

## **THE IMPORTANCE OF STUDENTS' SATISFACTION ON SERVICE QUALITY IN UNIVERSITIES TO OPTIMISE THE WORD OF MOUTH ADVERTISING: A CASE STUDY OF PRIVATE UNIVERSITIES IN JAKARTA**

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### **ABSTRACT**

Marketing is one of the principal activities undertaken by educational institutions in an effort to maintain its survival to develop. Marketing in higher education is very important to see the development of this advanced era and competition among universities. It must of course be done with the right concept. Universities must improve the quality and competitiveness in order to compete with other competitors. One of the effective marketing strategies of higher education institutions is WOM (word of mouth) communication which relies heavily on quality and customer satisfaction, in this case is the students. Quality is the most important parameter of a WOM activities. A quality product talks on its own and that's a key to word of mouth advertising. If a product solves the purpose and lives up to its branding, it results in satisfying customer base which will lead to word of mouth advertising. This study was carried out in the form of case study approach and also employed questionnaires to triangulate the instruments. The research is defined into two major aspects namely to know the importance of students' satisfaction on service quality in universities and to know how it can optimise the word of mouth advertising. To obtain a clear point of view from the participants, in-depth interviews and questionnaires were employed in this study to support the data gained by interviews. This study involved 9 participants for in depth interviews, namely 3 (three) university students, 3 (three) parents, and 3 (three) head of marketing departments whereas the questionnaires were distributed to students and parents. The research proved that the students' satisfaction on service quality plays a significant role in optimising the word of mouth advertising.

**Keywords:** Word of Mouth Advertising, Marketing, Students' Satisfaction.