

A Model of Increasing Intention to Recommend Through Emotional Value, Product Value and Attitude Toward Service Organization at Pandanaran University, Semarang

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Abstract. *The increasing competition among private universities in Indonesia requires higher education institutions to improve service quality in order to strengthen student loyalty, particularly through Intention to Recommend (ITR). This study aims to analyze the influence of Product Value and Emotional Value on Intention to Recommend, with Attitude Toward Service Organization acting as an intervening variable among students of Universitas Pandanaran Semarang. The research employs an explanatory design with a quantitative approach. A total of 200 students were selected using a non-probability sampling technique. Data were analyzed using Partial Least Square (PLS). The findings reveal that Product Value has a positive and significant effect on both Attitude Toward Service Organization and Intention to Recommend. Emotional Value also shows a positive and significant effect on Attitude Toward Service Organization, although its direct effect on Intention to Recommend is not fully significant. Furthermore, Attitude Toward Service Organization has a positive and significant effect on Intention to Recommend and mediates the relationship between Product Value and Emotional Value with Intention to Recommend. These results indicate that students' perceptions of academic service quality, campus facilities, and positive emotional experiences play a vital role in enhancing their intention to recommend the university to others. This study provides managerial implications for university leaders to improve educational product quality, enhance students' emotional experiences, and foster positive attitudes through better service management, thereby strengthening student recommendations as an effective promotional strategy.*

Keywords: *Attitude Toward Service Organization; Emotional Value; Higher Education; Intention to Recommend; Product Value.*

1. Introduction

Higher education in Indonesia, especially private universities such as Pandanaran University Semarang, is experiencing increasingly fierce competition, both at the regional and national levels. In facing this competition, universities need to improve the quality of service and pay attention to student satisfaction and loyalty as an effort to improve the image and attractiveness of the university. One form of loyalty that is very important in the education sector is Intention to Recommend (ITR), or the intention to recommend the university to other people, whether friends, family or prospective students, is considered important because it increases the attractiveness of prospective students, the reputation and image of the University, the loyalty of students and alumni, impact on University enrollment and revenue, and feedback for improving services. This is supported by several research studies conducted by Zhang and Zhang, (2023) this research identified that students who feel satisfied with their learning experience, including aspects such as teaching quality, academic services, and campus facilities, are more likely to have high Intention to Recommend. This shows that recommendations from students can have a direct impact on the success of private universities in attracting prospective new students.

The intention to recommend a university reflects the satisfaction and positive experiences felt by students during their study period. One of the main factors that can influence this intention is Perceived Value (the value that felt by students towards the university) and Attitude Toward Service Organization (attitude towards the university as an organization providing educational services). These two variables are believed to play an important role in increasing students' intentions to recommend the university to others. A neresearch by Jefri Vernando, (2020) examines the influence of trust, customer value, and experience on the intention to recommend, with satisfaction as a variable intervening. The results show that the value perceived by customers, including social and emotional aspects, has a significant influence on their intention to recommend a product or service to others.

Although in the year 2022/2023 experienced a slight decrease compared to the previous year but some study programs experienced an increase. For example, Management continued to maintain the top position with 252 students, while Civil Engineering also recorded a figure of 84 students, which shows increase compared to the previous year. Overall, this table shows that Pandanaran University experienced fluctuations in the number of students enrolled in several study programs, with some study programs experiencing an increase in the number of students, while others experienced a decrease. This increase is especially visible in the Management and Civil Engineering study programs, which shows the growing attraction in these fields. On the other hand, several study programs such as Accounting and Public Relations showed a decline in the number of students. These developments can reflect changes in students' perceptions of certain fields of study, as well as possible changes in admissions strategies or teaching quality that influence the number of students interested in joining these study programs.

There are several studies that examine the role of perceived value in increasing the intention to recommend, including social values related to how products or services can improve the

social status or self-image of consumers. However, the results of research conducted by Sulastri et al., (2024) show that social values have no influence and are not significant on the interest of accounting students to become public accountants with a calculated t-value of $-0.999 < t\text{-table } 1.675$ at a significance level of $0.323 > 0.05$, this shows that there is no influence between social values on the interest of accounting students to become public accountants.

become a public accountant. Based on the results of this study, it can be seen that accounting students believe that the public accounting profession does not have a great opportunity to interact with the wider community other than parties related to their work, so that accounting students do not really consider social values in relation to the interest of accounting students to become public accountants, which will result in students not recommending their friends to become public accountants. The results of this study are strengthened by previous research conducted by Darmawan (2018) entitled "The Influence of Social Values, Work Environment, Personality, Labor Market Considerations, and Parental Influence on the Career Selection Process of Accounting Students as Public Accountants (Case Study on Undergraduate Students of Accounting Department, Brawijaya University)", which states that social values do not influence the career selection process by accounting students as public accountants.

From tothree valueswhich is dipeconsider sesepeople for merecomeEndate Universitas is social valueproduct value and emotional value teget one value which is notrpehave a direct effecttowards the internetntion to recommendnamely EMotional Value.If there is no significant relationship testedface between EMotional Value and intention to recommeand, maybe there isbeseveral factors that influencehinder the relationshiprsebut. One of them could be attitude or perseindividual psi tetowards the service organization itselfyourself. Dewith meadd variablesl attitudetoward seserviceorganizationselike a variabelle moderating between social values and intention to recommendcan mechange the dynamicsrsebut. Peneresearch conducted byh Chenet al., (2022) meneface that Positive attitudes toward a service provider organization can strengthen the relationship between perceived social value and the intention to recommend a product or service. They show that attitudes toward a company can increase consumers' willingness to recommend a product even though the direct effect of social value is not significant. Yoo et al. (2021) also suggest that consumer attitudes toward a company play an important role in strengthening the relationship between emotional factors and product recommendation intentions.

2. Research Methods

This research uses a type of explanatory research with a quantitative approach. According to Sugiyono (2017), explanatory research is a research method which is intended to explain the position of the researched variables as well as the influence between one variable and other variables. This quantitative approach is based on the philosophy of positivism which is used to conduct research on populations or to the extent that data is collected using research

variables (Sugiyono, 2017). These variables include Social Value, Product Value, Motional Value, Attitude Toward Service, Organization, and Intention to Commemorate.

3. Results and Discussion

3.1. The Influence of Product Value on Attitude Toward Service Organization

The analysis results show that Product Value has a positive effect on Attitude Toward Service Organization. This can be seen from the perception of Pandanaran University Semarang students who consider that academic and campus facilities have functioned well and supported the learning process. Administrative and technical services are considered reliable, while resources such as library books and computer equipment are always updated. In addition, a comfortable campus environment and staff responsiveness also strengthen students' positive attitudes towards the university. Thus, the higher the product value perceived by students, The more positive their attitude towards Pandanaran Semarang University as an organization providing educational services.

This is in line with Heskett et al's opinion. (1994) who emphasized that high product value is usually accompanied by good service. Oliver (1997) also states that the combination of adequate product quality with satisfactory service will create customer satisfaction and long-term loyalty. In the context of this research, students assess that Pandanaran University is able to provide product value that is in line with their expectations, thus strengthening a positive attitude towards the university.

3.1.1. The Influence of Product Value on Intention to Recommend

Research results show that Product Value has a positive influence on Intention to Recommend. Pandanaran Semarang University students who assess that the academic facilities, services and campus resources are in good and adequate condition tend to have a greater intention to recommend the university to others. Positive perception of the quality and benefits of services creates a sense of satisfaction that encourages students to share their positive experiences with friends or family, as well as recommending Pandanaran University as the right choice for continuing their education. Thus, the higher the value of the product perceived by students, the stronger their intention to recommending Pandanaran Semarang University to other parties.

These findings are in line with Lee et al's research. (2021) and Chinomona & Sandada (2018) who emphasize that product value, both functional and emotional, contributes to consumer satisfaction and ultimately increases intention to recommend. In an educational context, students who feel satisfied with the quality of the curriculum, academic services and campus facilities will become effective "promotional agents" through word of mouth recommendations.

3.1.2. The Influence of Emotional Value on Attitude Toward Service Organization

Research results show that Emotional Value has a positive influence on Attitude Toward Service of the Organization. Pandanaran Semarang University students who feel happy, entertained and satisfied while studying are likely to have a more positive attitude towards

the university as a provider of educational services. Feelings of pride in being part of the university as well as satisfaction with lecturer competence strengthen students' positive views on the quality of the organization. High emotional value also encourages students to be more confident in the resources owned by the university and to participate actively in campus activities. Thus, the higher the value The more emotional the students feel, the more positive their attitude towards Pandanaran Semarang University as a quality educational service organization.

These findings support the research results of Ladhari (2009) and Bowen & Chen (2001) which confirm that emotional aspects play a very important role in shaping consumer satisfaction and positive attitudes. In a university context, students who feel proud to be part of Pandanaran University will tend to have strong emotional attachments. This positive attitude not only arises from academic quality, but also from a conducive campus atmosphere, various student activities, as well as pleasant international interactions with lecturers and educational staff.

3.1.3. The Influence of Emotional Value on Intention to Recommend.

Research results show that Emotional Value has a positive influence on Intention to Recommend. Pandanaran Semarang University students who feel happy, satisfied and proud while studying have a greater confidence in recommending the university to others. Positive emotional experiences during the learning process, interactions with lecturers, and a pleasant campus atmosphere encourage students to share their good experiences with friends and family. High emotional value create a personal bond between students and the university, thereby strengthening their intention to recommend Pandanaran University Semarang as the right choice for other prospective students.

These results are consistent with Iglesias et al's research. (2011) and Wahyuning Tyas & Roostika (2023), who found that a pleasant emotional experience will increase consumers' engagement with a brand or institution, thereby generating an intention to provide recommendations. For students, emotional factors such as a sense of pride in wearing campus attributes, a comfortable learning atmosphere, and the warmth of relationships with lecturers and staff, are important drivers to encourage them to recommend the university to other prospective students.

3.2. The Influence of Attitude Toward Service Organization on Intention to Recommend

The results of the study show that Attitude Toward Service Organization has a positive influence on Intention to Recommend. Students of Pandanaran University Semarang who have a positive attitude towards the university, both in terms of trust in service quality, pride as part of the institution, and involvement in campus activities, show a higher intention to recommend the university to others. This positive attitude is formed from students' beliefs towards lecturer competency, adequate resource provision, as well as a campus environment that supports the learning process. In this way, the more positive students' attitudes are towards Pandanaran University as an organization providing educational services, the stronger their intention to recommend this university to other parties.

These results are consistent with the research of Ladhari (2009) and Homburg et al. (2006) which shows that a positive attitude towards service organizations will increase consumer loyalty and encourage them to share positive experiences with others. In the context of Pandanaran University, students who assess that this university provides quality educational services that are good, friendly, and in line with their needs, will be more confident in giving positive recommendations to prospective new students.

3.2.1. The Influence of Product Value on Intention to Recommend with the intervening variable Attitude Toward Service Organization

Results of the previous research shows that Product Value has a positive influence towards *Intention to Recommend*, good direct or indirect way through *Attitude Toward Service Organization* like a variable intervening. Meaning, *Attitude Toward Service Organization* mediates separately or sequentially

The influence of Product Value on students' intentions to recommend Pandanaran Semarang University.

Empirical support for this finding is in the study "The Influence of Perceived Value and Product Involvement Towards Purchase Intention Mediated by Attitude" by Dhira Dharma Arya Pamungkas et al. (2023), who found that perceived value (perceived value) has a significant influence on intention to buy through consumer attitudes (attitude) as mediator. Another study, "The Mediation Role of Customer Perceived Value and Attitude Toward Advertisement on Social Media Influencer's Credibility on Purchase Intention" by Lukito & Yustini also shows that customer perceived value influences purchase intention and attitude is able to mediate the relationship between perceived value and intention.

In the context of Pandanaran University, indications that academic facilities, service reliability, resource maintenance, and responsive administrative staff (components of Product Value) are valued highly by students strengthen the Attitude Toward Service of the Organization. This positive attitude then increases their intention to recommend the university to others. In this way, universities need to continue to maintain and improve Product Value aspects so that students' positive attitudes remain strong, which in the end will increase Intention to Recommendation.

3.2.2. The Influence of Emotional Value on Intention to Recommend with the intervening variable Attitude Toward Service Organization

Results of the literature also show that *Emotional Value* has a positive influence towards *Intention to Recommend*, and is influenced by the internal part of the student by *Attitude Toward Service Organization*. This means, the experienced positive student emotions (happy, satisfied, proud) improve my attitude towards the universal service organization, which is then used to strengthen my intentions for recommending the university.

These results are supported by the study "The Effect of Hedonic Value and Utilitarian Value on Buying Interest with Consumer Attitudes as Mediation" (Al Hafiyah & Sumadi, UIN, 2022) which found that hedonic value (which is similar to Emotional Value) influences interest

membeli (purchase intention) through the consumer's attitude as a mediator. Although not in the same context as higher education, research in the field of e-commerce and consumer services often finds that feelings of satisfaction and positive emotional experiences strengthen consumers' attitudes towards brands or organizations, which then leads to recommendations or purchase intentions.

In the context of Pandanaran University, indicators such as "feeling happy, entertained, satisfied, proud to be part of the university, and competent lecturers" play an important role in forming students' positive attitudes towards the institution. This positive attitude (*Attitude Toward Seeservice Organization*) tothen mebecome a peconnect the mepossible *EMotional Value* becontribution terhadap peInte upgradation to *Recommeand*.

4. Conclusion

Based on the results of research data analysis conducted on students at Pandanaran University Semarang, several important conclusions were drawn which can be summarized as follows: 1. Product Valuehas a positive and significant effect on Attitude Toward Service Organization. This is meshows that sethe higher the value of the producteducation that is receivedstudent rhyme, good beappearance of academy service qualitymicrophone, facilities pembelessons, as well as toreliable systemm administration, then semy attitude is getting more positivereyoutowards the universersitas. Dein other words, persestudent psychology teabout the quality of my productbecome a key factor in membefor the attitude that meprofitable terhadap lecopper peeducation. 2. Product Valuehas a significant positive effect on Intention to Recommend. Students who methe feeling that the univemy rsitymbeprovide real benefits to methrough the service peeducation that isquality mehaves tocenteroom lehigher for merecomeend the universitas keon teman, tofamily, or other prospective students. This isindicates that the product value perceived by students isrperan directly in mcreate customer loyaltybehavior beappearancecomepositive ndation. 3. Emotional Valuehas a significant positive effect on Attitude Toward Service Organization. That is, aspetomotional seperti kecomfort, topride, feeling appreciated, serta tofasting ethe emotions experienced by students are able tountilstrengthen my positive attitudereyoutowards the universeritas. Factor ethis motion teprove mebecome one of the foundations of penting in membefor persestudent psychology tetowards service organizationseducation. 4. Emotional Valuehas a significant positive effect on Intention to Recommend. Students who mehaves totee-bondstrong emotional tetowards the universece rsitasnderung tepush for meyesbarkan pepositive experience mereyou toto other people. This is meuntilshow that peexperienced egood emotions canbecome a motorbikenggeshefrbefor him positive word of mouth. 5. Attitude Toward Service Organizationhas a significant positive effect on Intention to Recommend. The positive attitude of students who arercermin in pegood grades teregarding the quality of services, facilities, and internetreactions in the campus environmentprove mepush mereyou for merecomeend the universitas. This is meneemphasize that students' attitudes berperan selike peconnect pethe difference between perceived value (value)) ofjust with the intention of merecomeend it. In general, this research proves that both Product Value and Emotional

Value have an important role in shaping students' attitudes towards university, which ultimately influences their intentions. rereka to provide positive recommendation. Thus, the quality of educational products and students' emotional experiences are the two main pillars that universities must pay attention to to maintain the sustainability and reputation of the institution.

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