

ABSTRACT

Alumni at a university reflect the graduates' post-graduate experiences, job readiness, satisfaction with the institution, career achievements, and emotional connection to their alma mater. Alumni represent the outcomes of an institution's educational process. Alumni profiles can be seen in their adaptability to the workplace, interpersonal skills, professional competence, involvement in social and professional networks, and their contribution to building the faculty's reputation through positive recommendations or word of mouth.

This study aims to analyze the role of alumni satisfaction in mediating the influence of perceived service performance and institutional image on word of mouth (WOM) among alumni of the Faculty of Psychology, Diponegoro University. This research is motivated by the importance of WOM as a communication tool that can shape the reputation of higher education institutions through alumni experiences and recommendations. The sample used in this study were alumni of the Faculty of Psychology within 0-3 years of graduation. A total of 213 respondents were recruited. The sample collection method used was purposive sampling. Data collection was conducted through an online questionnaire distributed via Google Forms. This study employed Structural Equation Modeling (SEM) analysis with the AMOS 22.0 analysis tool.

The results of the study indicate that institutional image has a positive and significant effect on alumni satisfaction, perceived service performance has a positive and significant effect on WOM, and alumni satisfaction has a positive and significant effect on WOM. Conversely, perceived service performance has no significant effect on alumni satisfaction, and institutional image has no significant direct effect on WOM. Furthermore, alumni satisfaction has been shown to fully mediate the effect of institutional image on WOM.

Keywords: *perceived service performance, institutional image, alumni satisfaction, word of mouth*