

ABSTRAK

ASTRID INDAH LESTARI TAMBUNAN. Analisis Sosial Media, *Brand Image* Dan *Word Of Mouth* Terhadap Keputusan Mahasiswa Memilih Kuliah Di Fakultas Ekonomi Universitas Prima Indonesia Yang Dimoderasi Oleh Sikap. Dibimbing oleh PROF. DR. DRS. SYAIFUDDIN, M.MA.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Sosial Media, *Brand Image* dan *Word of Mouth* Terhadap Keputusan Mahasiswa Memilih Kuliah di FE Universitas Prima Indonesia yang dimoderasi oleh Sikap. Populasi dalam penelitian ini berjumlah 4.056 mahasiswa Penentuan sampel dilakukan dengan menggunakan rumus Hair sehingga diperoleh sampel sebanyak 170 mahasiswa. Data penelitian diperoleh melalui wawancara dan penyebaran kuesioner atau angket. Teknik analisis data dilakukan dengan menggunakan *Smart PLS*.

Hasil penelitian yang bersumber dari pengolahan data *Smart PLS* menunjukkan bahwa Sosial Media berpengaruh positif dan signifikan terhadap Keputusan Memilih. *Brand Image* berpengaruh positif dan tidak signifikan terhadap Keputusan Memilih. *Word of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Memilih. Sikap berpengaruh positif dan signifikan terhadap Keputusan Memilih. Sikap tidak mampu memoderasi hubungan antara Sosial Media Terhadap Keputusan Memilih. Sikap tidak mampu memoderasi hubungan antara *Brand Image* Terhadap Keputusan Memilih. Sikap mampu memoderasi hubungan antara *Word of Mouth* Terhadap Keputusan Memilih. Koefisien determinasi (R^2) berdasarkan hasil uji R Square menunjukkan bahwa Keputusan Memilih 55,5% dapat dijelaskan oleh variabel bebas yaitu Sosial Media, *Brand Image* dan *Word of Mouth*, sedangkan sisanya 44,5 persen dijelaskan oleh faktor lain diluar model penelitian ini.

Kata Kunci: Sosial Media, *Brand Image*, *Word of Mouth*, Keputusan Memilih dan Sikap

ABSTRACT

ASTRID INDAH LESTARI TAMBUNAN. *Analysis of Social Media, Brand Image and Word of Mouth on Students' Decisions to Choose to Study at the Faculty of Economics, Indonesia Prima University, Moderated by Attitude.* Supervised by **PROF. DR. DRS. SYAIFUDDIN, M.MA.**

This research aims to determine and analyze the influence of Social Media, Brand Image and Word of Mouth on Students' Decisions to Choose to Study at the Faculty of Economics, Prima Indonesia University, moderated by Attitude. The population in this study was 4,056 students. Sample determination was carried out using the Hair formula so that a sample of 170 students was obtained. Research data was obtained through interviews and distributing questionnaires. The data analysis technique was carried out using Smart PLS.

Research results sourced from Smart PLS data processing show that Social Media has a positive and significant effect on voting decisions. Brand Image has a positive and insignificant effect on Choosing Decisions. Word of Mouth has a positive and significant effect on voting decisions. Attitude has a positive and significant effect on voting decisions. Attitudes of inability to moderate the relationship between Social Media and Voting Decisions. An attitude of inability to moderate the relationship between Brand Image and Voting Decisions. Attitude is able to moderate the relationship between Word of Mouth and Voting Decisions. The coefficient of determination (R^2) based on the R Square test results shows that 55.5% of the choice decision can be explained by the independent variables, namely Social Media, Brand Image and Word of Mouth, while the remaining 44.5 percent is explained by other factors outside this research model.

Keywords: *Social Media, Brand Image, Word of Mouth, Voting Decisions and Attitudes*