# THE INFLUENCE OF SERVICE QUALITY, PRICE PERCEPTIONS AND EXPERIENTIAL MARKETING ON WORLD OF MOUTH IN MANDIRI BINA PRESTASI UNIVERSITY (UMBP) STUDENTS

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## Abstract

This study examines the Quality Of Service, Perception Of Price And Experimental Marketing On The World Of Mouth In Students Of Mandiri University Develop Achivements. As for this research method is quantitative, with data collection in the form of a questionnaire. while the respondents were students. The conclusions from this study are first that service quality has a positive and significant effect on Word of Mouth among Mandiri Bina Prestasi University (UMBP) students; Second, 2. That Perceived Price has a positive and significant effect on Word of Mouth for Mandiri Bina Prestasi University Students (UMBP); Third, that Experiential Marketing has a positive and significant influence on Word of Mouth for Mandiri Bina Prestasi University (UMBP) students; Fourth, 4. That Service Quality, Perceived Price and Experiential Marketing simultaneously have a positive and significant effect on Word of Mouth in Mandiri Bina Prestasi University Students (UMBP).

**Keywords** : *Service Quality, Price Perceptions, Ecperiential Marketing On World Of Mouth, UMBP*

## 1. INTRODUCTION

In general, according to most teenagers after graduating from school looking for a job is better than going to college because it can generate money, especially for teenagers whose families have a low economy. However, the reason why studying is important is because with lectures, the mindset of students is not only much more open and structured, but also honed. This can be ascertained because the world of lectures is different from the world of school. In lectures, students are not only required to think critically, but are also required to find the best solutions to various problems that occur. In addition, students are also charged with coursework which can train students' sense of responsibility. Technological advances that continue to develop occur all the time in various parts of the world. The development of technological progress is a demand that must automatically be fulfilled to make it easy for everyone to be able to compete and play a role in today's world conditions and of course education is an absolute requirement. Education is a means to develop knowledge and abilities through the learning provided.

Higher education is the final level in the world of education which is one of the requirements for entering the world of work. The level of people's lives is increasingly advanced, causing competition for human resources to become more complex. The increasing public understanding of the importance of knowledge encourages people to pursue education from the lowest level to the highest level. The level of education taken is generally from elementary, junior high, high school, and university. Higher education is one of the educational institutions that is expected to be able to answer future challenges, moreover, the increasingly tight competition in the world of work. According to Soegoto (2008), a tertiary institution can be seen as a professional organization, whose results and impact on society are largely determined by the ability and performance of the academic community which is marked by creativity and ingenuity. Graduates must have high knowledge and competence. To obtain high competence, graduates must prepare since they were in college. Therefore, by studying at tertiary institutions, it is hoped that a person will experience a formal learning process that will provide certain insights, knowledge, skills and behaviors in accordance with what the educational institution wants to aim for.

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According to the Central Statistics Agency (BPS) report, the number of tertiary institutions in Indonesia will be 4,004 in 2022. This number has increased by 0.73% compared to the previous year's 3,975 tertiary institutions. Judging from the graph, the number of higher education institutions in Indonesia tends to fluctuate. The highest number of tertiary institutions reached 4,091 units in 2018. Based on their status, state universities (PTN) in Indonesia totaled 184 units last year. Meanwhile, 3,820 campuses are private universities (PTS).

Based on the results of pre-student research, there are still many students at Mandiri Bina Prestasi University (UMBP) objecting to telling positive things about Mandiri Bina Prestasi University (UMBP) to their relatives because of the poor service of academic staff, regarding the perception of prices that are not appropriate or the experience felt while studying at Mandiri Bina Prestasi University (UMBP). The positive impact of students on the performance of MBP University can provide a positive experience, so that a positive impression can create word of mouth which is very effective in increasing the number of students registering. Based on the description and results of the pre-research above, the authors are interested in conducting research with the title "The Influence of Service Quality, Price Perceptions and Experiential Marketing on Word of Mouth in Mandiri Bina Prestasi University (UMBP) Students"

## 2. IMPLEMENTATION METHOD

This type of research is research using a quantitative approach. Quantitative research according to Creswell (2014) is research that has the aim of testing an object through theory by examining the relationship between variables. Based on the explanation of the theory above, the researcher wants to test the effect of service quality, price perceptions and experiential marketing on word of mouth at Mandiri Bina Prestasi University (UMBP) to find out whether there is an influence between variables.

From this population, samples were taken using the formula According to Arikunto (2016) & Sugiyono (2019) to determine the number of samples from an unknown population, you can use the formula:

$$n = \frac{590}{1 + 590(0,05)^2}$$

$$= \frac{590}{2,475}$$

$$= 238,3$$

$$= 238$$

Based on the description that has been put forward, the number of respondents who will be sampled in this study is 238 people. After determining the number of samples, the sampling method used is the simple random sampling method, which is taking a number of n samples from the population up to N, where each possible sample of size n has the same probability of being selected somewhere according to the research context in this case based on data from Mandiri Bina Prestasi University students (UMBP). Source of data in this study is primary data, with data collection techniques are questionnaires (questionnaire) and literature studies and documentation.

## 3. RESULTS AND DISCUSSION

1. From the multiple regression analysis test conducted, it is known that:

$$Y = 1{,}422 + 0{,}238X_1 + 0{,}584X_2 + 0{,}162X_3$$

which mean :

| | | Coefficients$^a$ | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | | Std. Error | Beta | | Sig. |
| (Constant) | | .422 | .440 | | .230 | .001 |
| Service quality | | 238 | .063 | .241 | .757 | .000 |
| Price Perception | | 584 | .077 | .542 | .612 | .000 |
| *Experienta Marketing* | | 162 | .063 | .170 | .565 | .011 |
| a. Dependent Variable: Total_*Word of Mouth* | | | | | | |

Source: Appendix

a. The coefficient (ρzx1) = 0.249 which is positive. This shows that the Benefit variable (X1) has a positive effect on Acceptance of the Gopay Payment System for Gojek Drivers in Medan City. If the Benefit variable (X1) increases, Gopay Payment System Acceptance will increase, and vice versa.

b. The coefficient (ρzx2) = 0.203 which is positive. This shows that the convenience variable (X2) has a positive effect on Acceptance of the Gopay Payment System for Gojek Drivers in Medan City. If the Convenience variable (X2) increases, Gopay Payment System Acceptance will also increase, and vice versa.

c. The coefficient (ρzx3) = 0.315 which is positive. This shows that the Experience variable (X3) has a positive effect on Acceptance of the Gopay Payment System for Gojek Drivers in Medan. If the Experience variable (X3) increases, Gopay Payment System Acceptance will increase, and vice versa.

2. From statistical testing

Table 2: Statistical Test

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 238 |
| Normal Parameters$^{a,b}$ | Mean | .0000000 |
| | Std. Deviation | .46878180 |
| Most Extreme Differences | Absolute | .169 |
| | Positive | .102 |

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| | Negative | -.169 |
|---|---|---|
| Test Statistic | | .169 |
| Asymp. Sig. (2-tailed) | | .120[c] |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lillie fors Significance Correction. | | |

Source: Appendix

known probability value or Asymp. Sig. (2-tailed) of 0.120 > α (0.05), thus the residual variable is normally distributed.

3. From Histogram testing

Table 3: Statistical Test
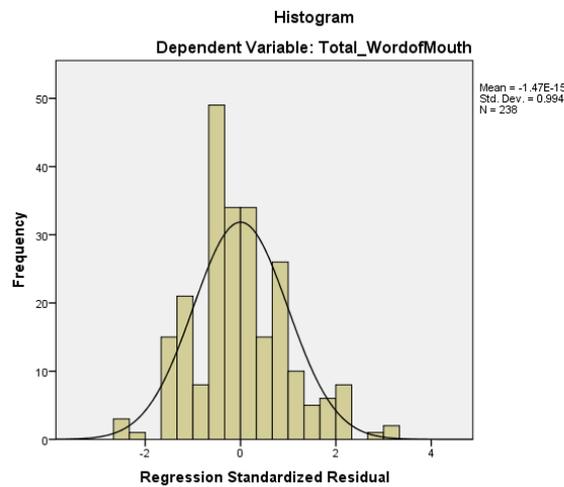


On the histogram graph, it can be seen that the variables are normally distributed. This approach analyzes histogram graphs where good data is data that has a bell-shaped pattern, that is, the distribution of the data is neither skewed to the left nor skewed to the right, both graphic models follow a diagonal line. Then it is proven that the data and the regression model used meet the assumption of normality.

4. Heteroscedasticity Testing

Table 4: Glejser test

| | **Coefficients**[a] | | | | |
|---|---|---|---|---|---|
| | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | td. Error | Beta | t | Sig. |
| (Constant) | 931 | 136 | | 6.854 | .000 |

| | | | | | |
|---|---|---|---|---|---|
| Service quality | .081 | 027 | -.661 | -2.974 | .143 |
| Price Perception | 019 | 041 | .127 | .452 | .652 |
| Experiental Marketing | 032 | 033 | .289 | .968 | .334 |
| a. Dependent Variable: ABS_RES | | | | | |

Source: Appendix

From the Glejser test in Table 3, it is known that the value of Sig. Glejser on Service Quality 0.143 > α (0.05), Sig.Glejser's value on Price Perception 0.652 > α (0.05), Sig.Glejser's value on Experiential Marketing 0.334 > α (0.05) this shows no symptoms of Heteroscedasticity.

5. Multicollinearity Testing

Table 4 : Multicollinearity Testing

| | Coefficients[a] | | | | | |
|---|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | | Collinearity Statistics | |
| | | td. Error | Beta | | olerance | IF |
| (Constant) | 1.422 | 440 | | | | |
| Service quality | 238 | 063 | .241 | | 141 | .096 |
| Price Perception | 584 | 077 | .542 | | 114 | .750 |
| Experiental Marketing | 162 | 063 | .170 | | 132 | .601 |
| a. Dependent Variable: *Word of Mouth* | | | | | | |

Source: Appendix

Based on Table 4, it can be seen that the Tolerance value of the variables Service Quality, Perceived Price and Experiential Marketing > 0.1 and the VIF value < 10. This shows that there is no multicollinearity problem between the independent variables in the regression model.

6. It is known from the hypothesis testing carried out

Table 5: Simultaneous Significant Test (F-Test)

| | ANOVA[a] | | | | | |
|---|---|---|---|---|---|---|
| Model | Sum of Squares | f | Mean Square | | | ig. |
| Regression | 1234.056 | | 411.352 | 96.654 | | 000[b] |

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| | | | | | |
|---|---|---|---|---|---|
| Residual | 193.810 | 34 | .828 | | |
| Total | 1427.866 | 37 | | | |
| a. Dependent Variable: Word of Mouth | | | | | |
| b. Predictors: (Constant), Experiental Marketing, Kualitas Pelayanan, Persepsi Harga | | | | | |

Source: Appendix

In Table 5 it is known that the number of samples (n) is 238 respondents and the number of parameters (k) is 4, so that df1 = 4 – 1 = 3; df2 = n - k = 238 – 4 = 234, then at α = 0.05 Ftable = 2.643 is obtained. Based on Table 4.13, the value of Fcount (496,654) > Ftable (2.643) and significance (0.00) < α (0.05) is obtained. This means that the variables of Service Quality, Perceived Price and Experiential Marketing simultaneously have a significant effect on Word of Mouth in Mandiri Bina Prestasi University Students (UMBP).

Table 6: Partially Significant Test (t-test)

| Coefficients[a] | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | td. Error | Beta | | ig. |
| (Constant) | 1.422 | 440 | | 3.230 | 001 |
| Service quality | 238 | 063 | 241 | .757 | 000 |
| Price Perception | 584 | 077 | 542 | .612 | 000 |
| Experiental Marketing | 162 | 063 | 170 | .565 | 011 |
| a. Dependent Variable: *Word of Mouth* | | | | | |

Source: Appendix

With (n) = 238, the number of parameters (k) = 3, df = (n - k) = 238 – 4 = 234 then at the error rate α = 0.05, t table = 1.970 is obtained:
1. The regression coefficient value of Service Quality (β1) = 0.238 > 0, which is positive, with tcount (3.757) > ttable (1.970) and significance (0.000) <α (0.05), this indicates that the variable Service Quality has a positive and significant effect on Word of Mouth. This means that the better the quality of service provided by Mandiri Bina Prestasi University (UMBP), the Word of Mouth will increase significantly.
2. The value of the regression coefficient of Perceived Price (β2) = 0.584> 0 which is positive, with tcount (7.612) > ttable (1.970) and significance (0.000) <α (0.05) this shows that the variable Price Perception has a positive and significant effect on Word of Mouth. This means that the better the

pricing at Mandiri Bina Prestasi University (UMBP), the Word of Mouth will increase significantly.

3. The regression coefficient value of Experiential Marketing ($\beta3$) = 0.162> 0 which is positive, with tcount (2.565) > ttable (1.970) and significance (0.000) <$\alpha$ (0.05) this shows that the Experiential Marketing variable has a positive and significant effect on Word of Mouth. This means that the better the Experiential Marketing felt by students at Mandiri Bina Prestasi University (UMBP), the Word of Mouth will increase significantly.

### a. The Effect of Service Quality on Word of Mouth

The regression coefficient value of Service Quality ($\beta1$) = 0.238 > 0, which is positive, with tcount (3.757) > ttable (1.970) and significance (0.000) <$\alpha$ (0.05), this indicates that the variable Service Quality has a positive and significant effect on Word of Mouth. This means that the better the quality of service at Mandiri Bina Prestasi University (UMBP), the word of mouth will increase significantly. According to Simamora, (2004) service quality is centered on efforts to meet customer needs and desires as well as delivery to offset customer expectations. This can be explained when students get a good service experience, they tend to share their positive experiences with their relatives and surroundings, both directly and through social media and other online platforms.

Therefore, Mandiri Bina Prestasi University (UMBP) is expected to pay more attention to the lecture halls where students are kept clean and tidy. This includes cleaning floors, tables, chairs and other equipment, as well as organizing and storing learning materials neatly. Thus, when the room is orderly and clean, students tend to feel confident and confident that the services they receive will be carried out properly. This positive image can increase student word of mouth regarding the quality of services provided.

### b. The Effect of Price Perceptions on Word of Mouth

The regression coefficient value of Price Perception ($\beta2$) = 0.584> 0, which is positive, with tcount (7.612) > ttable (1.970) and significance (0.000) <$\alpha$ (0.05) this shows that the Price Perception variable has a positive and significant effect on Word of Mouth. This means that the better the pricing at Mandiri Bina Prestasi University (UMBP), the Word of Mouth will increase significantly. According to Wahyudi (2004) From the consumer's point of view, price is often used as an indicator of the value of an item or service, in which the price is associated with the perceived benefits of an item or service. Value can be defined between the perceived benefits of the price. This can be explained from how students interpret and perceive the price of a product or service that can affect whether they will recommend it to others.

Therefore, Mandiri Bina Prestasi University (UMBP) is expected to pay more attention to price perceptions which can have an influence on Word of Mouth, because students will ensure that the price offered is comparable to the value given. Price transparency, providing relevant discounts or promotions, as well as providing explanations about product or service benefits can help manage student price perceptions and positively influence word of mouth.

### c. The Effect of Experiential Marketing on Word of Mouth

The regression coefficient value of Experiential Marketing ($\beta3$) = 0.162> 0 which is positive, with tcount (2.565) > ttable (1.970) and significance (0.000) <$\alpha$ (0.05) this shows that the Experiential Marketing variable has a positive and significant effect on Word of Mouth. This means that the better the Experiential Marketing felt by students at the Mandiri Bina Prestasi University (UMBP), the Word of Mouth will increase significantly. According to Kertajaya (2014) revealed that experiential marketing is a marketing concept that has the goal of creating loyal consumers by touching their emotions and giving a positive feeling to the company's products and services. This can be explained that through experiential marketing, students can experience directly and personally the products or services offered. The positive experience resulting from this

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interaction can increase the chances of positive word of mouth occurring. Students who feel impressed with the experience will tend to share their positive experiences with others, both directly and through social media and other online platforms.

Therefore, Mandiri Bina Prestasi University (UMBP) is expected to pay more attention to experiential marketing which can have an influence on Word of Mouth. Such an attractive building exterior can also make it a visual attraction. This can include the use of interesting materials and textures, unique color choices, or distinctive architectural elements. The beauty of a building's exterior can create a strong first impression and enhance its overall appeal. With this, of course, it will create positive, memorable, and authentic experiential marketing for students. Of course, this can increase positive Word of Mouth, expand brand reach, and build stronger relationships with students.

## 4. CONCLUSION

Based on the results and discussion, the following conclusions are drawn:
1. That Service Quality has a positive and significant effect on Word of Mouth for Mandiri Bina Prestasi University (UMBP) students. This shows that Service Quality is an important instrument in improving Word of Mouth. So that the better the Quality of Service performed, the Word of Mouth will be increased.
2. That Price Perception has a positive and significant effect on Word of Mouth in Mandiri Bina Prestasi University (UMBP) Students. This shows that the better the Price Perception is given, the Word of Mouth will increase. Improving price perceptions is very important to do because through good price perceptions, consumers will tend to do Word of Mouth.
3. That Experiential Marketing has a positive and significant influence on Word of Mouth for Mandiri Bina Prestasi University (UMBP) Students.
4. That Service Quality, Perceived Price and Experiential Marketing simultaneously have a positive and significant effect on Word of Mouth in Mandiri Bina Prestasi University Students (UMBP).

Researchers put forward several suggestions as follows:
1. For Mandiri Bina Prestasi University (UMBP)
In the variable Quality of Service Quality of Service, Perceived Price and Experiential Marketing the results have a positive and significant effect on Word of Mouth for Mandiri Bina Prestasi University (UMBP) Students. Therefore the author would like to give some suggestions to Mandiri Bina Prestasi University (UMBP). Among them is Mandiri Bina Prestasi University (UMBP) must provide more good service experience, this can positively influence word of mouth and build stronger relationships with students and the general public. Likewise to pay attention to student price perceptions and ensure that the price offered is commensurate with the value provided. Price transparency, providing relevant discounts or promotions, and providing clear explanations about product or service benefits can help manage customer price perceptions and positively influence word of mouth. Likewise, by using good experiential marketing, Mandiri Bina Prestasi University (UMBP) can create positive, memorable and authentic experiences for students. This can increase positive Word of Mouth, expand brand reach, and build stronger relationships with consumers.
2. For Further Researchers
For researchers who will conduct the same research related to Word of Mouth, it is advisable to consider other variables that affect Word of Mouth besides the variables in this study. In addition, it is also recommended to use more research samples and a wider scope of research to be carried out.

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