

## ANALYSIS OF THE MEDIATING ROLE OF CUSTOMER SATISFACTION IN THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON WORD OF MOUTH AT TK INTAN SURABAYA

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### Abstract

This study aims to determine and analyze the effect of service quality and facilities on word of mouth through customer satisfaction as a mediating variable at INTAN Surabaya Kindergarten. The sampling technique used was a saturated sample, with a total of 98 respondents. Data collection is done through distributing questionnaires that have been tested for validity and reliability to ensure data accuracy and consistency. Data analysis was carried out using SmartPLS version 4 software. This study tests the hypothesis using the Structural Equation Model (SEM) with the Partial Least Square (PLS) analysis method. The measurement scale in this study uses a Likert scale. The results of the study explain that service quality has a negative and insignificant effect on word of mouth, facilities have a positive and significant effect on word of mouth, service quality has a positive and significant effect on customer satisfaction, facilities have a positive and significant effect on customer satisfaction, satisfaction has a positive and significant effect on word of mouth, customer satisfaction is able to mediate the effect of service quality on word of mouth, and customer satisfaction is able to mediate the effect of facilities on word of mouth.

**Keywords:** Service Quality, Facilities, Customer Satisfaction, Word of Mouth

## INTRODUCTION

Early Childhood Education (ECED) is a crucial foundation in shaping the character and intelligence of the nation's next generation. During this golden period, the role of parents in choosing the right educational institution becomes the main determinant. INTAN Surabaya Kindergarten, located at Jl. Bulak Rukem Timur 2/32, Bulak Sub-district, has become the choice of 98 guardians for the 2023/2024 academic year. The fact that students come not only from the local sub-district, but also from other sub-districts, indicates that TK INTAN has a strong appeal. This appeal is strongly suspected to stem from the quality of services and facilities offered.

| No.   | Kecamatan         | Kelurahan            | Jumlah Murid |
|-------|-------------------|----------------------|--------------|
| 1.    | Bulak             | Bulak                | 44           |
|       |                   | Kenjeran             | 3            |
|       |                   | Kedung Cowek         | 1            |
| 2.    | Tambaksari        | Dukuh Setro          | 11           |
|       |                   | Ploso                | 1            |
|       |                   | Tambaksari           | 2            |
|       |                   | Gading               | 2            |
| 3.    | Kenjeran          | Tanah Kali Kedinding | 15           |
|       |                   | Sidotopo Wetan       | 2            |
| 4.    | Tegalsari         | Wonorejo             | 1            |
|       |                   | Kedungdoro           | 1            |
| 5.    | Mulyorejo         | Manyar Sabrangan     | 1            |
|       |                   | Mulyorejo            | 1            |
|       |                   | Kalijudan            | 1            |
| 6.    | Pakal             | Babat Jerawat        | 1            |
| 7.    | Genteng           | Kapasari             | 1            |
|       |                   | Peneleh              | 1            |
| 8.    | Sukolilo          | Menur Pumpungan      | 1            |
| 9.    | Tenggiling Mejoyo | Kutisari             | 1            |
| 10.   | Semampir          | Sidotopo             | 1            |
| 11.   | Simokerto         | Kapasan              | 1            |
| 12.   | Krembangan        | Kemayoran            | 1            |
| 13.   | Bojonegoro        | Sumbang              | 1            |
| 14.   | Negara            | Berangbang           | 1            |
| 15.   | Driyorejo         | Driyorejo            | 1            |
| 16.   | Torjun            | Patarongan           | 1            |
| TOTAL |                   |                      | 98           |

Sumber: Pihak Sekolah TK INTAN

**Figure 1**

**List of students in Tk Intan**

Source: Headmaster of Tk Intan

According to Kotler & Keller (2016), service quality, which includes the dimensions of reliability, responsiveness, assurance, empathy, and tangibles, is a fundamental element that directly intersects with the student guardian experience. In parallel, adequate facilities ranging from room planning, lighting, to learning equipment are a real support for the teaching and learning process (Tjiptono, 2016). These two factors (X1 and X2) are believed to be the main drivers of positive perceptions.

However, in the context of educational services marketing, the relationship between service quality and facilities and Word of Mouth (WOM) is often not direct. Word of Mouth, or voluntary and non-commercial word-of-mouth communication (Susan & Sutisna, 2022), is a highly coveted outcome because of its powerful and costless impact. Logically, good services and facilities should trigger positive WOM. However, in practice, student guardians may recognize the excellence of the facilities without necessarily recommending them to others. This is where the role of customer satisfaction as a mediating variable becomes key.

Customer satisfaction is an emotional response that arises as a result of the comparison between expectations and perceived service performance (Tjiptono & Diana, 2019). We suspect that good service quality and facilities will first create satisfaction in student guardians. When this sense of satisfaction has been instilled, only then are they moved to share this positive experience with other prospective student guardians, giving rise to WOM. In other words, satisfaction serves as a psychological bridge that transforms perceived quality into real action in the form of recommendations.

Therefore, this study does not only want to see the direct effect of services and facilities on WOM, but rather wants to investigate the mechanism behind it. This study uses a mediation model to analyze how much role satisfaction plays in linking service quality and facilities with the spread of Word of Mouth. The title "Analysis of the Mediating Role of Satisfaction in the Effect of Service Quality and Facilities on Word of Mouth at TK Intan Surabaya" was chosen to uncover these deeper dynamics, in order to build an effective marketing strategy for TK INTAN.

## **REVIEW OF LITERATURE**

### **Service Quality**

Based on the definition contained in the Big Indonesian Dictionary, quality refers to the level of goodness or badness of a thing, level, or level of quality. Quality can be interpreted as a condition in which something has a good level of quality or quality. Meanwhile, according to Kotler & Keller (2016: 156), quality refers to the overall features and characteristics of a product or related to its ability to meet customer-focused needs. The effect of a company's quality involves three key elements, namely product and service quality, customer satisfaction, and profitability. The higher the level of quality of the company, the resulting level of customer satisfaction will also increase.

Service, as explained in the Big Indonesian Dictionary, refers to the act of helping to prepare or take care of someone's needs. These service activities are generally carried out with the aim of welcoming, satisfying, and providing comfort to individuals who are considered important and valuable. Meanwhile, according to Anugrah & Sudarmayasa (2020: 12) Service is a form of activity that is provided or carried out to provide benefits to other parties. In principle, this service is abstract and does not result in ownership. Prioritization of services is significant, especially in service sector businesses, because in this sector, services are directly felt by consumers. From the previous explanation, it can be concluded that service quality is an effort to create a better level of comfort for customers.

The goal is for customers to feel that they are getting impressive value, so that there is a desire to return to using the products or services of a company. According to Kotler & Keller (2016: 442), service quality can be measured through five main indicators. The five indicators are reliability, which is the ability to provide the promised service accurately and reliably; responsiveness, which is the readiness to help customers and provide services quickly; assurance, which includes knowledge, courtesy, and the ability of employees to foster customer trust; empathy, in the form of individualized attention and understanding of customer needs; and physical evidence (tangibles), which refers to the appearance of facilities, equipment, personnel, and communication materials.

## **Facilities**

Taking into account that conditions and facilities are one of the factors that influence student learning, the arrangement and use of learning facilities must be adjusted to the learning objectives, methods used, assessment of student interests, and teacher abilities. In the Big Indonesian Dictionary (KBBI), facilities are defined as tools or means used to improve the smooth implementation of a function. Meanwhile, according to Haris (2016: 10), learning facilities / facilities and infrastructure are very important factors that must exist to support the smooth running of the education process. From this explanation, it can be understood that facilities have a crucial role in the service sector, especially in the context of education. Adequate and quality management of learning facilities supports learning activities, which in turn shapes a better level of education quality.

According to Tjiptono (2016: 96), the feasibility of a facility and infrastructure can be assessed through six main indicators. These indicators include overall spatial planning and more specific room planning. In addition to spatial aspects, the completeness of equipment or furniture is also an important assessment. Aesthetics and visual comfort are assessed through lighting arrangements and proper color selection. Finally, indicators of messages conveyed graphically also play a role in supporting the effectiveness and visual communication of existing facilities and infrastructure.

## **Customer Satisfaction**

A fundamental principle in marketing theory and implementation is to prioritize customer satisfaction. Customer satisfaction is considered the main element that determines the success of a marketing organization, whether it is business or non-profit. Meanwhile, according to Tjiptono & Diana (2019: 123) Customer Satisfaction is a sense / feeling of pleasure or disappointment from someone because of comparing expectations and reality of a product/service.

Another opinion from Meithiana (2019: 82) Providing consumer needs can increase the level of competitiveness. Consumers who experience satisfaction with products and services are more likely to make repeat purchases and reuse these services when similar needs arise in the future. If customers are satisfied with a product or service, they tend to repurchase or use it again when the same need arises in the future. From this explanation, it can be concluded that customer satisfaction is a comparison between customer expectations and reality about the product or service.

According to Meithiana (2019: 92), customer satisfaction can be identified through three main indicators. The first indicator is a match of expectations, where satisfaction is achieved if the service or product received is in accordance with what the customer anticipated. Furthermore, satisfaction is also evident from interest in revisiting, which reflects the customer's intention to return to using the service in the future. The final indicator is willingness to recommend, which indicates a high level of loyalty and satisfaction when a customer is willing to promote the service or product to others.

## **Word of Mouth**

Firmansyah (2020: 38) Word of Mouth describes communication about products and services that exist between individuals who are considered to have no direct relationship with the company that offers the product or service. This communication occurs through channels that are considered free from direct company influence.

Another opinion from Susan & Sutisna (2022: 46) Information from relatives or friends will be more reliable than from advertisements and information from parents is considered more reliable because they usually respect friends more and are more trustworthy.

Based on the above opinions, it can be concluded that word of mouth is a word of mouth communication in the form of a conversation between two or more people, which usually discusses testimonials, experiences that have been experienced, and word of mouth tends to be more trusted because the information conveyed comes directly from known people such as neighbors, relatives or even family.

According to Fakhruddin et al. (2021), there are five main indicators that shape Word of Mouth (WOM). These five indicators include the Speaker as the source of information, the Topic that is the subject of communication, the Tools or media used in the delivery process, Participation, which shows active involvement in disseminating information, and Tracking as a mechanism to monitor the impact and spread of communication. These five elements interact with each other to shape the effectiveness of word-of-mouth communication.

## RESEARCH METHOD

This study aims to the Mediating Role of Customer Satisfaction on the Effect of Service Quality and Facilities on Word of Mouth at TK INTAN Surabaya. This research method is quantitative, data collection using questionnaires and data analysis is carried out using the SEM-PLS method and through the help of the SmartPLS4 application. The study population involved guardians of students who sent their children to TK INTAN Surabaya during the 2023/2024 school year. The number of respondents in this study was 98 respondents, using the saturated sample method.

## Research Hypothesis

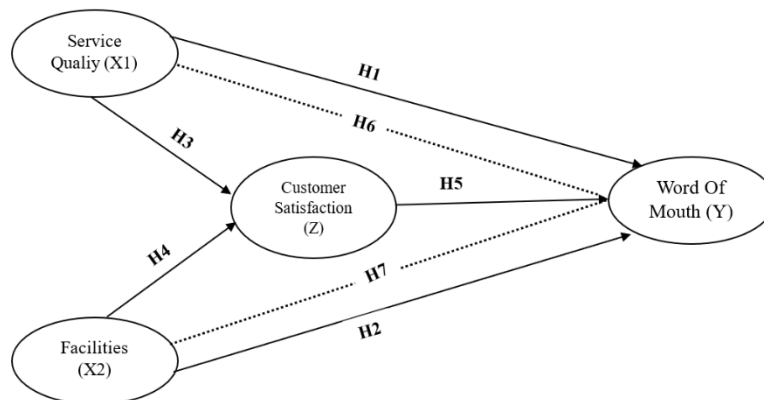
This study aims to the Mediating Role of Customer Satisfaction on the Effect of Service Quality and Facilities on Word of Mouth at TK INTAN Surabaya. Based on the review of the literature and previous research, the hypothesis proposed in this study is as follows:

- H1: It is suspected that service quality has a positive effect on word of mouth on student guardians at TK INTAN Surabaya
- H2: It is suspected that the facility has a positive effect on word of mouth on student guardians at TK INTAN Surabaya
- H3: It is suspected that service quality has a positive effect on customer satisfaction of student guardians at TK INTAN Surabaya
- H4: It is suspected that facilities have a positive effect on customer satisfaction of student guardians at TK INTAN Surabaya
- H5: It is suspected that customer satisfaction has a positive effect on word of mouth among student guardians at TK INTAN Surabaya
- H6: It is suspected that customer satisfaction mediates the effect of service quality on word of mouth in student guardians at TK INTAN Surabaya
- H7: It is suspected that customer satisfaction mediates the effect of facilities on word of mouth in student guardians at TK INTAN Surabaya

## Research Model

This research model describes the relationship between the independent variables, namely Service Quality (X1) and Facilities (X2), with the dependent variable, namely Word

of Mouth (Y), which is mediated by the Customer Satisfaction variable (Z). This model can be described as follows:



**Figure 2**  
**Research Model**

This research model figure illustrates the conceptual framework for analyzing the satisfaction of parents/guardians of students at Intan Surabaya Kindergarten. This model shows that the two independent variables, namely Service Quality (X1) and Facilities (X2) have a direct influence on Word of Mouth (Y). In addition, both variables also affect satisfaction indirectly through the mediating variable Parent/Guardian Student Satisfaction (Z), which represents the recommendation and dissemination of positive information from parents to other prospective students. These relationships will be tested using path analysis. The results of this study are expected to provide strategic insights for the management of Intan Surabaya Kindergarten in increasing parent/guardian satisfaction, not only by focusing on improving the quality of teaching services and school facilities, but also by utilizing positive Word of Mouth as an effective marketing tool to attract new prospective students.

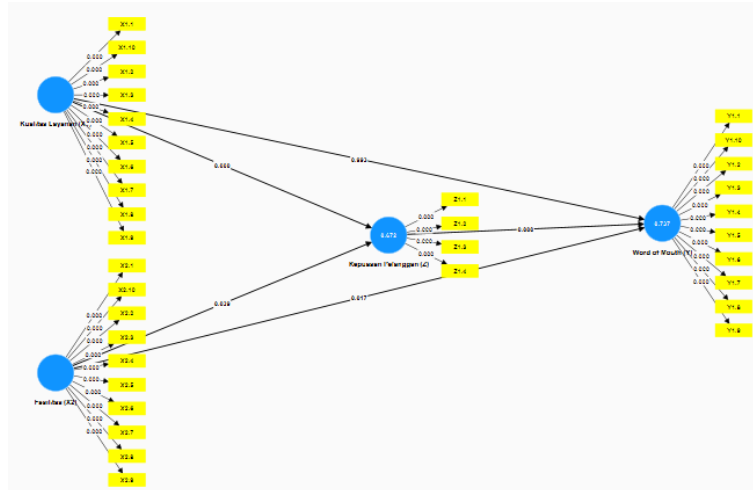
## RESULTS AND DISCUSSION

### Results of Respondent Characteristics

This study used 98 respondents; the characteristics of the respondents were related to parents who were student guardians at TK INTAN Surabaya in the academic year 2023/2024. The results of the characteristics of respondents based on gender were 82 female student guardians and 16 male respondents. Based on age, namely student guardians who have an age range of 20-30 years as many as 10 people. The age range of 31-40 years is 48 people. For student guardians who are in the age range 41-50 years, there are 24 people and those aged over 50 are 16 people. Based on the results of the characteristics of the respondents, it can be seen that the majority of student guardians at TK INTAN Surabaya in this study are at the age of 31-40 years (48 people).

### Convergent Validity Results

For all indicators in the study, if the outer loading value is above 0.70, it is considered sufficient (Ghozali, 2014). Figure 1 is the result of the measurement model test which displays the outer factor loadings of the four variables and all of them are  $> 0.70$  so that it can be said to be valid.



**Figure 3**  
**Test Measurement Model**  
 Source: SmartPLS 4 output, processed data (2025)

**Results of Discriminant Validity**

Discriminant validity is a test that refers to the comparison of the extracted square root (AVE), where this test leads to a mismatch of the attributes that should be measured by the measuring instrument and the theoretical concept. If the AVE value of each variable has a value  $\geq 0.5$ , it is considered good (Ghozali, 2014). The test results in this study obtained that the AVE root of the Customer Satisfaction construct was 0.860, for facilities it was 0.791, for Service Quality it was 0.767, and for Word of Mouth it was 0.840. The following are the test results:

**Table 1**  
**Discriminant Validity Results**

|                       | Customer Satisfaction | Facilities | Service Quality | Word Of Mouth |
|-----------------------|-----------------------|------------|-----------------|---------------|
| Customer Satisfaction | 0.860                 |            |                 |               |
| Facilities            | 0.709                 | 0.791      |                 |               |
| Service Quality       | 0.798                 | 0.729      | 0.767           |               |
| Word Of Mouth         | 0.840                 | 0.720      | 0.711           | 0.840         |

Source: SmartPLS 4 output, processed data (2025)

**Results of Composite Reliability**

Composite Reliability is the stage of checking the reliability value between the indicator block and the construct that forms it. It can be seen that the measurement results remain consistent. Composite Reliability is declared good if the value is 0.70. In this case this study, each variable has a composite reliability value of 0.70. So that all variables have good reliability values. The following are the test results:

**Table 2**  
**Composite Reliability Results**

| <b>Variable</b>       | <b>Composite Reliability</b> |
|-----------------------|------------------------------|
| Service Quality       | 0.943                        |
| Facilities            | 0.919                        |
| Customer Satisfaction | 0.934                        |
| Word of Mouth         | 0.960                        |

Source: SmartPLS 4 output, processed data (2025)

**Results of Cronbach's Alpha**

Cronbach's Alpha can strengthen the composite reliability results. In other words, it evaluates its internal consistency. The Cronbach's alpha value can be used if it is 0.60 (Siregar, 2014). In this study, each variable has a Cronbach's alpha value of 0.60. So that all variables have strong reliability or meet Cronbach's alpha. The following are the test results:

**Table 3**

**Cronbach's Alpha Results**

| <b>Variable</b>       | <b>Cronbach's Alpha</b> |
|-----------------------|-------------------------|
| Service Quality       | 0.920                   |
| Facilities            | 0.933                   |
| Customer Satisfaction | 0.822                   |
| Word Of Mouth         | 0.953                   |

Source: SmartPLS 4 output, processed data (2025)

**R-Square Results**

The effect of Service Quality and facilities on customer satisfaction provides an r-square value of 0.672. This shows that the customer satisfaction construct variable can be explained by the Service Quality and Facility variables by 67.2%. While 32.8% is explained by other variables not included in this study. The following are the test results. The effect of Service Quality and facilities on word of mouth provides an r-square value of 0.737. This proves that the construct variable word of mouth can be explained by the service quality and facility variables by 73.7%, but 26.3% is explained by other variables not included in the study.

**Table 4**  
**R-Square Results**

| <b>Variable</b>       | <b>R-square</b> |
|-----------------------|-----------------|
| Customer Satisfaction | 0.672           |
| Word Of Mouth         | 0.737           |

Source: SmartPLS 4 output, processed data (2025)

**Causality Test Results**

The t-statistic value of the effect of Service Quality on Word of Mouth is  $0.009 \leq 1.96$ . The estimated coefficient value is  $-0.001$  which is negative. This means that the first hypothesis is rejected. The t-statistic value of the effect of facilities on word of mouth is  $2.396 \geq 1.96$ . Meanwhile, the estimated coefficient value is  $0.250$ , which is positive. This means that the second hypothesis is accepted. The t-statistic value of the effect of service quality on customer satisfaction is  $4.702 \geq 1.96$ . The estimated coefficient value of  $0.600$  is positive, meaning that the third hypothesis is accepted.

The t-statistic value of the effect of facilities on customer satisfaction is  $2.063 \geq 1.96$ . The estimated coefficient value of  $0.271$  is positive, which means that the fourth hypothesis is accepted. The t-statistic value of the effect of customer satisfaction work on word of mouth is  $4.820 \geq 1.96$ . The estimated coefficient value of  $0.664$  is positive. This means that the fifth hypothesis is accepted.

The indirect effect of service quality on word of mouth through customer satisfaction is  $0.398$  and significant at 5% ( $t \text{ count} \geq t \text{ table } 1.96$ ). So, it can be concluded that service quality has an effect on word of mouth through customer satisfaction, which means that the sixth hypothesis is accepted. The value of the effect of facilities on word of mouth through customer satisfaction is  $0.180$ , significant at 5% ( $t \text{ count} \geq t \text{ table } 1.96$ ). So, it is concluded that facilities have an effect on word of mouth through customer satisfaction, which means that the seventh hypothesis is accepted. The following are the test results:

**Table 5**  
**Direct Effects and Indirect Effects**

| Connection Between Variables                            | Original Samples | T - Statistics | Information                   | Conclusion          |
|---|------------------|----------------|-------------------------------|---------------------|
| Service Quality > Word of Mouth                         | -0.001           | 0.009          | $\leq 1.96$ (Not Significant) | Hypothesis Rejected |
| Facilities > Word of Mouth                              | 0.250            | 2.396          | $\geq 1.96$ (Significant)     | Hypothesis Accepted |
| Service Quality > Customer Satisfaction                 | 0.600            | 4.702          | $\geq 1.96$ (Significant)     | Hypothesis Accepted |
| Facilities > Customer Satisfaction                      | 0.271            | 2.063          | $\geq 1.96$ (Significant)     | Hypothesis Accepted |
| Customer Satisfaction > Word of Mouth                   | 0.664            | 4.820          | $\geq 1.96$ (Significant)     | Hypothesis Accepted |
| Service Quality > Customer Satisfaction > Word of Mouth | 0.398            | 2.768          | $\geq 1.96$ (Significant)     | Hypothesis Accepted |
| Facilities > Customer Satisfaction > Word of Mouth      | 0.180            | 2.210          | $\geq 1.96$ (Significant)     | Hypothesis Accepted |

Source: SmartPLS 4 output, processed data (2025)

**The Effect of Service Quality on Word of Mouth**

The test results in this study indicate that service quality has a positive and insignificant effect on word of mouth. This means that service quality has no effect on word of mouth. This can be seen from the results of data processing which shows that the t-statistic value is less than the t-count value, namely  $0.009 \leq 1.96$  so that **H1 is rejected**.

The effect of service quality on word of mouth at TK INTAN is not significant because basically, the relationship between these two variables is not direct. In consumer

behavior theory, service quality is not the main driver for someone to voluntarily recommend a service to others. Instead, service quality acts as a shaper of customer satisfaction, and it is this satisfaction that then becomes a direct driver of word of mouth. This finding is different from previous research conducted by Lestari (2013).

#### **The Effect of Facilities on Word of Mouth**

The test results in this study indicate that facilities have a positive and significant effect on word of mouth. It can be seen from the results of data processing that the t-statistic value is greater than the t-count, namely  $2.396 \geq 1.96$  so that **H2 is accepted**. So it can be interpreted that facilities can influence word of mouth. The results of this study reveal that the quality of the school's physical facilities and infrastructure acts as a major driver in shaping word-of-mouth recommendations. Adequate and well-maintained facilities such as comfortable classrooms, safe play areas, and clean toilets are tangible evidence that is easily seen and told by parents.

When guardians witness first-hand that the school environment supports their child's comfort and safety, it fosters a sense of trust and satisfaction. These positive emotions then encourage them to voluntarily recommend TK INTAN to relatives or friends, such as telling the completeness of toys or the cleanliness of the room which is the main concern of recommending to others. The results of this study are supported by research from Rina Arti Ruliati (2020).

#### **The Effect of Service Quality on Customer Satisfaction**

The test results in this study indicate that service quality has a positive and significant effect on customer satisfaction. It can be seen from the results of data processing that the t-statistic value is greater than the t-count, namely  $4,702 \geq 1.96$ , so that **H3 is accepted**. The results of this study can be concluded that service quality has an effect on customer satisfaction among student guardians at TK INTAN. The quality of service here is reflected in the friendliness and responsiveness of teachers and staff in communication, clarity, and transparency of information about child development, and efficiency in administrative processes.

When guardians feel listened to, valued, and served promptly, such as when teachers patiently answer their concerns or when child development reports are provided regularly and in detail, their trust and loyalty are established. The satisfaction that comes from this humanized and professional service is deeper and more emotional than the satisfaction that comes from physical facilities alone.

#### **The Effect of Facilities on Customer Satisfaction**

The test results in this study indicate that facilities have a positive and significant effect on customer satisfaction. It can be seen from the results of data processing that the t-statistic value is greater than the t-count, namely  $2,063 \geq 1.96$ , so that **H4 is accepted**. The results of the study, which reveal that facilities have a significant effect on customer satisfaction among student guardians at TK INTAN, indicate that physical facilities and infrastructure act as real factors that directly shape their perceptions and experiences.

Adequate facilities, such as clean and attractive learning spaces, safe and modern play areas, and specially designed toilets for children, not only ensure children's comfort and safety while at school, but also give parents peace of mind and confidence that their children are in an environment that is managed seriously and attentively. This satisfaction arises because the facilities serve as visual and immediate evidence of the school's commitment to

quality, where a bright classroom with well-equipped educational equipment or a protected playground is a clear sign that the school is invested in the child's development.

#### **The Effect of Customer Satisfaction on Word of Mouth**

The test results in this study indicate that customer satisfaction has a positive and significant effect on word of mouth. This can be seen from the results of data processing that the t-statistic value is greater than the t-count, namely  $4,820 \geq 1.96$ , so that **H5 is accepted**. This relationship arises because the satisfaction felt by parents is formed from their overall experience of the quality of teaching, facilities, and school services, and creates an emotional urge to share this experience with others.

When guardians feel that their children are developing well, being treated with love, and communication with the school is running smoothly, this satisfaction does not stop as a personal feeling, but turns into trust and pride in the institution. This sense of trust and pride then becomes an intrinsic motivation to voluntarily recommend TK INTAN to relatives, neighbors, or colleagues, either through direct conversations or in social media circles.

#### **The Effect of Service Quality on Word of Mouth through Customer Satisfaction**

The test results in this study indicate that customer satisfaction is able to mediate the effect of service quality on word of mouth. This can be seen based on the value of data processing results that explain the indirect effect, the coefficient value is 0.398, while the direct effect is -0.001. It can be said that Customer Satisfaction is able to mediate the effect of service quality on word of mouth so that **H6 is accepted**.

The results of research at TK INTAN prove that good service quality can encourage guardians to recommend schools to others, but this does not happen directly. The effect must go through a feeling of satisfaction first. When the school provides responsive, communicative, and attentive services such as friendly teachers or clear child development reports, student guardians will feel satisfied.

This sense of satisfaction is then the main reason for them to voluntarily spread the good news about the school to friends and relatives. Thus, student guardian satisfaction acts as a bridge that connects service quality with word-of-mouth recommendations.

#### **The Effect of Facilities on Word of Mouth through Customer Satisfaction**

The test results in this study indicate that customer satisfaction is able to mediate the effect of facilities on word of mouth. This can be seen based on the value of data processing results that explain the indirect effect, the coefficient value is 0.180, while the direct effect is 0.250. It can be said that customer satisfaction is able to mediate the effect of facilities on word of mouth so that **H7 is accepted**.

The results of research at TK INTAN show that good facilities can encourage guardians to recommend schools to others, but the effect is indirect. Adequate facilities such as comfortable classrooms, safe play areas, and clean toilets will first create satisfaction in student guardians. When parents see their children feel at home and safe at school, and feel that the facilities meet their needs, they will feel satisfied.

This sense of satisfaction then encourages them to voluntarily share the positive experience with others. Thus, customer satisfaction acts as a bridge that passes on the influence of good facilities into word-of-mouth recommendations.

## CONCLUSION

Based on the results of this study regarding the Analysis of the Mediating Role of Customer Satisfaction on the Effect of Service Quality and Facilities on Word of Mouth at INTAN Surabaya Kindergarten, it can be concluded that Service Quality has no significant effect on word of mouth on student guardians at TK INTAN Surabaya, Facilities have a significant effect on word of mouth on student guardians at TK INTAN Surabaya, Service Quality has a significant effect on customer satisfaction on student guardians at TK INTAN Surabaya, Facilities have a significant effect on customer satisfaction on student guardians at TK INTAN Surabaya, Customer Satisfaction has a significant effect on word of mouth on student guardians at TK INTAN Surabaya, Customer Satisfaction is able to mediate the effect of service quality on word of mouth and Customer Satisfaction is able to mediate the effect of facilities on word of mouth.

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