The Influence of Electronic Word of Mouth (eWOM) in Enhancing the Program Registration Applicants of a Youth Organization

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ARTICLE INFORMATION

ABSTRACT

The study explores the impact of electronic word-of-mouth (e-WOM) on the decision-making process of registering for the AIESEC 2021 program. Conducted using a quantitative survey method, the research applies marketing communication theory to understand the influence of e-WOM on consumer behavior. Surveying 75 registrants from the UPN "Veteran" Yogyakarta class of 2021, the findings reveal a significant and robust positive correlation (0.797) between e-WOM and registration decisions, as confirmed by the Product Moment Correlation Test. Additionally, the statistical significance of this relationship is supported by the t Test ($p < 0.05$), with the F Test indicating that e-WOM contributes significantly to decision-making, accounting for 62.9% of the variance. However, 37.1% of decision-making factors remain unexplored. These results highlight the pivotal role of e-WOM in shaping consumer decisions, particularly in the context of registering for programs such as JOIN AIESEC 2021. Understanding and leveraging e-WOM can thus be crucial for organizations seeking to enhance their marketing strategies and attract participants to their programs.

Keywords: Marketing Communication; Electronic Word of Mouth; Youth Organization; Registration Decision

INTRODUCTION

Word of mouth, or interpersonal communication, is a crucial aspect of marketing strategies. It is often referred to as "influence pounding" due to its contagious nature, capable of significantly impacting conversations. This influence is potent because it is perceived as genuine and honest, often based on personal experiences. Torlak et al. (2014) assert that word of mouth is more effective than other forms of communication, particularly in targeting specific audiences. Several studies, including those by Sunandar and Ronny (2007), highlight its positive influence on consumer decisions, measured by indicators like willingness to recommend a product or service.

Digital marketing encompasses activities aimed at introducing products or brands and promoting them to target markets through online platforms, especially social media, for efficient and cost-effective communication (He et al., 2013). One such evolution of traditional word of mouth is electronic word of mouth (eWOM) that is described by Hennig-Thurau et al. (2004) as online statements made by consumers about products or services, significantly shaping consumer attitudes. Social media platforms play a crucial role in facilitating eWOM communication and influencing consumer behavior and brand perception (Hu & Ha, 2015).

eWOM can be categorized into four types based on its function and platform, with social eWOM being particularly prevalent and impactful, as noted by Kudeshia and Kumar (2017). Social media platforms like Facebook, YouTube, Instagram, and Twitter serve as popular channels for social eWOM communication, enabling users to share their experiences and opinions, influencing others' purchasing intentions.

Social media is widely used for various purposes, including connecting with friends, accessing information, and entertainment, as highlighted by Baird and Parasnis (2011). Its popularity underscores its importance as a platform for digital marketers to engage with audiences effectively. Communication via social media can strengthen connections with consumers or between audiences. This is crucial as it indirectly contributes to consumer satisfaction, making them feel acknowledged. Recommendations made through social media can be seen as a form of eWOM, as users can express their opinions, impressions, and assessments of products or services (Chu & Kim, 2011).

Instagram stands out as one of the most popular social media platforms, making it an ideal platform for implementing digital marketing strategies, particularly word of mouth activities. It offers various advantages, such as facilitating the sharing of activities, knowledge, and networking opportunities, as noted by Sulianta in Khairani et al. (2018). Many organizations and communities now use Instagram to introduce their brands, recruit members, and communicate information about their activities, akin to a business operation.

AIESEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales) is a global youth leadership organization that operates on a non-profit, non-political, and independent basis. AIESEC focuses on engaging and developing youth, believing in their potential to drive innovation and shape the future positively. The organization provides opportunities for youth leadership development through challenging experiences and learning opportunities.

This research will focus on AIESEC in the Yogyakarta region, known as a city with a strong student presence. Yogyakarta's significance in the Indonesian education landscape, supported by data from Ivy (2008), highlights its rich history and pivotal role

in education. AIESEC operates through two local committees in Yogyakarta, namely AIESEC in UGM and AIESEC in UPN "Veteran" Yogyakarta.

AIESEC in UPN "Veteran" Yogyakarta has received numerous awards in 2021 and actively utilizes Instagram for marketing activities. This includes promoting the correlation between youth and leadership, introducing AIESEC's objectives, offering volunteer or internship opportunities, and recruiting new members. Statistical data from AIESEC's Instagram account at UPN "Veteran" Yogyakarta further illustrates its digital marketing efforts.

Figure 1. AIESEC in UPNVY Instagram Statistics Data
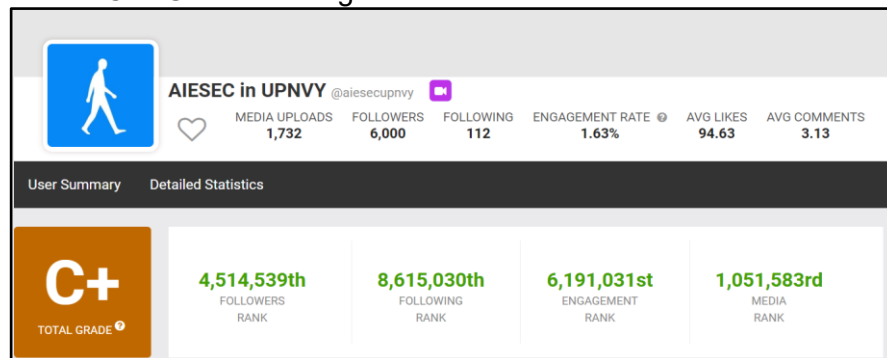
Source: Social Blade (n.d.)

Table 1. Comparative Data Register for the 2020-2021 AIESEC JOIN Program

Entity	JOIN AIESEC in 2020	JOIN AIESEC in 2021	Growth Rate (%)
AIESEC in Indonesia	11299	13786	22.01%
AIESEC in Bandung	650	1400	115.38%
AIESEC in BINUS	266	635	138.72%
AIESEC in IPB	554	469	-15.34%
AIESEC in PM	47	96	104.26%
AIESEC in PU	343	470	37.03%
AIESEC in Semarang	1612	1534	-4.84%
AIESEC in Surabaya	500	1063	112.60%
AIESEC in Trisakti	62	149	140.32%
AIESEC in UB	450	463	2.89%
AIESEC at UGM	1215	896	-26.26%
AIESEC in UI	710	754	6.20%
AIESEC at UIN Jakarta	195	332	70.26%
AIESEC in UMM	149	246	65.10%
AIESEC in UNAND	327	657	100.92%
AIESEC in UNEJ	661	553	-16.34%
AIESEC in UNHAS	227	317	39.65%
AIESEC in UNILA	104	312	200.00%

AIESEC at UNJ	246	190	-22.76%
AIESEC in UNPAD	523	523	0.00%
AIESEC in UNS	790	749	-5.19%
AIESEC in UNSOED	204	236	15.69%
AIESEC in UNSRI	422	422	0.00%
AIESEC in UNTAN	88	205	132.95%
AIESEC in UPNVJ	411	256	-37.71%
AIESEC in UPNVY	289	542	87.54%
AIESEC at USU	254	317	24.80%

Source: JA Registrants Data (2021)

To provide practical international experience, AIESEC in UPN "Veteran" Yogyakarta opens the JOIN AIESEC program annually, aimed at admitting new members. Analysis of the registration data for JOIN AIESEC in 26 entities, as shown in Table 1, reveals a significant increase in registrations from 2020 to 2021, amounting to 87.54%. This enhancement is calculated based on the comparison between the total number of registrants in 2020 (289 registrants) and the expected total in 2021 (542 registrants).

The increase in registrants is influenced by differences in market allocation or target demographics. In the JOIN AIESEC 2020 program, market allocations were primarily focused on UPN "Veteran" Yogyakarta students from the classes of 2019 and 2020. However, for JOIN AIESEC 2021, the market allocation expanded to include UPN "Veteran" Yogyakarta students and students from other universities in Yogyakarta, as well as registrants from various universities as indicated in the data table.

Table 2. Data on the Origin of University and Enrollment Force for JOIN AIESEC for the Years 2020 and 2021

University	Class Year	Registrant Frequency
UPN "Veteran" Yogyakarta (UPNVY)	2020	82
	2021	296
Yogyakarta Multimedia College (MMTC)	2020	3
	2021	18
UIN Sunan Kalijaga (UIN SUKA)	2020	6
	2021	13
Amikom University Yogyakarta	2020	5
	2021	5
Atma Jaya University Yogyakarta (UAJY)	2020	15
	2021	8
Wacana Christian University (UKDW)	2020	1
	2021	1
Yogyakarta State University (UNY)	2020	17
	2021	38
Sanata Dharma University (SADHAR)	2020	20

	2021	14
Registrants Total		542 students

Source: JA Registrants Data (2021)

Based on the data in Table 2, it can be observed a significant increase in the number of registrants for JOIN AIESEC from 2020 to 2021, particularly among UPN "Veteran" Yogyakarta students. In 2020, there were 82 registrants, whereas in 2021, the number surged to 296 registrants. In this research, the investigator will explore factors contributing to the success of the JOIN AIESEC program, specifically focusing on the marketing strategy of eWOM through Instagram social media. Below is an example of a JOIN AIESEC program post for 2021 on Instagram @aiesecupnvy.

Figure 2. JOIN AIESEC 2021 Instagram Post

Source: AIESEC in UPNVY, 2021

Based on the presentation, the researcher is interested in conducting further study on the influence of marketing strategy communication eWOM on the enhancement of applicants for the JOIN AIESEC UPNVY Program in 2021 (Survey of Yogyakarta 'Veteran' National Development University Students Class of 2021).

The aim of this research is exploratory, aiming to discover the dimensions of e-WOM that influence the decision to register. The objectives of this research include: (1) determining the relationship between e-WOM communication and the increase in the number of registrants in the JOIN AIESEC UPNVY program in 2021; (2) identifying the extent of influence e-WOM communication has on increasing the number of registrants in the JOIN AIESEC UPNVY program in 2021; and (3) determining the influence of e-WOM aspects on influencing the decision to register for the JOIN AIESEC program in 2021.

LITERATURE REVIEW

eWOM
Kotler and Keller (2016) explain that some marketers emphasize two special forms of word of mouth, namely buzz and viral marketing. Buzz marketing, also known as gossip or talk, generates interest and conveys new relevant information about a brand in an

unexpected or surprising manner. Meanwhile, viral marketing, or eWOM, utilizes internet media to create a word-of-mouth effect to enhance marketing efforts. Viral marketing is contagious like a virus, as it encourages consumers to share information about products and services developed by the company through audio, video, or written content online. eWOM digitalizes conventional word of mouth and plays a significant role in product evaluation, as discussed in research conducted by Gupta and Harris (2010), which explains that eWOM increases the time needed to consider recommended products. It is considered as a crucial aspect of marketing strategies aimed at fostering strong customer relationships and gaining a competitive edge over rivals. Unlike company-generated content, eWOM naturally emerges from customer interactions and experiences (Ridhonie et al., 2022). In line with the concept of word of mouth, eWOM has been observed to possess greater credibility, empathy, and relevance for consumers compared to information disseminated by marketers through official channels (Bickart & Schlinder in Antonio & Astika, 2019).

eWOM differs from traditional word of mouth in three important ways: first, the scope of eWOM communication is broader; second, online reviews on websites collect numerous examples of eWOM daily and make them accessible to anyone in a short time; and third, reviews can be easily measured through various scoring systems provided by each website, facilitating rapid dissemination. eWOM communication occurs across various media, such as social networks, discussion forums, websites, email, chat rooms, review websites, retail websites, and other computer-mediated communication tools, enabling online consumers to exchange opinions and experiences associated with companies, products, and services with individuals outside their personal communication networks (Cheung & Lee, 2012).

The internet has empowered users to access and share various information easily, allowing consumers to share their experiences through internet media and influence other users through eWOM. Positive eWOM can influence potential consumers' perceptions of product reviews or products recommended by other consumers. Online reviews aim to inform and recommend products to potential buyers, providing additional information about a product from the user's perspective, such as product attributes, characteristics, and performance. Recommendation reviews offer positive feedback or constructive criticism about the product.

Registration Decision
According to Kotler and Keller (2016), understanding the purchasing decision process is crucial as it sheds light on how consumers actually make buying decisions. This process comprises five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. The purchase decision, in particular, holds significance as it influences subsequent marketing strategies (Fan & Li, 2010).

Consumer behavior, as emphasized by Kotler and Armstrong (2001), is integral to the decision-making process, which involves problem-solving at its core. This process unfolds through stages such as need recognition, information search, evaluation, purchase decision, and post-purchase behavior. In the marketing context, this decision-making process mirrors the choice to register with an organization, as explained by Kholil (2009).

Motivation, a key factor driving individual decisions, stems from both intrinsic and extrinsic sources. Intrinsic motives involve feelings of achievement and responsibility, while extrinsic motives relate to avoiding punishment or adhering to rules. These motives

influence individuals' decisions to register with organizations, highlighting the importance of understanding consumer behavior (Kotler & Armstrong, 2001).

In today's competitive landscape, organizations must devise effective strategies to attract registrants. This necessitates a thorough understanding of consumer behavior, wherein decisions to register are analogous to purchasing decisions. As noted by Schiffman and Kanuk (2004), decision-making involves selecting an action from multiple alternatives, spurred by external stimuli. Consequently, consumers evaluate various options before making a decision, aiming to satisfy their needs and desires (Pradana et al., 2017).

Understanding consumer behavior and the decision-making process is essential in the context of registration decisions. Just as consumers go through a series of stages when making a purchase, individuals also undergo a similar process when deciding to register with an organization or program, such as AIESEC.

Firstly, individuals recognize a need or desire to engage with an organization like AIESEC, whether it is to develop soft skills, gain experience, or contribute to a cause. This corresponds to the problem recognition stage in consumer behavior, where individuals identify a gap or opportunity in their personal or professional development.

Next, individuals embark on an information search phase, seeking more details about the organization, its activities, and the benefits of joining. This mirrors the information search stage in consumer behavior, where individuals gather information to evaluate their options.

Upon gathering sufficient information, individuals evaluate the organization based on factors such as its reputation, activities, and alignment with their personal goals and values. This corresponds to the evaluation stage in consumer behavior, where individuals assess brands or products based on various criteria.

Once satisfied with their evaluation, individuals make the decision to register with the organization, similar to the purchase decision stage in consumer behavior. This decision is influenced by factors like motivation, perceived benefits, and alignment with personal objectives.

Finally, individuals may engage in post-registration behavior, where they reflect on their decision and may continue to engage with the organization if they feel satisfied. This mirrors the post-purchase behavior stage in consumer behavior, where individuals assess their satisfaction with a purchase and may become repeat customers based on their experience.

Marketing Communication Theory
Marketing communication functions as an integral component of the promotional mix (Clow & Baack in Mietra & Wibowo, 2022). Kotler and Keller (2016) elucidate that marketing communication, comprising the 4Ps of marketing mix - product, price, place, and promotion, includes various models, one of which is word of mouth. During post-pandemic era, word of mouth has evolved into eWOM due to the utilization of technology. eWOM has become a prevalent form of digital marketing as it is deemed more effective and efficient, especially through internet networks like social media. Its effect can influence consumer behavior significantly, thereby playing a crucial role in decision-making processes.

In the realm of marketing communication theory, the evolution from traditional word of mouth to eWOM has significant implications for consumer behavior, particularly in the context of registration decisions. As Kotler and Keller (2016) assert, eWOM has become a powerful tool in influencing consumer perceptions and purchase decisions. In the case of registration decisions, the influence of eWOM can be particularly pronounced.

The transition to eWOM, facilitated by advancements in technology, has enabled marketers to leverage digital platforms such as social media to disseminate information and recommendations about products, services, or in this case, organizational programs like the JOIN AIESEC 2021 program. By harnessing the power of eWOM, organizations like AIESEC can amplify their promotional efforts and reach a wider audience of potential registrants.

Moreover, the effectiveness of eWOM lies in its ability to tap into the social networks and online communities of individuals. When prospective registrants encounter positive reviews, testimonials, or recommendations about the JOIN AIESEC program through eWOM channels, they are more likely to perceive the program favorably and feel compelled to register. Conversely, negative eWOM can deter individuals from registering, highlighting the significance of managing and monitoring online reputations.

From a decision-making perspective, eWOM serves as a crucial source of information and social influence. Prospective registrants may seek out eWOM to gather insights, assess the reputation of the program, and evaluate the experiences of past participants. The collective impact of eWOM, as demonstrated by its correlation with registration decisions, underscores its role as a persuasive and influential factor in shaping consumer behavior.

Therefore, in the context of registration decisions for programs like JOIN AIESEC, understanding and leveraging the power of eWOM can be instrumental in attracting and engaging prospective registrants. By actively managing eWOM and fostering positive online interactions, organizations can enhance their visibility, credibility, and ultimately, drive registration numbers.

Hypotheses
Based on the facts and problems above, the researcher determined hypotheses as follows.
Ho: There is no significant influence between eWOM on the students' decisions to register.
H1: There is a significant influence between eWOM on the students' decisions to register.

RESEARCH METHOD

This study employs a quantitative approach. According to Kasiram (2008), quantitative research involves processing data in numerical form as a tool to analyze information. The method utilized in this study is a survey method, wherein surveys are distributed to respondents with specific objectives. This method allows researchers to obtain the required information in a detailed manner.

The population in this research consists of registrants for JOIN AIESEC in 2021, specifically UPN "Veteran" Yogyakarta students from the class of 2021, totaling 296 students. To ensure a representative sample, a portion of the population was selected using simple random sampling, determined through Slovin's formula to obtain a minimum sample size of 75 people.

The study involves two types of variables, they are independent and dependent variables. The data analysis techniques employed include classic assumption tests, such as normality and linearity tests, as well as simple regression analysis and product moment correlation analysis.

RESULTS

AIESEC is an organization driven by youth leadership and has a presence in more than 120 countries. Currently, AIESEC operates in 26 local committees across various universities and cities in Indonesia. To maintain the continuity of its vision, mission, and objectives, AIESEC consistently provides opportunities for students in Indonesia to become members and administrators through the JOIN AIESEC program. This program serves as a recruitment initiative aimed at students, offering them the chance to become members.

JOIN AIESEC is held annually by each local committee at the beginning of the new academic year. AIESEC effectively captures students' interest in joining as members, resulting in increased enthusiasm among students to register for the JOIN AIESEC program each year. This research will focus on the influence of marketing activities, particularly electronic word-of-mouth marketing via Instagram (@aiesecinupnvy), on applicants' decisions to join AIESEC in 2021 at the local committee of AIESEC in UPN "Veteran" Yogyakarta.

Respondents' Characteristics
Based on the results of the distributed questionnaires to respondents, the researcher obtained characteristic data from respondents, including age, faculty of origin, and major of origin, as follows.

Table 3. Respondents' Characteristics

	Frequency	Percentage (%)
Age (year)		
18	4	5.3
19	46	61.3
20	24	32
22	1	1.3
Faculty		
Faculty of Social and Political Sciences	34	45.3
Faculty of Economics and Business	18	24
Faculty of industrial engineering	10	13.3
Faculty of Mineral Technology	9	12
Faculty of Agriculture	4	5.3
Department		
Bachelor of International Relations	15	20
Bachelor of Communication Sciences	10	13.30
Bachelor of Accounting	7	9.30
Bachelor of Management	8	10.70
Bachelor of Development Economics	3	4
Bachelor of Public Relations	5	6.70
Bachelor of Business Administration	4	5.30
Bachelor of Agribusiness	2	2.70
Bachelor of Agrotechnology	2	2.70

Diploma in Chemical Engineering	1	1.30
Bachelor of Chemical Engineering	2	2.70
Bachelor of Information Systems	1	1.30
Bachelor of Industrial Engineering	2	2.70
Bachelor of Informatics	4	5.30
Bachelor of Geomatics Engineering	1	1.30
Bachelor of Geophysical Engineering	2	2.70
Bachelor of Environmental Engineer	3	4
Bachelor of Mining Engineering	2	2.70
Bachelor of Geological Engineering	1	1.30

Source: Processed Primary Data, Researcher 2023

Age
From the data obtained, it shows that all respondents are from Generation Z, born between 1995 and 2010. Out of the 75 respondents collected in this study, those who were 19 years old dominated with a total of 46 respondents (61.3%).

Origin of Faculty
From the results of the questionnaire, it is known that out of the 5 faculties, the largest portion of respondents consists of students from the Faculty of Social and Political Sciences, totaling 34 respondents (45.3%). This leads to the conclusion that students from the Faculty of Social and Political Sciences show high enthusiasm in registering for JOIN AIESEC because they share similar values with their educational background.

Origin of Department
From the results of the questionnaire data obtained, it is evident that out of the 19 departments surveyed, the majority of respondents are students from the Bachelor's degree program in International Relations, with 15 respondents (20%). It is assumed that these respondents have a high motivation to register for JOIN AIESEC because they perceive the important role of AIESEC in achieving global peace, aligned with their studies in International Relations.

Normality test
Based on the distribution data results of the questionnaire that has been conducted, the conditions were tested, namely the normality test using the Kolmogorov-Smirnov method. The normality test value obtained was 0.588, which is greater than the significance level of 0.05 (0.588 > 0.05). Therefore, it can be said that the normality test in this research has normally distributed residual values.

Linearity Test
From the data obtained, a linearity test was also conducted as a test requirement. Based on the linearity test results, it is noted that the significance value of the deviation from linearity is 0.029, which is less than 0.05. Therefore, it can be concluded that there is a significant linear relationship between the independent variable, electronic word of mouth, and the dependent variable, the decision to register.

Simple Linear Regression
Table 4. Simple Linear Regression Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11.049	4.094		2.699	0.009
Electronic Word of Mouth (eWOM)	0.841	0.075	0.797	11.255	0.000

a. Dependent Variable: Registration Decision
Source: Processed Primary Data Researcher 2023

Based on the analysis from Table 4 above, it is evident that the Constant (a) value is 11.049, while the Trust value (b or regression coefficient) is 0.841. Therefore, the regression equation, $Y = a + bX$, can be written as $Y = 11.049 + 0.841$. This equation can be interpreted as follows: The Constant (a) yields a numerical value of 11.049. This figure represents a constant number, indicating that the consistent mark of the dependent variable, decision to register, amounts to 11.049. Alternatively, it can be understood that in the absence of eWOM, the decision to register stands steadfastly at 11.049. The Coefficient X regression obtained a mark of 0.841. This value signifies that for every additional 1% increase in eWOM, the variable decision to register will increase by 0.841 units. With the coefficient regression being positive, it can be concluded that the direction of influence from the independent variable, eWOM, to the dependent variable, decision to register, is positive. In the realm of statistical analysis, the significance of a Coefficient X regression reaching a mark of 0.841 cannot be overstated. This numerical value serves as a pivotal indicator, suggesting that for every additional 1% increase in eWOM, the corresponding decision to register variable will witness a commendable surge of 0.841 units. The positivity embedded within the regression coefficient is a key revelation, compelling the conclusion that the direction of influence from the independent variable, eWOM, to the dependent variable, decision to register, is unequivocally positive. This finding not only underscores the substantial impact of eWOM on decision-making but also underscores a promising correlation that bodes well for comprehending the dynamics at play in this intricate interplay of variables.

Regression Test Partial (t-test)
In statistical hypothesis testing, the t-test serves as a pivotal tool to ascertain the extent of influence exerted by an independent variable on a dependent one. The decision-making process surrounding the t-test hinges upon a critical significance level, typically set at α = 0.05. Should the significance level fall below this threshold or if the calculated t-value is less than the tabulated one, it signifies a noteworthy finding: the independent variable indeed wields a statistically significant impact on the dependent variable. This outcome underscores a meaningful association between the variables, rooted not in chance but in substantive influence. Conversely, when the significance level exceeds α = 0.05 or if the calculated t-value surpasses the critical value from the t-table, it suggests that the independent variable lacks a statistically significant influence. Such findings prompt a reevaluation, indicating that any observed associations between the variables may likely be attributable to random chance rather than systematic influence.

In the specific context of Table 4, which elucidates simple linear regression with 75 respondents, the calculated t-value stands at 11.255, compared to the tabulated t-value of 1.668. This stark contrast indicates a clear rejection of the null hypothesis (H0), affirming a significant influence between the variables under scrutiny. The significance level failing to meet the threshold of 0.05 underscores the robustness of this relationship,

further solidifying the validity of the findings. This rigorous statistical analysis underscores the importance of meticulous examination in discerning genuine patterns from mere fluctuations in data, thereby facilitating more accurate and reliable conclusions in scientific inquiry.

Simultaneous Test (F-test)

In this research, the researcher found the results of the F-test with the following details.

Table 5. F Test Results

ANOVA

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	3089.820	1	3089.820	126.682	0.000[a]
Residual	1780.500	73	24.300		
Total	4870.320	74	3089.820		

a.Predictor: (Constanta). Electronic Word of Mouth
b.Dependent Variable: Registration Decision
Source: Processed Primary Data Researcher 2023

From the results in Table 5, it is evident that the F-table has a value of 3.15, and the F-count has a value of 126.682. Thus, it can be interpreted that the F-count is greater than the F-table. Based on this calculation, the conclusion can be drawn that there is a significant influence between the dependent and independent variables. This finding demonstrates applicable significance for the entire population. Furthermore, with a significance level below 0.05, it also indicates the presence of an influence between the independent and dependent variables collectively.

Coefficient Test Determination (R Square)

Table 6. Coefficient Results Determination of R Square

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.797[a]	0.634	0.629	4.939

a.Predictor : (Constant), Electronic Word of Mouth
b.Dependent Variable: Registration Decision
Source: Processed Primary Data Researcher 2023

Based on Table 6, it is shown that the R Square (R^2) value, calculated using the coefficient of determination formula R^2 x 100%, yields a result of 0.629 or 62.9%. This indicates that the influence of the electronic word-of-mouth marketing strategy on the decision of students to register for the JOIN AIESEC 2021 program accounts for 62.9%. Furthermore, the remaining 37.1% (100% - 62.9%) is influenced by other factors that impact the decision to register.

Analysis Correlation Product Moments

Table 7. The Results of the Correlation Test using Pearson Product Moments

Correlation

		eWOM	Registration Decision
eWOM	Pearson Correlation	1	0.797**
	Sig. (2-tailed)		0.000
	N	75	75
Registration Decision	Pearson Correlation	0.797**	1
	Sig. (2-tailed)	0.000	
	N	75	75

**correlation is significant at the 0.01 level (2-tailed)
Source: Processed Primary Data Researcher 2023

From the results of Table 7 calculations, it is evident that the output value of significance for the connection between the independent variable, electronic word of mouth, and the dependent variable, decision to register, is 0.000. This signifies that the significance value is smaller than 0.05 (0.000 < 0.05), thereby indicating a correlation or connection between the independent and dependent variables.

Furthermore, the Pearson correlation obtained is 0.797, falling within the category of strong correlation as it lies within the range of 0.61 - 0.80. Therefore, the output of the analysis suggests a positive correlation between the independent variable and the dependent variable.

The analysis evaluates influencing indicators of eWOM, such as intensity, valence of opinion, content, and assessments from the decision register indicators, including internal and external factors. The findings demonstrate that eWOM has a significant influence on the decision to register for the JOIN AIESEC 2021 program.

This study aims to understand the connection and level of influence of the independent variable, electronic word of mouth, on the dependent variable, decision register. The results indicate a strong positive relationship between the two variables, with a coefficient of 0.797 falling within the category of strong correlation. This implies that higher levels of eWOM correlate with increased registration decisions, aligning with the persona or motivation of JOIN AIESEC 2021 registrants.

A robust marketing strategy contributes to increased sales or participation. The correlation test results affirm the connection between the variables, highlighting the importance of factors like track record and alumni reviews on Instagram, which provide insights into AIESEC's reputation and operations. Positive reviews and informative content influence registration decisions, as they shape perceptions and attitudes towards choosing a campus program, aiming for a fulfilling experience upon acceptance.

The hypothesis testing using a simple linear regression test yields the equation $Y = 11,049 + 0.841X$, indicating a positive impact of eWOM on registration decisions. The t-test confirms the rejection of the null hypothesis, suggesting a significant influence of eWOM on registration decisions. F-test results further support the influential role of eWOM in predicting registration decisions.

DISCUSSION

Kotler and Keller (2016) explain that marketing communication is an effort or means to convey messages or information, persuade, and remind the public, especially target consumers, regarding the existence of products or services circulating in the market directly or indirectly using a marketing communication approach has a 4P marketing mix which is better known as the marketing communication mix, namely product, price, place, and promotion. Then Kotler and Keller (2016) detailed the promotional approach in the marketing mix consisting of 8 models, one of which is word of mouth. After the pandemic, word of mouth underwent reform to become eWOM which was adapted because it began to take advantage of technology. eWOM is a form of digital marketing that is currently popular because almost all marketers use this strategy because it is considered more effective and efficient by using internet networks such as social media. The effect of eWOM can influence consumer behavior because it plays an important role in determining the decision-making process.

In accordance with the aim of this research, namely to determine the influence of eWOM communication on increasing the number of registrants in the JOIN AIESEC UPNVY program in 2021. The analysis has been carried out by assessing the indicators that influence electronic word of mouth, namely intensity, valence of opinion, and content, and also assessing the indicators for the decision to register, namely internal factors and external factors. After conducting tests, the researchers were able to prove that from the data obtained electronic word of mouth was proven to have a significant influence on decision making to register for the JOIN AIESEC 2021 program. This research is based on the aim of determining the relationship and level of influence of the independent variable electronic word of mouth on the dependent variable of the decision to register. The results of the statement prove that the independent variable which was measured with 14 instruments and the dependent variable which was measured with 14 instruments were tested using product moment correlation test analysis. The value of the two variables proves that there is a significant influence between the two variables as evidenced by the coefficient value of 0.797 in the range of 0.61. – 0.80 (strong category) which means that there is a positive and significant relationship between the two variables. The meaning of the positive relationship in question is that if the level of electronic word of mouth is high then the decision to register will also be high so that it is considered to be directly proportional to the decision to register.

From these results, it can also be concluded that the indicators or dimensions of eWOM are proven to be influential and persuasive in nature which matches the persona or motivation of JOIN AIESEC 2021 applicants. A good marketing strategy if the level of sales of a product or service is also increasing. The results of the product moment correlation test are in accordance with this statement where variable X will go hand in hand with variable Y because the two variables have a relationship. The relationship between these two variables can be seen through the main factors of respondents in choosing an organizational program, namely track record and also reviews submitted by AIESEC alumni and members via Instagram media in the JOIN AIESEC program post because this means respondents get an idea of the reputation and work system of the AIESEC organization. According to respondents, the number of positive reviews as well as information on types of activities, and the number of reviews written by other users influenced the respondent's decision to register for the JOIN AIESEC program because it shapes the respondent's perception and determines the respondent's attitude in choosing a program on campus because they want to get a good experience later when accepted in a program he is participating in.

Next, testing the hypothesis using a simple linear regression test resulted in $Y = 11,049 + 0.841X$. This means that the constant value of a is 11,049 if there is no change in the independent variable or electronic word of mouth, then there is no influence on the dependent variable or the decision to register. The b coefficient means that if there is a 1% change in the variable, the value that changes is around 0.841. Values have a positive impact on the existence of these two variables, which then the researchers concluded that there was an influence of electronic word of mouth on students' decisions in registering for the JOIN AIESEC 2021 program. Based on the results of this equation, a t test (partial) was then carried out which showed that the value of the t table for 75 respondents was 1.668 with the calculated t being 11.255. Thus, t count > t table then this test.

Overall, eWOM significantly influences student decisions to register for the JOIN AIESEC 2021 program. The strong correlation, regression analysis, and hypothesis testing underscore its persuasive role in decision-making processes. Further research could explore additional dimensions of eWOM, such as argument strength.

CONCLUSION

In conclusion, the study has successfully established a significant and positive relationship between eWOM and the decision to register for the JOIN AIESEC 2021 program. The product moment correlation test revealed a strong correlation with a coefficient of 0.797. Further analysis using partial influence testing indicated a substantial impact of eWOM on the decision to register, as evidenced by the rejection of the null hypothesis (Ho) and acceptance of the alternative hypothesis (Ha). The F test results supported this, with a calculated F value of 126.682 surpassing the F table value (3.15), affirming the collective influence of eWOM variables. Additionally, the study delved into the specific dimensions of eWOM, namely Intensity, Valence of Opinion, and Content. These dimensions collectively exerted a dominant influence on the decision to register, accounting for 62.9% of the variance. Notably, the content dimension emerged as the most influential, supported by the high agreement among respondents. Overall, the findings emphasize the crucial role of eWOM, particularly its content, in influencing students' decisions to participate in the JOIN AIESEC 2021 program, providing valuable insights for marketing and promotional strategies.

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The authors declared no potential conflicts of interest.

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