

THE EFFECT OF REPUTATION, QUALITY OF INFORMATION AND PROMOTION ON THE DECISIONS TO CHOOSE THROUGH E-WOM AND TRUST AS INTERVENING VARIABLES ON FLIGHT ATTENDANT SCHOOL STUDENTS OF THE MEMBERS OF THE ASSOCIATION OF FLIGHT ATTENDANT AND AIRLINE STAFF EDUCATION PROVIDERS (HIP4S) YOGYAKARTA SPECIAL REGION

ANDI KURNIAWAN

Student of Doctoral Program of Economics, Universitas 17 Agustus 1945 Surabaya, Indonesia.
Email: andikurniawan@surel.untag-sby.ac.id

MULYANTO NUGROHO

Universitas 17 Agustus 1945 Surabaya, Indonesia. Email: nugroho@untag-sby.ac.id

ABDUL HALIK

Universitas 17 Agustus 1945 Surabaya, Indonesia. Email: halik@untag-sby.ac.id

Abstract

The purpose of this study is to investigate and analyze the impact of reputation, information quality, promotion, e-wom, and trust on the decision to enroll in a Flight Attendant School of the member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The population of this study consisted of students who participated in the 1-year Professional Program at a Flight Attendant School of the member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The proportional sampling technique was used to choose 168 samples in total. The AMOS 26 program was used to test the hypothesis using a structural equation model (SEM). The results of this study indicate that (1) reputation has a significant effect on e-wom, (2) reputation has a significant effect on trust, (3) reputation has a significant effect on student decisions to choose, (4) the quality of information has a significant effect on e-wom, (5) the quality of information has a significant effect on trust, (6) the quality of information has a significant effect on student decisions to choose, (7) promotion has a significant effect on e-wom, (8) promotion has a significant effect on trust (9), promotion has a significant effect on student decisions to choose, (10) E-wom has a significant effect on student decisions to choose, (11) trust has a significant effect on student decisions to choose.

Keywords: E-Wom, Promotion, Information Quality, Trust, and Reputation

INTRODUCTION

The people of Indonesia place great value on and demand different schools and non-formal educational institutions. To satisfy the need to enhance performance, service quality, competitiveness, and the quality of the Human Resources (HR) it creates, educational institutions' academic systems must be specially created. It takes a lot of time to complete the development process with the best outcomes and services (Darianto, Nugroho and Halik,

2022). The Flight Attendant school, often known as cabin crew, is one of several academic specialties that many people are unaware of but that has a great deal of potential in the future. Although the phrases Flight Attendant (FA), Cabin Crew, and Stewardess can refer to either a man or a woman, the latter term is still less common than the former, hence the former is frequently used (Ekoprobo, 2020)

The Field Work Practice, which is frequently visited by students from several types of schools, including one for flight attendants, aims to simulate the workplace at the airport. The length of their educational program varies; for example, some last 3 months, 4 months, 8 months, or even up to 12 months. Field Work Practices are necessary after pupils have completed the majority of the prescribed curriculum (PKL). Certain educational prerequisites must be met in order to become a flight attendant. While the educational prerequisite is graduation from a senior high school (SLTA) and you meet the test requirements, you are still allowed to participate in a series of selections, which presents a challenge for flight attendant education institutions. So that students don't have to waste time passing a series of tests and the Initial Course, flight attendant schools must have certifications that are accepted by organizations authorized to award flight attendant licenses. The approved institution, specifically the Directorate General of Civil Aviation, accepts the educational institution's certificate (ekoprobo.wordpress.com, 2020).

The creation and growth of flight attendant schools is currently accelerating, and the competition in the industry is intensifying. The number of flight attendant schools competing in this industry has increased. The Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta face a significant challenge as a result of this circumstance in continuing to improve student satisfaction. The success of this firm depends critically on the satisfaction of the students. One technique to boost student happiness is through the caliber of the provided services. According to research done by Bahtiar Jamili Zaini, Rosnalini Mansor, Norhayati Yusof, and Nizam Sarkawi (2020), academic aspects, non-academic aspects, access, academic programs, and reputation are the five factors that make up the service quality of educational institutions and can increase satisfaction.

According to the Theory of Reasoned Action (TRA), when someone has a desire to do something (for example, choose a product), they will rush to find information, then evaluate alternatives, and finally decide to buy (Indrawati, 2017:18). Attitudes can be said to influence behaviour through a careful decision-making process for a variety of reasons. An individual's behaviour is based not only on the views or perceptions that the individual considers correct, but also on the views or perceptions of other people who are close to or related to the individual.

A person's decision to continue their studies at the desired location is based on considerations that are tailored to the circumstances or conditions that exist. If the circumstances or conditions that emerge are not in accordance with what is expected, doubts will arise, leading to the decision not to choose, in this case the decision not to continue studying where expected. In reality, decision making has many dimensions and consequences. Choosing is both a part of the solution effort and a part of the decision-making process.

In relation to empirical problems that are evident from signs of a drop in the number of potential students interested in flight attendant training. Even while colleges like these are expanding and flourishing, the truth is that many schools are still forced to stop operating since fewer students are being recruited to enroll in their programs. The goal of this study was to examine how students' decisions to enroll in flight attendant training programs were influenced by factors such as reputation, promotion, information quality, e-women, and trust.

Numerous studies, such as the one by Luo et al., (2019) on An Empirical Study on the Impact of Negative Online Word-of-Mouth on Consumer's Purchase Intention, which shows that the quality and intensity of information can create negative electronic word of mouth and affect the recipient's trust in information from electronic word of mouth, which in turn affects behavioral intent, demonstrate the research gap in this study. Similar research was done by Nursyirwan et al., (2018) under the title The Factor Analysis that Influences the Student Purchase Intention in Shopee E-Commerce. The study's findings revealed that while quality has no effect on the intention to make decisions based on trust, promotion has an impact on it.

Additionally, the more comprehensive and superior-quality information that is provided, the easier it is for consumers to compare the products they intend to purchase. impact on improved purchase choices and greater client pleasure (Peng and Lie, 2018). In Sutabri (2012: 33), Burch and Grudnitski state that three factors determine the quality of information: accuracy, timeliness, relevance, and completeness.

The novelty in this study is based on research by Tasin Binti (2017) in his study titled Factors Influencing Customer Trust in Online Shopping among Bank Executives. Whereas the indicators used describe the quality of information based on three factors: reliability, completeness, and transparency. The addition of reliability as an indicator of information quality variables is novel in this study. Thus, the following indicators were used to assess the quality of information in this study: accuracy, timeliness, relevance, completeness, and reliability.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

A company's reputation is a public perception of the company and how it operates. This includes public opinions on the company's products or services or how the company treats its employees. A reputation can be positive or negative, and it can change over time. According to Metha Aryska (2017), a company's reputation may be understood as an overall view of the firm's previous acts and the prospects that the company has for the future through all of the policies that have been adopted when compared to competing companies. For the seller to win the buyer's trust and generate consumer buying interest as an external stakeholder, they need to have a good reputation. Customers will feel more confident in obtaining and using the firm's brand when they believe that the organization is known for being fair and honest based on the opinions of others (Tjahyadi, 2006). Reputation has a major impact on e-wom, according to research by Manohar, Mittal, and Marwah (2019); Rahmani, et al., (2021); Leonard (2017); and Harahap et al., (2018). In order to spread information about the school to prospective students and pique their interest in attending, a group of persons or students will freely and

consciously agree to take part in its promotion. Their willingness to become word of mouth (wom) because they believe the institution's reputation is something to be proud of, so they tend to recommend and even invite.

Customer trust is the faith a consumer has in a company. It shows confidence in a company's commitment to delivering on its promises and doing what's right for the customer. Customer trust is the faith a consumer has in a company. Consumer trust in one's talent, integrity, and goodwill will be influenced by one's perception of one's reputation. Confidence helps to build trust, especially when the parties have never met before and have no knowledge or information about each other. Kotler (2016) claims that self-trust is a component of a buyer's propensity to rely on a seller and make purchases despite the vendor's easy potential for harm to the consumer. Several scholars have examined the connection between reputation and trust, including Al-Omairi (2020), Febrina Mahliza (2020), Adewale (2018), and Fauzan et al., (2021). The findings of these studies indicate that reputation has a large impact on trust.

Additionally, reputation is seen as a set of facts that are learned and felt from a product through a social process rather than as an impression in an individual's head (Helm, 2017). Consumers' perceptions of a brand's reputation will give them assurances about its competence, morality, and goodwill. When parties have never met before and know little or nothing about one another (consumers are extremely cautious when making purchases and processing the essential information and knowledge about the items or services given), confidence helps to increase trust. In-depth studies by Heffernan, Wilkins, and Butt (2018), Harahap et al., (2018), and Al-Omairi (2020) demonstrate the importance of reputation in influencing voters' choices.

Based on the description above, the hypothesis is arranged as follows:

- H1: Reputation has a significant effect on e-wom of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.
- H2: Reputation has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.
- H3: Reputation has a significant effect on the decision of students to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

Data that has been classified, processed, or interpreted for use in decision-making is referred to as information. Sutabri (2012: 33) defines information quality as being determined by three factors: accuracy, timeliness, and relevance. One's perception of the quality of information on the internet is an important factor in evaluating that information. Positive or negative e-WOM generated by consumers, potential customers, or former customers about products or companies where this information is accessible to individuals or institutions via the internet media. Research linking the quality of information to word of mouth has been conducted,

including by Peng and Li (2018), Lou et al., (2018), and Patrada and Andajani (2020), with the findings indicating that the quality of information has a significant effect on word of mouth.

Anyone can benefit from information since it allows them to make decisions based on a variety of factors. The general audience will assess how well the company's information is presented. The purpose of creating and disseminating information on institutions is to enable the community to make judgments about where to study by being aware of what the institution does or is doing.

Customer perception of the quality of product or service information offered by a website is known as information quality (Hardiawan, 2013). The buyer's interest in purchasing the goods increases with the quality of the information presented to them (Hardiawan 2013). According to research by Tasin & Binti (2017), Isaac (2019), and Nguyen et al., (2020), the reliability of the information has a big impact on trust. The statement that the greater the quality of information provided by the school, the higher the level of student trust in the school, can be used to describe the relationship between information quality and trust. In contrast, student trust in the school decreases in direct proportion to the quality of the information it provides.

Companies today face intense competition for the best production quality as a result of the internet and market digitization. As a result, in order to exist, every organization must have a competitive advantage. The quality of goods or services produced to compete will be able to be improved through good resource management. An information system must be used to facilitate this in order to foster creativity and efficiency (Riyadi, Nugroho and Arif. 2021). Additionally, the more comprehensive and superior-quality information available, the easier it is for consumers to make informed purchasing decisions and experience higher levels of customer satisfaction (Park and Kim, 2013). It has been demonstrated through research by Tasin, Nadiah Binti (2017), Isaac Kofi Mensah (2019), and Robinsona & Dobebe (2019) that the quality of information has a substantial impact on purchasing decisions. The proposition that the stronger the decision to select an educational institution for further study, the greater the quality supplied by an educational institution, can be used to explain the impact of information quality on the decision-making process.

Based on the description above, the hypothesis is arranged as follows:

- H4: The quality of information has a significant effect on e-wom of the flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.
- H5: Information quality has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.
- H6: The quality of information has a significant effect on the decision of students to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

In addition to serving as a means of communication between businesses and consumers, promotional activities can also be used to persuade customers to engage in certain behaviors or use certain services in accordance with their preferences and needs. Utilizing marketing resources accomplishes this (Lupiyoadi 2014:178). Speaking positively about a product to others is known as word of mouth (Suryani, 2013: 169). Word-of-mouth marketing develops when customers are extremely pleased or highly dissatisfied with the goods they purchased. When customers are happy with a product, they will recommend it to other customers. Marketers stimulate consumer discussion of a campaign through word-of-mouth, which is evolving into electronic word-of-mouth. This promotes awareness beyond the consumers who begin engaging with the marketing directly. Friends of consumers are informed of appealing deals for specific products (Peter and Olson, 2014: 222). Eldabi et al., (2019), Milakovi (2020), Lawrence et al., (2020), and Haroon Siddiqui (2021) research shows that promotion has an impact on electronic word of mouth.

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. Promotion is a component of the marketing mix that, according to Tjiptono (2015:387), focuses on initiatives to educate, persuade, and remind consumers of the company's brands and products. According to Tjiptono (2015; 366), promotion is essentially a type of marketing communication. Marketing communication is defined as a marketing activity that aims to inform, influence, or persuade the target market about the company and its products so that they will be willing to accept and buy those products with loyalty. Numerous researchers have examined the connection between promotion and trust, including Manzoor (2020), Nguyen et al., (2020), Melewar et al., (2017), Nursyirwan et al., (2018), Harwani et al., (2021), and Ismail Acun (2020), Wongso, Susanti, Cempena (2022), whose findings indicate that promotion has a sizable impact on trust.

The statement that the amount of student trust in the school increases with the effectiveness of the promotion carried out by the school can be used to describe the relationship between promotion and trust. On the other hand, student faith in the institution declines as the quality of its promotion increases. Recognizing Sales Promotion Sales promotion, according to Kotler (2016: 219), is the core component of a marketing campaign, consisting of a collection of incentive tools, mostly short-term in nature, designed to stimulate faster or larger purchases of specific products or services by consumers or trade. Muruganatham & Ravi (2013) investigated a number of variables that affect buying behavior and came to the conclusion that one of the variables that triggers impulse purchase is promotion. The results of studies by Manzoor (2020), Eldabi et al., (2019), and Iswanti et al., (2018) demonstrate the importance of promotion in influencing consumer decisions.

The statement that the stronger the student's desire to select the school as a location for future study, the more effective the school's marketing is carried out, can be used to describe the impact of promotion on the decision to choose a school. On the other hand, the less favorable the promotion, the less likely it is that a student will decide to continue their education there.

Based on the description above, the hypothesis is arranged as follows:

- H7: Promotion has a significant effect on the e-wom of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.
- H8: Promotion has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.
- H9: Promotion has a significant effect on the decision of students to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

Christina (2014: 50), “An unplanned purchase is one made without prior planning, or one made while in a store or online shop.” This unplanned purchase is a stimulus or stimulus that occurs while shopping in a store or browsing an online store. Word-of-mouth communication occurs when customers are pleased with a product or are extremely dissatisfied with the product they purchased. Word of mouth marketing is a tactic used to generate natural discussions about and recommendations for a product or company. Consumer loyalty can be increased by word of mouth (wom). Word has been shown to have a high impact on consumer behavior, and marketers agree that the power of Word may change marketing communications in the future. Positive Words will encourage consumers to buy back (Purnamabroto, Susanti, Cempana. 2022). When customers are happy, they recommend the product to other customers. Marketers encourage consumers to spread the word about a promotion through word-of-mouth. By doing so, awareness is increased beyond the first group of customers that engage with the promotion directly. Customers advise their friends about enticing deals on particular goods. Electronic word of mouth has a considerable impact on purchasing decisions, according to research by Harahap et al., (2018), Huijuan Yang (2019), Amrom (2018), and Sanyal & Kumar (2019).

The concept of the influence of e-WOM on decision-making can be defined as follows: the stronger/sturdier the decision to select an educational institution for further study will be, the more intense the e-WOM that the community directs at that institution. Based on the description above, the hypothesis is arranged as follows:

- H10: E-Wom has a significant effect on students' decisions to choose a Flight Attendant School of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

Several factors must be considered when making a purchase decision, including trust, the certainty of online transactions, and asymmetric information. As a result, both sellers and buyers must have mutual trust (Gefen, 2002). Trust is defined as a feeling of security or insecurity about believing in something during online purchasing. Consumer trust is reflected in the assurance of personal information as well as security (Matic & Katija, 2017). When people learn from each other, the level of trust varies, it means that trust should be seen as a dynamic phenomenon, not a static phenomenon. Its development should be based on

perceptions about personal characteristics of the trustee (Velez, et al., 2008). Consumer trust represents a set of assumptions about the credibility, integrity and goodwill in relation to a brand (Aurier & N'Goala, 2010). The statement that the higher the level of student trust in the school, the stronger the student's decision to choose the school as a place of further study can be used to explain the influence of trust on the decision to choose a school. On the other hand, a student is less likely to choose a school as a place to continue their education the less faith they have in the institution. Trust has a big impact on decisions, according to research by Heffernan, Wilkins, and Butt (2018), Cuong, Dam Tri (2020), and Shahid Bashir (2018).

Based on the description above, the hypothesis is arranged as follows:

- H11: Trust has a significant effect on the decision of students to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

RESEARCH METHODS

According to Sugiyono (2017), who claims that the quantitative method is a research methodology based on the positivist philosophy, which emphasizes the idea of thinking of theory as a universal model has encouraged a more in-depth study based on emerging theoretical issues, this study was created using a quantitative approach (theoretical driven). Participants in this study were students at flight attendant schools run by the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta in a number of Indonesian cities. SEM (Structural Equation Modelling) utilizing the AMOS 26 software is a technology that is extremely suitable to utilize in this study to describe the evolution of theory (exploration), whose data is retrieved through surveys. Structural Equation Modelling (SEM), according to Hair et al., (Nugroho, Arif, and Halik. 2021), is a next-generation analytical technique that has gained significant interest in management, marketing, information systems, finance, and other social sciences during the past two decades. Sampling is a strategy used to support research. Students from the flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta served as the study's unit of analysis or population. The Slovin formula was employed in this study's observational unit or sample to obtain a maximum of 168 respondents.

RESEARCH RESULTS AND DISCUSSION

The analysis was performed to directly determine the relationship between variables. In this study, it is hoped that the causality of the influence that occurs from reputation (X1), quality of information (X2), and promotion (X3) on the decision to choose (Y) with e-wom (Z1) and trust (Z2) as mediating variables can be determined.

The results of the model modification are as follows:

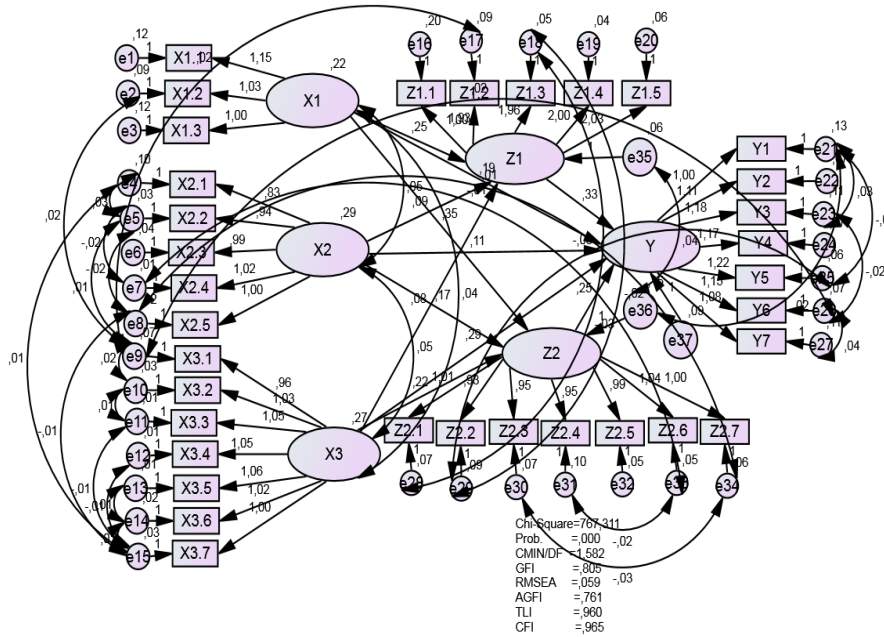


Figure 1: Structural Equation Model (SEM) After Modification

The calculation results are presented in the following table:

Table 1: Hypothesis Testing Results

Influence Between Variables	Estimate	S.E.	C.R.	P	Interpretation
Reputation => E-Wom	0,248	0,058	4,283	0,000	Significant
Reputation => Trust	0,345	0,075	4,585	0,000	Significant
Reputation => Decision	0,186	0,067	2,755	0,006	Significant
Information Quality => E-wom	0,095	0,040	2,351	0,019	Significant
Information Quality => Trust	0,166	0,058	2,854	0,004	Significant
Information Quality => Decisions	0,105	0,048	2,193	0,028	Significant
Promotion => E-Wom	0,083	0,041	2,024	0,043	Significant
Promotion => Trust	0,222	0,061	3,670	0,043	Significant
Promotion => Decision	0,286	0,053	5,377	0,000	Significant
E-Wom => Decision	0,331	0,120	2,763	0,006	Significant
Trust => Decision	0,251	0,075	3,355	0,000	Significant

Source: Results of data processing, 2022

The statistical test in Table 1 was carried out by observing the level of significance of the relationship between variables shown by CR which is identical to the t-test in regression and

its probability value (P). A significant relationship is indicated by a C.R value greater than 1.96 and a P value less than 0.05. Further explanation of the results of testing the hypothesis can be described and explained as follows:

The Effect of Reputation on E-Wom

The first hypothesis in this study states that reputation has a significant effect on e-wom of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. Based on the results of this study, it shows that reputation has a significant effect on e-wom. Thus, the hypothesis which states that reputation has a significant effect on e-wom of students of the Flight Attendant School of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted.

Reputation is formed by three factors: performance, workplace, and emotional appeal. Based on the analysis of the research results description, it is clear that all indicators included in the institution's reputation variable have a positive perception among the respondents. The indicator with the highest average score is "performance," while the indicator with the lowest perception on the institution's reputation variable is "emotional attractiveness". To strengthen the institution's reputation, student perceptions are seen from performance indicators, which contain student opinions about how well this flight attendant school is known, whether this flight attendant school has received national awards, and whether this flight attendant school has competent teaching staff or not.

Reputation can be understood as an overall assessment of the school's past behavior and its prospects for the future based on all of the policies it has adopted in comparison to other schools. Gaining the trust of students requires institutions to have a good reputation. Students will feel more secure gaining and utilizing the school's name if they believe that the school is regarded by others as being fair and honest.

By promoting the school to potential students in order to pique their interest and influence their decision to attend, a group of people or students will voluntarily and intentionally opt to become a member of the institution. They are willing to adopt a woman's role since they believe that the school's reputation is one to be proud of, thus they tend to invite and even recommend.

For an educational institution, reputation is crucial. Because having a good reputation in the eyes of the community can provide long-term benefits for the educational institution. However, if the educational institution's reputation in the eyes of the public is poor, it will be detrimental to the educational institution. The institutional image is the result of a series of processes in which people compare the various attributes that the institution possesses. The intended attributes include, for example, product, price, product quality, and service quality, as corporate image is one of the most important aspects of any institution, large or small. The Institute and all of its activities will be perceived subjectively by society. Even when confronted with the same object, everyone's perception will differ. This institution's image will leave an impression on consumers' minds as a result of a collection of feelings, ideas, attitudes, and experiences with the company that are stored in memory. As a result, building a reputation is critical in

order to increase public interest in these institutions, which will ultimately strengthen community e-wom towards these institutions.

The Effect of Reputation on Trust

The second hypothesis in this study states that reputation has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that reputation has a significant effect on trust, so the hypothesis which states that reputation has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted.

Reputation felt by students will give confidence to students regarding ability, integrity and goodwill. Confidence promotes trust, especially when the parties have never met before and have no knowledge or information about one another. Trust is part of the consumer's willingness to rely on the seller and make purchases despite the fact that the seller has the potential to harm the consumer.

Students will trust an institution more and stay there if it has a solid reputation. Consumer confidence will rise as a result of information being spread by the media to students; this is one possible outcome of information. This can lead to students' beliefs changing depending on how news media deliver information. Through the development of trust among students, a mutually beneficial relationship that results in student happiness and loyalty is created.

In a market economy a positive, deeply grounded, reputation is essential for any school, business or institution. In education, as a people-based, professional service, excellence and success attracts staff, parents, students and advocates (community and business). In society where evaluation and measurement are paramount and where open feedback and comment can be found online at any time - globally, it is essential that educational institutions have some idea about where they sit in their competitive market. Carpenter and Krause (2011) make the point strongly that those working in what they call 'public administration' have to deal with audiences that are multiple and diverse so that in order to keep one stakeholder content, they may upset another but, what they call 'audiences' will, 'aggregate functions and behaviors' to form an overall opinion. Reputation is an intangible asset or goodwill of an institution that influences the market's perception of the institution favorably. Compared to institutions with a poor reputation, institutions with a strong reputation are more equipped to inspire trust. There are several aspects that affect institutional reputation. A choice to bestow awards and honor on an organization is based on its reputation. The consistency of the qualities linked to the institution that will influence the students' trust are represented by the institution's reputation, which is developed over a number of years. A party's desire to trust another party is founded on the expectation that the other party will do specific acts that are significant to the party holding the belief. Past student experiences can have a positive or negative impact on an institution's reputation. These experiences can then be used as recommendations, as well as by the school to promote trust through public relations.

The Effect of Reputation on Student Decisions

The third hypothesis in this study states that reputation has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that reputation has a significant effect on students' decisions. Thus, the hypothesis which states that reputation has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

The findings of this study show that students are more likely to choose a school if it has a good reputation because, when enrolling in a vocational program like this flight attendant school, students are essentially looking to the future and are hopeful, confident, and trusting of finding good employment opportunities. More lifelike and precise. Reputation is understood as a collection of facts that are felt and experienced from a product through a social process and not as an impression in an individual's head. Reputation felt by students will give confidence to students regarding ability, integrity and goodwill. Confidence helps to increase trust, especially when the parties have never interacted before, so they do not have knowledge or information about each party. Students will be very careful when making purchasing decisions and processing the necessary information and knowledge about the products or services provided.

A good reputation is important to any business, institution or school because it attracts both the worker and the consumer (teachers, parents and children in the case of schools). It acts like a magnet (Fobrum and Van Riel, 2004). People want to work in organizations with a good reputation and the consumer is attracted by good reputation. If stakeholders like what they hear and see, they will support the organization and an upward spiral of esteem, viability and growth will occur. If stakeholders withdraw their support, a downward spiral is likely to occur leading to poor esteem, declining viability and ultimately, in the context of schools, closure.

The Effect of Information Quality on E-Wom

The fourth hypothesis in this study states that the quality of information has a significant effect on e-wom of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that the quality of information has a significant effect on student e-wom, so that, the hypothesis states that the quality of information has a significant effect on e-wom of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted.

The five indicator elements that make up this study's quality of information indicators are: accuracy, timeliness, relevance, completeness, and reliability. The findings of this study demonstrate that respondents have a positive perception of each indicator item included in the information quality variable. Reliability receives the indicator with the greatest overall score. Relevance, on the other hand, is the variable with the lowest perceived information quality. The statements that easy-to-understand language must be used when conveying information

about schools, that easy-to-understand pamphlets must be used when conveying information about schools, and that advertisements' language must be acceptable to all groups all explain the indicator items for reliability.

Data that has been categorized, analyzed, or interpreted for use in the decision-making process is known as information. Information must be accurate, timely, and relevant in order to be considered high quality. A significant factor in evaluating the quality of information on the internet is one's opinion of its caliber. Students, prospective students, and alumni who have access to this information through online media will express their opinions about a school in a positive or negative way.

Everyone needs information because it allows them to make decisions based on a variety of factors. The public will assess the caliber of the material the institution is presenting. The purpose of creating and disseminating information on institutions is to enable the community to make judgments about where to study by being aware of what the institution does or is doing.

Information's eligibility for usage as a foundation for making the right decision depends on how well or poorly it can be processed data. The output quality of the information that is created by the information system in use is known as information quality. Insufficiently high-quality material will have a detrimental impact on student satisfaction, which could erode student support for the Institute. Information quality refers to how valuable information is for specific end users in terms of its content, form, and timing. High-quality information is that which contains features, traits, or qualities that increase its value as useful e-WOM for students.

The Effect of Information Quality on Trust

The fifth hypothesis of this study states that the quality of information has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that the quality of information has a significant effect on student trust. Thus, the hypothesis which states that information quality has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted.

Information Quality (IQ) is understood to be a multidimensional concept that encompasses critical relationships among multiple attributes, such as timeliness, accuracy, relevancy, and others. Together, these attributes contribute to the validity of the information. The statement that the greater the quality of information provided by the school, the higher the level of student trust in the school, can be used to describe the relationship between information quality and trust. In contrast, students' trust in the school decreases in direct proportion to the quality of the information it provides. The impact of information quality on students' choices.

Material quality is defined as students' opinions of the caliber of school-related information shown on a website; the more interested students are in choosing a school, the greater the information quality presented to prospective students. Information must be accurate, timely, and relevant in order to be considered high quality. In addition to assisting students in

comparing the schools they plan to attend, the quality of the information they have access to will also have an impact on their level of trust, which will ultimately lead to better purchasing decisions and more customer satisfaction.

When considering the features of the service, trust is the desire of students to freely enroll in the institution. The user's view of the accuracy of the Institution's service information will rise as their faith in the Institution's services increases. Conversely, if the information's accuracy declines, the user's opinion of the institution's service information's accuracy will also decline, ultimately lowering trust. Based on student views, one of the assessments used to gauge the quality of the information is conducted. Student evaluation is crucial because students see a need for and benefit from the information.

The Effect of Information Quality on Students' Decisions to Choose Schools

The sixth hypothesis in this study states that the quality of information has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that the quality of information has a significant effect on students' decisions. Thus, the hypothesis which states that the quality of information has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted. The significant influence of information quality on students' decision to choose a school is demonstrated, with the better information quality having a stronger influence on students' decision to choose the school. Data that has been classified, processed, or interpreted for use in decision-making is referred to as information. The quality of information assists students in comparing the products they will purchase; additionally, the wider and higher the quality of available information influences decisions. It is possible that when students decide on a school, they have many factors to consider, particularly job security.

Before deciding on an educational institution, students compare not only prices but also product attributes offered by these institutions or compare them to other institutions. The higher the quality of information provided to the community by educational institutions, the greater the public interest in selecting these educational institutions.

The Effect of Promotion on E-Wom

The seventh hypothesis in this study states that promotions have a significant effect on the e-wom of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of the study show that promotion has a significant effect on e-wom. Thus, the hypothesis which states that promotion has a significant effect on e-wom of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

The extent to which the media is comprehensive, the suitability of the content to reality, the accuracy of the promotion, the simplicity with which the message's contents can be understood,

the frequency of broadcasts, the venue for the promotion, and the promotion's design are all used in this study to explain promotion. Based on the study's findings, respondents have a positive view of each indication included in the promotion variable. Place is the promotion variable indicator with the greatest average score, while content appropriateness is the promotion variable signal with the lowest perception. By encouraging the use of social networking sites, setting up stands in high schools, and conducting promotions across all of Indonesia, the study's placement of promotion is explained. The statement that the better the promotion carried out by an educational institution, the higher the intensity of e-wom carried out by students to the public can explain the notion of promotion having a significant effect on e-wom. Similarly, if the promotion is reduced, so will the students' commitment to serving as e-wom at school.

Promotional activities serve not only as a means of contact between educational institutions and potential students, but also as a means of influencing potential students to select educational institutions and utilize services in accordance with their preferences and needs. Utilizing promotional techniques does this. Word of mouth is when people discuss a product among themselves. When students are pleased with a school product or extremely dissatisfied with the school, word-of-mouth communication occurs. When students are happy, they will spread the word about the school throughout the neighborhood. This aids in spreading beyond the knowledge of students who start interacting with the promotion directly.

The Effect of Promotion on Trust

The eighth hypothesis in this study states that promotion has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that promotion has a significant effect on trust. Thus, the hypothesis which states that promotion has a significant effect on the trust of flight attendant school students of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The relationship between promotion and trust can be understood by noting that students have a higher level of trust in the school when the promotion is more successful. On the other hand, students' trust in the institution declines in direct proportion to how poorly it promotes itself.

Promotion is essentially a type of marketing communication, which is defined as marketing actions that aim to inform, persuade, or remind the target market of the company and its products so that they will be prepared to accept and acquire the products given by the firm in question. Promotion is an activity done to spread a certain message to the public regarding products or services offered by institutions (schools). Promotion is a strategy used by schools to inform the public about the advantages of their programs or services and persuade them to enroll their children there. The completeness of the media, the suitability of the content with reality, the accuracy of the promotion, the ease with which the contents of the message can be understood, the frequency of impressions, the location of the promotion, and the design of the promotion are some of the indicators that are used to evaluate how effective a promotion is.

The Effect of Promotion on Students' Decisions to Choose Schools

The ninth hypothesis states that promotion has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that promotion has a significant effect on students' decisions to choose a school, thus, the hypothesis which states that promotion has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted.

The statement that the stronger the promotion carried out by the school, the stronger the students' decision to choose the school as a place to further their education, can be used to illustrate the impact of promotion on the decision to choose a school. The students' desire to attend the institution for future study decreases, however, the harsher the promotion.

A key component of marketing campaigns is sales promotion, which consists of a variety of incentive techniques, most of which are short-term and intended to encourage customers or businesses to buy certain goods or services more quickly or in larger quantities. The findings of this study show that a variety of factors affect purchasing decisions, and they come to the conclusion that promotion is one of the factors that supports impulse purchase for institutions. Where choices are made based on an integration process that combines knowledge and attitudes to assess and select one of two or more behaviors. In other words, a decision will be made based on a selection of multiple viable options. When educational institutions are marketing services, one of the elements of the marketing mix that must be used effectively is promotion. Promotional activities serve as a means of influence for students to buy services that meet their needs as well as a communication tool between educational institutions and students as consumers.

One of the aspects that determines whether a marketing program is successful is promotion. One piece of information that can affect students' judgments about which schools to attend is the existence of school promotions. Therefore, the school must enlighten clients about its objectives, programs, and educational offerings in order to pique their interest in the services it provides.

The Effect of E-Wom on Students' Decisions to Choose Schools

The tenth hypothesis states that e-wom has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that e-wom has a significant effect on students' decisions to choose a school, thus, the hypothesis states that e-wom has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted.

When customers are extremely pleased or highly displeased with the product they purchased, word-of-mouth marketing results. When customers are happy with a product, they will

recommend it to other customers. Marketers stimulate consumer discussion of a promotion through word-of-mouth (word-of-mouth). This raises awareness among people who are not already actively involved with the promotion. Customers advise their peers about tempting deals for specific products.

Because it can be affected by a larger community, the usage of e-WOM in online media is thought to be much more effective. Educational institutions can take advantage of the low cost and high impact of e-WOM by adopting it on online media. People will grow more persuasive in persuading others through opinions based on their experiences as their mindset matures. Students can learn about items and services linked to the Institute from people they know as well as from a group of people from different geographical places who have firsthand experience with the product or service in issue thanks to e-wom communication through electronic media.

Prospective students go through the stages of identifying needs, seeking information, assessing/evaluating, and making a decision during the decision-making process. Prospective students typically seek information first from the internet, the media, or directly from students or lecturers at the university in question. However, prospective students usually believe in the information obtained from the prospective students concerned rather than the good news advertised by the Educational Institution because the information is not always relevant to the reality that is taking place. Prospective students will continue to look for information until they decide to enroll in the school that they believe is the best among the others. As a result, prospective educators will frequently rely on word of mouth to gather information. Consumers' pre-purchase stage is useful as a comparison tool between several alternative choices of existing need-fulfilling tools that have the same nature, shape, or characteristics. This is also true if consumers (potential students) want to select tools to meet educational needs (schools). Prospective students will be influenced by word of mouth before selecting a school.

The Effect of Trust on Students' Decisions to Choose Schools

The eleventh hypothesis in this study states that trust has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that trust has a significant effect on students' decisions to choose a school. Thus, the hypothesis which states that trust has a significant effect on students' decisions to choose a flight attendant school of the member of Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted. The statement that the level of student confidence in the school correlates with the strength of the student's decision to select the school as their place of further study can be used to illustrate how trust affects the decision to enroll in a school. On the other hand, a student is less likely to choose a school as a place to continue their education the less faith they have in the institution.

Trust, the certainty of online transactions, and asymmetric knowledge are some of the aspects to take into account while making a purchasing decision. Therefore, vendors and buyers need

to trust one another. One of the trends in the realm of marketing is the trust (trust) of consumers or the general public towards organizations. This is because consumers today constantly seek references and believe community comments about a good or service. It is evident that institutions' ability to inspire trust in the community will have a significant impact on how they create the goals that institutions (schools) wish to achieve. The development of confidence in an organization as a result of complete information enabling knowledge that what is believed to be good.

Trust and dedication are frequently the deciding factors in the connectivity behavior that takes place between institutions and students. Many businesses strive to instill customer confidence, which fosters optimistic thinking in the minds of consumers, but it is not a simple thing to achieve.

CONCLUSION

The theoretical implications for the development of the Theory of Reasoned Action (TRA) model are demonstrated in this study. In this dissertation research, the Theory of Reasoned Action (TRA) is developed by modifying the variables used, specifically the reputation and promotion variables in this study as the justification of the subjective norm variable in Theory of Reasoned Action (TRA). While the information quality variable is the development of the attitude variable, and the dependent variable in this study is the student's decision to attend a flight attendant school, e-wom (electronic Word of Mouth) and trust are positioned as mediator variables. The results of this study indicate that the development of the model was carried out correctly by setting e-wom and trust variables that could mediate the influence of reputation, information quality and promotion on students' decisions to choose a school.

This study adds reliability as an indicator of information quality variables, which is related to novelty. In this study, the following indicators were used to assess information quality: accuracy, timeliness, relevance, completeness, and reliability. The study's findings indicate that the quality of information has a significant impact on e-word, trust, and students' decisions to attend a particular school.

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