

ABSTRACT

This research is aimed to investigate the effect of implementation of the words of mouth at the Institute of Education English First Semarang. The question in this research is whether there is influence of educator competencies and the competency of teachers to quality services English First Semarang, as well as the influence of service quality to the implementation of words of mouth. In this research data were collected through a questionnaire to 96 respondents who become students English First for at least a year by using accidental sampling technique.

The model developed in this research consisted of two independent variables namely the competence of educators and education personnel competencies, intervening variable is the quality of services, and implementation of words of mouth as the dependent variable. Using OLS, we got the result that the competence of educators affect the service quality of 0.246. It indicates that the higher the competence of educators, the more high quality service. Then the competence of teachers affects the quality of service of 0.557. It indicates that the higher the competence of teachers, the higher quality of service. And quality of service affects the implementation of 0.398 words of mouth. It indicates that the higher quality of service, the higher the implementation of the words of mouth.

F test and R^2 showed that the results fitted with the model. The research concludes that the competence of educators and education personnel competency is important factors to improve the quality of services. This alternately affects student WOM of English First Semarang.

Keywords : Implementation of Words Of Mouth, Service Quality, Educator Competence, Competence of Educational Staff.