

THE INFLUENCE OF UNIVERSITY BRAND IDENTIFICATION, POSITIVE ELECTRONIC WORD OF MOUTH (E-WOM) BEHAVIOR AND UNIVERSITY LIFE SATISFACTION ON STUDENTS' PSYCHOLOGICAL WELL-BEING

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Abstract

This study aimed to examine the relationship between University Brand Identification, Positive Electronic Word-of-Mouth (E-Wom) Behavior, and University Life Satisfaction and Students' Psychological Well-Being. This study use quantitative methodologies, namely statistical statistical systems, to assist in resolving previously identified research challenges. In this investigation, samples were collected from Cimahi City university students. University brand identification has a significant positive effect on positive E-wom behavior, University brand identification has a significant positive effect on student psychological well-being, and university life satisfaction has a significant positive effect on student psychological well-being.

Keyword :

Influence, Social Media, Brand, University, Student..

1. INTRODUCTION

Welfare is the goal of a person in school. By taking formal education, it is hoped that a person can improve his abilities and maximize his potential. Psychological well-being is one of these types of welfare. Psychological well-being is the subjective evaluation of a person's self-function, self-actualization, and self-control in life. Student psychological well-being is influenced by university brand identity, good electronic word-of-mouth (E-WOM) language, and life satisfaction at university. According to the findings of Lee, Peggy, and Bogomolova (2019), university brand identification, positive E-WOM behavior, and university life satisfaction influence student psychological health. Thus, it can be shown that it is crucial for colleges to boost student mental health through brand marketing initiatives. University marketing needs to make social media used every day and involve students, build a strong brand and strengthen university brand identification, encourage positive (E-WOM) behavior among students and increase university life satisfaction.

The development of web 2.0 changed everyone's view of how to communicate, cooperate and disseminate information. The increasing number of social media that have emerged recently, such as Facebook, Instagram, Whatsapp, and twitter, has made its users spend more time

communicating online rather than meeting face to face. Social media, often known as "user-generated communications," is now a widespread source of information; it has revolutionized the tools and methods used by businesses to communicate, highlighting the customer's new control over information. By 2020, more than 60 percent of social media users will follow a brand's social media account, and corporations are investing more in social media, as indicated by the \$4.3 billion spent on marketing on social networking sites globally.

The expansion of information technology is fast and has an effect on practically every aspect of contemporary life. Internet is no longer a foreign concept in contemporary society. The Internet appears to eliminate location and time restrictions on information acquisition. Moreover, everyone is able to communicate with individuals from any place in the world.

Internet is a broad and extensive worldwide computer network that connects computer users from all over the globe. Internet is a collection of computer networks that communicate with one another using a common protocol. Technically, the internet is comprised of two or more computers that are interconnected to form a computer network that consists of millions of computers that interact and share data. In terms of science, the Internet is an electronic library storing information in the form of

text, graphics, sound, and animation. Therefore, the Internet is an effective and efficient method for exchanging information over great distances.

The rise of the Internet has also had an effect on economic growth. Buying and selling transactions that were previously only possible face-to-face or by telephone and mail are now considerably more easy because they are handled online. Technological advancements are spreading free commerce as though there were no physical or temporal limitations. This increases competition that all stakeholders, especially the company's producers, must endure.

Social media has now become a marketing tool that is considered the most effective in attracting interest, especially among the younger generation. In this case, more and more universities are using social media so that they are more widely known by the younger generation so that they can increase student recruitment. The interest of the younger generation is usually due to reading reviews related to a university. The role of social media to influence young people, especially those aged 18-24 years, has almost reached 100% in some countries.

Marketing is a well-developed discipline whose laws are always changing in response to the requirements and advancements in the environment. With the expansion of online communication, particularly the introduction of social media, the role of marketing in corporate development has evolved substantially. Through social media, Web technologies develop and disseminate their own content. When businesses embed their commercials on social media, they do not need to spend astronomical sums of money to reach millions of people. Companies are now participating in online social networks by giving direct links from their corporate websites to Facebook and Twitter; they utilize these tools to promote their brands and assist the formation of brand communities.

Currently, social media is a developing phenomenon in the marketing industry. Marketers are beginning to recognize the significance of social media in marketing tactics. Social media, which consists of online channels for sharing and participating in a variety of activities, is becoming an increasingly important tool for businesses to communicate with their clients. In a relatively brief amount of time, marketers have turned to social media marketing for a variety of marketing purposes, including branding, research, customer relationship management, service, and sales promotion, with branding being the most valued use. According to the Social Media Industry Report 2020, 86% of marketers view social media

platforms as a vital component of their marketing efforts.

Social media marketing is the promotion of a business and its products using social media networks. This type of marketing is an extension of typical Web-based promotional techniques, such as email newsletters and online advertising campaigns. Social media converts consumers into marketers and advertisers, and depending on the firm's online presentation and the quality of its products and services, consumers can have either positive or negative influences on businesses and their products.

Numerous universities, including Jenderal Achmad Yani University, Dustira Hospital Physiotherapy Academy, Dustira Hospital Nursing, TEDC Polytechnic, Cimahi College of Administrative Sciences, Budhi Luhur Cimahi College of Health Sciences, General Achmad Yani College of Health Sciences, STKIP Pasundan, and STKIP Siliwangi, are located in Cimahi City. This study's objective was to examine the relationship between university brand recognition, positive electronic word of mouth (E-WOM) language, and student life satisfaction at universities in Cimahi City.

2. LITERATURE REVIEW

University Brand Identification

In the case of university marketing and brand-building operations prompted by online reviews, social media typically acts as a bridge. Customer brand identification or consumer brand identification provides a full understanding of the development of customer relationships with brands. Lee et al (2019). Universities can use sponsored brand advertising on social media as university brand identification to encourage current students to promote positive e-wom behavior or to publish favorable online reviews on social media. Therefore, students with a strong university brand identity will be more likely to suggest the university to others and to post favorable remarks about it (Balaji et al., 2016). According to Hemsley-Brown et al. (2016), the reputation of the university among the general public and students is crucial for university brand recognition. Among the current students and alumni of renowned universities, a high ranking is one of the social factors that enhances student psychological well-being and pride in the university's brand.

There are numerous effects of university brand identification on student behavior (Balaji, Roy, & Sadeque, 2016; Casidy & Wymer, 2015; Palmer, Koenig, & Asaad, 2016), with the major focus on: 1) Institutional consequences, such as brand loyalty and endorsing university; 2)

Donation intention. General supporting conduct, including improvement ideas and participation in university events; 3) Student recruiting and 4) Student academic accomplishment. Then it can be concluded that the next hypothesis is as follows:

H1 : University brand identification has an effect on positive e-wom behavior.

H2 : University brand identification has an effect on student psychological well being.

University Life Satisfaction

University life satisfaction is a person's belief that their educational needs have been met (Lee et al., 2019). This must be considered by the institution because it can boost student happiness, creating a relationship that benefits both the university and the students. After graduation, pleased students have a tendency to achieve better academic results and become loyal university supporters (Parahoo, Harvey & Tamim, 2013; Wilkins et al., 2016). According to Cho and Yu (2015), university life satisfaction or student happiness with universities has a substantial effect on students' psychological well-being or mental health. Importantly, students who like university life more are more inclined to promote their institution to others (Alexandrov, Lilly & Babakus, 2013; Casidy & Wymer, 2015).

Moreover, satisfied students are more inclined to write favorable comments about their university on social networking sites and to engage in positive e-wom behavior. According to May et al. (2016), students seek to identify universities when they are satisfied with the services provided. They will presume that the university cares about its students in order to provide them with a satisfying academic experience that favorably influences them. Then it can be concluded that the next hypothesis is as follows:

H3: University life satisfaction has an effect on positive e-wom behavior.

H4: University life satisfaction has an effect on student psychological well-being.

Positive E-Wom Behaviour

On social media platforms, communication actions may be conducted. The social media platforms consist of university-related discussion forums, social networking sites, blogs, and online communities. This is highly regarded by students for communicating about their university (Westerman, Spence & Heide, 2014). In this instance, the social media forum platform is the most popular and prominent platform for sharing and reading university-related information and reviews (Lam, 2016). EWOM behavior encompasses the acts of students who speak positively about their university and recommend it

to others (Casidy & Wymer, 2015). Social media has become a significant marketing communication channel for reaching millennials, thus this is possible.

Positive Electronic Word of Mouth (E-WOM) behavior is a form of marketing communication composed of positive statements made by a group of current customers, prospective customers, and former customers about a product or company that are accessible to a large number of individuals and institutions via the Internet. Positive marketing strategies are often overlooked in higher education institutions because of the plethora of research on EWOM in retail, tourism and restaurant companies. However, online communication can also be emphasized in the formation of university image (Damayanti & Subriadi, 2017). EWOM also has considerable power in influencing individuals. Many companies are starting to invest money in running positive word of mouth marketing campaigns (Bhayani, 2015). Then it can be concluded that the next hypothesis is:

H5: Positive ewom behavior has an effect on student psychological well being.

Psychological Well-Being

Subjective well-being and psychological well-being are the two primary concepts of happiness. Subjective well-being focuses on cognitive evaluations of an individual's life satisfaction and emotional evaluations of mood (Diener & Chan, 2011). Some optimistic, life-satisfied, and upbeat persons are reported to experience greater levels of subjective happiness. It simply refers to one's perception of his or her own functioning, self-realization, and self-control in terms of psychological health (Dejonckheere et al., 2019).

Students' exposure to social media and the internet can be assessed using psychological well-being markers (Huang, 2017; Rae & Lonborg, 2015). The concept of psychological well-being covers happiness that transcends the pursuit of pleasure and the avoidance of pain. It parallels the purpose of higher education in that it enables students to develop personally and reach their potential (Dodge et al., 2012). According to Ryff's (2013) research, psychological well-being is characterized by control over one's life and activities and a meaningful existence. This condition can support individuals to perform better in everyday life. Then the hypothesis is described as follows:

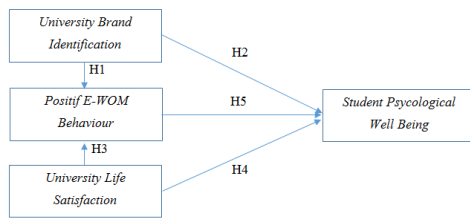


Figure 1. Conceptual model

3. METHOD

In this study using quantitative methods, namely using statistical statistical systematics in helping to solve research problems that have been determined previously. In this study, samples were taken from university students in Cimahi City. In terms of data collection using questionnaires using a Likert scale of 1 to 5. Given the sample size of 197 in this study, PLS-SEM analysis was a suitable strategy for data analysis. The conceptual model was examined in this study using the least squares structure of partial equation modeling (PLS-SEM) and the statistical program Smart PLS 3.0. In this measurement approach, the dependability and validity of each construction's measurement items are evaluated. Latent variable internal consistency, convergence, and discriminant validity.

4. RESULT AND DISCUSSION

This study will discuss how the influence of university brand identification and electronic word of mouth (E-WoM) behavior on student psychological well being on active and passive users of social media.

Characteristics of Respondents

Respondents in this study were active and passive users of social media as many as 197 people, along with profiles of respondents based on age, gender, education, education unit (faculty) and frequently used social media. The characteristics of the respondents in this study are presented in the following table:

Table 1. Characteristics of research respondents

	Category	Frequency	Percentage
Age	18-20 year	126	63.96
	21-30 year	67	34.01
	31-40 year	3	1.52
	> 40 year	1	0.51
Gender	Male	99	50.25
	Female	98	49.75
Education Unit	Universitas Jenderal Achmad Yani	124	62.94
	STKIP Siliwangi	1	0.51
	Polytechnic TEDC	12	6.09

	Category	Frequency	Percentage
	Dustira Hospital Nursing	3	1.52
	STKIP Pasundan	34	17.26
	General Achmad Yani College of Health Sciences	20	10.15
	Cimahi College of Administrative Sciences	2	1.02
	Dustira . Hospital Physiotherapy Academy	1	0.51
Frequently Used Social Media	Facebook	6	3.05
	Instagram	65	32.99
	Whatsapp	125	63.45
	Youtube	0	0.00
	Twitter	1	0.51
	Linkedin	0	0.00

Source: data proceed

The table above shows data regarding the age of respondents from 197 active and passive users of social media, it can be seen that most of the respondents aged between 18-20 years were 126 people (63.96%), while the smallest number of respondents aged >40 years was 1 person (0.51). Furthermore, data regarding the gender of the respondents from 197 active and passive users on social media, it can be seen that most of the respondents are male as many as 99 people (50.25%), while the smallest number of respondents is female as many as 98 people (49.75%).

Furthermore, data on educational units from the home university of 197 active and passive users of social media, it can be seen that most of the respondents came from Jenderal Achmad Yani University as many as 124 people (62.94%), while the smallest number of respondents came from STKIP Siliwangi and the Academy of Physiotherapy. Dustira Hospital as many as 1 person each (0.51%). And lastly, data regarding social media that is often used by 197 active and passive users of social media, it can be seen that most of the respondents use social media whatsapp as many as 125 people (63.45%), while the smallest number of respondents using social media twitter as much as 1 person (0.51%).

Descriptive Analysis

Descriptive statistics are used to examine data by summarizing or explaining the data that has been acquired as it is, without drawing inferences or making generalizations (Sugiyono) (2017). This descriptive analysis aims to determine the

relationship between university brand recognition, good E-WOM behavior, university life satisfaction, and student mental health. The results of this study's descriptive analysis are shown in the table below:

Table 2. Results of research descriptive analysis

Category		Frequency	Percentage
University Brand Identification	High	127	64.47
	Medium	45	22.84
	Low	25	12.69
Positive E-WOM Behavior	High	148	75.13
	Medium	32	16.24
	Low	17	8.63
University Life Satisfaction	High	136	69.04
	Medium	38	19.29
	Low	23	11.68
Student Psychological Well-Being	High	136	69.04
	Medium	37	18.78
	Low	24	12.18

Source: data proceed

Based on the table above, the results obtained from the responses of 197 active and passive users of social media regarding university brand identification, it was stated that the responses in the high category were 127 people (64.47%), then the responses in the medium category were 45 people (22.84%) and responses in the low category as many as 25 people (12.69%). From these results, it can be stated that university brand identification can be stated as high/good.

Based on the positive e-WOM behavior category, the results obtained from 197 active and passive social media users regarding positive E-WOM behavior, it was stated that the responses in the high category were 148 people (75.13%), then the responses were in the medium category. as many as 32 people (16.24%) and responses in the low category as many as 17 people (8.63%). From these results, it can be stated that the positive behavior of E-WOM behavior can be stated as good.

Based on the university life satisfaction category, the results obtained from 197 active and passive users of social media regarding university life satisfaction, it was stated that the responses in the high category were 136 people (69.04%), then the responses in the medium category were 38 people (19.29%) and responses in the low category as many as 23 people (11.68%). From these results, it can be stated that university life satisfaction can be stated as high/good.

Based on the University Student Psychological Well Being category, the results obtained from 197 active and passive users of social media regarding student psychological well being, it was stated that the responses in the high

category were 136 people (69.04%), then the responses in the medium category were as many as 37 people (18.78%) and responses in the low category as many as 24 people (12.18%). From these results, it can be stated that the psychological well-being of students can be stated as high/good.

Data Analysis and Hypothesis Testing

Data analysis is one of the research tasks consisting of the compilation and management of data in order to interpret the received data. After collecting data from all respondents, data analysis takes place. Data analysis operations include grouping data based on factors and types of respondents, stabilizing data based on variables from all respondents, displaying data for each variable investigated, and performing computations to evaluate the proposed hypothesis. This study employs Structural Equation Modeling as its method of data analysis (SEM). As a statistical analytic method, Structural Equation Modeling (SEM) is a mixture or combination of factor analysis, regression analysis, and route analysis.

Discriminant Validity

The purpose of discriminant validity is to evaluate the precision of the reflective model and the AVE value. When two instruments that test two anticipated uncorrelated constructs yield uncorrelated scores, discriminant validity is present. The discriminant validity of a test is evaluated based on measurement and construct cross-loading.

The results of discriminant validity with cross loading, the results obtained that each variable indicator has the largest cross loading value on the formed variable, when compared to the value of other variable indicators. From the table above, it can be seen that the Positive E-WOM Behavior (PWOM) values are PWOM1 0.885, PWOM2 0.888, PWOM3 0.888, PWOM4 0.895. Next for the value of Student Psychological Well Being (SPWB1) SPWB1 0.856, SPWB2 0.785, SPWB4 0.831, SPWB5 0.857, SPWB6 0.851, SPWB7 0.878, SPWB8 0.804, SPWB9 0.763, SPWB10 0.771, SPWB11 0.78237, SPW. For the University Brand Identification (UBI) variable, the scores were UBI1 0.894, UBI2 0.870, UBI3 0.865, UBI4 0.881, UBI5 0.882, UBI6 0.837. As for the University Life Satisfaction (ULS) variable, the scores were ULS1 0.908, ULS2 0.886, ULS3 0.880, ULS4 0.862. From this value it is stated that the indicators used in this study are good discriminant validity.

Reliability Test

Reliability can be defined as the extent to which outcomes or measurements can be trusted or depended upon and can produce relatively consistent measurement results following multiple measurements. Use alpha coefficients or Cronbach's alpha and composite reliability with a coefficient value of > 0.70 and an average variance extracted (AVE) coefficient value of > 0.5 to establish the level of reliability of the study variables.

All variables have Cronbach alpha and composite reliability scores more than 0.70, indicating the data are credible. While the AVE number is greater than 0.5, which suggests that the variables employed have strong convergent validity, the AVE value is less than 0.

Inner Model

The goal of the inner model is to establish the relationship between theory-based latent variables. Before evaluating the structural model, the R-square for the dependent construct and the path coefficient value for the significance test between structural constructs are determined. Changes in R-square are used to determine the influence of the independent variable on the dependent variable, while the path coefficient value indicates the significance level in hypothesis testing. The structural model (inner model) uses 5 types of evaluation, namely R-square, Q-square, fsquare, model fit, and path coefficient.

R-Square

R^2 used to determine the extent to which endogenous variables influence other variables. $R^2 > 0.67$ for endogenous latent variables indicates the influence of exogenous variables on endogenous variables in the good category. If the result falls between 0.33 and 0.67, it is classified as medium, and if it falls between 0.19 and 0.33, it is classified as weak. Based on the outcomes of data processing, the following R-square results are obtained:

Tabel 3. R-square result

	R-Square
Positive E-WOM Behaviour	0.775
Student Psychological Well Being	0.874

Source: data proceed

The rsquare result for the positive E-WOM behavior variable is 0.775 which is in the good category, this shows that 77.5% is the percentage of positive E-WOM behavior which can be explained by university brand identification and university life satisfaction. While the rsquare value for student psychological well being is 0.874 which

is in the good category, this shows that 87.4% is the percentage of Student Psychological Well Being which can be explained by university brand identification, positive e-wom behavior and university life satisfaction.

Q-Square

The R-square of the PLS model can be determined by examining the predictive relevance of the Q-square for the variable model. Q-square quantifies the accuracy of the observed values and parameter estimations produced by the model. A Q-square number larger than 0 shows predictive significance, whereas a Q-square value less than 0 indicates lack of predictive relevance. Nonetheless, if the Q-square value is more than zero, it can be claimed that the model has predictive value. With the formula $Q^2 = 1 - (1 - R^2) + (1 - R^2)$... est. The results of the calculation of the Q-Square value are as follows:

$$\begin{aligned}
 \text{Q-Square} &= 1 - (1 - R^2_1) \times (1 - R^2_2) \\
 &= 1 - (1 - 0.775) \times (1 - 0.874) \\
 &= 1 - (0.225) \times (0.126) \\
 &= 1 - 0.028 \\
 &= 0.972 \\
 &= 97.2\%
 \end{aligned}$$

Based on these calculations, the acquired Q-square findings of 97.2 percent are in the good category, therefore it can be claimed that the quantity of data diversity utilized in this study is worth 97.2 percent, with the remaining 2.8% explained by variables beyond the scope of this investigation.

F-Square

This F-square test was performed to evaluate the validity of the model. The f-square values of 0.02, 0.15, and 0.35 indicate whether the latent variable predictor has a little, moderate, or substantial impact on the structural level. The value of f-square is utilized to determine the influence of the predictor variable on the dependent variable. As a consequence of data processing, the following outcomes were determined:

Tabel Error! No text of specified style in document.. F-Square

	Positive E-WOM Behaviour	Category	Student Psychological Well Being	Category
Positive E-WOM Behaviour			0.202	Medium
Student Psychological Well Being				

	Positive E-WOM Behaviour	Category	Student Psycological Well Being	Category
University Brand Identification	0.171	Medium	0.169	Medium
University Life Satisfaction	0.212	Medium	0.121	Medium

Sumber: Data proceed

Based on the results of the square test, it was found that all structures were in the moderate category, the influence of university life satisfaction on positive WOM behavior had the largest contribution of 21.2%, while the influence of university life satisfaction on student psychological well being had the lowest contribution of 12.1%.

Model Fit Indeks

This test is one of the tests to test the research hypothesis. To analyze it using PLS with the help of Smartpls 3.0 software. So one of the requirements to meet the criteria for the Goodness Of Fit Model test is to look at the SRMR value. If the SRMR value is less than 0.10 and it is said to be good fit if the SRMR value is < 0.08 and the ULS value is > 0.2 , then it is said to be good fit. Following are the results of the Model fit index obtained, as follows:

Table 5. Model Fit Indeks

	Saturated Model	Estimated Model	Criteria
SRMR	0.043	0.043	Good Fit
d_ULS	0.601	0.601	Good Fit

Source: data proceed

The results of the fit index model with the SRMR value obtained results of 0.043 ($0.043 < 0.08$) and the d_ULS value of 0.601 ($0.601 > 0.2$) so that it can be stated that the data of this study were declared fit to be used for testing research hypotheses.

Hypothesis Test (Path Coefficient)

The path coefficient (hypothesis testing) shows the strength or influence that is hypothesized among the constructs. From the results of the bootstrapping calculation, the statistical t value of each relationship or path will be obtained. Testing this hypothesis is set with a significance level of 5% and the hypothesis can be accepted if the value of t statistic $>$ ttable and significance < 0.05 . The following are the results of hypothesis testing obtained from the path coefficient, as follows:

Table 6. Hypothesis Test (Path Coefficient)

Structural	Original Sample	t-Statistics	t-table	P	Decision
University Brand Identification -> Positive E-WOM Behaviour	0.429	5.913	1.972	0.000	Accepted
University Brand Identification -> Student Psycological Well Being	0.345	5.903	1.972	0.000	Accepted
University Life Satisfaction -> Positive E-WOM Behaviour	0.477	6.374	1.972	0.000	Accepted
University Life Satisfaction -> Student Psycological Well Being	0.297	5.537	1.972	0.000	Accepted
Positive E-WOM Behaviour -> Student Psycological Well Being	0.337	6.608	1.972	0.000	Accepted

P<0.05, *Level Confidence 95%

Source: data proceed

From the results of the path coefficient hypothesis testing above, the following conclusions are obtained:

The results of hypothesis testing on the effect of university brand identification on positive e-wom behavior, obtained a path coefficient of 0.429 or 42.9%, the results of hypothesis testing showed the results of tstatistics $>$ t table ($5.913 > 1.972$) and p-value $0.000 < 0.05$, then Ho was rejected and Ha was accepted, so that it can be stated that university brand identification has a significant positive effect on positive E-WoM behavior.

The results of hypothesis testing on the effect of university brand identification on student psychological well being, obtained a path coefficient of 0.345 or 34.5%, the results of hypothesis testing showed the results of t-statistics $>$ t-table ($5.903 > 1.972$) and p-value $0.000 < 0.05$, then Ho rejected and Ha accepted, so it can be stated that university brand identification has a significant positive effect on student psychological well being.

The results of hypothesis testing on the effect of university life satisfaction on positive e-wom behavior, obtained a path coefficient of 0.477 or 47.7%, the results of hypothesis testing showed

the results of t-statistics > t-table (6,374 > 1,972) and p-value 0.000 < 0.05, then H_0 is rejected and H_a is accepted, so it can be stated that university life satisfaction has a significant positive effect on positive E-WoM behavior.

The results of hypothesis testing on the effect of university life satisfaction on student psychological well being, obtained a path coefficient of 0.297 or 29.7%, the results of hypothesis testing showed the results of t-statistics > t-table (5.537 > 1.972) and p-value 0.000 < 0.05, then H_0 rejected and H_a accepted, so it can be stated that university life satisfaction has a significant positive effect on student psychological well being.

The results of hypothesis testing on the positive effect of E-WoM behavior on student psychological well being, obtained a path coefficient of 0.337 or 33.7%, the results of hypothesis testing showed the results of t-statistics > t-table (6,608 > 1,972) and p-value 0.000 < 0.05, then H_0 is rejected and H_a is accepted, so it can be stated that positive e-wom behavior has a significant positive effect on student psychological well being.

5. CONCLUSION

Based on the results of research on the effect of university brand identification and Electronic Word of Mouth (E-WoM) behavior on student psychological well being on active and passive users of social media, it is concluded that University brand identification has a significant positive effect on positive e-wom behavior, University brand identification has a significant positive effect on student psychological well being, University life satisfaction has a significant positive effect on positive E-WoM behavior, University life satisfaction has a significant positive effect on student psychological well being, and Positive E-WoM behavior has a significant positive effect on student psychological well-being being.

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