ABSTRACT

In view of there is no study conducted to examine the relationships among service quality, corporate image, student satisfaction and positive word-of-mouth in a private young and fast growth higher education institution in Malaysia. Therefore, this study takes initiative to adopt framework of previous study to investigate on this particular area. A total number of 600 useable and valid data were evaluated using several analyses techniques such as descriptive statistics–to present the demographics characteristics of respondents; reliability assessment (Cronbach's alpha)–to examine the internal consistency validation of each scale; Pearson correlation–to assess the strength and direction of the relationship between service quality, corporate image, student satisfaction and positive word-of-mouth; multiple regression–to evaluate the significant of mediator, student satisfaction, in this research framework.

The encouraging results of this study showed the superiority of service quality and corporate image are antecedents of student satisfaction, which in turn influences positive word-of-mouth. In addition, this study also give evidence to shown that the student satisfaction is a mediator between the service quality, corporate image and positive word-of-mouth. All these relationships are imperative factors that bring strong impact to an institution in order for an institution to achieve, sustain, upgrade and leverage its competitive advantages especially in the recent competitive business era. In sum, this study gives useful inputs and awareness to the higher education institutions that they must not neglect the importance of student satisfaction by improving

the service quality and build in the prominent corporate image in the mindset of stakeholders including students. In addition, implications and limitations and directions for future research are elaborated.

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