

**Factors Influencing Electronic Word of Mouth Behaviour in Higher Education  
Institutions in Jordan: An Application of HEdPERF Model**

مؤسسات في ة الإلكترونية المنطوقة الفم كلمة سلوك على المؤثرة العوامل  
ف هيدبير نموذج تطبيق: الأردن في العالي التعليم

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**Abstract**

This study aims to examine the influence of overall service quality dimensions (HEdPERF) on E-WOM through studying the effects of student commitment, student satisfaction, and university brand identification in higher education institutions. The HEdPERF model includes five dimensions, which are: academic aspects, non-academic aspects, program issues, understanding, and reputation and access. A total of 501 respondents from 8 Amman universities in March and April 2021 were collected using online Google forms. Some of the forms have been sent via social media platforms like WhatsApp groups and Facebook using a convenience sampling method. AMOS software was used to analyze the data using the structural equation modeling (SEM) technique. The most important findings show that most of the service quality dimensions (academic aspects, non-academic aspects, reputation, and access) had a significant positive impact on student commitment, student satisfaction, and university brand identification, while this study did not show any significant positive effect of program issues on university brand identification, and student commitment. This study also found a positive, significant effect of student commitment, student satisfaction, and university brand identification on E-WOM. Furthermore, the current study found that service quality dimensions have an indirect significant effect on E-WOM via student commitment and satisfaction. Finally, research reveals an insignificant relationship between service quality dimensions and E-WOM was found via the university brand identification. To the academic literature, this study looks to fill the gap in HE marketing literature, specifically in Jordan as a specific population, as this is the first study carried out in the Mideast as per the author's knowledge. From a managerial perspective, this study provides HE management with relevant recommendations and strategies that will improve and encourage positive E-WOM from students with regard to their universities. **Keywords:** overall service quality dimensions (HEdPERF), E- WOM, student commitment, student satisfaction, university brand identification, higher education in Jordan.