

Do Private Universities Still Need Social Media? Firm generated and user generated content in social media

Rocky Nagoya

Economy Faculty, Pelita Harapan University, Jakarta, Indonesia
rockyuph@gmail.com

Innocentius Bernarto

Economy Faculty, Pelita Harapan University, Jakarta, Indonesia

Ferdi Antonio

Economy Faculty, Pelita Harapan University, Jakarta, Indonesia

ABSTRACT— The purpose of this study is to investigate how firm generated content (FGC) and user generated content (UGC) have an impact on value, value for consumer hope, and to this, in turn, affecting two types of intention, namely intention to follow social media and intention to enroll private university. The online survey was used to collect data with a total of 452 respondents. The hypothesis is tested empirically using a variance-based structural equation model. The results of this study indicate that FGC and UGC have a positive and significant effect on value. Value was found to have a significant effect on consumer hope. Finally, consumer hope has a significant effect on the intention to follow social media and the intention to enroll in private universities. The results of this study are useful in theoretical and practical applications regarding the role of marketing content on social media which will ultimately affect the intention to follow social media and the intention to enroll private university. The intention of prospective students is increasingly influenced by the increasing use of social media by universities and the public. This changing environment has opened up new challenges. However, much work remains to be done to understand the full effects of FGC and UGC, and how this affects value, hope, and intention.

KEYWORDS—firm generated content, user generated content, value, hope, , intention to follow social media, intention to enroll

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1 INTRODUCTION

1.1 Applying the styles to an existing paper

Private universities in Indonesia face increasing and complex challenges related to student enrollment and learning facilities. In the 5 years period from 2015-2019, a number of small private universities experienced a decrease of 5 to 10 percent compared to 2014. In 2020, a 15 percent decrease compared to 2014 or approximately 5 percent decrease compared to 2019 [1]. Moreover, the current pandemic period will provide big challenges for private universities in getting new student candidates. Students' intention to apply to tertiary institutions is not only important for universities but also for the country in general. This is because higher education both public and private has been recognized as the most important component in socio-economic development in any country as it plays a greater role by training skilled workers, producing and disseminating the

knowledge needed for a knowledge-based economy [2].

With the emergence of social media developments, students use social media to find information about study programs, universities, and also to check comments from graduates (alumni) who have studied at preferred universities [3]. This study uses U&G theory in explaining why people choose to use certain media as alternative communication media and find their motivation in using these media [4]. There are two variables used related to U&G theory, namely firm generated content (FGC) and user generated content (UGC). FGC helps companies to create, nurture and strengthen their relationships with their target consumers [5]. Meanwhile, UGC as user-generated content posted by users on social networks adds to consumer insight, because it is created and controlled by none certain companies or institutions [6]. Thus, this research can provide a deeper understanding of the sources of information used by prospective students when registering at private universities, whether from the

university described by FGC or from the community described by UGC.

In university selection cases, for example, the concept of hope is important because hope allows customers to evaluate future purchases with a mindset and action plan. It is suitable for a successful transaction experience [7]. Hope as a varied positive emotion as a function of the level of desire to achieve goals [7]. Consumer-psychology research has highlighted the role of goal achievement in the relationship between emotional responses and well-being outcomes [8]. It is important to know consumer hope regarding prospective students to enroll in private universities because it will provide a new understanding of how hope will affect the intention to enroll universities and the intention to follow university social media. The current study is the first to examine the role of hope in the relationship to private university intention to enroll and intention to follow social media.

One of the factors that influence hope is value. Based on the theory of consumption values (TCV), consumers evaluate various kinds of values that will influence their choosing behavior [9]. From a marketing perspective, value is created and exchanged during marketing activities and suggests that marketing offers can meet consumer expectations [10]. Previous studies have analyzed the influence of various types of values such as functional value [11], emotional value [12], [13], innovative value [14], and economic value [12], [13]. Contrasting to previous studies, this study analyzes the important role of these four values in one construct by using second order analysis on their effect on prospective student intentions. This will provide an understanding of the important role of values in general to consumer hope in the context of university selection.

Responding to the research gaps identified, this study investigates the role of two factors in U&G theory, value in the theory of consumption values, and consumer hope which will ultimately influence intention. Specifically, this study aims (1) to validate the determinants of intention to enroll university and intention to follow social media university in a model consisting of FGC, UGC, value, and consumer hope; (2) evaluate the direct impact of the influence between these variables. In the context of selecting private universities. From a theoretical perspective, this study will broaden our understanding of the impact of these drivers of intention from U&G theory, theory of value consumption, and consumer hope. From a practical perspective, these findings can assist private universities in developing effective content marketing as an ongoing strategy to increase the "intention to enroll" and "intention to follow social media".

2 Literature Review

2.1 Uses and Gratification Theory (U&G)

U&G theory enables scholars to understand why and how users actively seek the use of a specific medium to satisfy their needs [15]. U&G theory came into existence in 1944, and it is popularly used to find the reasons behind users' choice of a certain type of media [16]. From the 1980s onwards, U&G theory became a popular theoretical framework for understanding the U&Gs behind the use of different forms of media [16]. U&G helps to understand between existing media choices and consumer use [17]. U&G theory explains why people choose to use certain media as alternative communication media and find a need that motivates them to use these media [4].

U&G is a time-honored media use theory that is helpful in understanding user motivations for media use; it has been applied to investigate the use of mass media [18], the Internet [19], and social virtual worlds [20]. Ye et al. (2017) used U&G theory in their research related to social media Instagram which was also used in this study [21]. Seeking information and sharing information are among the main purposes why someone uses social media [22]. For individuals looking for information, then FGC is a variable that can accommodate this. Meanwhile, when individuals provide information related to themselves in social media, it can be categorized as sharing UGC information which is a variable that represents this category.

Firm generated content (FGC)

In the era of traditional media, when the media was still dominated by print, television and radio, advertisements were produced and published by related organizations or companies. An advertising model like this can be called a firm generated content (FGC) [23]. At this time, FGC is also present in marketing communications through social media. In the context of social media, the content in media content is under professional supervision and supervision by related organizations or companies [23], [24]. FGC helps companies to create, nurture and strengthen their relationships with their target consumers [5]. The FGC in this study is an Instagram account that is officially represented and created by a certain private university.

User generated content (UGC)

UGC focuses on a consumer point of view, because it is created by the general public and not by

marketing professionals, which are then placed and distributed on the Internet [23]. UGC as user-generated content posted by users on social networks [25]. The use of UGC is increasingly widespread as a tool to increase consumer insight, because it is not created and controlled by the marketing department of a particular company or institution but by the general public [25]. This is possible, because social media platforms allow users to create their own content such as placing messages on certain product social media, sharing and liking what is posted on the social media [24]. UGC is increasingly considered important because it can affect the company's reputation [26]. UGC in this study is an Instagram account other than the official account belonging to the related private university.

2.2 Firm Generated Content and Value

The effect of FGC and the dimensions of value has been analyzed in previous studies. First, the influence of FGC and functional value. The characteristics of social media related to interactive, recommendations and feedback have a positive relationship with functional values [27]. Social networks are positively related to information value, in which information value itself is part of the functional value [28]. Online services have a positive impact on functional values [29]. Second, the effect of FGC on emotional value. There is a positive relationship between information obtained through social networks with emotional value [30]. The image displayed by FGC can project emotional values [31]. Third, the influence of FGC on innovative value. Social interaction is positively related to innovation [32]. In social media research, social media also affects the innovation value of start-up companies [33]. Fourth, the influence of UGC on economic value. The provision of information through social media is positively related to economic value [28]. Based on these previous studies, the hypothesis is as follows:

H1. Firm generated content has a positive and significant effect on value.

2.2. User Generated Content and Value

Just like FGC, the influence of UGC and the dimensions of value has been analyzed in previous studies. First, the influence of UGC on functional value. The quality of the content, design and UGC technology has a positive influence on functional value [34]. Second, the influence of UGC on emotional value. UGC was found to have a positive effect on emotional value [21]. Third, the influence of UGC on innovative value. UGC in the form of social media has a positive relationship with the value of innovation [35].

Social media also contributes to providing innovative results for start-ups [33]. Fourth, the influence of UGC on economic value. In the UGC research, it was found that a significant effect of UGC on the number of album sales [36], economic value of internet celebrity endorsement [37]. Based on the description above, the following hypothesis can be formulated:

H2. Firm generated content has a positive and significant effect on value.

2.3. Value and Consumer Hope

Previous research has shown the effect of value on hope. Value in the brand context affects consumer hope [38]. Each of these types of value was argued to increase customer confidence in the brand and with purchase-related outcomes, thus leading to higher levels of hope that such outcomes would be achieved [12]. Perceptions of quality in terms of meeting purchase-related goals, perceptions of benefits outweighing costs in terms of price [12], and perceptions of the extent to which the brand can enhance social self-concept [39] create hope in the customer. Consumer hope is composed of both agency and pathways to reach desired goals; quality, price and social dimensions of value [38]. Based on this explanation, the hypothesis is as follows:

H3. Value has a positive and significant effect on consumer hope.

2.4. Consumer Hope and Intention to follow social media

Hope have a significant effect on a person's intention to follow an Instagram account [40]. J.-H. Kim et al. (2020) also found a significant influence between emotions that are part of hope on intention, so it is recommended that companies be able to build positive emotions with their customers which will certainly increase the individual's intention [41]. Lerner et al. (2015) found an emotional impact in decision making [42]. Consumers evaluate themselves before appearing with the intention to follow social media [40]. Thus, this shows that there is an emotional factor which in this study is consumer hope which affects the intention to follow social media. From this explanation, the hypothesis is as follows:

H4. Consumer hope has a positive and significant effect on intention to follow social media.

2.5. Consumer hope and intention to enroll

Hope as a positive emotion that varies as a function of the degree of yearning for a goal congruent, future oriented outcome appraised as uncertain, yet possible [7]. Emotions have a positive impact on purchase intention [43]. In line with these studies, Moon et al. (2017) also found a

significant relationship between emotions and intentions[44]. An emotional impact on judgment and decision making. When a customer purchases a brand online from a multi-channel retailer they hope that the brand will meet their expectations [40]. When a customer makes a purchase, the concept of hope is important because the purchase

requires some level of expectation that the consumer's goals (for example, the product will work as shown) will be achieved. From this explanation, it shows the influence of hope on purchase intention. Thus, the hypothesis is as follows:
H5. Consumer hope has a positive and significant effect on intention to enroll in university.

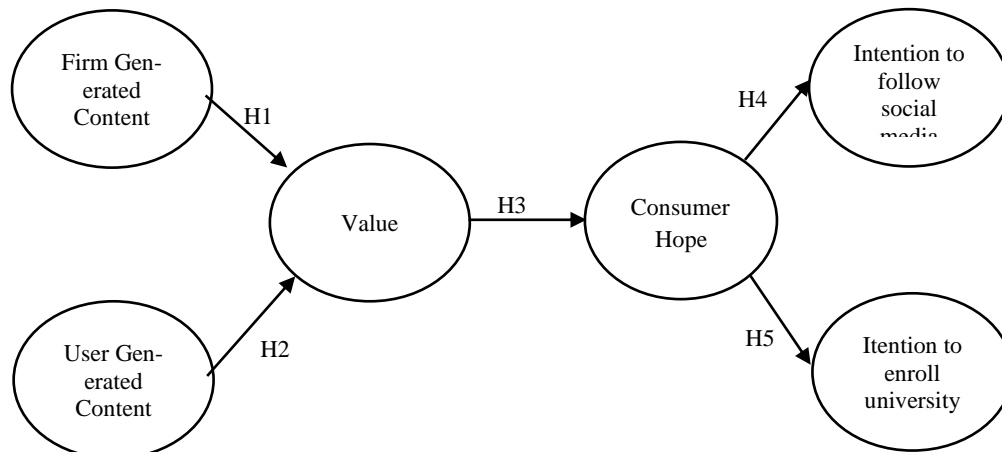


Figure 1. Conceptual model

3 Method

3.1. Data collection and sampling

Researchers collected data from various high schools in Bandung at different times and days. Respondents were selected through judgment sampling which in this case involved the status of schools, namely public schools and private schools to provide the information needed for research. The sample qualification criteria are twofold. Respondents are active high school students and intend to continue to university. A self-

administered questionnaire was used to obtain data for September 2020. The questionnaire took about 10 minutes to complete. During the survey, We informed respondents that their participation in the survey was voluntary and also assured them of its anonymity and confidentiality. Within a certain period of time, the questionnaire was filled in and returned. A total of 452 questionnaires can be processed for analysis. The demographic data of the respondents are obtained through a questionnaire data collecting process. These results can be seen in the following table:

Table I. Respondent characteristics

Variable	Description	Frequency	(%)
Gender	Female	293	64,8
	Male	159	35,2
Age	15 y.o.	3	0.7
	16 y.o.	116	25.7
	17 y.o.	258	57.1
	18 y.o.	73	16.2
	19 y.o.	2	0.4
School Status	Private	254	56.2
	Public	198	43.8
Parent Occupation	Private Employees	213	47.1
	Entrepreneur	133	29.4
	Civil Servants	15	3.3
	Lecturer/ Teacher	14	3.1
	Worker	11	2.4
	National Army/ Police Officer	7	1.5
	General Practitioner	5	1.1
Choosing Universities Decision	Others	54	11.9
	Self-preference	132	29.2

Variable	Description	Frequency	(%)
	Self-preference and parents	255	56.4
	Parents	9	2.0
	Unknown	56	12.4

3.2. Measurement

The instrument used in measuring each construct was a questionnaire. A likert scale 1 to 5 is used for each statement in the questionnaire. The measurement of each construct in this study was adapted from previous studies. FGC is measured by five items that show students' perceptions of private university instagram[45], [46]. UGC is measured by five items which represent students' perceptions of the UGC of private universities [45], [46]. Then, value is conceptualized as a second order construct consisting of functional values [12], [47], emotional value [12], innovative value [38], [48], and economic value [12]. Consumer hope consists of seven items that explain students' expectations regarding decisions that will have an impact on themselves, their families, and the environment [49]. Intention to follow social media is measured by six items that explain students' intentions to follow Instagram accounts belonging to private universities [50]. Finally, intention to enroll is measured by five items that explain the student's intention to enroll in a private university [51]. In detail, the items for each construct are shown in Table 2.

4 Findings and Discussion

4.1 Measurement Model

The first stage after obtaining the model is testing the measurement model to see the validity and reliability of constructs in the outer model [52]. Validity is checked by noting the convergent validity of the construct and the discriminant validity. Support is provided for convergent validity when each item has an outer loading above 0.70 and when the average variance extracted (AVE) is 0.50 or higher. AVE is the main average value of the squared loading of a set of indicators and is equivalent to the communality of a construct. The AVE value of 0.50 indicates that the construct explains more than half the variance of the indicator [52]. The test results show that all outer loading values are above 0.7 and AVE values are above 0.6. Then, the CR value exceeds the threshold value of 0.7 which ranges from 0.940 to 0.960 [53]. Therefore, convergent validity is adequate in this measurement model.

Table 2. The result of measurement model

Constructs and items	Loading	Cronbach' alpha	CR	AVE
FGC		0.923	0.942	0.776
Feeling satisfied when I see Instagram accounts belonging to private universities.	0,864			
The quality of preferred universities Instagram Accounts met my expectations.	0,903			
Private university Instagram is very attractive.	0,891			
Private university Instagram is better quality than other universities.	0,816			
Private university Instagram is better content than other universities.	0,899			
UGC		0.921	0.940	0.759
Feeling satisfied with the information from UGC regarding private universities of interest.	0,872			
UGC-gained information regarding preferred private universities has met expectations.	0,888			
UGC-gained information regarding preferred private universities are interesting.	0,878			
The quality of UGC-gained information regarding preferred private universities is satisfying.	0,875			
UGC provides better assessment towards preferred private universities than other universities.	0,844			
Functional value		0.945	0.954	0.722
Glad to hear information about private universities that are consistent in their quality.	0,828			
Glad to hear information about private universities that prepare well for teaching support needs.	0,873			
Glad to hear information about private universities that are well prepared for their teaching process.	0,882			
Glad to hear information about private universities that meet the standard requirements from the government.	0,856			
Glad to hear information about well-accredited private universities.	0,840			
Glad to hear information about private universities that have good library	0,835			

Constructs and items	Loading	Cronbach' alpha	CR	AVE
facilities				
Glad to hear information about private universities that have teaching lecturers according to government requirements.	0,850			
It is important for private universities to meet the academic needs of students.	0,833			
Emotional value		0.950	0.960	0.799
I like to get information about the preferred private universities	0,901			
Interested when getting information about the preferred private universities.	0,898			
It feels convenient when getting information about the preferred private universities.	0,902			
I feel enthusiastic when getting information about the preferred private universities.	0,903			
It is relaxing when getting information about the preferred private universities.	0,869			
It feels happier when getting information about the preferred private universities.	0,892			
Innovative value		0.945	0.953	0.673
Glad to hear that there are private universities that have unique teaching methods	0,827			
Glad to hear that there is a private university that has a unique curriculum	0,841			
Glad to hear that there is a private university that has a high quality of innovation	0,822			
Glad to hear that there are private universities that have innovations in their teaching methods	0,852			
Glad to hear that there is a private university offering something new	0,864			
A good private university must have better facilities than other private universities	0,861			
A good private university should offer better benefits than other private universities	0,721			
Glad to hear the information that there is a private university offering new majors	0,759			
Glad to hear that there is a private university that has a unique curriculum	0,791			
Glad to hear that there are private universities that have adopted the latest technology for the teaching process	0,850			
Economic value		0.871	0.907	0.661
Agree that private universities should have reasonable tuition fees	0,759			
Agree that private universities should provide good quality education at affordable prices	0,853			
Agree that private universities should have low tuition fees	0,762			
Agree that private universities should have mitigating payment schemes	0,876			
Agree that the amount of tuition fees at private universities is an important factor	0,808			
Consumer hope		0.981	0.984	0.897
I hope that if i decide to choose a private university, it will yield good benefits	0,953			
I hope that if i decide to choose a private university it can produce something you want	0,945			
I hope to achieve what i want if i choose a private university	0,957			
I hope to be more beneficial when choosing a private university	0,936			
I hope that it will be good for the environment when choosing a private university	0,942			
I hope that if i decide to choose a private university it will be good for the social environment	0,937			
I hope that if i decide to choose a private university it will be good for the family environment	0,959			
Intention to follow		0.945	0.956	0.786
I intend to follow Instagram from preferred private universities	0,864			
I intend to actively participate on Instagram belonging to the private university i am interested in	0,814			
I intend to search for preferred private universities Instagram account and follow it	0,922			
Predicting to follow official account of preferred private universities Instagram account	0,920			
Likely to follow Instagram from private universities of interest	0,918			
It could be that i will follow Instagram from the private university i am interested in	0,876			
Intention to enroll		0.945	0.956	0.786
Likely to enroll at a private university i am interested in	0,939			
It could be that i will enroll at a private university i am interested in	0,926			
Intended in actively enrolling in a preferred private university	0,933			

Constructs and items	Loading	Cronbach' alpha	CR	AVE
Intended in registering at a preferred private university	0,946			
Will actively seek information related to enrollment at preferred private universities	0,928			

Discriminant validity represents the extent to which a construct is empirically different from other constructs or, in other words, a construct measures what it is intended to measure [52]. One method for assessing discriminant validity is the Fornell and Larcker criterion [54]. The AVE of each construct must be higher than the highest square correlation with other constructs. Table 3 shows that the diagonal square root of AVE is greater than the other correlation values shown in

the row and column respectively. Therefore, it can be claimed that each latent construct is different from one another. Thus, discriminant validity can be accepted in this measurement model. Another method to check discriminant validity of constructs is the Heterotrait-Monotrait Ratio (HTMT) method [55]. The HTMT value indicates that all variables have a value less than the recommended level of 0.9, indicating the accepted discriminant validity requirements.

Table 3. Discriminant validity (Fornell–Larcker criterion)

	1	2	3	4	5	6	7	8	9
1. Consumer hope	0,947								
2. Economic value	0,188	0,813							
3. Emotional value	0,122	0,456	0,894						
4. FGC	0,109	0,294	0,620	0,875					
5. Functional value	0,090	0,497	0,619	0,450	0,850				
6. Intention to enroll	0,731	0,181	0,133	0,138	0,096	0,934			
7. Intention to follow	0,147	0,368	0,563	0,598	0,395	0,179	0,886		
8. Innovative value	0,126	0,581	0,701	0,520	0,675	0,143	0,539	0,820	
9. UGC	0,154	0,362	0,622	0,732	0,541	0,159	0,549	0,530	0,871

Table 4. Discriminant validity (HTMT)

	1	2	3	4	5	6	7	8	9
1. Consumer hope									
2. Economic value	0,202								
3. Emotional value	0,127	0,498							
4. FGC	0,114	0,330	0,661						
5. Functional value	0,093	0,539	0,652	0,479					
6. Intention to enroll	0,751	0,198	0,139	0,144	0,101				
7. Intention to follow	0,149	0,408	0,595	0,640	0,418	0,184			
8. Innovative value	0,130	0,635	0,739	0,553	0,711	0,149	0,569		
9. UGC	0,162	0,406	0,664	0,794	0,580	0,169	0,589	0,567	

4.2. Structure Model

Once the measurement model is established, several steps need to be taken to evaluate the hypothesized relationships in the inner model. But before that, the assessment of model quality must be analyzed based on its ability to predict endogenous constructs by testing the coefficient of determination (R^2), effect size (f^2), and cross-validated redundancy (Q^2) [52]. R^2 is a measure of the model's predictive accuracy. In this research model, there are four R^2 values that need to be evaluated, namely value, consumer hope, intention to follow social media, and intention to enroll. R^2 in the construct value is 0.422, which means that FGC

and UGC explain 42.4% of the variance of the value. R^2 consumer hope is 0.019 which means that the value explains 1.9% of the variance of consumer hope. R^2 intention to follow social media is 0.019 which means that consumer hope explains 1.9% variance of intention to follow social media. Finally, R^2 intention to enroll is 0.533, which means that the customer hoper explains 53.3% of the variance of intention to enroll.

Second, the effect size for each path model can be determined by calculating Cohen's f^2 with the criteria 0.02, 0.15, and 0.35 representing small, medium, and large effects [56]. The effect size on

the large criteria is the influence of UGC on value (0.151). The effect size on the medium criteria is the effect of consumer hope on intention to enroll (1.146). Then, the effect size on the small criteria is the effect of FGC on value (0.056), value on consumer hope (0.022), and consumer hope on intention to follow social media (0.022). The next step is to evaluate Q^2 . Q^2 is a tool for assessing the predictive relevance of inner models. Q^2 values that are greater than zero in the endogenous construct indicate the predictive relevance of the path model for this particular construct. The Q^2 value of 0.682 is greater than zero, indicating that an endogenous construct can be predicted [52].

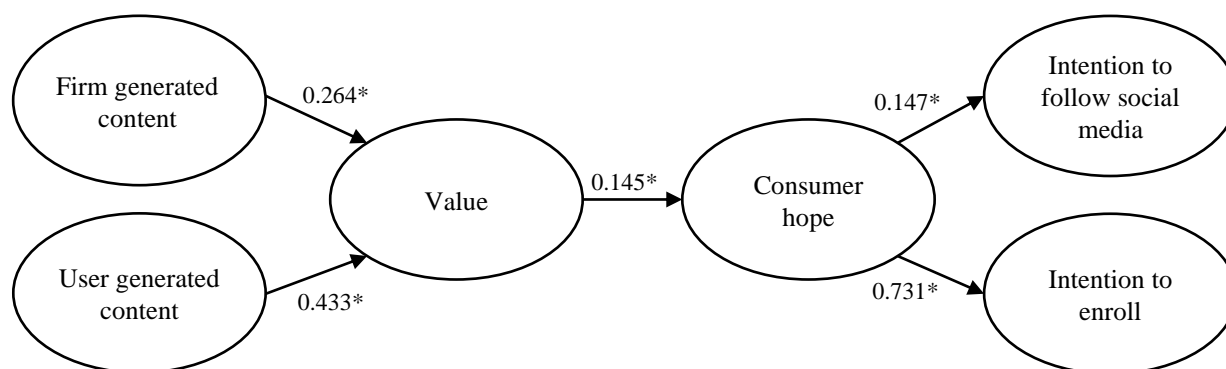
The next step is to test the hypothesis and the influence between variables. Table 4 shows the

results of hypothesis testing. The results of hypothesis testing show that FGC has a positive and significant effect on value ($\beta = 0.2664$, $p < 0.01$), H1 is accepted. UGC also has a significant effect on value ($\beta = 0.433$, $p < 0.01$), H2 is accepted. Value has a positive and significant effect on consumer hope ($\beta = 0.145$, $p < 0.01$), H3 is accepted. Consumer hope has a positive and significant effect on intention to follow social media ($\beta = 0.147$, $p < 0.01$) and intention to enroll ($\beta = 0.731$, $p < 0.01$), H4 and H5 are accepted. The greatest influence is shown on the effect of consumer hope on intention to enroll in university. The influence between variables and the results of hypothesis testing is shown in Table 4.

Table 4. The summary of relationships assessment

Relationships (Hypothesis)	β	T value
H1. Firm generated content \rightarrow Value	0,264	3,974*
H2. User generated content \rightarrow Value	0,433	6,862*
H3. Value \rightarrow Consumer hope	0,145	3,111*
H4. Consumer Hope \rightarrow Intention to follow social media	0,147	3,429*
H5. Consumer Hope \rightarrow Intention to enroll	0,731	23,667*

Notes: *Significance at ($p=0.01$).



*Significant at $p < 0.01$

Figure 2. The result model

4.3. Discussion

This study discusses the intention model, namely the intention to enroll private university and the intention to follow university social media by including four determining factors, namely FGC, UGC, value, and consumer hope. This study confirms that the proposed intention model with its four determinants is a good fit. These findings indicate that the determinants of FGC, UGC, value, and consumer hope can be used to explain the to enroll private university and the intention to follow university social media. Different from previous studies related to the intention model, the focus is only limited to one intention, namely intention to enroll university [57] and intention to follow social media [40]. Thus, this study can complement pre-

vious research related to student evaluation of FGC and UGC which will then affect value, hope, and both types of intention. That is, students evaluate these determinant factors before intending to enroll in private universities and intend to follow university social media.

The results of hypothesis testing indicate that value is positively and significantly influenced by FGC and UGC. These results are in line with previous research which shows that FGC content affects various dimensions of value [28], [29] and UGC content affects various dimensions of value [34]. In a marketing perspective, value is created and exchanged during marketing activities and suggests that marketing offerings can satisfy consumer needs [10]. One of the factors that can create

value is exposure content from the company (FGC) and from the general public (UGC). Both of these contents have their respective roles in creating value. FGC can help companies to create, foster, and strengthen their relationships with their target consumers [5]. Whereas UGC can affect a company's reputation in the community [26]. Thus, this research successfully proves the important role of marketing content in influencing value. This study shows that the influence of FGC and UGC on value can vary based on the subject that creates the content (university or society).

The results of hypothesis testing show that value has a positive and significant effect on consumer hope. This result is in line with previous research which shows the effect of value on consumer hope [38]. Each type of value can increase consumer trust in the brand and purchase-related outcomes, thus leading to a higher level of hope [12]. Consumers evaluate various values before their hope arises. These values can be in the form of perceptions of quality, perceptions of benefits outweighing costs in terms of price [12], and perceptions of the extent to which the brand can enhance social self-concept [39]. Likewise, in the context of this study, students assessed various values prior to their expectation to follow the social media of private universities of interest and apply to certain private universities. Student expectations as a function of the level of desire to apply to private universities desired in the future although this is not certain to be achieved. These results indicate that the value strengthens the students' hope. Thus, this study emphasizes the importance of value-forming factors, namely content marketing, which will ultimately influence students' hope.

Another important finding in this study is the effect of consumer hope on intention to follow social media and intention to enroll. The results of this study are in line with previous research that shows the effect of consumer hope on intention to follow social media [40] and intention to enroll / purchase [43], [44]. There is a close relationship between emotions related to hope and decision making, which in this study is related to the intention to follow social media and apply to university [42]. As previously conceptualized, hope is an emotional mechanism that focuses on cognition that involves components of will (motivation) and means (action plans) in explaining customer buying and repurchasing behavior [38]. It can be stated that someone who has high hopes of registering at a certain private university will have the intention to enroll and seek information related to the university through social media. Conceptually, this finding significantly expands the literature on consumer intention, high student expectations will influence

two types of intention (intention to follow social media and intention to enroll).

5 Managerial Implication

These findings prove the effect of FGC and UGC on value. In increasing value, private universities can take advantage of FGC in the form of marketing media content at the Institute. FGC made on Instagram social media will undoubtedly support the name of the university in terms of increasing value which will ultimately affect students' intention to enroll and intention to follow university social media. Creating university content on Instagram can help universities to create, foster, and strengthen relationships with students, their prospective students, and society at large. UGC also plays an important role in increasing value. While students are happy with the services provided by private universities, there is a possibility that they will upload photos, videos, or writings about these services. This upload has the potential to spread to the circle of student friends to a much wider circle. This is where the university plays an important role in improving the quality of services provided to students while managing their social media platforms. Universities can improve UGC by asking students to do positive reviews of university services on their social media pages, creating contests that motivate students to create content.

Intention to enroll and intention to follow university social media is influenced by consumer hope. As previously explained, consumer expectations are related to emotions. Private universities need to prioritize prospective student expectations in order to increase the number of applicants and follow their social media accounts. Various strategies can be carried out, such as creating attractive and positive marketing content, providing high value related to the benefits and costs that will be incurred by prospective students, providing extra services, and paying attention to the needs of prospective students. This will create a positive impression on the university, eventually it will affect the emotions or expectations of prospective students. If prospective students have high expectations regarding a certain private university, they will register and follow the university's social media account.

6 Limitation and Future Research

There are several limitations that must be recognized in this study. First, the researcher collected data on respondents, namely students who were

only limited to Java Island. Research results may differ in other parts of Indonesia or other countries. Thus, the results of this study will be different if generalized. For further research, similar surveys can be carried out in various regions and other countries. Second, there is no sampling frame in which the selection of sampling is based on non-probability sampling techniques. The sample was collected in several schools which did not necessarily prove its generalizability. Therefore, a wider range of samples should be taken. Third, the potential for general method bias that most social science research faces. This can be caused by the application of the self-administrated questionnaire in collecting samples. In the future, this weakness can be minimized by performing several bias test methods such as the Harman Single factor and correlation between constructs.

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8 Authors

Rocky Nagoya, Experienced Director with a demonstrated history of working in the package/freight delivery industry. Skilled in Operations Management, Retail, Customer Relationship Management (CRM), Pastoral Counseling, and Management. Strong professional with a Research Doctorate focused in Business/Commerce from Universitas Pelita Harapan.

Innocentius Bernarto currently works at the Department of Management, Universitas Pelita Harapan. Innocentius does research in Higher Education, Educational Management, Human Resources, services marketing.

Ferdi Antonio is a lecturer at Pelita Harapan University who also actively teaches in the field of hospital management. Currently, he is also active

as a speaker at seminars related to Service Management in Indonesia.

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