

Building Student Satisfaction at Private Higher Education through Co-creation with Experience Value as Intervening Variables

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Abstract

Customer-oriented marketing strategies should be able to develop marketing programs and plans that deliver the appropriate value to customers. Customers for colleges are students, so students become key actors in contributing to value creation. The purpose of this study is how the strategy of building the students satisfaction of private higher education (PHE) through co-creation with experience value as intervening variable. The number of respondents as many as 357 students taken from 32 PHE in South Sumatra Province taken with multistage random sampling technique. The analysis technique is done by structural equation models with LISREL program as a tool. The results showed that co-creation had no direct effect on student satisfaction, but it influenced to experience value. The value of experience created by co-creation will create student satisfaction value, so the value of experience becomes a good intervening variable for the relationship between co-creation and student satisfaction.

Keywords:

students satisfaction; co-creation; experience value; private higher education

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