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

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Abstract

The purpose of this study was to investigate and analyze the effect of reputation, information quality, promotion, e-wom, and trust on the decision to enroll in a Stewardess School as a member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The population in this study included students of stewardess as a member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta who took the 1-year Professional Program. The results of this study indicate that (1) reputation, information quality and promotions have a positive and significant effect on e-wom, (2) reputation, information quality and promotions have a positive and significant effect on trust, (3) reputation, information quality and promotions have a positive and significant effect on student decisions (3) E-wom has a positive and significant effect on students' decisions to choose schools, (4) trust has a positive and significant effect on students' decisions to choose.

Keywords: Reputation, Quality of Information, Promotion, E-Wom, Trust, Decision to Choose

INTRODUCTION

The variety of schools or non-formal educational institutions is an important component that the Indonesian people value. There are numerous areas of education that many people are unaware of and that have great promise in the future, one of which is the Flight Attendant school, often known as cabin crew. Flight Attendant (FA), Cabin Crew, and Stewardess can be male or female, however the term is still less popular than the word stewardess, thus the term stewardess is frequently used even if it can be male or female. (Ekoprobo, 2020).

The purpose of the Field Work Practice, which is frequently visited by students from all types of institutions, including the flight attendant school, is to simulate the work environment at the

airport. The length of their schooling varies; some are 3 months, 4 months, 8 months, and even up to 12 months. They must do Field Work Practice (PKL) after completing the majority of the curriculum. To be able to become a flight attendant, specific educational background requirements must be met. If the educational background is a high school graduate (SLTA) and meets the requirements for the test, then it is permitted to participate in a series of choices. The flight attendant school must have a certificate that is recognized by the institution authorized to issue a flight attendant license, so that students no longer need to waste time taking a series of tests and Initial Courses. The certificate of the educational institution is recognized by the authorized institution, namely under the Directorate General of Civil Aviation (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 faces a significant challenge in maintaining its commitment to enhancing student satisfaction. Kepuasan peserta didik merupakan kunci penting bagi kelangsungan bisnis ini. Service quality is one technique to raise customer satisfaction among students. According to research by Bahtiar Jamili Zaini, Rosnalini Mansor, Norhayati Yusof, and Nizam Sarkawi from the year 2020, the five factors that make up the service quality of educational institutions; academic aspects, non-academic aspects, access, academic programs, and reputation can all contribute to student satisfaction.

A person's decision to continue his/ her education in the chosen location is based on considerations that are tailored to current circumstances or situations. If the circumstances or conditions appear to be contrary to what is expected, concerns may arise, leading to the decision not to choose, in this case the decision not to continue the study at the expected location. In reality, decision-making has various dimensions and consequences. Choosing is both an element of the problem-solving process and a part of the decision-making process.

This is tied to empirical difficulties, as evidenced by a decline in the number of prospective students in flight attendant education. Although colleges like these continue to grow and flourish, the reality is that many schools are no longer able to maintain their operations since the number of students being recruited is declining. The goal of this study was to examine the impact of promotion, website quality, and trust on decision-making intentions. The study's findings reveal that promotion has an influence on trust and that promotion and quality have no effect on the intention to make judgments based on trust.

Research by Tasin Binti (2017) entitled "Factors Influencing Customer's Trust in Online Shopping among Executives in a Bank" served as the foundation for the originality raised in this study. The metrics that are used to describe information quality base their conclusions on three factors: reliability, completeness, and transparency. In this study, reliability was included as an indication of information quality characteristics. Thus, the factors utilized to assess information quality in this study are as follows: accuracy, timeliness (on time), relevance (relevant), completeness (complete), and reliability (reliable).

THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

According to Metha Aryska (2017), a company's reputation may be understood as a holistic image of the company's previous acts and future possibilities through all of the policies adopted when compared to rival companies. The vendor needs to gain the buyer's trust in order to generate consumer buying interest as an external stakeholder. Customers will feel more confident in purchasing and using the company's brand when they believe that the company is known for being fair and honest (Tjahyadi, 2006).

eWOM is a communication medium to share information about a product or service that has been consumed between consumers who initially did not know each other and met previously that were delivered electronically (Gruen, 2005). Reputation has a big impact on e-wom, according to research by Manohar, Mittal, and Marwah (2019); Rahmani, et al (2021); Leonnard (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. They tend to promote and even invite people because of their eagerness to join since they believe that the institution's reputation can be proud.

Consumers will have faith in a brand's ability, integrity, and goodwill if they believe in it. Particularly when the parties have never met previously and so do not yet know or understand one another, confidence promotes trust. According to Kotler (2016), trust is a component of a consumer's propensity to rely on a seller and make purchases even though the seller has a high potential for doing so. Numerous scholars have examined the connection between reputation and trust, including Al-Omairi (2020), Febrina Mahliza (2020), Adewale (2018), and Fauzan et al., (2021), who found that reputation had a large impact on trust.

Reputation is also seen as a group of facts that consumers see and feel about a product through social interactions rather than as a personal perception (Helm, 2017). Consumers' perceptions of their reputation will inspire faith in their competence, moral character, and benevolence. Confidence aids in the development of trust, particularly when the parties have never interacted before and do not yet have knowledge or information about each other (Consumers are extremely cautious when making purchasing decisions and processing the necessary information and knowledge about the products or services provided. Heffernan, Wilkins, and Butt (2018), Harahap et al., (2018), and Al-Omairi (2020) found that reputation had a considerable impact on voting decisions.

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

H1: Reputation affects e-wom for students of the Stewardess School, members of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

H2: Reputation has a significant effect on the confidence of students in the Stewardess School, members of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

H3: Reputation affects students' decisions to choose a Stewardess School, a member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta.

Data that has been categorized, analyzed, or interpreted for use in the decision-making process is known as information. According to Sutabri (2012:33), the accuracy, timeliness, and relevance of the information are the three factors that determine its quality. A significant factor in evaluating the information is a person's judgment of the quality of the information available online. Negative or positive e-wom about products or firms made by consumers, future customers, or past customers where this information is available to people or institutions via the internet. Research relating information quality to word of mouth has been studied, including by Peng and Li (2018), Lou et al., (2018), and Patrada & Andajani (2020), whose findings demonstrate that information quality 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 public will assess the caliber of the information the company presents. In order for the community to know what is being done or is being done by the institution, and to be able to make judgments regarding the selection of study locations, information about the institution is developed and communicated to the community.

The customer's opinion 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 assertion that the greater the quality of information provided by the school, the higher the level of student confidence in the school, can be used to describe how the influence of information quality on trust works. In contrast, student confidence in the school decreases in direct proportion to how poorly the information is presented by the institution.

Data that has been categorized, analyzed, or interpreted for use in the decision-making process is known as information. In Sutabri (2012:33), Burch and Grudnitski state that three factors determine the quality of information: it must be accurate, timely, and relevant. Additionally, the availability of more comprehensive and higher-quality information contributes to better purchasing decisions and increased customer satisfaction. The quality of information assists consumers in comparing the items they will purchase (Park and Kim, 2013). A substantial correlation between the quality of information and purchase decisions was found in studies by Tasin, Nadiah Binti (2017), Isaac Kofi Mensah (2019), and Robinsona & Dobele (2019). 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 influence of information quality on the decision-making process.

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

H4: The quality of information affects e-wom for students of the Stewardess School, members of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

H5: The quality of information has a positive effect on the confidence of the students of the Stewardess School, members of the 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 students' decisions to choose the Stewardess School, a member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

Promotional activities serve as a tool for influencing customers to use products or services in accordance with their wants and needs as well as a means of communication between businesses and consumers. Utilizing advertising technologies does this (Lupiyoadi 2014:178). Word of mouth, or viva voce, is the passing of information from person to person using oral communication, which could be as simple as telling someone the time of day. Word of mouth is one of the most popular and legendary marketing strategies. Word of mouth is when people talk about a product among themselves (Suryani, 2013:169). When customers are extremely pleased or very dissatisfied with the goods they purchased, word-of-mouth or informal communication occurs. When customers are happy with a product, they will recommend it to other customers. Marketers support consumer word-of-mouth about a campaign, which is evolving into electronic word-of-mouth. This promotes awareness among consumers who have not yet engaged with the promotion directly. Customers advise their peers about tempting deals for specific products (Peter and Olson, 2014: 222). Promotion has an impact on electronic word of mouth, according to studies by Eldabi et al (2019), Milakovi (2020), Lawrence et al., (2020), and Haroon Siddiqui (2021).

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 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 them in the future. Numerous scholars have looked into 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), whose findings indicate that promotion has a large impact on trust.

The statement that "the more effective the promotion by the school, the higher the level of student confidence in the school" can be used to describe the relationship between promotion and trust. On the other hand, student confidence in the school decreases in direct proportion to how poorly the promotion is handled by the institution. Kotler's (2012) definition of sales promotion is as follows: The main component of a marketing campaign is sales promotion, which consists of a variety of incentive tools, 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. Muruganatham & Ravi (2013) looked at a number of elements that affect purchase decisions and came to the conclusion that one of them is promotion. Promotion significantly influences consumers' purchasing decisions, according to studies by Manzoor (2020), Eldabi et al. (2019), and Iswanti et al. (2018).

The statement that the more effectively the school promotes itself, the stronger the student's decision to select it as their institution for future study, can be used to illustrate 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 formulated as follows:

H7: Promotion has a significant effect on e-wom students of the Stewardess School, members of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

H8: Promotion has a positive effect on the confidence of students in the Stewardess School, members of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

H9: Promotion has a positive effect on students' decisions to choose the Stewardess School, a member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta.

Christina (2014: 50), (2014: 50), Unplanned purchases are actions taken without prior planning or decisions made while in a physical store or online store. This impulsive purchase is the result of a stimulus that occurs while visiting a store or an online retailer. When customers are extremely pleased or very dissatisfied with the goods they purchased, word-of-mouth or informal communication occurs. When customers are happy with a product, they will recommend it to other customers. Marketers encourage consumers to spread the news about a promotion. This promotes awareness among consumers who have not yet engaged with the promotion directly. Friends of consumers are informed about alluring promotions for particular goods. Electronic word of mouth, according to studies by Harahap et al., (2018), Huiyuan Yang (2019), Amrom (2018), and Sanyal & Kumar (2019), significantly influences consumers' purchasing decisions.

The assertion that the greater the intensity of e-wom carried out by the community towards an educational institution, the stronger the decision to choose an educational institution for further study, can be used to explain the influence of e-wom on the decision to choose.

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

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

The choice to buy is influenced by a number of elements, including trust, the certainty of online transactions, and the asymmetry of the information. Therefore, the seller and the buyer need to have mutual trust (Gefen, 2002). The statement that the stronger a student's decision to select a school as a location for further study, the higher the level of student confidence in the institution, can be used to describe the impact of trust on the decision to select a school. On the other hand, the less confident a student feels in their institution, the less likely they are to decide to continue their education there. The considerable influence of trust on choices is supported by research by Heffernan, Wilkins, and Butt (2018), Cuong, Dam Tri (2020), and Shahid Bashir (2018).

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

H11: Trust has a positive effect on students' decisions to choose a Stewardess School, a member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta.

RESEARCH METHOD

This study was created utilizing a quantitative technique, which Sugiyono (2017) claims is a research methodology based on the positivist philosophy, which emphasizes the idea of thinking of theory as a universal model and has fostered a more in-depth study based on newly emerging theoretical difficulties (theoretical driven). Students at the flight attendant school run by the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta, one of several large cities in Indonesia, made up the population of this study. In this study, SEM (Structural Equation Modeling), which employs the AMOS 26 program, is a very useful instrument for explaining the development of theory (exploratory), the data for which is gathered through surveys. Sample for research purposes is known as sampling technique. Students at the flight attendant school run by the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta served as the study's analysis unit or population. The slovin formula was used in this study's observational unit or sample to obtain up to 168 respondents.

RESEARCH RESULT AND DISCUSSION

The analysis was conducted to determine the relationship between variables directly. In this study, it is expected that the causality test can determine the effect of reputation (X1), information quality (X2), and promotion (X3) on the decision to choose (Y) with e-wom (Z1) and trust (Z2) as variables mediation.

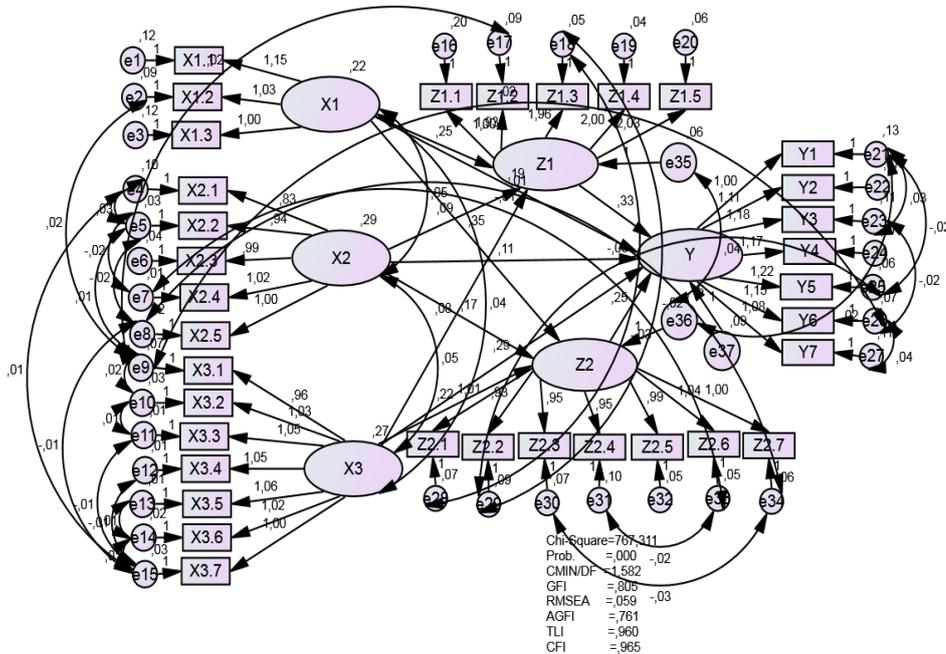The results of the modification of the model are as follows:

Figure of Structural Equation Model (SEM) After Modification

The results of the calculations are presented in the following table:

Table of Hypothesis Testing Results

Effect 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 => Decision	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 => Trust	0,331	0,120	2,763	0,006	Significant
Trust => Decision	0,251	0,075	3,355	0,000	Significant

Source: Result of data analysis, 2022

Statistical tests are performed in the table by evaluating the level of significance of the relationship between variables, which is denoted by C.R, which is equivalent to the t-test in the regression, and the probability value (P). The C.R value more than 1.96 and the P value less

than 0.05 suggest a meaningful link. Further description of the hypothesis testing outcomes can be given and explained as follows:

The Effect of Reputation on E-WOM

The first hypothesis in this study indicates that reputation influences e-wom for students at the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in Yogyakarta's Special Region. The results of this study indicate that reputation has a positive and significant effect on e-wom. Thus, the hypothesis which states that reputation affects e-wom for students of the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is accepted.

Reputation is built on three factors: performance, workplace, and emotional attractiveness. According to the description analysis of the research findings, all indicators included in the institution's reputation variable have a positive perception among respondents. The indication with the highest average score is "performance," while the indicator with the lowest perception on the institution's reputation variable is "emotional attractiveness." Performance indicators, such as student opinions about how well-known this flight attendant school is, whether this flight attendant school has received national awards, and whether this flight attendant school has competent teaching staff, can help to strengthen the reputation of the Perception Institute built by students.

When contrasted to rival schools, reputation is understood as an overall image of the school's previous activities and the prospects that the institution has in the future through all policies taken. Schools must have a good reputation in order to acquire the trust of their students. Students will feel more confident in gaining and using the school's name if they perceive other people's opinions that the school is known to be fair and honest.

By giving it to potential students, a group of people or students will be actively seeking to become a member of the institution in hopes that the applicant will be intrigued and opt to attend. They are willing to join since they have been told that the school's reputation is something to be proud of, therefore they tend to welcome and even promote others.

For an educational institution, reputation is a crucial concept. Because an educational institution may reap long-term benefits if it enjoys a favorable reputation in the eyes of the community. However, if the educational institution has a poor reputation in the eyes of the general public, it will suffer. The public compares the many qualities the institution possesses in a number of processes, and the outcome is the institution's perception. Attributes such as product, pricing, product quality, and service quality are designed since the company's image is one of the most significant elements possessed by an institution, whether large or little. The public will form arbitrary opinions about the Institute and all of its endeavors. Despite the fact that each person is looking at the identical object, their perceptions will vary. Because of a variety of memories associated with the organization, including sentiments, thoughts, attitudes, and experiences, the image of this institution will endure in the minds of consumers. Therefore,

it is crucial to establish a good reputation for the institution in order to spur public interest in it, which will in turn improve community sentiment toward it.

The Effect of Reputation on Trust

According to the second hypothesis in this study, reputation has a substantial effect on the confidence of students of the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The results of this study indicate that reputation has a positive and significant effect on trust. Thus, the hypothesis which states that reputation has a significant effect on the confidence of students in the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is proven to be true or accepted.

Students' perceptions of their reputation will inspire faith in their skills, morality, and goodwill. Particularly when the parties have never met previously and so do not yet know or understand one another, confidence promotes trust. Even if a seller might readily cause consumers harm, trust itself plays a role in a customer's propensity to rely on them and make purchases.

Students will have more confidence in the institution if it has a strong reputation, which will encourage them to stick around. One possible result of the material is that it will inspire pupils by distributing knowledge that will boost consumer confidence. This can lead to pupils' beliefs changing depending on how news media deliver information. As a result of this mutual trust, relationships are created between students that are mutually beneficial and increase student satisfaction and loyalty.

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. An institution's reputation is an intangible asset or goodwill that benefits the institution's market valuation. An institution with a positive reputation is more likely to inspire trust than one with a negative reputation. There are many things that affect the institution's reputation. The institution's reputation determines whether or not awards and honors are given. The consistency of the qualities associated to the institution that will influence the students' trust are represented by the institution's reputation, which has been developed over a number of years. A party's desire to trust another party is founded on the anticipation that the latter will conduct specific acts that are significant to the party exercising that trust. The institution's reputation, both positive and negative, can be affected by past student experiences that lead to recommendations, media coverage of the business, and public relations campaigns run by the institution that will foster confidence.

The Effect of Reputation on Student Decisions

According to the third hypothesis in this study, students' choices of the Stewardess School, a member of the Association for Flight Attendant and Airline Syaff Education Providers (HIP4S) for the Special Region of Yogyakarta, are influenced by reputation. The findings of this study

show that students' decisions are significantly influenced by reputation, and as a result, the hypothesis which states that reputation affects students' decisions to choose a Stewardess School as a member of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is proven to be true.

The findings of this study show that students are more likely to choose a school if it has a good reputation because, when choosing a vocational school like this flight attendant school, students are essentially looking to the future and are hopeful, trusting, and optimistic about finding good employment opportunities. More lifelike and precise. Reputation is understood to be a group of facts learned and felt from the product through social processes rather than an impression in an individual's mind. Students' perceptions of their reputation will inspire faith in their skills, morality, and goodwill. Confidence helps to build trust, especially when the parties have never met previously and thus do not know much about one other. Students will use extreme caution while making purchasing decisions and digesting the relevant information and knowledge about the products or services offered.

The Effect of Information Quality on E-Wom

According to the fourth hypothesis in this study, the quality of information influences e-wom for students at the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta. The findings of this study show that information quality has a positive and significant effect on e-wom students. Thus, the hypothesis which states that the quality of information affects e-wom for students of the Stewardess School, members of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta, is proven to be true.

In this study, the indicators forming the quality of information are described in five indicator items: Accuracy, Time lines (On Time), Relevance, Completeness, and Reliability. The findings of this study explain all of the indicator items included in the information quality variable in order to obtain a positive perception from the respondents. Reliability is the indication with the highest average score. Meanwhile, relevancy is the indicator of the lowest perceived quality of information variable. The indicator items for reliability are explained by statements about easy-to-understand language used in conveying information about schools, easy-to-understand pamphlet images used in conveying information about schools, and advertising language used in conveying information about flight attendant schools that can be accepted by all groups.

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 of high quality. A significant factor in evaluating the information is a person's judgment of the quality of the information available online. Students, prospective students, and alumni may post negative or favorable reviews of schools where this information is made available to the public or to institutions through the media.

Everyone needs information because it allows them to make decisions based on a variety of factors. The quality of the information the school presents will be evaluated by the local

community. In order for the community to make decisions on the choice of study locations, information about institutions is created and disseminated to the community in order for the community to be aware of what is being done or done by the institution.

The adequacy of the amount of excellent or bad data that is processed so that it may be utilized as a foundation for making the best decision is known as information quality. Information quality refers to the standard of the output produced in the form of information by the applied information system. Insufficiently high-quality material will have a detrimental impact on student satisfaction, which may undermine students' feelings for the school. Information quality is the extent to which it possesses the timeliness, form, and content qualities that make it valuable to particular end users. High-quality information has features, traits, or qualities that increase its value as useful e-learning content for students.

The Effect of Information Quality on Trust

According to the fifth hypothesis of this study, the quality of information has a good effect on the confidence of students at the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta. The results of this study indicate that the quality of information has a positive and significant effect on student confidence or trust. Thus, the hypothesis that the quality of information has a significant effect on the confidence of the students of the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta, is proven to be true.

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 confidence in the school decreases in direct proportion to how poorly the information is presented by the institution. Information quality and student decision-making.

When prospective students are given high-quality information, they are more likely to be interested in attending a certain school. Information quality is defined as students' impressions of the quality of information about schools offered by a website. Information must be accurate, timely, and relevant in order to be considered of high quality. In addition to assisting students in their decision-making process by allowing them to evaluate potential schools, information quality also affects trust, which in turn affects more informed purchasing decisions and higher levels of customer satisfaction.

By taking into account the features of the service, trust results in students' voluntary decision to enroll in the institution. Users' opinions of the accuracy of the agency's service information will rise as their trust in the agency's services increases. Conversely, if the information's accuracy declines, the user's opinion of the agency's service information's accuracy will also decline, reducing trust. Based on student perspectives, one method of evaluating the quality of information is used. This method of evaluation is crucial since students are the ones who actually need and benefit from the knowledge.

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

According to the sixth hypothesis in this study, the quality of information has a major impact on students' decisions to attend the Stewardess School, which is a member of the Association for 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 decisions. Thus, the hypothesis which states that the quality of information has a significant effect on students' decisions to choose the Stewardess School as a member of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is proven to be true.

It is clear that the quality of the information has a considerable impact on students' judgments about which school to attend, and that this influence grows greater the better the information is. Data that has been categorized, analyzed, or interpreted for use in the decision-making process is known as information. Students can compare things they plan to purchase thanks to the quality of the information, and decisions are influenced by how much and of what kind of information is provided. There is a chance that when students chose which institution to attend, they will have several factors to take into account, including greater employment security.

Before choosing an educational institution, students not only evaluate rates but also the product features given by that institution or with other institutions. The community's interest in choosing educational institutions will increase as those institutions' quality of information offered to the community rises.

The Effect of Promotion on E-Wom

According to the seventh hypothesis in this study, promotion has a substantial effect on e-women students of the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in Yogyakarta's Special Region. The findings revealed that promotion had a positive and significant effect on e-wom. Thus, the hypothesis which states that promotions have a significant effect on e-wom students at the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta, is proven to be true.

In this study, the effectiveness of the promotion is explained by the media's comprehensiveness, the content's suitability with reality, the accuracy of the promotion, the message's simplicity for understanding, the frequency of impressions, the location of the promotion, and the design of the promotion. All variables included in the promotion variable receive a favorable evaluation from the respondents, according to the study's findings. The place is the promotion variable indicator with the highest average value, while the suitability of the content is the promotion variable indicator with the lowest average value. By increasing the use of social media, setting up booths in high schools, and performing promotions throughout all of Indonesia's provinces, the study's placement of promotion is discussed.

The idea that promotion has a substantial impact on e-wom can be debunked by the proposition that the more effectively an educational institution promotes itself, the greater the intensity of

e-wom its students engage in for the community. Additionally, if the promotion declines, students will be less motivated to assume the role of e-wom in the 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. Promotional tools are used to do this. Word of mouth is when people talk about 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 minds of students who start interacting with the promotion directly.

The Effect of Promotion on Trust

According to the eighth hypothesis in this study, promotion boosts the confidence of students at the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta. According to the findings of this study, promotion has a major impact on trust. As a result, the hypothesis which states that promotions have a significant effect on the confidence of the students of the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta, is proven to be true.

The assertion that the more effective the promotion carried out by the school, the higher the degree of student confidence in the school, can be used to explain the influence of promotion on trust. In contrast, the worse the school's promotion, the lower the amount of student confidence in the institution. Promotion is a marketing tool, used as a strategy to communicate between the sellers and buyers. Through this, the seller tries to influence and convince the buyers to buy their products or services. It assists in spreading the word about the product or services or company to the people. The company uses this process to improve its public image. This technique of marketing creates an interest in the mindset of the customers and can also retain them as a loyal customer. Promotion is essentially a type of marketing communication. Marketing communication is a marketing activity that aims to inform, persuade, and remind the target market about the firm and its products so that they will be willing to accept and buy those items with loyalty.

Promotion is a strategy used to inform the public about the products or services supplied by the institution (school). The goal of promotion is to persuade the community to choose a certain school by highlighting the advantages of the institution or its offerings. A variety of indicators are used to assess how effective a promotion is, including the completeness of the media, the conformity of the content with reality, the accuracy of the promotion, the simplicity of the message's content, the frequency of impressions, the location of the promotion, and the promotional design. Promotion is a fundamental component of the marketing mix, which has 4 Ps: product, price, place, and promotion. It is also an essential element promotional plan or mix, which includes advertising, self and sales promotion, direct marketing publicity, trade shows, events, etc.

The Effect of Promotion on Students' Decisions to Choose Schools

According to the ninth hypothesis, promotion influences students' decisions to attend the Stewardess School as a member of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) Special Region of Yogyakarta. The findings of this study show that promotions have a significant impact on students' school selection decisions. Thus, the hypothesis which states that promotions have a significant effect on the confidence of the students of the Stewardess School, members of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) in the Special Region of Yogyakarta, is proven to be true.

The assertion that the more effectively a school promotes itself, the stronger the student's decision to select it as their institution for future study, can be used to explain the impact of promotion on the decision to enroll in a certain 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.

The main 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. According to the study's findings, promotions are one of the elements that drive institutions to make impulsive purchases out of a variety of other elements. When a decision is made using an integration process that integrates information and attitudes to assess and select one of two or more behaviors. In other words, a decision will be reached after considering a range of potential options. When educational institutions are marketing services, one of the elements of the marketing mix that is crucial to implement 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' decisions about which school to attend is the existence of school promotions. Therefore, in order for customers to be interested in the offers made by the school, schools must inform them about the goals, activities, and services of educational programs.

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

According to the tenth hypothesis, e-wom has a major influence on students' decisions to attend the Stewardess School, the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. The findings of this study indicate that e-wom has a positive and significant effect on students' school selection decisions. Thus, the hypothesis which states that e-wom has a significant effect on students' decisions to choose the Stewardess School, the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta, is proven to be true.

Word-of-mouth marketing (or WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues. Essentially, it is free advertising triggered by customer experiences and usually, something that goes beyond what they

expected. When customers are extremely pleased or very dissatisfied with the goods they purchased, word-of-mouth or informal communication occurs. When customers are happy with a product, they will recommend it to other customers. Marketers encourage customers to spread the news about a special. This promotes awareness among consumers who have not yet engaged with the promotion directly. Customers advise their peers about tempting deals for specific products.

Word-of-mouth marketing can be encouraged through different publicity activities set up by companies or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. Also referred to as "word-of-mouth advertising," WOM marketing includes buzz, viral, blog, emotional, and social media marketing.

The usage of e-wom in internet media is seen to be far more effective because it can reach a larger audience. Educational institutions can profit from the low cost and high impact of e-wom by adopting it on the internet. People will become more outspoken in convincing others of their beliefs based on their experiences as their attitude develops. E-wom communication via electronic media enables students to learn about the institution's goods and services not only from people they know, but also from a group of people from various geographical locations who have firsthand knowledge of the targeted good or service.

Prospective students experience the stages of the decision-making process, from the introduction of needs, information search, assessment/evaluation, to the decision-making stage. Prospective students typically start by gathering information, whether through the internet, the media, or by speaking with current or former students or instructors at the concerned university. However, most prospective students place more trust in the information gathered from the prospective students concerned than they do in the positive news promoted by the educational institution because the information may occasionally be less accurate in reflecting the reality of the situation. Prospective students will keep looking for information until they decide to enroll in the institution of higher learning that, in his opinion, is the best among the rest. Therefore, in order to gather knowledge, potential educators frequently use word-of-mouth (Word of Mouth). Pre-purchase research conducted by the consumer is helpful as a comparison tool between several alternative options for instruments that tend to be similar in nature, shape, or qualities and can be used to suit current demands. The same is true if customers (potential students) wish to select a device that satisfies their need for education (schools). Word-of-mouth will play a role in how prospective students decide on a school.

The Effect of Trust on Students' Decisions to Choose Schools

The eleventh hypothesis in this study argues that trust influences students' decisions to choose the Stewardess School as a member of the Association of Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta. According to the findings of this study, trust has a positive and significant effect on students' decisions to choose a school. Thus, the hypothesis which states that trust has a positive effect on students' decisions to choose a Stewardess School as a member of the Association for Flight Attendant and Airline Staff Education Providers (HIP4S) for the Special Region of Yogyakarta is proven to be true.

The statement that the greater the level of student confidence in the school, the stronger the decision of students to pick the school as a site of further study, can be used to understand the influence of trust on the decision to choose a school. On the other hand, the less confident a student feels in their institution, the less likely they are to decide to continue their education there. The choice to buy is influenced by a number of elements, including trust, the certainty of online transactions, and the asymmetry of the information. As a result, the buyer and the seller need to trust one another. Because consumers today are always looking for references and believing community comments about a product and service, trust from consumers or the public toward institutions is one of the phenomena in the world of marketing. It is evident that the power of community trust will have a significant impact on the institution in building the image of the aims that the institution (school) wants to build. The presence of complete knowledge that can convey awareness that what one feels is good causes the emergence of one's trust in an organization.

Trust and dedication are frequently the deciding factors in the connectivity behavior that takes place between institutions and students. Many businesses aim to win over students' confidence, but it's difficult to win over customers' confidence and implant optimistic thinking in their minds.

CONCLUSION

The Theory of Reasoned Action (TRA) model's theoretical ramifications are demonstrated in this study. The variables that are now applied to the Theory of Reasoned Action (TRA) include: variable reputation, quality of information, and promotion as an independent variable. This dissertation research develops the Theory of Reasoned Action (TRA) by moderating the variables used, specifically by taking into account various prior studies (independent variable).

In this study, the reputation and promotion factors serve as justification for the subjective norm variable in the Theory of Reasoned Action (TRA), whereas the information quality variable is the development of the attitude variable, namely how prospective students treat the information. The decision to select a university to continue one's studies serves as the dependent variable in this study and is classified as a behavioral variable under the Theory of Reasoned Action (TRA). The Theory of Reasoned Action (TRA) is an intermediate variable (mediator) in the model created in this study, while e-wom (electronics Word of Mouth) and trust are the mediator variables. The findings of this study suggest that the model's development was properly carried out by establishing trust and e-wom variables, which can mediate the impact of reputation, accurate information, and promotion on students' decisions to choose schools.

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