

ABSTRACT

This study is conducted based on the phenomenon of (business) data, which indicates that there is a tendency in decreasing the number of new students of Nursing in the Study Program of Nursing and Health Sciences Faculty of UNIMUS from the academic year of 2004/2005 to 2008/2009 which certainly under the management expectation. In addition to the decreased number of new students, the phenomenon of the data also showed a decrease of WOM communication by the students of the registrant Nursing in the Study Program of UNIMUS whereas positive WOM has a very important role for the service providers so that consumers are interested in consuming services offered.

To answer these research problems, the researcher performed a review on literature and previous research journals which in turn directs the researcher to develop four hypotheses of the four constructs studied. Hypotheses are tested by using Structural Equation Modeling analysis techniques (SEM). The empirical data are obtained from 120 questionnaires which are distributed to respondents. The respondent of this research are the Nursing students in the Study Program of Nursing and Health Sciences Faculty of UNIMUS.

The test results using SEM showed that the model can be accepted, and the result of the hypotheses of the impact of service quality on student satisfaction, student satisfaction on positive WOM, the effect of student satisfaction to student commitment, and influence a student's commitment to positive WOM can be statistically accepted and verified.

Keywords : service quality, student satisfaction, student commitment, positive WOM