

## Is Students' Religiosity Moderating Word of Mouth in Islamic Private Higher Education?

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### Abstract

Marketing communications by Word of Mouth or WOM universally important role in business success and is one of the marketing communication strategy, a strong impact on the performance of marketing, as well as playing an important role in influencing the purchasing decision back. WOM can be an alternative marketing communications for a private university based Islamic religion that have had difficulty in promoting the institution.

The research aims to analyze the influence of service quality on WOM marketing communications. Another research aim is to analyze the role of satisfaction as a mediator, and the role of religiosity as moderator effect of service quality on WOM marketing communications. Respondents are students of University of Muhammadiyah Malang and University of Islam Malang who had conducted WOM. Data collected by questionnaire and analyzed using SEM PLS.

The analysis showed that the service quality has no direct effect on WOM marketing communications. Service quality has direct effect on satisfaction, and satisfaction has direct effect on WOM. Another result is religiosity did not moderate the influence of satisfaction on WOM.

**Keywords:** Service quality; Satisfaction; Word of mouth

### Introduction

Word of Mouth or WOM is universally seen as an important factor of business success and over 50 years of informal communication between the customers has been used as a research topic [1]. Marketing researchers and practitioners believe that WOM is one of the marketing communication strategy that had a strong impact on marketing performance [2], and played an important role in influencing the re-purchasing decision [3,4].

WOM can be done through online and offline (face to face) with a number of differences. First, offline WOM is the process of sharing information between two or more parties are mutually interested and it is voluntary, whereas the online WOM is a two-way communication that has a very wide range of opinions and experiences to share with others [5]. Second, WOM offline message's sender is closer and familiar with the receiver, so that the credibility of the sender and the message content can be easily understood by the receiver. While the nature of WOM online is to eliminate the ability of the receiver to assess the credibility of the sender and the message contents [6]. Third, offline WOM is more persuasive than the online one [7]. Differences in these characteristics indicate that the relative offline WOM is more credible and more persuasive than WOM online in influencing consumer purchasing decisions. WOM online also has its disadvantages outweigh the negative assessments offline WOM may spread rapidly and expanded in a short time, and have a negative impact on consumer attitudes [8,9]. Therefore, the research is focused on offline WOM marketing communication (face to face).

WOM sender's behavior was motivated by a variety of antecedents, such as quality of service [10,11], satisfaction, loyalty, commitment [12], and trust [13,14]. The diversity of the antecedents of WOM caused by different objects and basic theoretical research. WOM research objects include goods and services, but service research object is dominant rather than goods [15]. In terms of the theoretical foundation, a variety of theory was used to explain the phenomenon of WOM, such as cultural theory, the attribution theory [16,17], the theory of satisfaction

[18,19], and the theory of personal relationships [20,21].

The object of WOM research differences has an implication for the diversity of variables in the model, it was resulted research model in a partial science expansion. Consequently, the research model has not ability to generalize. The diversity of the basic theory suggests that WOM activity can be viewed from various aspects. The results of WOM research that has been studied did not find based on the theory of causal attribution. Therefore, it is used as the theoretical basis of this research to develop a new alternative WOM models. Causal Attribution theory states that success is due to the internal and external factors. Attribution in marketing research is understood as an explanation of causality of events and consumer behavior [22]. In this study, Causal Attribution Theory is expected to explain the reasons for the success of WOM marketing of consumer communication, especially the success caused by internal factors. Empirically Babin, Bruce and Edgington, Casalo, Chaniotakis and Lymperopoulos indicate that customer satisfaction affects the WOM marketing communications. Several other studies indicate that WOM marketing communications not directly related to satisfaction [23-25]. While the study of Li [25] and Naik, Anand, and Bashir [26] indicate there is no satisfaction impact on WOM marketing communications.

The study results indicate there are three groups of previous research results. The first group is indicating the existence of a direct influence of satisfaction on WOM. The second group is indicating an indirect

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effect of satisfaction on WOM, and third group is indicating a direct effect that satisfaction has no effect on WOM. Those are demonstrates controversies in terms of the effect of satisfaction on WOM marketing communications and need to be reanalyzed. The relationship between satisfaction and WOM are expected to generate an alternative model of behavior WOM marketing communications. In the context of indirect relationships, the researchers added consumer religiosity variable as a moderator variable that is expected to strengthen the influence of satisfaction on WOM.

The object of the research is private higher education with Islamic religion background. The unit analysis of the research is student at University of Muhammadiyah University and University of Islamic Malang. Both private universities owned by the two organizations in Indonesia's largest Islamic community, namely Muhammadiyah and Nahdlatul Ulama (NU). Those are chosen because has uniqueness in communication patterns. The communication pattern in NU well known as primordial or patron-client communication where elements of Kyai or the descendants of Kyai were in institutions and the community became a central figure, whereas in Muhammadiyah uphold collegial communication links. Both the communication pattern has been a tradition among Muhammadiyah and NU [27]. Differences in patterns of communication is an interesting phenomenon to be studied from the perspective of WOM marketing communications, especially to determine whether religiosity that exists within every student is capable of moving them to do WOM marketing communications.

## Literature Review

This study based on the theory of causal attribution as a basis for explaining the motivation of individual consumers to spread the information to others through word of mouth voluntarily. Attribution theory was first introduced by Fritz Heider in 1958. He suggests that if observing social behavior, the first thing you should do is determine in advance what caused it, i.e., situational factors or personal. The assumption is that people try to understand their environment and explain the causes of internal and external to an event encountered. Attribution theory is also commonly called the external and internal causality [28].

Weiner [29] states that there are three elements that underlie the causal properties that have cross situational generality that is the locus, stability, and control. First, the cause of success or failure can be caused by internal or external factors. Second, the cause of success or failure can be either stable or unstable. Third, the cause of success or failure can be either controlled or uncontrolled. Controllable factor is one of the factors that are believed to be able to change a person if he wants to do. The uncontrollable factors explain if someone does not believe him then they can easily turn. Thus, attribution theory explains that human behavior cannot be separated from the state within the individual and the environment.

Weiner attribution theory is the most influential contemporary implications on consumer behavior. Attribution theory interpreted on the success or failure of the business and the consumer tendency to do the same behavior in the future. Weiner attribution theory more widely adopted than other attribution theory by researchers in consumer behavior [30,31]. Therefore, Weiner's attribution theory was used as the theoretical basis of this research.

### Effect of service quality on WOM

Athanassopoulos et al. [32] indicate that consumers' assessment of

service quality is positively related to WOM. Chen and Xie [33] found that good quality services allowing consumers to recommend through the information by word of mouth (WOM). Next, Padma et al. [34] in his research indicates that consumers who are glad to be able to share information voluntarily and invite family and their friends to visit the same service provider. In the perspective of college, Hermawan [35] indicates the quality aspects of education have a significant effect on the willingness of students recommend their campus. Meanwhile, Abdullah [36] indicated that service quality is positively related to WOM.

The hypothesis is the service quality of higher education has a positive effect on WOM.

### Effect of service quality satisfaction

Duggirala, Rajendran, and Anantharaman [37] indicated a positive relationship between the dimensions of service quality and satisfaction. Likewise, Bansal and Taylor, Cronin, Brady, Brand, Hightower, and Shemwell [38] study indicates the existence of a high correlation between the service quality and satisfaction. In the perspective of higher education, student satisfaction is influenced by the service quality of the college [39]. The quality of higher education has a significant effect on student satisfaction. Keong [40] indicates the quality of functional service has a significant effect on student satisfaction.

The hypothesis is the service quality of higher education has a positive effect on student satisfaction.

### The influence of satisfaction on WOM marketing communications

Athanassopoulos et al. indicate that high customer satisfaction is positively related to WOM communication. Studies Babin et al., Bruce and Edgington, and Chaniotakis and Lymperopoulos also indicate that customer satisfaction has positive effect on WOM marketing communications. Hermawan indicate that significant influence satisfaction on WOM recommendations. Ahmad et al. [41] stated that the intention to encourage students doing positive WOM then universities should have a reputation for excellence and develop relationships with students is satisfactory. Bruce and Edgington stated that student satisfaction with quality of services college campus to encourage them to recommend to other prospective students voluntarily.

The hypothesis is that student satisfaction effect on WOM.

### Religiosity moderating influence of satisfaction on WOM

Bloodgood [42] indicates that the higher religiosity student decreases their cheating behavior. La Barbera et al. [43] suggested that higher religiosity consumers looked quantity and luxury products purchased did not make them satisfied. Ariffin et al. [44] states that the level of consumer's religiosity can weaken the influence of American popular culture on conspicuous consumption. The more religious of satisfied customers will do WOM more.

The hypothesis is the student religiosity will strengthen the influence of satisfaction on WOM.

## Research Methods

This research was conducted at the University of Muhammadiyah Malang (UMM) is located at Jalan Tlogomas 246, and the University of Islamic Malang (UNISMA) in Jalan MT. Haryono 193 Malang.

This study was designed to build a model of word of outh (WOM) marketing communication in the perspective of a private-higher education Islamic religion. Research type is a survey with students as an analysis unit. The study population is a registered undergraduate student at UNISMA and UMM who have ever convey information about the college to others through WOM face to face and voluntary.

Statistically, the number of students at UMM and UNISMA can be known, but the number of students who actually meet the criteria of population is not known. Therefore, the method of determining the sample follows the assumption that the Structural Equation Modeling to produce a good analysis of the size of the sample is determined at least 5 times the number of indicators used variables. The samples technique was conducted using a non-probability sampling using judgment method.

Primary data was used in this study, including service quality, satisfaction, religiosity, and WOM. Questionnaire method was used to data collection. Data that has been declared valid and reliable then analyzed using Smart PLS 2.0 version.

## Results

### SEM PLS analysis results

#### a. Model specification

**1) Outer model:** Outer model is a relationship specification between latent variables and the indicator that describes the characteristics of latent variables with the indicator. Outer loading value shows the value of each indicator as a measure of a variable based on the reflective value. Outer loading results were shown in Table 1.

Outer loading value of all indicators of the service quality are above 0.50 with the highest loading indicator  $X_{109}$  (certainty of time service) of 0.736. For satisfaction variable, the highest loading value was indicators  $X_{201}$  (student satisfied with their chosen), with a score of 0.764. The highest outer value on WOM is an indicator  $X_{30}$  (recommend to acquaintance) by a score of 0.848. The highest outer loading value indicates that the indicator has stronger reflect the latent variables compared with other indicators.

**2) Inner model:** Inner model is a relationship specification between latent variable (exogenous and endogenous) based on the theoretical foundation. Relationship between latent variable of service quality, satisfaction, and WOM was shown in Table 2.

**b. Path diagram of SEM:** Path diagram of SEM is basically a diagram that connects the structural model with the measurement model. Structural model is a model whose function is to look at the relationship between latent variables, whereas the measurement model has a function to see the connection indicator of the latent variables. Path diagram in this study connects the latent variables of service quality, satisfaction, WOM, and religiosity moderator variables and indicators of latent variables respectively as in Figures 1 and 2.

Figure 1 is the result of algorithm analysis PLS SEM that shows the outer and inner loading and also path coefficient values. It used to construct the outer and inner models. Whereas in Figure 2 is the result of bootstrapping analysis of PLS SEM showing the outer and inner significance of the model, the path model coefficients, as well as the coefficient of determination or  $R^2$ .

#### c. Path diagram conversion to equation

##### 1) Structural equation (Inner model)

Indicators	Original sample	Information
$X_{101} \leftarrow KP$	0.5884	Valid
$X_{102} \leftarrow KP$	0.5096	Valid
$X_{103} \leftarrow KP$	0.5296	Valid
$X_{104} \leftarrow KP$	0.6237	Valid
$X_{105} \leftarrow KP$	0.6853	Valid
$X_{106} \leftarrow KP$	0.66	Valid
$X_{107} \leftarrow KP$	0.7122	Valid
$X_{108} \leftarrow KP$	0.7233	Valid
$X_{109} \leftarrow KP$	0.736	Valid
$X_{110} \leftarrow KP$	0.5721	Valid
$X_{111} \leftarrow KP$	0.6681	Valid
$X_{112} \leftarrow KP$	0.6858	Valid
$X_{113} \leftarrow KP$	0.6936	Valid
$X_{114} \leftarrow KP$	0.6792	Valid
$X_{115} \leftarrow KP$	0.6366	Valid
$X_{116} \leftarrow KP$	0.6876	Valid
$X_{117} \leftarrow KP$	0.5177	Valid
$X_{118} \leftarrow KP$	0.6708	Valid
$X_{119} \leftarrow KP$	0.5753	Valid
$X_{120} \leftarrow KP$	0.6834	Valid
$X_{201} \leftarrow KEP$	0.7618	Valid
$X_{202} \leftarrow KEP$	0.7586	Valid
$X_{203} \leftarrow KEP$	0.6622	Valid
$X_{204} \leftarrow KEP$	0.7201	Valid
$X_{205} \leftarrow KEP$	0.6879	Valid
$X_{301} \leftarrow WOM$	0.7108	Valid
$X_{302} \leftarrow WOM$	0.74	Valid
$X_{303} \leftarrow WOM$	0.7664	Valid
$X_{304} \leftarrow WOM$	0.7926	Valid
$X_{305} \leftarrow WOM$	0.8277	Valid
$X_{306} \leftarrow WOM$	0.8481	Valid
$X_{307} \leftarrow WOM$	0.8243	Valid

**Table 1:** Outer Loading – Convergent Validity. Source: Smart PLS Algorithm, 2016.

Path	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)
$KEP \rightarrow WOM$	0.2673	0.1992	0.0942
$KEP \times REL \rightarrow WOM$	0.2511	0.1693	0.329
$KP \rightarrow KEP$	0.4281	0.4577	0.0874
$KP \rightarrow WOM$	0.1866	0.1661	0.0945
$REL \rightarrow WOM$	0.22	0.237	0.0765

**Table 2:** Path coefficient. Source: Smart PLS Bootstrapping, 2016.

$$WOM (\eta_2) = 0.301KP + 0.086$$

$$Kepuasan (\eta_1) = 0.428KP + 0.087$$

$$WOM (\eta_2) = 0.267KEP + 0.094$$

$$WOMmodKEP (\eta_2) = 0.251 + 0.267KEP + 0.329$$

#### 2) Measurement equation (Outer model)

##### 2.1) Service quality

$$KP = 0.588KP_{01} + 0.510KP_{02} + 0.530KP_{03} + 0.624KP_{04} + 0.685KP_{05} + 0.660KP_{06} + 0.712KP_{07} + 0.723KP_{08} + 0.736KP_{09} + 0.572KP_{10} + 0.668KP_{11} + 0.686KP_{12} + 0.694KP_{13} + 0.769KP_{14} + 0.637KP_{15} + 0.688KP_{16} + 0.518KP_{17} + 0.671KP_{18} + 0.575KP_{19} + 0.683KP_{20}$$

##### 2.2) Satisfaction

$$KEP = 0.762X_{201} + 0.759X_{202} + 0.662X_{203} + 0.720X_{204} + 0.688X_{205}$$

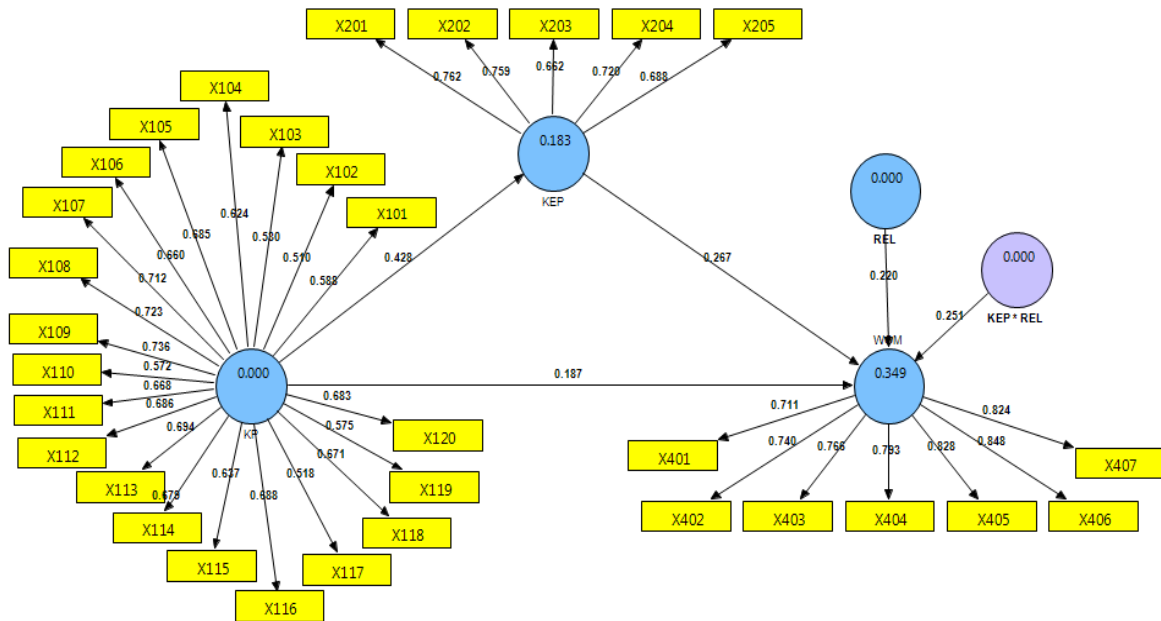


Figure 1: Diagram of algorithm structural model.

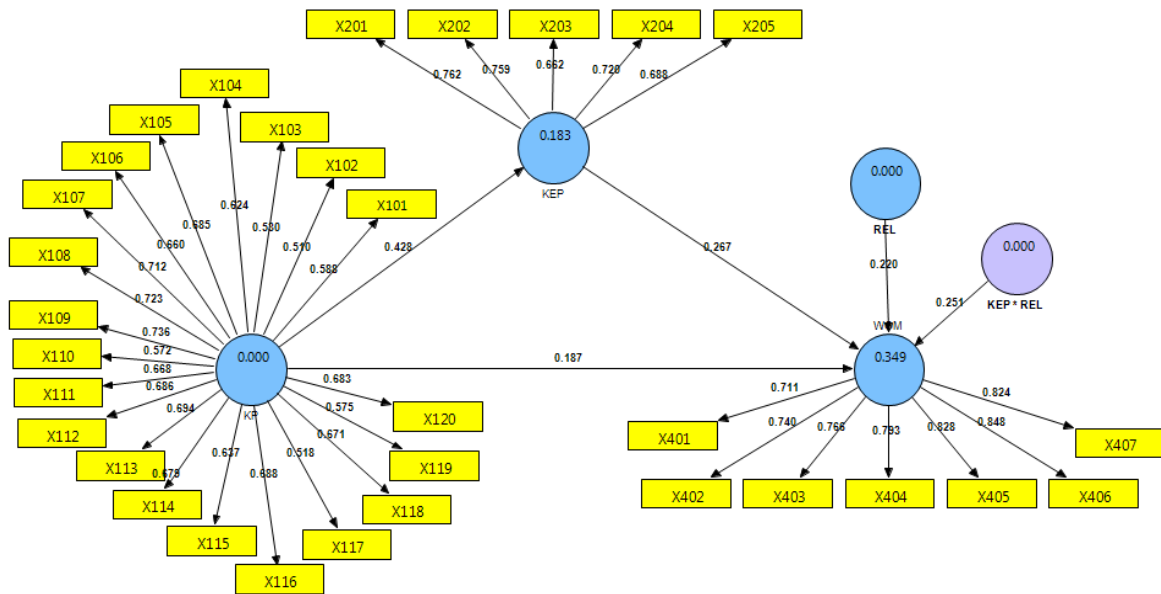


Figure 2: Diagram of Bootstrapping structural model.

### 2.3) Word of mouth

$$WOM = 0,711X_{401} + 0,740X_{402} + 0,766X_{403} + 0,793X_{404} + 0,828X_{405} + 0,848X_{406} + 0,824X_{407}$$

#### d. Evaluation of goodness of fit criteria

##### 1) Evaluation of measurement model (outer model)

1.1) *Convergent validity*: The results of convergent validity analysis as in Table 1 show that all indicators of latent variables have a correlation coefficient more than 0.50. It means that all indicators of latent variables are valid as a tool to get information from respondents. Therefore, all the indicators of each latent variable statistically meets

the requirements of convergent validity and valid for measuring service quality, satisfaction and WOM.

1.2) *Discriminant validity*: Discriminant validity is to measure that each indicator is a good comparator for latent variable. Indicators regarded as a good comparator if the value of cross loading greater than 0:50. Discriminant validity analysis results as in Table 2 show that all indicators of service quality, satisfaction, and WOM has cross loading greater than 0.50. Statistically all indicators considered valid, so the indicators of three latent variables are a good comparator.

Discriminant validity can also be measured by the value of the root AVE. The results of the root of AVE analysis can be seen in Table 3



Indicators considered valid if the root AVE value greater than 0.50. The value of root AVE service quality, satisfaction and WOM is greater than 0.50, which means all the latent variables meet the criteria of discriminant validity. This may imply that the measurement variable has a low correlation with variables that predicted nothing to do.

**1.3) Composite reliability:** Composite reliability function is to test the reliability of composite indicator which is reflection of latent variables in the model. Composite reliability analysis results can be seen in Table 4.

Latent variables stated reliable if the reliability value of the composite more than 0.60. The analysis showed that the composite value of each latent variable is more than 0.70. This means that each has fulfilled the criteria latent variable composite reliability and highly reliable.

## 2) Evaluation of structural model (Inner model)

GOF evaluation structural model of the inner model using R square whose function is to see the significance of latent variables. As for

Indicators	SQ	SAT	WOM	Status
X <sub>101</sub>	0.5884			Valid
X <sub>102</sub>	0.5096			Valid
X <sub>103</sub>	0.5296			Valid
X <sub>104</sub>	0.6237			Valid
X <sub>105</sub>	0.6853			Valid
X <sub>106</sub>	0.66			Valid
X <sub>107</sub>	0.7122			Valid
X <sub>108</sub>	0.7233			Valid
X <sub>109</sub>	0.736			Valid
X <sub>110</sub>	0.5721			Valid
X <sub>111</sub>	0.6681			Valid
X <sub>112</sub>	0.6858			Valid
X <sub>113</sub>	0.6936			Valid
X <sub>114</sub>	0.6792			Valid
X <sub>115</sub>	0.6366			Valid
X <sub>116</sub>	0.6876			Valid
X <sub>117</sub>	0.5177			Valid
X <sub>118</sub>	0.6708			Valid
X <sub>119</sub>	0.5753			Valid
X <sub>120</sub>	0.6834			Valid
X <sub>201</sub>		0.7618		Valid
X <sub>202</sub>		0.7586		Valid
X <sub>203</sub>		0.6622		Valid
X <sub>204</sub>		0.7201		Valid
X <sub>205</sub>		0.6879		Valid
X <sub>401</sub>			0.7108	Valid
X <sub>402</sub>			0.74	Valid
X <sub>403</sub>			0.7664	Valid
X <sub>404</sub>			0.7926	Valid
X <sub>405</sub>			0.8277	Valid
X <sub>406</sub>			0.8481	Valid
X <sub>407</sub>			0.8243	Valid

**Table 3:** Cross loading. Source: Smart PLS Bootstrapping, 2016.

Variabel Laten	AVE	Akar AVE	Cut off	Keterangan
KP	0.6795	0.6454	0.5	Valid
KEP	0.5172	0.7192	0.5	Valid
WOM	0.6218	0.7885	0.5	Valid

**Table 4:** Average Variance Extracted (AVE). Source: Smart PLS Algorithm, 2016.

seeing the relevance of the predictions of endogenous latent variables and indicators reflection by looking at Q square value, where the endogenous variables are said to have a good relevance if the Q square value greater than 0. R square value generated through bootstrapping Smart PLS analysis and the results can be seen in Table 5.

R square is the coefficient of determination that is the ability of a construct to explain the model. R-square for satisfaction is 0.232, it demonstrates the ability of service quality to explain the satisfaction as for 23.2% and 76.8% remaining is explained by other variables never analyzed in this model. The R square WOM for 0.296 shows the ability of satisfaction in explaining WOM as for 29.6%, while 70.4% is influenced by other variables never analyzed in the model. Using R square value of satisfaction and WOM, then the resulting Q square value of 0.4683. The Q square value is greater than zero, so that the structural model has predictive relevance which is able to measure both the value of the observation models and parameter estimation.

## 3. Hypothesis testing

**a. Effect of service quality and satisfaction on WOM:** To test the significance of the effect of exogenous variables on the endogenous variables seen from the inner coefficient models. Said inner coefficient models significantly if the t statistic or t-test every latent variable is greater than t-table value (1.96) at 0:05 alpha. T value on the structural model or the path diagram modeling results lies in the direction of the arrows connecting the exogenous variables of service quality with satisfaction endogenous latent variables, latent variable exogenous latent variable service quality with WOM endogenous and exogenous latent variable of satisfaction with endogenous latent variable WOM. Inner models show the meaningfulness of the relationship between the latent variables is used to test the research hypothesis. The study hypothesis was tested by comparing the value of the t statistic with a value of t table with the criteria if the value of the t statistic is greater than t table then the hypothesis is supported, and otherwise the hypothesis is not supported. Summary results of the analysis of the inner workings of the model shown by the path coefficients as set forth in Table 6.

The results of the analysis of inner models generate path coefficient is used to test the hypothesis of influence between exogenous and endogenous. To test the hypothesis service quality effect on WOM views of the coefficient paths service quality on WOM. The path coefficient was 0.1866, and significant at alpha 0.05 because the value of t statistics 3.5021 is greater than t table 1.96. This indicates the services quality has a significant positive effect on WOM. Thus the hypothesis which states that service quality effect on WOM supported.

Testing the hypothesis affect service quality on satisfaction is determined by the path coefficients and significance. Magnitude

Latent	Composite Reliability	Cut off	Information
KP	0.8423	0.7	Reliable
KEP	0.9127	0.7	Reliable
WOM	0.9339	0.7	Reliable

**Table 5:** Composite reliability. Source: SmartPLS Bootstrapping, 2016.

Path	R Square	Original Sample (O)/Koefisien Parameter	T Statistics ( O/STERR )
KP → WOM	0	0.1866	3.5021
KP → KEP	0.1833	0.4281	4.9006
KEP → WOM	0.349	0.2673	2.837

**Table 6:** R Square. Source: Smart PLS Bootstrapping, 2016.

coefficient the path is significant at alpha 0.4281 and 0.05 for the value of t statistics 4.9006 greater than t table value of 1.96. This indicates that services quality has a significant positive effect on satisfaction. Thus the hypothesis that stated affects service quality on satisfaction is supported.

Testing the hypothesis effect satisfaction on WOM is determined by the path coefficients and significance. The path coefficient is 0.2673 and significant at alpha 0.05 for the value of t statistics of 2.837 is greater than t table 1.96. This indicates that satisfaction has a significant effect on WOM. Thus the hypothesis that satisfaction has an effect on WOM is supported.

b. *Moderating effect:* To examine the moderating of religiosity in the influence of satisfaction on WOM it is necessary to test the relationships between constructs. It is intended to obtain path coefficients between latent constructs. The result of the relationship between service quality and WOM can be seen from the estimated path coefficient and levels of significance as in Tables 7 and 8.

The first analysis was done without involving the moderator variables of religiosity in relationship path between latent variables. Analysis results showed that the path coefficient linking service quality and WOM is 0.1866 and significant, since the value of the t statistic is 1.9747 greater than t table 1.96 at the 0.05 error level. That is, the quality of services and significant positive effect on WOM. Thus the hypothesis which stated that service quality effect on WOM supported.

Coefficient path which is connecting service quality and satisfaction is 0.4281 and significant, since the value of the t statistic 4.9006 is greater than t table value at 1.96 with 0.05 error level. That is, services quality has a positive and significant effect on satisfaction. Thus the hypothesis that stated service quality has an effect on satisfaction is supported.

Coefficient path which is connecting satisfaction and WOM is 0.2673 and significant, since the t statistic value of 2,837 greater than t table value at 1.96 with 0.05 error level. That is, the customer satisfaction and significant positive effect on WOM. Thus the hypothesis stated satisfaction has a direct effect on WOM supported.

The second analysis is to examine religiosity as a moderator variable on the relationship between satisfaction and WOM. The analysis resulted path coefficient of 0.2511 and t statistics value of 0763 is smaller than 1.96 or insignificant. That is, religiosity did not significantly moderate the influence of satisfaction on WOM. Thus the hypothesis that religiosity moderates the effect of satisfaction on WOM is not supported.

Path	Original sample (O)	T Statistics ( O/STERR )	Significance
KP → WOM	0.1866	3.5021	Significant
KP → KEP	0.4281	4.9006	Significant
KEP → WOM	0.2673	2.837	Significant

**Table 7:** Path coefficient. Source: Smart PLS Bootstrapping, 2016.

Path	Original Sample (O)	T Statistics ( O/STERR )	Significance
KP → WOM	0.1866	1.9747	Sig
KP → KEP	0.4281	4.9006	Sign
KEP → WOM	0.2673	2.837	Sig
KEP × REL → WOM	0.2511	0.7631	Not Sig

**Table 8:** Path coefficient. Source: Smart PLS bootstrapping, 2016.

## Results and Discussion

Analyzing of the first hypotheses indicated service quality at UMM and UNISMA has a positive effect on students done marketing communication through WOM. It means better service quality at UMM and UNISMA will more motivated students to inform a positive thing about the college to others. Improvements of service quality to the students will be able to encourage students to recommend or induce others to study at UMM and UNISMA.

The results support the findings of Babin et al., which indicated that service quality has a positive effect on WOM. The results also supported other studies, such as Bruce and Edgington, De Matos and Rossi, and Ferguson et al. were indicated that service quality has a positive effect on word of mouth. In the college perspective, the results support the findings of Herman, conch, and Abdullah that the higher education quality has a significant effect on the students' willingness to recommend others through WOM and the superior service quality positively increasing the word of mouth feedback.

Some reasons underlying the service quality has a significant and positive effect on WOM is derived from most respondent's responses that service quality at UMM and UNISMA meet their expectations. Most respondents considered that UMM and UNISMA had modern equipment for lecturing, luxuries campus buildings, lectures have good performance appearance, and campus facilities reflect the superior service.

In terms of reliability dimension, most responded UMM and UNISMA lecturers are always kept their promises, their science are qualified, always provided timely service, and able to deal with the problem of students' academic accurately. In terms of the dimensions of responsiveness, the majority of respondents consider that the lecturers of UMM and UNISMA always gave assurance of time service, provide faster service, concern to help students deal with academic problems and always ready to answer students' questions.

In terms of assurance dimension, most respondents considered that lecturers of UMM and UNISMA always trustworthy, always gives a sense of security, always consistent in being polite, and knowledgeable in answering questions. In terms of dimension of empathy, most respondents stated that UMM lecturers and UNISMA always give personal attention to students, always concerned with the difficulties experienced by students in the learning process, and always gives an honest concern on students.

The second hypothesis test results show that service quality has a significant and positive effect on student satisfaction. It's indicated that service quality has been satisfying UMM and UNISMA students. In other words, the more service quality of UMM and UNISMA the more student satisfaction. So, the key to building a sense of satisfaction students is UMM and UNISMA should continuously and sincerely to improve superior service quality from time to time.

The results of this study support the research Cronin et al., Hermawan, Keong, as well as Danjuma and Rasli, which indicated the quality of higher education, has a significant effect on student satisfaction. Meanwhile, this study does not support the results of research conducted by Gill and White, Wu [45], Markovic and Jankovic, as well as Fatima and Razzaque. Their results indicated that not all quality dimensions have a significant effect on satisfaction and quality of service as an exogenous variable was not able to provide customer satisfaction in several different research objects.

Some of the reasons underlying a significant effect service quality on satisfaction are derived from a variety of respondents. Most of the respondents were satisfied with the decision in choosing UMM and UNISMA and satisfied with good service. Students are also satisfied with academic program, as well as students settle into UMM and UNISMA.

The third hypothesis stated that satisfaction effect on WOM is supported. The analysis showed that satisfaction has a significant and positive effect on WOM. It's indicate that students satisfaction motivate them for communicating the institutions to others through WOM voluntarily. Thus, students who feel satisfied during their study at UMM and UNISMA will be compelled to say good things and recommend and persuade other people to choose UMM and UNISMA.

The results support research conducted by Babin et al., Bruce and Edgington, Casalo et al., Chaniotakis and Lymperopoulos, there are a direct relationship between satisfaction and WOM intention. But the results of this study do not support Wirtz and Chew Brown et al., Li, Naik, Anand, and Bashir were indicated a positive relationship between consumer satisfaction and WOM. Thus, in terms of UMM and UNISMA, students who satisfied with their decision will be motivated to voluntarily told others about good things of UMM and UNISMA.

Path analysis showed that religiosity does not significantly moderate the influence of satisfaction on WOM. It means that religiosity does not moderate the influence of satisfaction on WOM. In other words, students' religiosity did not able to strengthen WOM marketing communications even though they have been satisfied with service quality at UMM and UNISMA.

The results of this study do not support a finding Budiman [46] that religiosity moderating the intention of buying a pirated bag, as well as the findings Vitell and Paolillo [47], and Kurpis et al. [48-55] which indicated person religiosity can push a positive effect on ethical behavior. Religiosity that exists in students at private colleges Islamic religious background is not capable reinforce the students to do voluntary WOM marketing communications. Thus, both the higher education institutions in motivating students to perform WOM marketing communications simply by making the students feel satisfied with excellence service quality [56-58]. In other words, in a private college environment based on Islamic religion did not necessary to use a religiosity variable to leverage students' WOM marketing communications.

## Conclusion

The service quality indicated has a positive effect on student's satisfaction and WOM marketing communications. The more service quality the more students satisfied and motivated to do voluntary WOM marketing communications. This indicates strongly that to encourage marketing communications through WOM by a student, the student must be given a more superior service in fulfilling their expectations.

Study also indicated that UMM and UNISMA's service quality had a direct impact to the students to do WOM marketing communication voluntarily. Student satisfaction has a direct positive effect on WOM marketing communications. The direct effect between latent variables indicated that students' satisfaction mediates the relationship between service quality and WOM marketing communications. Therefore, for future studies proposed to analyze the role of satisfaction as a mediator variable in the relationship between service quality and WOM marketing communications.

Students' religiosity at UMM and UNISMA did not able to strengthen WOM marketing communications although they were satisfied. This result indicated that even in the college environment based on Islamic religion, religious variables does not guarantee to bring automated students action to tell good things of institution. The important result in this study is students' religiosity cannot be played as a moderator variable to strengthen the spirit of UMM and UNISMA students to do WOM for the institution. In the neighborhood-based private colleges Islam, indicated that elements of religiosity cannot strengthen and are not able to contribute in improving the WOM marketing communications. Thus, religiosity cannot be played to strengthen the WOM marketing communications at UMM and UNISMA. For future research could examine the moderating role of religiosity in the relationship between service quality and WOM marketing communications at the college environment based private non-Islamic religion.

Inability religiosity of as moderating variable WOM marketing communications in Islamic higher education carried out a logical consequence that the variables such derived from religion are not necessarily able to support voluntarily activities. Thus the theoretical implications of this research are marketing through WOM communication can still be done without strengthening the non-material variable or variables derived from religion.

In practical terms, the management UMM and UNISMA can support their students who are satisfied to promote the campus to the community through WOM marketing communications. Service quality is the key factor of student satisfaction and encourages students doing marketing communication through WOM voluntarily. UMM management and UNISMA should be more concerned to regularly improving service quality to make student satisfaction increase and then they are more motivated to do WOM voluntarily.

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