value if the data shown by the output SmartPls that are path coefficient on the evaluation of the structural model, compared with the limits of statistically implied, that the value of $t_{test} \geq t_{table}$ ($t_{statistic} \geq 1.986$) and $p_{value} < 0.05$. Researchers used t test because t test is part of a parametric inferential statistics were used as a parameter to determine whether the independent variables affect the dependent variable. Decision-making in the test by comparing the value of the t-testwith t table. If the value of the t-test is greater than t table, it means an independent variable effect on the dependent variable. If the value of the t-test is not greater than t table, it means the independent variable has no effect on the dependent variable. Testing the hypothesis of this study are as follows:

H1: Motivation platform assistance proved no significant effect on eWOM indicated by the value of t statistic for 1.153 is smaller than t table ($t_{statistic} < 1.986$) and p value $0.252 > 0.05$. So the first hypothesis is rejected.

H2: Motivational positive self enhancement proved a significant effect on eWOM shown with a value of 3.622 t statistic is greater than t table ($3.622 > 1.986$) and p value $0.000 < 0.05$. Then the second accepted hypothesis.

H3: Motivation helping the company proved a significant effect on eWOM indicated with a value of 2.190 t statistic is greater than t table ($2.190 > 1.986$) and p value $0.031 < 0.05$. Then the hypothesis to third is accepted.

H4: Motivation advice seeking proved to be significant effect on eWOM indicated by the value of t statistic for 3.594 is greater than t table ($3.594 > 1.986$) and p value $0.001 < 0.05$. Then the hypothesis to four is accepted

H5: eWOM proved a significant effect on the image of the college showed with a 7.590 t statistic is greater than t table ($7.590 > 1.986$) and p value $0.000 < 0.05$. Then the hypothesis to five is accepted.

TABLE 1.
RESULTS OF RESEARCH HYPOTHESIS

	Hypothesis	Value		Test Results
		T Statistics	P Value	
H1	Motivation <i>platform assistance</i> proved to be a significant effect on Ewom	1.153	0.252	Rejected
H2	Motivation <i>positive self enhancement</i> proved to be a significant effect on eWOM	3.622	0.000	Accepted
H3	Motivation <i>helping the company</i> proved to be a significant effect on eWOM	2.190	0.031	Accepted
H4	Motivation <i>advice seeking</i> proved to be a significant effect on eWOM	3.594	0.001	Accepted
H5	eWOM proved a significant effect on the image of the college	7.590	0.000	Accepted

B. Results

The results of this study see the value obtained from the path coefficient value. Path coefficient value is used to see the significance of the relationship between variables. Path coefficient describes the strength of the relationship between variables. Signs in the path coefficient should be consistent with the theory hypothesized that if the value of the t-test is greater than t table, it means the effect of the independent variable on the dependent variable. If the t-test value is not greater than t table, it means the independent variable has no effect on the dependent variable

The results of the study to answer the research hypothesis, it will be explained in the discussion as follows:

(1) Influence motivation of platform assistance towards electronic word of mouth

The results of this study stated that the assistance platform motivation has a negative effect and no significant effect on eWOM. These results demonstrated the value of the relationship of -0135.

(2) Influence motivation of positive self-enhancement towards electronic word of mouth

The results of this study stated that positive self-enhancement motivation has a positive and significant impact on eWOM. These results demonstrated the value of the relationship for 0383.

(3) Influence motivation of helping the company towards electronic word of mouth

The results of this study stated that the motivation of helping the company positive and significant impact on eWOM. These results demonstrated the value of the relationship for 0179.

(4) Influence motivation of advice seeking towards electronic word of mouth

The results of this study stated that the motivation of advice seeking positive and significant impact on eWOM. These results are shown with a value of 0353.

(5) Influence electronic word of mouth (eWOM) towards college image

The results of this study stated that the electronic word of mouth positive and significant impact on the image of the college. These results are shown with a value of 0.557.

This study proved Model presented in Figure 2.

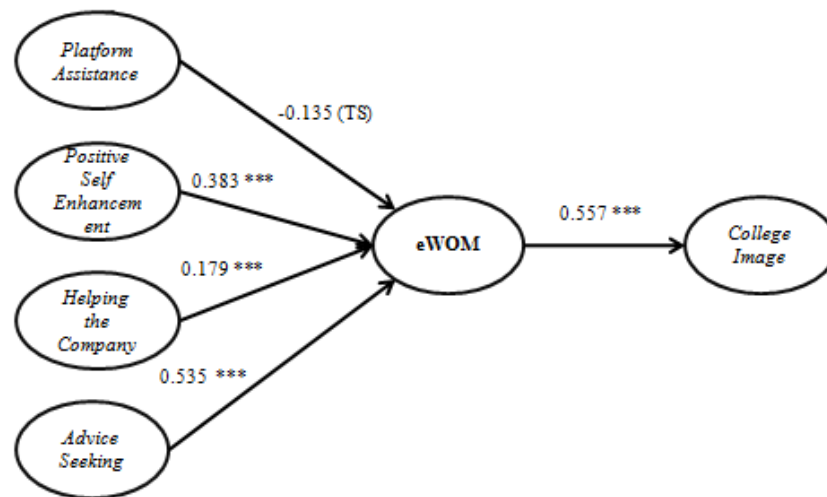


Figure. 2. Results of Research Hypothesis

C. Discussion

Results of the first study states that motivation platforms negatively affect eWOM assistance, assistance platform means that the higher the lower the rate of occurrence of eWOM in improving the image of the college. Results of the study are analyzed through descriptive analysis of the views from the tendency of respondents to the statement items. Based on trend analysis taggapan respondents can be said that the motivation of the academic community to help the ITS website platform that is high, but in fact negative and not significant to happen eWOM. This is because there are indications that the information presented on the ITS website is not up to date, so the use of ITS website has not been optimized for academic community make the information presented on the ITS website is not important for the academic community ITS. So people prefer to come directly to the site in compare searching for information through the website. The use of the global Internet has spread the electronic word of mouth [12].

Results of the second study stated that positive self-enhancement motivation positive and significant impact on eWOM, meaning that the higher positive self-enhancement motivation, desire someone did eWOM for improving the image of college is increasing.

The results of a third study states that motivation helping the company positive and significant impact on eWOM, meaning that the higher the motivation of helping the company, the academic community do eWOM desire to increase the image of college is increasing. This means that the higher the level of motivation of the academic community towards a desire to help the institution, the higher the rate of occurrence eWOM through the website. The third study results of this research refers to research [22] which states the findings that the motive helping the company has a significant impact on the behavior eWOM. In this study support the findings of [22] that the evidence of helping the company (helping companies) and significant positive effect on the electronic word of mouth.

The results of the study of four states that seeking advice motivation (the desire for advice) influence positively and significantly to eWOM, meaning that the higher motivation advice-seeking (desire for suggestions), the academic community do eWOM desire

to increase the image of college is increasing. The results of this study can be assessed based on the analysis of descriptive and inferential analysis views of the tendency of respondents to the statement items. Based on the analysis described above from the tendency of respondents can be said Bahwan motivation of the academic community to advice-seeking (desire for advice) is good, meaning that the higher motivation of the academic community of the advice-seeking (desire for suggestions), the higher the eWOM for image enhancement College. The results of the study to the five states that eWOM positive and significant effect on the image of the college, meaning that the higher the academic community do eWOM then the image of higher education is increasing. The results of this study assessed based on descriptive analysis seen from the tendency of respondents to the statement items. The results of the study support the research [12] which states that there is significant influence from eWOM to brand image.

On the results of this study illustrate that the image is perceived by the academic community knowledge about the institution. The image can be formed by the reputation of the institution. The more often present information on the reputation of the institution and kualitas institutions both from the quality faculty and the quality of students it will improve the image of the college itself. The quality of an experienced lecturer (competent) of postgraduates contribute to improving the image of the college [3]. So also with the quality of graduates contribute to the image of the university, is related to the extent to which graduates can be accepted by the user community [6].

IV. CONCLUSION

Motivation assistance platform no significant effect on the electronic word of mouth through the website of ITS for improving the image of the college. This study does not support research [8] [7] [24] [18]. Furthermore, the findings of this study are also not in line with the theory of Computer Mediated Communication (SMC), states that computer communication cediated different from face to face communication. These findings presumably because there are indications that the information presented on the ITS website is not up to date

Positive self-enhancement motivation (the desire to improve themselves positively) significantly affects the electronic word of mouth. This study supports the idea [11], which found that the motivation of consumers involved in communication on the web for their potential to increase self positively based on their experiences [5]. These findings also responds research [13] found a positive experience or express positive feelings and a desire to help the company can trigger eWOM positive and confirms the research [10] who found that positive self enhancement is one of the motivating factors for deploying MOM positive internal-community

The study also confirmed in research [22] [17] that the motivation of helping the company (helping companies) predispose a person to perform electronic word of mouth. The finding that the advice-seeking influence on electronic word of mouth can confirm research [8] which states that consumers give and seek opinions online to affect the sales of both goods and services and supports research [24] which shows that consumers are involved in MOM one of the reasons is seeking advice.

Electronic Word of Mouth (eWOM) proved a significant effect on improving the image of the college. This study supports [12] which states that there is significant influence from eWOM to brand image. On the results of this study illustrate that the image is perceived by the academic community knowledge about the institution. Similarly, in research [13] reported positive eWOM can help build a positive image. In research [25] describes the effect of electronic word of mouth on purchase intention through brand image.

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