FACTORS INFLUENCING THE ELECTRONIC WORD OF MOUTH BEHAVIOUR AT THE FACULTY OF NURSING GARUT CLASS

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ABSTRACT. In increasing competitiveness, universities need to provide excellent quality services to students as consumers. The satisfaction felt by students will encourage them to disseminate information on their campus through electronic word of mouth (eWOM). EWOM is a recommendation given by customers voluntarily via the internet so that others buy or use products or services from a company. This research aims to analyze service quality, promotion, brand image and motivation on eWOM. The research was quantitative research using a descriptive approach. The data were evaluated using SEM Lisrel (Structural Equation Modeling). The research was conducted on active students at the Garut class of the Faculty of Nursing with a total sample of 309 people. The results obtained are that there is a notable relation between service quality on brand image, a notable correlation between promotion on brand image, no crucial association between service quality on eWOM, a significant impact of brand image on eWOM, and there is a considerable relationship of motivation on eWOM.

Key words: Brand image, EWOM, motivation, promotion, service quality.

FAKTOR-FAKTOR YANG MEMENGARUHI *ELECTRONIC WORD OF MOUTH* PADA FAKULTAS KEPERAWATAN KELAS GARUT

ABSTRAK. Perguruan tinggi dalam meningkatkan persaingan perlu memberikan kualitas layanan yang baik kepada mahasiswa sebagai konsumen pada perguruan tinggi. Kepuasan yang dirasakan mahasiswa akan memotivasi untuk menyebarluaskan informasi kampus mereka melalui *electronic word of mouth (eWOM). EWOM* adalah rekomendasi yang diberikan konsumen secara sukarela melalui internet agar orang lain membeli atau menggunakan produk ataupun jasa dari suatu perusahaan. Penelitian bertujuan untuk menganalisis kualitas layanan, promosi, brand image dan motivasi terhadap perilaku *eWOM*. Metode kuantitatif dengan teknik analisis data deskriptif dan *Structural Equation Modelling* Lisrel digunakan dalam penelitian ini. Penelitian dilakukan terhadap mahasiswa aktif pada Fakultas Keperawatan kelas Garut dengan total sampel sebanyak 309 orang. Hasil yang diperoleh bahwa ada pengaruh substansial kualitas terhadap *brand image,* terdapat dampak substansial antara promosi terhadap *brand image,* tidak ada efek signifikan antara kualitas layanan terhadap *eWOM, brand image berpengaruh signifikan terhadap eWOM,* dan motivasi memiliki pengaruh signifikan terhadap *eWOM*.

Kata kunci: *Brand image*, *EWOM*, motivasi, promosi, kualitas layanan.

INTRODUCTION

University is one of the national education sub-systems that plays a critical part in the life of the nation and state through the Tri Dharma of Higher Education, i.e: education, research, and community service. The number of universities in Indonesia has increased, reaching 4647 universities in Indonesia (Dikti, 2020). The competition makes each university try to disseminate information about the university. Dissemination of this information is in line with technology that makes information spread faster and easier.

Nowadays, technological developments with the Industrial Revolution 4.0 continue to increase, as well as social media. Everyday life is never separated from the internet and social media. Consumers find it easier to provide and disseminate information to others through social media. The existent social media

enable users to get to know people in all parts of the world (Prabandari & Yuliati, 2016). Dissemination of information to others through social media is more commonly known as electronic word of mouth (eWOM).

Increasing competitiveness among universities requires them to provide good quality service to students as consumers of higher education. According to Helms (2015), quality is equally interpreted as "the potentiality of a good service to handle a specific need which is included in a set of features." The expression of the need in this description additionally specifies a certain requirement/standard or criterion.

Good service quality is if it meets the specification criteria (Makbullah et al., 2017). That is, knowledge in providing services to find out what customers need (Nurhuda, Kartiwa, Ibrahim, & Karlina, 2014). The provision of quality education services has developed into a top priority for

universities. Service quality is considered a crucial dimension in the field of higher education. Higher education institutions in producing quality graduates cannot be separated from the quality of services provided. Good service will make consumers loyal (Pudjiastuti, Nurchayati, & Putranti, 2019). Quality services can be carried out by understanding student needs and leading to student satisfaction so that students are willing to recommend their campus through eWOM behavior.

Service quality greatly affects student comfort and satisfaction. Service quality is very important and needs to be considered in running the education system (Ada et al., 2017). Activities are not only on products, but also services provided (Simanjuntak et al., 2020). According to Mohtasham, Sarollahi, and Hamirazavi (2017), good quality service will provide satisfaction for consumers, in this case our students. Higher education institutions in providing excellent service for students will have a positive impact so that students will feel satisfied with the services provided. Supporting functions include lecture room, libraries, computer facilities, supporting equipment, and student rooms.

The satisfaction felt by students will make them loyal to inform about their campus to the wider community via the internet and social media. This becomes the motivation for students to provide positive content about their campus activities. Motivation arises because of a perceived experience, so that this can be a trigger in doing something. Motivation can make people want to do something with the aim of being useful for themselves and others (Ahmad & Febrina, 2018), attitudes and values that encourage each individual to do something. The drive consists of 2 (two) components, namely behavioral goals and behavioral strength.

Brand Image is very important because it can provide a positive assessment for students, so that they will decide to choose the college. This means that, indirectly, universities need to do marketing in order to build their image. Brand image is the public's perception of the brand's products, services, and companies. Rumina (2018), stated that building the image of a university requires marketing which has a crucial part for the continuity of higher education. A good image will be an asset for the organization that has an impact on consumer perceptions in various ways (Armeilia, Simanjuntak, & Amanah 2019). Marketing is carried out not only through the official website, but students can play a role in disseminating information about higher education through eWOM behavior.

Promotions can have an impact on decision making. Through promotion, it is hoped that consumers will be interested and loyal to the products offered (Rohaeni, 2016). Promotion is not only a means of communication but can influence consumers in purchasing activities. Promotion is a company activity to provide information on product benefits and convince consumers (Gary & Kotler, 2017).

According to Đonlagić and Fazlić (2015) preservation and dissemination of knowledge in order to contribute to socio-economic benefits of a country. Higher education institutions are being pressured to improve value for their activities and providing quality higher education service to students should be taken seriously. In this paper we will address the emerging demand for quality in higher education. Higher education institutions should assess quality of their services and establish methods for improving quality. Activities of quality assurance should be integrated into the management process at higher education institutions. This paper is addressing the issue of service quality measurement in higher education institutions. The most frequently used model in this context is the SERVQUAL model. This model is measuring quality from the students' point of view, since students are considered to be one of the most important stakeholders for a higher education institution. The main objective of this research is to provide empirical evidence that the adapted SERVQAL model can be used in higher education and to identify the service quality gap based on its application at one institution of higher education (Faculty of Economics, service quality consists of service and quality related to consumers. Good service quality will create a positive outcome on students in receiving the learning process. Pasuraman theory states that service quality is affected by expectations and performance. Service quality is shown as a multidimensional framework. Parasuraman, Zeithaml, and Berry (1994) identified as follows: reliability, responsiveness, assurance, tangibles, and empathy.

Good service quality will form the university's brand image. Brand image (brand) is all the attributes attached to a product that is intended to identify and differentiate the product from competitors' products (Gary & Kotler, 2017). The inherent brand image is an attribute that can differentiate between the products and services of each company or organization. Priansa (2017) argues that brand is a complex symbol that has 6 (six) meanings as follows:

a. Attributes; a brand has certain characteristics or qualities as a differentiator.

b. The benefits; characteristics or inherent

characteristics must have a functional and emotional function for the brand.

c. Value; a brand also describes the value of a company or manufacturer.
d. Culture; a brand can represent a certain culture.
e. Personal; a brand is able to interpret a certain personality.
f. Users, a brand can identify groups of consumers who will use a product.

Brand image in universities can be formed from the promotion carried out because promotion can be a means of communication. Promotion can be a means of communication for consumers in informing the price, quality, and various products to be sold. Promotion can be a work program for the product being offered to see if consumers are satisfied with the product.

Customer satisfaction will make the company continue to make improvements and strategies for service quality. Perceived satisfaction will motivate consumers to do something to achieve goals.

According Warouw et al. (2017), motivation is a series of psychological attitudes that exist within a person. According to Sutrisno (2013), motivational factors consist of internal and external factors.

1. Internal Factors
   Internal factors include the expectation to live, to have respect, recognition and power.
2. External Factors
   External factors include work environment, compensation, supervision, employment, status and responsibilities, and flexible regulations.

Social media is a tool used by companies in conducting marketing activities. Many large companies have managed social media in a professional manner (Priansa, 2016). Kaplan and Haenlein (2010) statedthat companies can inform their products through social media and form a community to their consumers.

Electronic word of mouth refers to content, generated by users, on the internet and it differs in several aspects from traditional word of mouth (WOM), such as the amount of information and format. The development of the internet has made electronic word of mouth one of the major information media for consumers to buy products through product websites (Chih et al., 2013)this study proposes a model to explain how eWOM affects online discussion forums. Specifically, we propose that platform (Web site reputation and source credibility. Jeong and Jang (2011) stating electronic word of mouth was positively reflected

through three dimensions, such as: caring for other people, demonstrating positive feelings, and helping company (Jeong & Jang, 2011).

According to Cheung and Lee (2012), electronic word of mouth is an effective communication that can influence consumer in purchasing decisions. According to Ishida, Slevitch, and Siamionava (2016), the differences between WOM and EWOM include:

1. WOM is face-to-face, while eWOM is online. Current technological developments change the form of direct communication from face-to-face communication to social media.
2. WOM is a limited term while eWOM can reach everyone who uses the internet.
3. EWOM enables individuals to communicate their experiences and opinions through electronic communication channels.
4. EWOM can be accessed online by anyone, whereas WOM is traditionally only for known people.

The existing research on service quality and brand image in higher education is more focused on promoting and attracting prospective students. Therefore, this research needs to be done because the promotion of higher education is not only carried out by university public relations, but also involves students. Students as university consumers, based on their experiences, will participate in promoting their campus with EWOM via the internet and social media. The perceived experience will motivate students to do EWOM. Thus, EWOM is important to discuss, so that participants can be involved in an effort to disseminate information about the campus to public.

All companies certainly strive to have a good image. Yahya et al. (2014) stated that there is a positive correlation between the brand image variable on EWOM. Brand credibility is a critical aspect for Universities in Malaysia in inducting EWOM to consumers. Universities will want a good image from their students. Since the merger with the Faculty of Nursing, Padjadjaran University, Akper Pemda Garut has changed its name to the Garut class Faculty of Nursing. The merging of programs carried out by Akper Pemda Garut into the Faculty of Nursing certainly create the needs to see the standard of the given services, and there is a need for socialization to the public that Akper Pemda Garut has become the Garut class Faculty of Nursing. The positive perception of existing students about the quality of academic services can create a brand image, and motivate students, of course, to do the

behavior of electronic word of mouth. Therefore, this research intends to distinguish the influence of service quality, brand image, promotion, and motivation on electronic word of mouth behavior.

The Faculty of Nursing Padjadjaran University continues to strive to escalate the quality of academic services in Garut, including repairing buildings and classroom facilities, and completing the library. There are many things that must be done after the merger with Akper Pemda Garut. There is a difference in the brand image, so there is a need for socialization to the public about changes in the Garut class Faculty of Nursing, Padjadjaran University.

METHOD

The research was designed with a quantitative approach (Kurniawan & Puspitaningtyas, 2016). Data analysis used descriptive analysis and analysis of Structural Equation Modeling (SEM) Lisrel 8.8. The sample was undergraduate active students at the Faculty of Nursing Garut Class 2016-2019, with a total sampling of 309 people. The sampling technique was carried out with saturated samples. Saturated sample is a sampling technique on condition that the sample is taken from all members of the population (Sugiyono, 2007). Data were composed using questionnaires with Google form.

This study intends to distinguish the consequence of service quality and brand image, promotion and motivation on the behavior of electronic word of mouth for students of the Faculty of Nursing in the Garut class. Indicators in service quality, brand image and promotion from higher education will influence and motivate students in electronic word of mouth behavior, so the hypothesis used in this research can be constructed as:

H1: Service quality has a significant effect to the brand image.

H2: Promotion has a significant effect to the brand image.

H3: Motivation has a significant effect to the electronic word of mouth.

H4: Service quality has a significant effect to the electronic word of mouth.

H5: Brand image has a significant effect to the electronic word of mouth.

RESULTS AND DISCUSSION

1. Evaluation of Model Fit Level

The quantitative data was processed using SEM Lisrel to see the suitability of the model. The estimated model is then tested for its suitability to reflect the actual conditions. The suitability of the model is evaluated through the assessment of the Goodness of Fit criteria. The evaluation of the level of fit of the model is carried out in several stages, including the fit of the whole model, the fit of the measurement model and the fit of the structural model (Wijanto, 2015). The evaluation was carried out to see the suitability of the SEM hybrid model with the sample data. The results of the Overall Model Fit Test were then reviewed based on several indicators, including Goodness-of-Fit, which consists of RMSEA, NFI, CFI, NNFI, IFI, and RFI. Table 1 shows the output results of the SEM Lisrel.

Table 1. Model Fit Test Results (Goodness of Fit)

Goodness-of-Fit	Cutt-off-Value	Result	Information
RMSEA (Root Mean square Error of Approximation)	≤0.08	0.078	Good Fit
CFI (Comparative Fit Index)	≥0.90	0.97	Good Fit
NFI (Normed Fit Index)	≥0.90	0.95	Good Fit
NNFI (Non-Normed Fit Index)	≥0.90	0.97	Good Fit
IFI (Incremental Fit Index)	≥0.90	0.97	Good Fit
RFI (Relative Fit Index)	≥0.90	0.95	Good Fit

Source: Processed from research samples (2020)

Based on Table 1 Goodness of Fit (GOF), the overall value of the majority of the values is good fit so that it meets the criteria. Most of the indicators show that the SEM model is good, so that theoretical hypothesis testing can be done. This shows that the data has been able to answer the theory built. Thus, the design of a research model can be carried out to examine the impact of service quality, brand image, promotion and motivation on electronic word of mouth behavior.

2. Results of the Measurement Model Fit Test

This evaluation is carried out on each construct or measurement model (the relationship between a latent variable and several observed variables/indicators) separately through the validity and reliability of the measurement model (Wijanto, 2015). The suitability of the measurement model is assessed subjected to several measurement criteria, some of which are validity tests and construct reliability test.

The validity test is related to the accuracy of a measurement, which aims to assess a set of measurement indicators that actually reflect the latent constructs in the model. The results of testing the size of
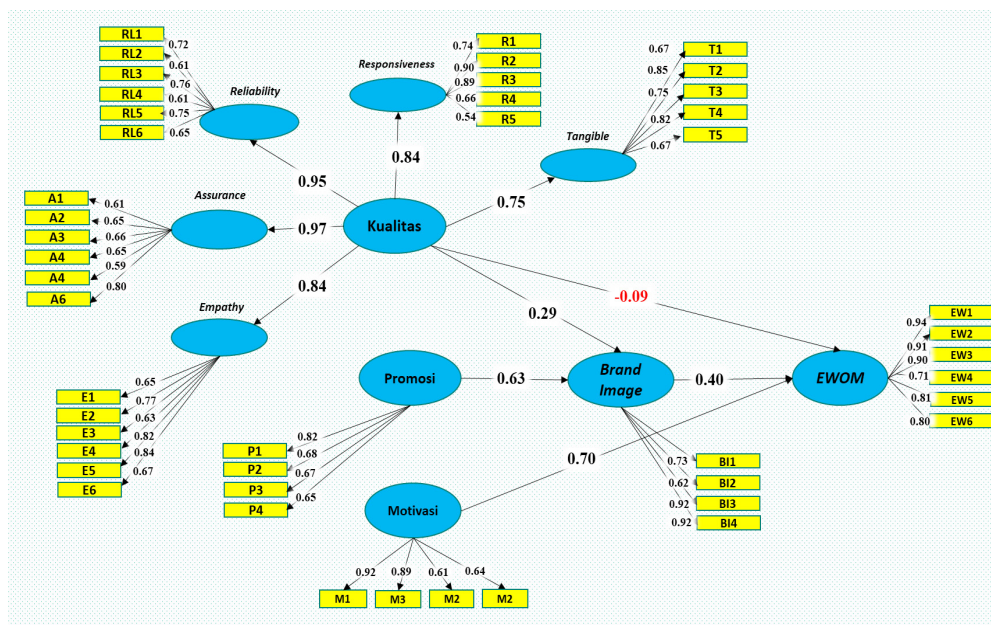
Figure 1. Value of Standardized Solution in SEM Model

a model through construct validity provide confidence that the item size taken from the sample represents the actual score in the population. The construct validity is said to be valid if the standardized loading factor value is ≥ 0.5 (Wijanto, 2015). In addition, an indicator variable is said to be valid if the t-value is ≥ 1.96, referring to the 95 percent confidence level with an error of 0.05. Figure 1 shows all indicator values ≥ 0.5. Structural model suitability assessment was carried out on the influence variables of service quality, brand image, promotion, and motivation on electronic word of mouth behavior.

The result of the path coefficient assessment in Figure 1 shows a number above 0.5. The path coefficient values of H1-H5 were 0.29, 0.63, 0.70, 0.29 and -0.09 respectively. The results in Figure 1 show that promotion has the greatest significant effect on brand image compared to service quality, which is 0.63. The more promotions that are carried out, the better the brand image that is formed so that people will get to know about the campus better.

Based on Figure 1, the highest loading factor value is on the responsiveness dimension, which is 0.90. Meanwhile, the other four dimensions are the tangibles dimension of 0.85, the reliability dimension of 0.76, the assurance dimension of 0.80, and the empathy dimension of 0.84. This explains that the responsiveness dimension can better explain the ease of providing administrative services, the services provided by the administration staff, the willingness of the administration staff to help students, the readiness of lecturers in serving students, the ability of lecturers to answer questions inside / outside the classroom are important factors for students in determining service quality.

The assessment of service quality is carried out using five dimensions, which are measured based on several indicators. The dimensions of tangibles have five indicators, namely the comfort of the lecture room (T1), the comfort of the laboratory (T2), the completeness of lecture equipment (T3), the completeness of practicum tools (T4), and the availability of discussion rooms (T5). The indicator that had the highest contribution was laboratory comfort at 0.85. This is a good perception for students in the comfort of the laboratory room so that it supports the laboratory practice carried out.

The responsiveness dimension consists of five indicators, namely the ability/easiness of lectures/administrative services (R1), the services provided by the administrative staff (R2), the willingness of the administrative staff to help students (R3), the readiness of lecturers in serving students (R4) and the ability of lecturers to answer in/outside the classroom (R5). The indicator with the highest contribution was the service provided by the administration staff at 0.90. Administrative staff always provide academic-related services quickly so that students have convenience in administrative matters. Students feel the benefits of the services provided by the administration staff.

The third dimension of reliability consist of 6 indicators, namely the suitability of the curriculum with the expected competence (RL1), the ability of the lecturer in teaching (RL2), the arrangement of teaching and learning activities (RL3), the accuracy of teaching time (RL4), the accuracy of the academic staff in doing their duties (RL5) and the ability of laboratory technicians to assist with practicum implementation (RL6). The result of loading factor

which is the highest in the dimension of reliability is the setting of teaching and learning activities which is equal to 0.76. Before lectures are held, the course coordinator has provided a study plan for the study program and academics, so that it is organized and learning activities can run smoothly.

Assurance consists of six indicators, namely the suitability of the lecturer's teaching time with the existing schedule (A1), the readiness of the lecturer to teach in class (A2), the accuracy of the lecturer in giving grades (A3), transparency of values (A4), the services provided by the administrative staff to build trust in students (A6). The highest loading factor value on this indicator is the service provided by the administrative staff to build student confidence by 0.80. Students' perceptions are very high on this indicator because of the convenience given by the administration in serving lectures and administration so that students do not find it difficult in academic matters.

The fifth dimension is empathy which consists of 6 indicators, namely easiness of contacting lecturers (E1), easiness of contacting staff (E2), ability of supervisors to understand student behavior/ needs (E3), friendliness of administrative staff in serving student needs (E4), communication between students/lecturers/administrative staff (E5) and control of the study period by study program (E6).

The brand image consists of four indicators with the highest loading factor value obtained from the academic quality of 0.86. Promotion consists of four indicators, and the highest loading factor value is in the promotion of the Garut campus which is easily accessible at 0.82. Motivation consists of four indicators, namely wanting to disseminate information about the Garut campus because they want their campus to be famous (M1), wanting to inform the Garut campus because they want Garut City to be busier (M2), being active in community activities as Garut students because they want to be appreciated (M3) and wanting to show the quality of being a Garut student to be known by the public (M4), the highest loading factor value about wanting a famous campus is 0.92. Electronic word of mouth consists of 6 indicators, namely recommending the Garut Campus through social media (EW1), disseminating news through social media (EW2), convincing others to enter the Garut campus (EW3), doing testimony against Unpad (EW4), recommending the Garut class if they are asked for opinions (EW5), and willing to spread positive news about the Garut class (EW6). The highest loading factor value found in the indicator is recommending the Garut class through social media with a value of

0.94. and willing to spread positive news about the Garut class (EW6).

3. Factors affecting Electronic Word of Mouth.

Hypothesis testing in this study was carried out by analyzing the path coefficient and t-values of the structural model. The influence between variables will be concluded to be significant if the path coefficient value ≥ 0.05 with a t-value ≥ 1.96. The results of hypothesis testing can be seen in Table 2.

Table 2. Hypothesis Test Results

Influence between variables	Hypothesis	Path Coefficient	t-hit | > 1.96	Information
Quality of Service-> Brand Image	H1	0.29	3.78 *	Significant
Promotion-> Brand Image	H2	0.63	6.09 *	Significant
Motivation-> Electronic Word of Mouth	H3	0.70	14.41 *	Significant
Quality of Service-> Electronic Word of Mouth	H4	-0.09	-1.66	No significant
Brand Image-> Electronic Word of Mouth	H5	0.40	6.46 *	Significant

Source: Processed from research samples (2020)

Table 2 shows that four hypotheses are variables that are related and have a significant effect and one hypothesis is a variable that does not have a significant effect, namely the quality of service on electronic word of mouth. The variable that has the greatest influence on the brand image variable is the promotion variable with a path coefficient of 0.63 and t-value of 6.09. The more promotions that are carried out will create a major influence on the campus brand image. The strategy carried out in the promotional activities section will build a brand image. Every university must have an official website, and this is a vehicle for promoting the university so that it can build the campus brand image.

The variable that has the most prominent impression on electronic word of mouth is the motivation variable with a path coefficient of 0.70 and t-value of 14.41.

Motivation has a strong role for someone in doing something that is desired. If someone has a positive experience, they will share information

and experiences through electronic word of mouth behavior.

Effect of Service Quality on Brand Image

The first hypothesis testing states that service quality has a prominent impact on brand image. Based on the research outcomes, after testing the influence between variables, it was known that service quality had an obvious impression on brand image with a path coefficient value of 0.29 and a t-value of 3.78. This explains that the better the quality of services given, the more the campus brand image will be built.

The service quality variable has 5 (five) dimensions, namely tangibles, responsiveness, reliability, assurance and empathy. The loading factor values of each dimension are 0.75, 0.84, 0.95, 0.97, 0.84, and the t-values are 9.59, 12.63, 13.60, 11.22, and 10 respectively. 90. The results showed that the path coefficient value of each dimension was above 0.5 and the t-value was above 1.96.

The outcomes of the research explain that there is a notable correlation between service quality and brand image. Universities always strives to provide good service quality so that students feel their experiencing satisfaction with the quality of service received so that the college's brand image will be embedded in their minds. Rizky et al. (2017), stated that the quality of service provided will respond to the corporate image to the stimulus received by customers. Aspizain (2016)service quality on customer satisfaction, service quality on brand equity, service quality on customer loyalty, corporate rebranding on brand image, corporate rebranding on customer satisfaction, corporate rebranding on brand equity, brand image on customer satisfaction, corporate rebranding on customer loyalty, brand image on brand equity, brand image on customer loyalty, customer satisfaction on customer loyalty, brand equity on customer loyalty. The population of this study consisted of loyal 173 corporate advertisers to tvOne - an Indonesian national television company. The sample for this study was set as many as 173, but only 144 respondents who returned the feedback as part of the study. The 144 data were analyzed by using descriptive and inferential analysis of SEM. The research has proven that (1also stated that there is a considerable relation between service quality and brand image, the better TVONE's service quality, the better TVONE's brand image. Another study suggests that service quality directly affects brand image (Hwang & Choi, 2019)student satisfaction, institutional image,andbehavioral intention at a private university located in South Korea. We conducted a survey of students majoring

in business to analyze these relationships. Structural equation modeling showed that students were satisfied with various aspects (tangibles, reliabilities, responsiveness, empathy,andassurance. The quality of service in 5 (five) dimensions will give satisfaction to students and this will have an influence on the campus brand image (Ali, Zhou, Hussain, Kumar, & Ari, 2016).

The quality of educational services can be seen from students' perceptions of the services they receive from the actual service expected. Good quality service will provide satisfaction for students and this shows excellent quality. The output produced is also of high quality and can indirectly affect the university's brand image.

Effect of Promotion on Brand Image

The second hypothesis testing reveals that promotion holds a crucial impact on brand image. Based on the research results, after testing the influence between variables, it was found that promotion had a significant effect on the brand image variable with a path coefficient value of 0.63 and a t-value of 6.09. Promotion is one of the marketing programs by universities. With a lot of promotion, the university's brand image will be stored in the minds of the public.

These results are similar to those of Blom et al. (2017), which stated that promotions can increase sales and build a brand image. Promotion is very important for companies and organizations to be able to increase consumers and to form the company's brand image. Increasingly competitive competition requires promotion because promotion is also a means of communication so that the products are known by the wider community and this will build their brand image. Padjadjaran University continues to promote the Garut class of Nursing Faculty so that the wider community is more familiar with the campus.

Effect of Motivation on Electronic Word of Mouth

The third hypothesis testing states that motivation holds a notable impact on electronic word of mouth. After testing, the results show that the motivation variable has a crucial impact on electronic word of mouth with a path coefficient of 0.70 and a t-value of 14.41.

This is in cingruence with the study of Deborah et al. (2014), presenting that motivation has an influence on electronic word of mouth. User motivation and satisfaction are gained from linking to commercial pages, publishing content on

commercial page walls and exchanging information with other users on Facebook. Motivation becomes the driving force for someone to do something in achieving goals. Existing motivation can be a driving force for students to do electronic word of mouth. The higher the motivation, the greater the student's behavior in electronic word of mouth.

Effect of Service Quality on Electronic Word of Mouth

The fourth hypothesis testing states that service quality holds no notable impact on electronic word of mouth. Based on the results of the research after testing, the effect between variables reveals that service quality does not have a notable impact on electronic word of mouth with a path coefficient value of -0.09 and the t-value is less than 1.96 which is equal to -1,66. Good quality service will provide satisfaction for students. The quality of service in higher education will provide a bond for students to recommend their campus to others, namely through electronic word of mouth.

Pamungkas (2017) has the same outcome, stating that service quality has no remarkable impact on electronic word of mouth through customer satisfaction. The Faculty of Nursing Garut class just joined Unpad in 2017. Improvements in all aspects continue to be carried out gradually. Unpad continues to make its best efforts in developing the Faculty of Nursing Garut class. The quality of quality services provided will have an impact on students so that students will spread information about the Garut class to the wider community through electronic word of mouth behavior, both via the internet and social media.

Effect of Brand Image on Electronic Word of Mouth

The fifth hypothesis testing states that brand image holds a remarkable impact on electronic word of mouth. Based on the research results, after testing the influence between variables, it was obtained that the brand image variable had a notable impact on the electronic word of mouth variable with a path coefficient value of 0.40 and a t-value of 6.46. Brand image is the image of a company or university that is formed from the consumer's perception of information and experiences on that image. Universities need to build their image by doing marketing which has an important role for their continuity.

These results are in line with Jamal et al. (2018), stating that there is an observable relation between brand image and electronic word of mouth.

In other studies, a good image will affect the behavior of electronic word of mouth that will be carried out (Stojanovic, Andreu, & Curras-perez, 2018).

The internet and social media have created changes in strategy of marketing for companies and universities. Unpad informed the activities as well as achievements obtained from lecturers, students and education staff through the internet and Unpad social media. The dissemination of information through electronic word of mouth is widespread not only to the surrounding community but also to people outside the region. Unpad further improves its information on the official website and other social media. The positive messages that continue to be conveyed through electronic word of mouth will build a better Unpad brand image.

CONCLUSION

In regard to the outcomes of the study, service quality holds a noticable impact on brand image. Promotion holds an observable influence on brand image. Motivation is the variable with the biggest role in conducting electronic word of mouth behavior. Brand image also holds a significant impact on electronic word of mouth behavior. The strategy that can be done so that students can do electronic word of mouth is to involve student participation in spreading positive content about the Garut campus as well as promoting Garut classes.

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