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**AN ASSESSMENT OF THE ROLE OF STUDENTS SATISFACTION IN
 WORD OF MOUTH**

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ABSTRACT

Purpose: The intent of this study is to comprehend the relation between student satisfaction and internal marketing. The study was conducted to explain those determinants which are crucial for positive word of mouth. **Methodology/sample:** A cross-sectional research on business schools through questionnaire is conducted. Population of study is NAAC accredited institutes in Bangalore. Responses are analyzed using factor analyses and regression analyses. **Findings:** Result reveal that non administrative aspect and program issue have a very significant impact on student satisfaction which have an indirect effect on word of mouth through satisfaction. **Practical implications:** Findings of this research are likely to help the educational institutes to target assets to those regions which assumes a prevailing part to their engaging quality and aggressiveness. **Originality/Value:** Impact of HEdPERF dimensions on student satisfaction is found rare in literature.

KEYWORDS: Student Satisfaction, Business School, Higher Education, Word Of Mouth And Hedperf

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