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TITLE: THE INFLUENCE OF STUDENT'S EXPECTATION, PERCEIVED UNIVERSITY QUALITY, PERCEIVED BRAND ORIENTATION AND PERCEIVED VALUE ON STUDENT'S SATISFACTION

ABSTRACT

The increasing popularity of international program offered by universities in Surabaya has raised a concern whether the students have already satisfied of what the universities have offered to them. With the student's expectation about international program and the expensive tuition fee, the benefit of the program hopefully surpass the cost they have to pay. The purpose of this research is to know the factors that will influence student's satisfaction the most, whether student's expectation of the university and the program offered, perceived university quality, perceived brand orientation, or perceived value.

A quantitative research of four top universities in Surabaya has been conducted using questionnaire and non probabilistic sampling taken hundreds of students who currently studying in international program as the respondents. A series of data analysis using AMOS is to ensure the data is valid, reliable and fit for hypotheses testing.

Eight hypotheses testing had gone through series of tests and resulted in perceived university value and perceived university quality as two variables being significantly influencing student's satisfaction. Perceived quality comes from the student's judgment of what they think, quality provided by the university. While the perceived value compare the perceived benefit they are gaining and perceived cost they have to sacrifice. To be able to maintain or increase student's satisfaction, university have to increase their communication to the student to make sure the students understand the quality being provided by the university benefited them more than the cost they sacrificed.

Keyword: International Program, Student's Expectation, Perceived Quality, Satisfaction, Perceived Brand Orientation, Perceived Value, ACSI