

The Impact of Customer Experience and Trust on WOM through Customer Satisfaction among Students at Ma Chung University Malang

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ABSTRACT

In the highly competitive landscape of higher education, institutions must provide quality services to attract and retain students. Continuous evaluation of student perceptions and satisfaction is crucial to ensure the sustainability and competitive edge of higher education institutions. This study aims to analyze the impact of Customer Experience and Trust on Customer Satisfaction, as well as the influence of Customer Satisfaction on Word of Mouth (WOM) within a university setting. This research is explanatory, employing quantitative methods and a survey approach. Data analysis was conducted using Descriptive Analysis and Structural Equation Modeling. The findings show that students have positive experiences with Ma Chung and trust the services provided by the faculty and staff, contributing to their overall satisfaction. These experiences and trust significantly influence students' tendencies to share positive information about Ma Chung with others (WOM). Additionally, Customer Experience and Trust also affect WOM through the mediation of Customer Satisfaction. Students' experiences and trust in Ma Chung's services significantly enhance their satisfaction, which in turn encourages them to recommend the university to others. This study highlights the importance of improving student experiences and trust to strengthen positive WOM.

INTRODUCTION

Managing quality in the higher education service sector requires a different approach compared to other sectors. In this field, evaluating issues related to service quality and measuring it with customer satisfaction as a mediation is crucial (Bellamkonda, 2014). Service quality can be assessed through the customer experience perceived by consumers. The concept of customer experience is typically used or applied in modern marketing, which differs from traditional marketing. Traditional marketing views customers as rational decision-makers who consider the functions and benefits of a product or service. In contrast, modern marketing sees customers as both rational and emotional individuals, focusing on the experience gained while using a product or service (Schmitt, 1999). This experience plays a vital role in shaping customer perceptions. Experiences based on customer purchases often yield many positive outcomes. For instance, customers who have pleasant experiences are likely to make repeat purchases and recommend the product to friends and family. Consumer experience is a personal encounter or situation that occurs in response to a specific stimulus, such as various marketing strategies before and after a sale. Experiences arise from facing and undergoing a situation triggered by stimuli affecting the senses, emotions, and thoughts (Schmitt, 1999). Customer Experience emphasizes consumer experiences, sensory perception, emotions, and thoughts; considers the situations in which consumers use products; and focuses on both the rational and emotional aspects of consumers.

Customer satisfaction is the consumer's evaluation of a product or service when the product they consume meets their expectations. Consumers make assessments while using a product or service. If the product's performance meets or exceeds the consumer's expectations, satisfaction is achieved. Student satisfaction is crucial in the higher education sector due to its role as a service industry. Therefore, continuous evaluation of students' perceptions of their experience and expected satisfaction must be conducted by higher education institutions. Customer experience stems from a series of interactions between the customer, product, company, or parts of an organization that can provoke a transaction (Gentile et al., 2007). Marketing literature shows that a high level of customer satisfaction can increase customer loyalty, lead to repeat purchases, generate positive word of mouth (WOM), and attract referrals. Consumer trust in a product or service impacts their loyalty to the product or service used. One form of consumer loyalty to a company's product or service is demonstrated through Word of Mouth. This also applies in the context of higher education, where students who are satisfied with the services received during their university education tend to share their positive experiences.

According to Hasan (2010), word of mouth consists of praise, recommendations, and comments from customers about their experiences with services and products, which significantly influence other customers' decisions or purchasing behavior. Lupiyoadi (2006) describes word of mouth as a form of promotion involving recommendations about the merits of a product. Kotler and Keller (2009) define word of mouth communication as oral, written, and electronic exchanges between people regarding the advantages or experiences of

buying or using products or services. Previous research indicates that satisfied customers will share their experiences with 3 to 5 others, while dissatisfied customers will tell 10 to 11 others (Walker-Harrison, 2001). This shows that consumers are more likely to share their dissatisfaction than their satisfaction. Therefore, marketers must pay attention to negative WOM from consumers, which can impact the company's image. Based on this overview, the researcher is interested in conducting a study on "The Impact of Customer Experience and Trust on WOM through Customer Satisfaction among Students at Ma Chung University Malang."

Ma Chung University offers unique learning experiences to its students, providing them with a competitive edge upon graduation. These unique aspects include entrepreneurship, character development, and Chinese language studies. These distinctive features offer special experiences accessible to all students, regardless of their program of study. Facilities and infrastructure are managed professionally, with a regular maintenance schedule and user feedback serving as a basis for quality improvement. Information systems are gradually developed with a clear plan. With these distinctive characteristics, a unique learning experience compared to other universities, and adequate facilities and infrastructure, it is hoped that Ma Chung University students will feel happy and satisfied. This satisfaction is expected to encourage them to share their positive experiences during their education at Ma Chung University with the broader community.

LITERATURE REVIEW

Word of Mouth, or WOM, is the effort to pass information from one customer to another, and according to the Word of Mouth Marketing Association (WOMMA), it involves giving customers reasons to talk about your products and services and facilitating those conversations; it is the art and science of building good and mutually beneficial communication from customer to customer and customer to producer (Kotler & Keller, 2009:255), indicating that word of mouth can be highly effective for small businesses by fostering more personal relationships with customers, becoming a significant force in both consumer and business-to-business marketing, where positive word of mouth ultimately serves as the most effective promotional tool due to its informal nature, where speakers act as persuasive friends, and the strong influence of trusted and reliable word-of-mouth sources that reduce purchasing decision risks.

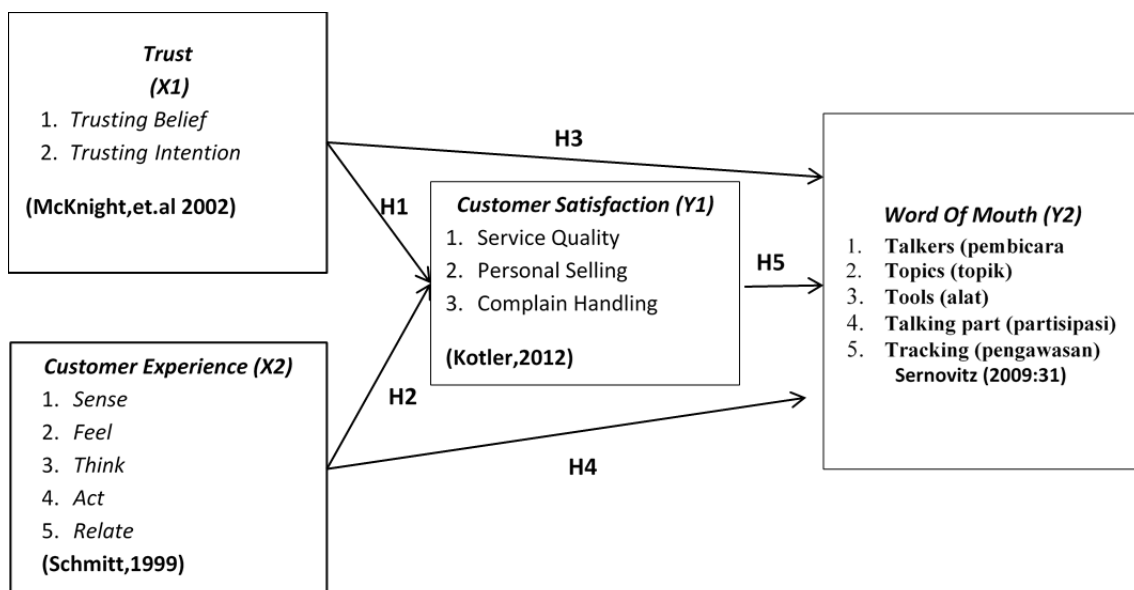
In retaining consumers at a higher education institution, it is crucial to focus on customer satisfaction. Kotler and Keller (2007) state that customer satisfaction is a key factor in retaining and maintaining consumers. Without customer satisfaction, higher education institutions will struggle to survive in an increasingly competitive environment. Customer satisfaction can be achieved through positive consumer experiences that meet or even exceed their expectations. Research by Klaus & Maklan (2013) found that proper marketing research steps can help companies enhance consumer experiences. Seddon and Sant (2007) add that only companies that provide the right experiences to consumers will succeed in the global market, which in turn can increase customer

satisfaction (Senjaya & Semuel, 2013). Research by Venkat (2008) also shows that customer experience has a significantly positive impact on customer satisfaction, brand image, and loyalty.

Pramudita & Japarianto (2013) researched the impact of customer value and customer experience on customer satisfaction. Their findings indicate that both variables have a significant and positive effect on customer satisfaction. Among the dimensions of customer experience, only the sense and relate dimensions have a significant impact, with the sense dimension having a dominant influence on customer satisfaction. When consumers trust a service or product, their satisfaction increases, leading them to continue using the service or product and recommend it to others. Conversely, if consumers lose trust in a service or product due to a bad experience, they will feel dissatisfied. Research by Deng, Lu, Wei, & Zhang (2010) found that trust affects customer satisfaction. When consumers trust a product, they tend to feel satisfied, and their satisfaction increases over time. Soegoto's (2013) study also shows that perceived value, trust, and customer satisfaction simultaneously have a significant impact on customer loyalty. The research further proves that trust has a significant influence on customer satisfaction.

Based on the above theoretical discussion, the researcher proposes the following hypotheses:

- H1: Trust and Customer Experience have a positive and significant impact on Customer Satisfaction
- H2: Trust and Customer Experience have a positive and significant impact on Word of Mouth
- H3: Customer Satisfaction has a positive and significant impact on Word of Mouth
- H4: Trust and Customer Experience have a positive and significant impact on Word of Mouth through Customer Satisfaction



Picture 1. Conceptual Framework

METHODOLOGY

This study is explanatory research aimed at analyzing the relationships between variables and testing hypotheses. Using a quantitative approach with a survey method, the research collects numerical data for statistical analysis. Information is gathered through questionnaires and direct interviews with active students of Ma Chung University for the 2019/2020 academic year. The research is conducted at Ma Chung University in Malang, East Java, as its characteristics represent private higher education institutions in Indonesia. The study was carried out from November to December 2020, with a sample of 80 students drawn from a population of 410 students using probability sampling techniques, specifically simple random sampling. The independent variables are trust (X1) and customer experience (X2), while the dependent variables are word of mouth (Y2) and customer satisfaction (Y1), with customer satisfaction serving as an intervening variable.

Data analysis techniques involve collecting data from both literature research and field research. Literature research gathers secondary data from journals, textbooks, and relevant reports, while field research collects primary data from Ma Chung University students using questionnaires and interviews. The questionnaires consist of closed-ended questions with a Likert scale to measure respondents' attitudes and opinions. Data analysis involves grouping data by variable and respondent type, tabulating data, presenting data for each variable, and performing calculations to address research questions and test hypotheses. Descriptive and inferential statistics are used for data analysis.

RESEARCH RESULT

The respondents who completed the questionnaire are from all departments at Ma Chung University. The largest group of respondents comes from the Management Study Program, with 34 participants. The majority of respondents are between 19 and 22 years old, while there is one respondent aged 48 who is a student in the evening pharmacy program.

Customer Experience (Sense)

Tabel 1. Customer Experience (Sense)

		Correlations							
		X.2.1.1	X.2.1.2	X.2.1.3	X.2.1.4	X.2.1.5	X.2.1.6	X.2.1.7	Total_X.2.1
X.2.1.1	Pearson Correlation	1	.584**	.389**	.474**	.544**	.374**	.350**	.458**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.001	.000
	N	80	80	80	80	80	80	80	80
X.2.1.2	Pearson Correlation	.584**	1	.388**	.477**	.442**	.493**	.249*	.475**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.026	.000
	N	80	80	80	80	80	80	80	80
X.2.1.3	Pearson Correlation	.389**	.388**	1	.335**	.344**	.342**	.473**	.604**
	Sig. (2-tailed)	.000	.000		.002	.002	.002	.000	.000
	N	80	80	80	80	80	80	80	80
X.2.1.4	Pearson Correlation	.474**	.477**	.335**	1	.700**	.270*	.160	.445**
	Sig. (2-tailed)	.000	.000	.002		.000	.015	.156	.000
	N	80	80	80	80	80	80	80	80
X.2.1.5	Pearson Correlation	.544**	.442**	.344**	.700**	1	.253*	.151	.482**
	Sig. (2-tailed)	.000	.000	.002	.000		.024	.182	.000
	N	80	80	80	80	80	80	80	80
X.2.1.6	Pearson Correlation	.374**	.493**	.342**	.270*	.253*	1	.192	.449**
	Sig. (2-tailed)	.001	.000	.002	.015	.024		.088	.000
	N	80	80	80	80	80	80	80	80
X.2.1.7	Pearson Correlation	.350**	.249*	.473**	.160	.151	.192	1	.407**
	Sig. (2-tailed)	.001	.026	.000	.156	.182	.088		.000
	N	80	80	80	80	80	80	80	80
Total_X.2.1	Pearson Correlation	.458**	.475**	.604**	.445**	.482**	.449**	.407**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_X.2.1 Customer Experience (Sense) and Total_Score, which is $0.000 < 0.05$, it can be considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value.

Customer Experience (Feel)

Table 2. Customer Experience (Feel)

		Correlations					
		X.2.2.1	X.2.2.2	X.2.2.3	X.2.2.4	X.2.2.5	Total_X.2.2
X.2.2.1	Pearson Correlation	1	.744**	.184	.406**	.604**	.488**
	Sig. (2-tailed)		.000	.102	.000	.000	.000
	N	80	80	80	80	80	80
X.2.2.2	Pearson Correlation	.744**	1	.187	.540**	.500**	.407**
	Sig. (2-tailed)	.000		.096	.000	.000	.000
	N	80	80	80	80	80	80
X.2.2.3	Pearson Correlation	.184	.187	1	.395**	.361**	.236*
	Sig. (2-tailed)	.102	.096		.000	.001	.035
	N	80	80	80	80	80	80
X.2.2.4	Pearson Correlation	.406**	.540**	.395**	1	.275*	.448**
	Sig. (2-tailed)	.000	.000	.000		.014	.000
	N	80	80	80	80	80	80
X.2.2.5	Pearson Correlation	.604**	.500**	.361**	.275*	1	.376**
	Sig. (2-tailed)	.000	.000	.001	.014		.001
	N	80	80	80	80	80	80
Total_X.2.2	Pearson Correlation	.488**	.407**	.236*	.448**	.376**	1
	Sig. (2-tailed)	.000	.000	.035	.000	.001	
	N	80	80	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_X.2.2 Customer Experience (Feel) and Total_Score, which is $0.000 < 0.05$, it can be considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value.

Customer Experience (Act)

Table 3. Customer Experience (Act)

		Correlations				
		X.2.3.1	X.2.3.2	X.2.3.3	X.2.3.4	Total_X.2.3
X.2.3.1	Pearson Correlation	1	.476**	.310**	.436**	.466**
	Sig. (2-tailed)		.000	.005	.000	.000
	N	80	80	80	80	80
X.2.3.2	Pearson Correlation	.476**	1	.304**	.519**	.533**
	Sig. (2-tailed)	.000		.006	.000	.000
	N	80	80	80	80	80
X.2.3.3	Pearson Correlation	.310**	.304**	1	.692**	.349**
	Sig. (2-tailed)	.005	.006		.000	.002
	N	80	80	80	80	80
X.2.3.4	Pearson Correlation	.436**	.519**	.692**	1	.574**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	80	80	80	80	80
Total_X.2.3	Pearson Correlation	.466**	.533**	.349**	.574**	1
	Sig. (2-tailed)	.000	.000	.002	.000	
	N	80	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_X.2.3 Customer Experience (Act) and Total_Score, which is $0.000 < 0.05$, it is considered

valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value.

Customer Experience (Think)

Table 4. Customer Experience (Think)

		Correlations			
		X.2.4.1	X.2.4.2	X.2.4.3	Total_X.2.4
X.2.4.1	Pearson Correlation	1	.619**	.671**	.471**
	Sig. (2-tailed)		.000	.000	.000
	N	80	80	80	80
X.2.4.2	Pearson Correlation	.619**	1	.713**	.472**
	Sig. (2-tailed)	.000		.000	.000
	N	80	80	80	80
X.2.4.3	Pearson Correlation	.671**	.713**	1	.434**
	Sig. (2-tailed)	.000	.000		.000
	N	80	80	80	80
Total_X.2.4	Pearson Correlation	.471**	.472**	.434**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_X.2.4 Customer Experience (Think) and Total_Score, which is 0.000 < 0.05, it is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value. Therefore, it can be concluded that all the questionnaire items are valid.

Customer Experience (Relate)

Table 5. Customer Experience (Relate)

		Correlations			
		X.2.5.1	X.2.5.2	X.2.5.3	Total_X.2.5
X.2.5.1	Pearson Correlation	1	.482**	.784**	.889**
	Sig. (2-tailed)		.000	.000	.000
	N	80	80	80	80
X.2.5.2	Pearson Correlation	.482**	1	.558**	.771**
	Sig. (2-tailed)	.000		.000	.000
	N	80	80	80	80
X.2.5.3	Pearson Correlation	.784**	.558**	1	.917**
	Sig. (2-tailed)	.000	.000		.000
	N	80	80	80	80
Total_X.2.5	Pearson Correlation	.889**	.771**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_X.2.5 Customer Experience (Relate) and Total_Score, which is 0.000 < 0.05, it is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value exceeds the r table value. Therefore, it can be concluded that all the questionnaire items are valid.

Trust (Trusting Belief)

Table 6. Trust (Trusting Belief)

		Correlations										
		X.1.1.1	X.1.1.2	X.1.1.3	X.1.1.4	X.1.1.5	X.1.1.6	X.1.1.7	X.1.1.8	X.1.1.9	X.1.1.10	Total_X.1.1
X.1.1.1	Pearson Correlation	1	.646**	.730**	.451**	.530**	.552**	.481**	.491**	.451**	.347**	.496**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.002	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.2	Pearson Correlation	.646**	1	.572**	.725**	.648**	.666**	.699**	.512**	.623**	.511**	.503**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.3	Pearson Correlation	.730**	.572**	1	.489**	.639**	.560**	.518**	.587**	.606**	.500**	.497**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.4	Pearson Correlation	.451**	.725**	.489**	1	.598**	.728**	.749**	.557**	.676**	.642**	.577**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.5	Pearson Correlation	.530**	.648**	.639**	.598**	1	.799**	.584**	.440**	.687**	.541**	.497**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.6	Pearson Correlation	.552**	.666**	.560**	.728**	.799**	1	.639**	.536**	.762**	.550**	.571**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.7	Pearson Correlation	.481**	.699**	.518**	.749**	.584**	.639**	1	.523**	.634**	.668**	.604**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.8	Pearson Correlation	.491**	.512**	.587**	.557**	.440**	.536**	.523**	1	.679**	.497**	.472**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.9	Pearson Correlation	.451**	.623**	.606**	.676**	.687**	.762**	.634**	.679**	1	.661**	.559**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	80	80	80	80	80	80	80	80	80	80	80
X.1.1.10	Pearson Correlation	.347**	.511**	.500**	.642**	.541**	.550**	.668**	.497**	.661**	1	.583**
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	80	80	80	80	80	80	80	80	80	80	80
Total_X.1.1	Pearson Correlation	.496**	.503**	.497**	.577**	.497**	.571**	.604**	.472**	.559**	.583**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80	80	80	80	80	80

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_X.1.1 Trust (Trusting Belief) and Total_Score, which is $0.000 < 0.05$, it is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value exceeds the r table value. Therefore, it can be concluded that all the questionnaire items are valid.

Trust (Trusting Intension)

Table 7. Trust (Trusting Intension)

		Correlations		
		X.1.2.1	X.1.2.2	Total_X.1.2
X.1.2.1	Pearson Correlation	1	.550**	.466**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
X.1.2.2	Pearson Correlation	.550**	1	.541**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
Total_X.1.2	Pearson Correlation	.466**	.541**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_X.1.2 Trust (Trusting Intension) and Total_Score, which is $0.000 < 0.05$, it is considered

valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value. Therefore, it can be concluded that all the questionnaire items are valid.

Customer Satisfaction (Share Information)

Table 8. Customer Satisfaction (Share Information)

		Correlations			
		Y1.1.1	Y1.1.2	Y1.1.3	Total_Y1.1
Y1.1.1	Pearson Correlation	1	.668**	.643**	.698**
	Sig. (2-tailed)		.000	.000	.000
	N	80	80	80	80
Y1.1.2	Pearson Correlation	.668**	1	.871**	.735**
	Sig. (2-tailed)	.000		.000	.000
	N	80	80	80	80
Y1.1.3	Pearson Correlation	.643**	.871**	1	.738**
	Sig. (2-tailed)	.000	.000		.000
	N	80	80	80	80
Total_Y1.1	Pearson Correlation	.698**	.735**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_Y1.1 Customer Satisfaction (Share Information) and Total_Score, which is $0.000 < 0.05$, the item is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value. Therefore, it can be concluded that all the questionnaire items are valid.

Customer Satisfaction (Say Positive)

Table 9. Customer Satisfaction (Say Positive)

		Correlations		
		Y1.2.1	Y1.2.2	Total Y1.2
Y1.2.1	Pearson Correlation	1	.858**	.965**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
Y1.2.2	Pearson Correlation	.858**	1	.962**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
Total Y1.2	Pearson Correlation	.965**	.962**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_Y1.2 Customer Satisfaction (Say Positive) and Total_Score, which is $0.000 < 0.05$, the item is considered valid. Additionally, when comparing the calculated r value to

the r table value, the calculated r value is greater than the r table value. Therefore, it can be concluded that all the questionnaire items are valid.

Customer Satisfaction (Recommended Friend)

Table 10. Customer Satisfaction (Recommended Friend)

		Correlations				
		Y1.3.1	Y1.3.2	Y1.3.3	Y1.3.4	Total Y1.3
Y1.3.1	Pearson Correlation	1	.845**	.862**	.614**	.910**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	80	80	80	80	80
Y1.3.2	Pearson Correlation	.845**	1	.877**	.698**	.942**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	80	80	80	80	80
Y1.3.3	Pearson Correlation	.862**	.877**	1	.625**	.923**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	80	80	80	80	80
Y1.3.4	Pearson Correlation	.614**	.698**	.625**	1	.834**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	80	80	80	80	80
Total Y1.3	Pearson Correlation	.910**	.942**	.923**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_Y1.3 Customer Satisfaction (Recommended Friend) and Total_Score, which is $0.000 < 0.05$, the item is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value. Therefore, it can be concluded that all the questionnaire items are valid.

Word of Mouth (Talkers)

Table 11. Word of Mouth (Talkers)

		Correlations				
		Y2.1.1	Y2.1.2	Y2.1.3	Y2.1.4	Total Y2.1
Y2.1.1	Pearson Correlation	1	.703**	.699**	.666**	.880**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	80	80	80	80	80
Y2.1.2	Pearson Correlation	.703**	1	.603**	.572**	.822**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	80	80	80	80	80
Y2.1.3	Pearson Correlation	.699**	.603**	1	.778**	.890**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	80	80	80	80	80
Y2.1.4	Pearson Correlation	.666**	.572**	.778**	1	.878**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	80	80	80	80	80
Total Y2.1	Pearson Correlation	.880**	.822**	.890**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_Y2.1 Word of Mouth (Talkers) and Total_Score, which is $0.000 < 0.05$, the item is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value. Therefore, it can be concluded that all questionnaire items are valid.

Word of Mouth (Topics)

Table 12. Word of Mouth (Topics)

		Correlations			
		Y2.2.1	Y2.2.2	Y2.2.3	Total Y2.2
Y2.2.1	Pearson Correlation	1	.821**	.745**	.943**
	Sig. (2-tailed)		.000	.000	.000
	N	80	80	80	80
Y2.2.2	Pearson Correlation	.821**	1	.616**	.892**
	Sig. (2-tailed)	.000		.000	.000
	N	80	80	80	80
Y2.2.3	Pearson Correlation	.745**	.616**	1	.879**
	Sig. (2-tailed)	.000	.000		.000
	N	80	80	80	80
Total Y2.2	Pearson Correlation	.943**	.892**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_Y2.2 Word of Mouth (Topics) and Total_Score, which is $0.000 < 0.05$, the item is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value exceeds the r table value. Therefore, it can be concluded that all questionnaire items are valid.

Word of Mouth (Tools)

Table 13. Word of Mouth (Tools)

		Correlations				
		Y2.3.1	Y2.3.2	Y2.3.3	Y2.3.4	Total Y2.3
Y2.3.1	Pearson Correlation	1	.583**	.563**	.426**	.766**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	80	80	80	80	80
Y2.3.2	Pearson Correlation	.583**	1	.733**	.615**	.869**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	80	80	80	80	80
Y2.3.3	Pearson Correlation	.563**	.733**	1	.727**	.900**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	80	80	80	80	80
Y2.3.4	Pearson Correlation	.426**	.615**	.727**	1	.824**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	80	80	80	80	80
Total Y2.3	Pearson Correlation	.766**	.869**	.900**	.824**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_Y2.3 Word of Mouth (Tools) and Total_Score, which is $0.000 < 0.05$, the item is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value exceeds the r table value. Therefore, it can be concluded that all questionnaire items are valid.

Word of Mouth (Tracking)

Table 14. Word of Mouth (Tracking)

		Correlations				
		Y2.4.1	Y2.4.2	Y2.4.3	Y2.4.4	Total Y2.4
Y2.4.1	Pearson Correlation	1	.467**	.329**	.274*	.656**
	Sig. (2-tailed)		.000	.003	.014	.000
	N	80	80	80	80	80
Y2.4.2	Pearson Correlation	.467**	1	.173	.173	.512**
	Sig. (2-tailed)	.000		.126	.126	.000
	N	80	80	80	80	80
Y2.4.3	Pearson Correlation	.329**	.173	1	.728**	.845**
	Sig. (2-tailed)	.003	.126		.000	.000
	N	80	80	80	80	80
Y2.4.4	Pearson Correlation	.274*	.173	.728**	1	.829**
	Sig. (2-tailed)	.014	.126	.000		.000
	N	80	80	80	80	80
Total Y2.4	Pearson Correlation	.656**	.512**	.845**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_Y2.4 Word of Mouth (Tracking) and Total_Score, which is $0.000 < 0.05$, the item is considered valid. Additionally, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value. Therefore, it can be concluded that all questionnaire items are valid.

Word of Mouth (Talking Part)

Table 15. Word of Mouth (Talking Part)

		Correlations		
		Y2.5.1	Y2.5.2	Total Y2.5
Y2.5.1	Pearson Correlation	1	-.027	.616**
	Sig. (2-tailed)		.809	.000
	N	80	80	80
Y2.5.2	Pearson Correlation	-.027	1	.771**
	Sig. (2-tailed)	.809		.000
	N	80	80	80
Total Y2.5	Pearson Correlation	.616**	.771**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed, 2020

Based on the Sig. (2-tailed) value for the correlation between Item_Y2.5 Word of Mouth (Talking Part) and Total_Score, which is $0.000 < 0.05$, the item is considered valid. Furthermore, when comparing the calculated r value to the r table value, the calculated r value is greater than the r table value. Therefore, it can be concluded that all questionnaire items are valid.

DISCUSSION

Description of Customer Experience and Trust on Customer Satisfaction

Customer Experience is reflected through sense, feel, act, think, and relate. The highest Sense value is represented by students' feelings about classrooms that support their learning activities and laboratory equipment that enhances their educational experience. For the highest Feel value, students experience that instructors explain course material well. Students find that instructors are genuinely professional in their teaching and update the material according to the latest knowledge in their field. The highest Act value is found in students' experiences with instructors being readily available during office hours. This is linked to the university policy requiring each instructor to work 8 hours a day or 40 hours a week. Instructors must always be on campus during office hours, even if they are not teaching. The highest Think value is related to students' experiences with affordable tuition fees. Additionally, the university's policy of using a Tuition Payment System (UKT) benefits students by making the payment system more advantageous.

The highest Relate value from students' experiences lies in their perception of the student culture, which is closely aligned with the culture at Ma Chung University. The university never discriminates against students based on their backgrounds or origins in its services. All students are treated well and professionally. The highest Trust value is based on students' belief that faculty and staff exhibit a high level of honesty in their service. Honesty is one of Ma Chung University's key characteristics. Additionally, the responsiveness and efficiency of the administrative staff in providing services to students also contribute to this high level of trust. Students have strong confidence in this aspect of the service. The highest Customer Satisfaction value is reflected in the reality of recommending friends. This means that students are willing to recommend Ma Chung University to friends, family, acquaintances, and others. They are open to encouraging others to study at Ma Chung.

The Impact of Customer Experience and Trust on Customer Satisfaction

Based on the path coefficients, Customer Experience and Trust both influence Customer Satisfaction. This means that students are willing to share information about Ma Chung University, provide positive feedback, and even recommend the university to friends, family, acquaintances, and others because they have a positive Customer Experience and Trusting Belief regarding Ma Chung University. Students have experienced firsthand what it's like to study at Ma Chung University, with classrooms that support their learning activities and laboratory equipment that enhances their educational experience. They find that instructors explain course material well, are genuinely professional in their teaching, and update the material with the latest knowledge in their field. Students also have high confidence that the faculty and staff are highly honest in their service.

The Impact of Customer Experience and Trust on Word of Mouth (WOM)

Based on the path coefficients, Customer Experience and Trust both influence Word of Mouth (WOM). Students' experiences with supportive classrooms and laboratories, effective explanations of course material by instructors, and affordable tuition fees lead them to recommend Ma Chung University to their family, relatives, friends, and acquaintances. A positive Trusting Belief regarding Ma Chung University, such as excellent service from staff and faculty, also encourages students to recommend the university to their family, relatives, friends, and acquaintances. Students are willing to make these recommendations because they have a positive and favorable perception of the university.

The Impact of Customer Satisfaction on Word of Mouth (WOM)

Based on the path coefficients, Customer Experience influences Word of Mouth (WOM). The Customer Satisfaction experienced by students, such as their willingness to share positive experiences and recommend Ma Chung University to friends, family, relatives, and acquaintances, leads them to encourage others to study at Ma Chung University. In fact, they are even willing to persuade their relatives to continue their studies at Ma Chung University.

The Impact of Customer Experience and Trust on Word of Mouth (WOM) Through Customer Satisfaction

Based on the path coefficients, Customer Experience and Trust influence Word of Mouth (WOM) through Customer Satisfaction. Positive experiences and strong trust in the university lead students to genuinely recommend Ma Chung University to family, relatives, friends, and acquaintances. Students express this through positive comments about Ma Chung and by sharing information directly with their network. Many aspects of Customer Experience, along with students' positive beliefs about the faculty and staff, motivate them to recommend Ma Chung University. This recommendation is demonstrated by students' positive conversations about Ma Chung.

CONCLUSIONS AND RECOMMENDATIONS

Students have positive experiences with Ma Chung, such as a comfortable learning environment and confidence in the faculty and staff, who provide excellent and satisfying service. Students also tend to share positive feedback about Ma Chung with others. Customer Experience and Trust impact Customer Satisfaction. Positive experiences with Ma Chung and trust in the faculty and staff have led students to regularly share good things about Ma Chung with others. Additionally, Customer Experience and Trust affect Word of Mouth (WOM). Positive experiences with Ma Chung and trust in the faculty and staff encourage students to recommend the university to relatives, family, acquaintances, friends, and others. Customer Experience also influences WOM. Good experiences with Ma Chung lead students to recommend the university to their relatives, family, acquaintances, friends, and others. Finally, Customer Experience and Trust affect WOM through Customer Satisfaction. Positive experiences with Ma Chung and confidence in the faculty and staff make students willing to recommend the university to their relatives, family,

acquaintances, friends, and others, maintaining a good habit of sharing positive feedback about Ma Chung.

To enhance the quality and reputation of Ma Chung University, it is recommended to maintain or even improve the facilities and infrastructure that support student learning. Additionally, it is important to acknowledge and appreciate faculty and staff who have proven to be honest and dedicated in serving students, as an effort to retain and improve the quality of their service. The university could also consider implementing award or recognition programs for students who actively recommend Ma Chung University to their relatives, family, acquaintances, friends, or others, as a way to reward their contributions to promoting the university.

ADVANCED RESEARCH

For next research, it is recommended to explore more deeply the factors influencing Customer Experience, Trust, and Word of Mouth (WOM) in the context of higher education, particularly at Ma Chung University. The research could focus on a more detailed analysis of how these factors interact both directly and indirectly, and their impact on student satisfaction and public perception of the university. Additionally, the study could consider the influence of additional variables that might affect this phenomenon, such as academic quality, supporting facilities, and extracurricular activities, to provide a more comprehensive understanding of strategies that could enhance Ma Chung University's reputation and appeal to the public.

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