
Student Perspectives on State Universities in Surabaya

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Abstrak

Di era digital ini, review online menjadi faktor penting yang mempengaruhi keputusan calon mahasiswa dalam memilih universitas. Penelitian ini berfokus pada pengaruh online review terhadap persepsi mahasiswa terhadap perguruan tinggi negeri di Surabaya. Dengan menggunakan pendekatan kuantitatif dan kualitatif, penelitian ini mengeksplorasi tingkat kepuasan mahasiswa dan dampaknya terhadap keputusan mereka dalam memilih universitas. Hasil penelitian menunjukkan bahwa review online sebagai salah satu bentuk digital word-of-mouth mempunyai peran penting dalam memberikan wawasan yang jujur dan tanpa filter mengenai kehidupan kampus, fasilitas, instruktur, dan aspek lainnya. Penelitian ini juga menemukan bahwa mahasiswa menggunakan review online sebagai salah satu sumber informasi utama sebelum melakukan pembelian online melalui marketplace. Dengan meningkatnya akses internet, siswa menjadi lebih terinformasi dan selektif, tidak hanya mengandalkan reputasi akademis tetapi juga pada pengalaman dunia nyata yang dibagikan oleh siswa lain. Studi ini menyarankan perguruan tinggi di Surabaya untuk proaktif dalam mengelola review online untuk memastikan citra institusinya positif dan akurat, yang pada akhirnya dapat meningkatkan daya tariknya di mata calon mahasiswa baru.

Kata Kunci : Review online, persepsi mahasiswa, perguruan tinggi negeri di surabaya, kepuasan mahasiswa, keputusan pemilihan universitas

Abstract.

In this digital era, online reviews are an important factor influencing prospective students' decisions in choosing a university. This research focuses on the influence of online reviews on students' perceptions of state universities in Surabaya. Using quantitative and qualitative approaches, this study explores the level of student satisfaction and its impact on their decision in choosing a university. The research results show that online reviews, as a form of digital word-of-mouth, have a significant role in providing honest and unfiltered insight into campus life, facilities, instructors, and other aspects. This research also found that students use online reviews as one of the main sources of information before making online purchases through the marketplace. With increasing internet access, students have become more informed and selective, relying not only on academic reputation but also on real-world experiences shared by other students. This study suggests universities in Surabaya to be proactive in managing online reviews to ensure a positive and accurate image of their institutions, which can ultimately increase their attractiveness to prospective new students.

Keywords: Online reviews, student perceptions, state universities in Surabaya, student satisfaction, university selection decisions

INTRODUCTION

In this digital era, the internet has revolutionized many aspects of life, including the way prospective students obtain information about higher education. Online reviews have become an important source of information that helps prospective students make important decisions regarding university selection (Ali et al., 2023). The city of Surabaya, as one of the big cities in Indonesia, has several state universities which are the main choice for prospective students, both from within and outside the city. Therefore, understanding students' perspectives on state universities in Surabaya through the level of satisfaction from online reviews is very important (Noerhartati & Budiharseno, 2024). Research on the influence of online reviews on university selection decisions is still limited, especially in Indonesia. This study aims to fill this gap by exploring how students' perspectives on state universities in Surabaya are influenced by online reviews. This study adopted a quantitative and qualitative approach to understand students' levels of satisfaction and how this influences their choice of university (Farid et al., 2021).

In recent years, the number of students using the internet as the main source of information in searching for information about higher education has increased significantly (Soroya et al., 2021). Online reviews as a form of digital word-of-mouth have been proven to influence perceptions and purchasing decisions in various industries (Kaur & Singh, 2020). However, in the context of higher education, especially in Indonesia, research on the impact of online reviews is still limited. State universities in Surabaya, such as Universitas Airlangga, Institut Teknologi Sepuluh November, and Universitas Negeri Surabaya, have a good reputation and regularly attract the attention of prospective students. Online reviews available on various platforms, such as university websites, forums, and social media, provide a broad perspective on the study experience at these universities (Ali et al., 2021). However, the importance of online reviews in the decision-making process of prospective students has not been widely explored, especially in the context of state universities in Surabaya. With increasing accessibility and use of the internet, students are now becoming more informed and selective in choosing campuses. They do not only rely on a university's reputation or accreditation as an indicator of educational quality, but also seek validation from the real

experiences of other students who have been directly involved with the institution. Online reviews are one of the most valuable sources of information because they offer an honest and unfiltered perspective on campus life, facilities, instructors, and many other aspects (Budiharseno et al., 2022). This strengthens the significant role and influence of online reviews in the decision-making process of prospective students.

Today's students use technology not only as a tool in their studies, but also in choosing the educational institution they will enter (Crittenden et al., 2019). This decision is based on various factors, including the satisfaction of students currently or previously enrolled at the university, as reflected in online reviews. Thus, online reviews not only function as a marketing tool for universities but also as a platform for prospective students to gain insight into real university life (Yusuf, 2018).

Furthermore, it is important for universities, especially in Surabaya, to realize that online reviews cannot be ignored, even for institutions that already have big names and high accreditation. In the context of increasingly fierce competition, first impressions and online reputation are the keys to attracting prospective new students. Universities need to be proactive in managing and responding to online reviews to ensure that they provide a positive and accurate image of their institutions. This includes not only monitoring and responding constructively to negative reviews but also encouraging students and alumni to share their positive experiences (Subandi & Hamid, 2021).

Online reviews by students about the campus can have a significant influence on online purchasing decisions through the marketplace. Research shows that online customer reviews have a significant impact on students' purchasing decisions (Muharam et al., 2021). Students often use previous consumer reviews as considerations before making online purchases (Khairusy & Febriani, 2023). The review feature on the marketplace is used as consideration in student purchasing decisions (Muharam et al., 2021). The influence of online customer reviews and e-service quality together on purchasing decisions through the marketplace has also been proven in case studies (Muharam et al., 2021). The partial test results show that the online customer review variable has a significant influence on purchasing decisions through the marketplace for these students. Thus, it can be concluded that online reviews by students of campuses through the marketplace can significantly influence their purchasing decisions. This research aims to assess the extent to which online reviews influence students' perceptions of state universities in Surabaya. Next, to identify the

aspects most discussed in online reviews related to student satisfaction. And finally, analyzing the relationship between online reviews and prospective students' decisions in choosing a state university in Surabaya.

This research underlines the importance of online reviews in forming perceptions and influencing prospective students' decisions regarding choosing a state university in Surabaya. With the development of information technology and increasing access to the internet, prospective students now have more sources of information to help them make informed decisions about their higher education (Giantari et al., 2021). Online reviews, as digital word-of-mouth expressions, play a crucial role in providing in-depth insights into students' real-life experiences at these universities. This research aims to further explore how online reviews can influence the perceptions and decisions of prospective students, with a special focus on state universities in Surabaya, which have a high reputation and accreditation. By understanding these dynamics, universities can take strategic steps to manage their online reputation and improve the quality of the student experience, which in turn can increase their appeal to prospective students (Reimers & Waldfogel, 2021).

In addition, it is hoped that the findings of this research will provide insight for university policy makers and education marketers about the importance of online reviews in this digital era. Universities need to realize that the existence and management of online reviews can not only affect their reputation but also important decisions of prospective students in choosing where to study. Thus, efforts to improve the quality of education and student experience, as well as effective communication strategies in responding to online reviews, are very important. Through this research, it is hoped that it can make a significant contribution to the literature regarding the influence of online reviews on university selection decisions and help state universities in Surabaya to better understand and utilize the potential of online reviews in recruiting prospective students (Assakhir & Permana, 2021).

LITERATURE REVIEW

Previous research has shown that online reviews have a significant impact on various sectors, including retail, hotels, and restaurants (Roy et al., 2019; Reimers & Waldfogel, 2021). In the context of higher education, a study by Gavilan et al. (2018) found that information from peers, including online reviews, influences students' decisions in choosing a university. This shows that, similar to consumers in other sectors, prospective students also

rely on online reviews as an important source of information in their decision-making process (Setiyowati & Riyadi, 2022). Additionally, online impression management for higher education institutions. They suggest that universities should be active in managing online reviews to build and maintain their positive reputation (Iskandar & Umar, 2022). This reaffirms the importance for universities to pay attention to and interact with online reviews, as part of their reputation management strategy.

Previous research has extensively explored the influence of online reviews on consumer behavior in various sectors. In the context of higher education, student satisfaction and online reviews have become topics of increasing interest to researchers, given their important role in influencing the decisions of prospective students. Student satisfaction is considered a key indicator of the quality of education and services provided by universities. The research results of Misiran et al. (2022) emphasize that student satisfaction has a direct impact on loyalty, retention, and even positive word of mouth. This research supports the idea that student satisfaction is not only important for the well-being of students themselves but also as a strategic asset for higher education institutions (Abd Rashid et al., 2021).

In the digital era, online reviews have become an important source of information for consumers in various sectors, including higher education. Many studies have examined the impact of online reviews on consumer behavior. Research by Reimers & Waldfogel, (2021) found that online book reviews have a significant influence on book sales on Amazon.com and Barnesandnoble.com, this shows the strong influence of online reviews on purchasing decisions. The influence of online reviews on hotel bookings and found that the volume and valence of reviews significantly influence booking decisions (Roy et al., 2019). This study shows the importance of online review management for the hospitality industry. The influence of information from peers, including online reviews, in the context of university selection and found that this information plays an important role in prospective students' decision making (Gavilan et al., 2018). This research confirms the importance of online reviews in the higher education sector.

According to Khairusy & Febriani, (2023), the importance of higher education institutions in managing their online impression through online reviews. They suggest that universities should be active in managing reviews to maintain their positive reputation. The use of technology has become the key to managing online reviews effectively. Analytical tools and reputation management software enable universities to monitor and respond to

reviews in real-time, ensuring that fast and appropriate responses can be provided. This not only helps in maintaining a positive reputation but also in identifying areas for improvement based on student feedback. Additionally, technology allows higher education institutions to target and tailor their communications to prospective students, based on data analysis from online reviews and other interactions on digital platforms.

Integration between student satisfaction and online reviews is important because reviews posted by current students or alumni can significantly influence the perceptions and decisions of prospective students. Research by Kanduri & Radha, (2023) shows that student satisfaction contributes to the formation of positive word-of-mouth, which is often realized through online reviews. A university's online reputation is now more tied to student satisfaction than ever, highlighting the importance of listening to and responding to student feedback online (Wijesinghe et al., 2023). Universities that actively manage their online reviews can often increase positive perceptions of their institutions. This is not only attractive to prospective students but also to other stakeholders such as parents, sponsors and industry partners. Therefore, a prompt and constructive response to online reviews, whether positive or negative, can demonstrate a university's commitment to quality and student satisfaction.

Effective strategies for managing online reviews involve more than just monitoring and responding to reviews (Gao et al., 2018). Universities should encourage satisfied students to share their experiences online, which can act as an authentic testimonial to the quality of their education and student experience. Additionally, providing an internal platform for students to provide feedback can help institutions address issues before they become negative reviews in public forums. This demonstrates a proactive approach to managing online reputation and building positive relationships with the student community. Student satisfaction has a significant long-term impact on a university's reputation and sustainability. Alumni who feel satisfied and connected to their alma mater are more likely to be good brand ambassadors, providing support through positive word-of-mouth or even financial contributions. Thus, investing in increasing student satisfaction not only improves the quality of the educational experience but also strengthens alumni networks that can provide ongoing benefits to the university.

The use of technology and innovation in measuring and increasing student satisfaction is becoming increasingly important. Mobile applications and online platforms that facilitate real-time satisfaction surveys, feedback forums, and two-way communication between

students and administration, can provide valuable insights for continuous improvement. Integrating advanced analytics to understand big data generated from online reviews and student feedback can help universities identify trends, predict needs, and adapt strategies to better meet student expectations. Through an integrated approach that leverages student satisfaction and manages online reviews strategically, universities can build and maintain a strong reputation in this digital era. This not only strengthens their position in the competitive education market but also ensures that they continue to attract and retain satisfied students, who are their greatest asset. The literature shows that online reviews play an important role in shaping prospective students' perceptions and decisions regarding university selection. Student satisfaction, which is often reflected through online reviews, is a critical aspect that can influence the reputation and attractiveness of a higher education institution. Therefore, universities need to pay attention to and manage online reviews strategically to maintain and improve their reputation in the eyes of prospective students.

METHOD

This research aims to explore and analyze the impact of online reviews on campus reputation and choice among prospective students. Specifically, this research focuses on four leading universities in East Java, Indonesia, namely Universitas Airlangga, Institut Teknologi Sepuluh November, Universitas Negeri Surabaya, and Universitas Pembangunan Nasional Veteran Jawa Timur. These four universities were selected based on their popularity and superior accreditation, which indicates a high level of education and quality research facilities. The selection of these four state campuses was based on several main criteria. First, their popularity among prospective students and the academic reputation that has been established in society. Second, the superior accreditation they have, indicates high educational quality standards and is recognized nationally and internationally. Universitas Airlangga, as one of the top universities in Indonesia, is famous for its medical and health programs. The Institut Teknologi Sepuluh November is widely known for its excellence in the fields of engineering and technology. Universitas Negeri Surabaya has a strong reputation in teacher education and educational sciences, while the Veterans National Development University of East Java is known for its defense and national security study programs. This selection aims to provide a broad and representative picture of how online reviews affect the reputation of universities in various academic fields.

Data for this research was collected through crawling techniques on Google, utilizing algorithms to systematically search and collect information about online reviews related to the four universities. This process involves developing custom scripts capable of identifying and extracting review data from various sources on the internet, including discussion forums, educational review sites, and social media. This crawling technique allows researchers to collect data efficiently and accurately, covering various perspectives and experiences of students or alumni from the four universities. In the data collection process, a total of 3396 online reviews relating to UNAIR, ITS, UNESA, and UPNVJT were collected. This significant amount of data provides a strong basis for further analysis, allowing this research to unearth deep insights into public perceptions of these universities. This large volume of data also reflects the high level of interaction and activeness of online communities in discussing and reviewing higher education institutions, indicating the importance of online reputation management for universities.

After the data is collected, further analysis is carried out through Co-occurrence Network Analysis (Zhang et al., 2020). This method allows researchers to identify and visualize relationships between words or phrases that frequently appear together in reviews. By using special data analysis software, such as Gephi or NodeXL, this research is able to map keyword networks and explore the structure and interaction patterns in review data. This analysis provides an understanding of the key topics that students and alumni frequently discuss in their reviews, as well as the sentiment or emotions associated with those topics. Through Co-occurrence Network Analysis, this research succeeded in identifying the main themes that influence the perceptions and decisions of prospective students, such as academic quality, campus facilities, learning environment, career support, and student life. This analysis also reveals differences and similarities in perceptions of each university, providing valuable insights for universities to improve and enhance certain aspects of their student experience. Before reaching methodological conclusions, there are several important aspects that need to be emphasized regarding the approach and challenges faced during the research process. These aspects provide broader context to the methodology used and explain how each methodological step contributes to the accuracy and relevance of the research results.

First, in the data crawling process, researchers face significant challenges in terms of filtering and verifying data. Given the very large volume of reviews and the varied nature of the data, it was important to implement stringent selection procedures to ensure that only

relevant and informative reviews were included in the analysis. This process involves developing special algorithms that can recognize and separate quality reviews from irrelevant or spam ones. This effort requires a deep understanding of the review context and the ability to dynamically adjust crawl parameters based on the characteristics of the data collected. Second, Co-occurrence Network analysis requires a deep understanding of network theory and the ability to translate analysis results into meaningful insights. In this context, research focuses not only on identifying frequently occurring keywords or phrases, but also on understanding how these words or concepts are connected to each other in the context of the review. It involves advanced analysis to explore the relationships between key themes and how these relationships influence overall perceptions of the university. This job requires sharp analytical skills and the ability to use data analysis software effectively. Third, the validity and reliability of research results is highly dependent on the researcher's ability to interpret data in an objective and unbiased manner. Given the subjectivity inherent in the interpretation of online reviews, this research adopts a triangulation approach, where the results of data analysis are confirmed and enriched through interviews with relevant stakeholders, such as students, alumni, and university staff. This approach ensures that research findings reflect diverse perspectives and provide a holistic picture of the impact of online reviews on university reputation.

Through the incorporation of these techniques in its research methodology, this research seeks to not only uncover how online reviews affect university reputations but also provide valuable guidance for universities in managing and improving their image in the eyes of the public. Thus, the methodological approach adopted in this research is not only relevant for the higher education context but can also be applied in a variety of other contexts where online reviews play an important role in reputation formation. This research method, which combines sample selection based on accreditation and popularity criteria, data collection through crawling techniques, and data analysis using Co-occurrence Network Analysis, is designed to provide a comprehensive understanding of how online reviews influence university reputation. With this approach, this research is not only able to identify factors that contribute to positive or negative perceptions of universities but also provides data-based recommendations for universities in managing their online reputation. Through in-depth analysis and systematic methodology, this research contributes to the academic literature on the influence of online reviews in higher education and offers practical insights for

educational institutions in their communications and marketing strategies.

RESULT

Analysis of word frequency data taken from online reviews and related mentions of leading private universities reveals in-depth perspectives on the experiences of students and alumni. This investigation, which includes 3,396 pieces of data collected through advanced web crawling techniques on Google, focuses on leading institutions such as Universitas Airlangga, Institut Teknologi Sepuluh November, Universitas Negeri Surabaya, and Universitas Pembangunan Nasional Veteran Jawa Timur, known for their superior quality and accreditation.

Tabel 1. Top 150 Word Frequencies

Words	TF	Words	TF	Words	TF	Words	TF	Words	TF
campus	1345	study	69	hot	44	such	30	Work	23
good	454	college	68	security	43	world	30	Air	22
place	418	friendly	68	struggle	43	front	29	B	22
university	281	great	67	suitable	43	park	28	Department	22
best	280	shady	67	activity	39	rectorate	28	Famous	22
student	214	green	66	center	39	room	28	Long	22
comfortable	213	time	66	class	39	sport	28	Next	22
lot	204	year	62	several	37	experience	27	Spot	22
cool	201	big	60	library	36	morning	27	Teacher	22
beautiful	198	engineering	60	public	36	Bit	26	Available	21
nice	175	environment	60	alma	35	Car	26	friend	21
spacious	175	excellent	57	country	35	Extraordinary	26	future	21
facility	174	city	56	mater	35	Neat	26	institution	21
area	160	beloved	53	canteen	34	Program	26	staff	21
clean	156	field	50	easy	33	Social	26	system	21
building	148	knowledge	50	pool	33	Day	25	toilet	21
many	136	education	49	view	33	Dream	25	various	21
faculty	128	lecturer	49	able	32	Photo	25	afternoon	20
lake	107	school	49	fish	32	Strategic	25	graduation	20
parking	102	new	48	main	32	Development	24	guard	20
tree	94	science	48	more	32	Difficult	24	pond	20
complete	93	child	47	access	31	Garden	24	quiet	20
large	91	favorite	46	full	31	Adequate	23	bad	19
mosque	88	hospital	46	institute	31	First	23	busy	19
state	88	better	45	proud	31	Food	23	educational	19
service	84	graduate	45	top	31	Gate	23	entrance	19
atmosphere	76	name	45	alumnus	30	Life	23	event	19
location	74	other	45	high	30	Nation	23	fun	19
people	72	quality	45	memory	30	Part	23	home	19
road	70	technology	45	motorbike	30	Wide	23	im	19

The appearance of the term campus, which was mentioned 535 times, emphasizes the important role of campus infrastructure in shaping perceptions of universities. The frequency of terms such as building (147) and place (178) highlights the importance of physical facilities and overall campus atmosphere in student satisfaction. The presence of descriptors such as large (22) and modern (22) reflects a favorable view of the size of the campus and its contemporary facilities, suggesting that the physical and modern attributes of a university are

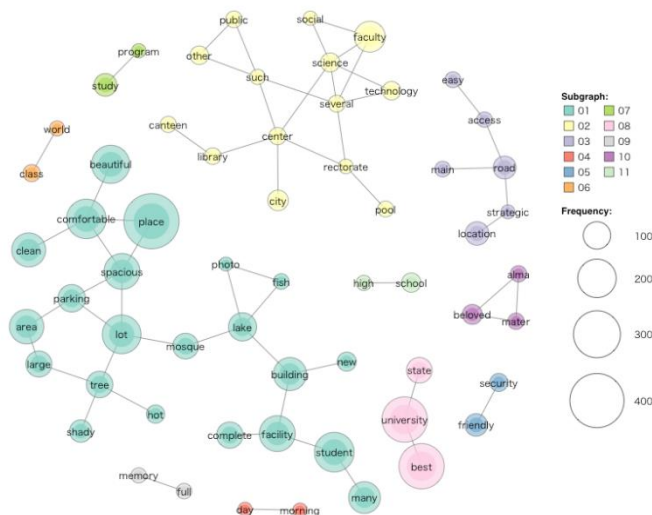
key factors in attracting and retaining students. The term good appears 324 times, indicating general approval of academic and administrative quality. The mention of graduation (22) emphasizes the significance of academic achievement and the culmination of educational endeavors. Additionally, the word staff (22) points to the importance of faculty and administrative staff in the overall educational experience, suggesting that educational quality and administrative efficiency are pivotal in shaping a university's reputation and student satisfaction.

The analysis also reveals the importance of social and environmental factors in university life. The word activities (21) suggests that extracurricular involvement and campus life are vital to a satisfying student experience. Terms such as quiet (14) indicate a preference for an environment conducive to learning, highlighting the value of a balanced academic and social life in a peaceful setting. The term price (14) reflects considerations about costs and financial investments in higher education, emphasizing the significance of affordability and value in the decision-making processes of prospective students and their families. This suggests that discussions around financial aspects are an important component of online conversations about private universities. The frequency of the term information (14) emphasizes the importance of the accessibility of information and technological resources in shaping perceptions about a university. In an increasingly digital era, this emphasis on information reflects the expectation that universities provide comprehensive, accurate and timely information through their digital platforms.

These findings highlight the complex landscape of university reputation and student satisfaction, where infrastructure, academic quality, social and environmental factors, and financial considerations interact. Co-occurrence analysis further illustrates the interrelated nature of these factors, shaping perceptions and discussions in the online domain. This analysis offers valuable insights for university administrators and policymakers, highlighting the importance of addressing these key areas to improve university offerings. By focusing on improving these critical aspects, universities can attract and retain students, fostering a positive and enriching educational ecosystem.

The image presented in Figure 1 shows a word co-occurrence network of online reviews related to a university. This network, consisting of various nodes and connections, depicts the relationships between various concepts and aspects frequently associated with the

university experience. Each node in the network represents a particular word and the size of the node indicates the frequency with which that word appears in the analyzed data. The relationships between the nodes show that the words often appear together in the same context, providing insight into the main themes that are the focus of the review.



Gambar 1. Network visualization at a state campus in Surabaya

In the center of the network, the node with the word university stands out and is connected to many other words indicating the importance of this institution in the context of the discussion. Words like student, facility, state, and security that are directly connected to university emphasize central aspects of university life that are often of concern. The word student which is closely related to many and morning may refer to the dynamics of students' daily life, while facility which is related to complete, new, and building suggests that the discussion of facilities is a topic which is often highlighted, with an emphasis on providing complete and modern facilities. The security and friendly nodes appearing on the other side of the network may reflect social and security aspects on campus, which are important factors in the student experience. The presence of the word best near university may indicate that the university is considered one of the best in some aspect by reviewers.

On the other hand, nodes with the word place related to beautiful, comfortable, clean, spacious, and parking describe the physical and aesthetic aspects of the campus. Reviews that emphasize place may indicate that a university's physical environment plays an important role in creating a positive experience for its users. The words beautiful and comfortable indicate that users feel the campus provides a pleasant and comfortable atmosphere for studying and

socializing. Words such as lake, tree, shady, and hot associated with area reflect concern for the natural environment and climatic conditions around campus. This could indicate that the campus has adequate natural facilities or is located in an area with a certain climate that influences daily activities on campus.

In another area, there is the word study connected to program, class, and world, indicating a discussion of the academic programs the university offers and how they prepare students to compete on a global level. The word technology in conjunction with science, faculty, and several may indicate the university's strength in science and technology as well as the diversity and expertise of its faculty. This network also shows the relationship between library, center, canteen, and city, which could indicate that the university is not only seen as an academic institution but also as a community center that provides various facilities to support student life, including access to wider city resources. The appearance of main, road, and access in conjunction with easy and strategic suggests that university location and accessibility are also important considerations. Universities located in strategic locations with easy access are likely to be seen as more attractive because they facilitate mobility and connectivity.

Meanwhile, the word social associated with public and faculty may indicate that the social aspects of teaching and engagement with the wider community are part of the values promoted by the university. Overall, this network of co-occurrences provides a rich picture of the factors that students and alumni consider and value when they talk about their university online. These factors include academic quality, physical facilities, social and natural environment, as well as security and accessibility aspects. Universities that wish to improve their reputation should pay attention to these factors and strive to improve and promote aspects that their community considers important. This analysis also serves as a tool for prospective students and parents in the decision-making process, offering a more holistic perspective on what the university has to offer and how the experience there can be felt.

CONCLUSION

Understanding the complexities and nuances of online reviews that students and alumni provide of their universities can provide valuable insights for higher education institutions in evaluating and improving their services and facilities. Through the co-

occurrence network analysis that has been carried out, we can conclude several important aspects that are often of concern in online reviews and have great potential to influence prospective students' decisions. Data analysis shows that students and alumni often provide assessments that cover various aspects of the university, which are not only limited to academic quality, but also include social experiences, accessibility, security and aesthetics of the campus environment. Universities those are able to create an environment conducive to learning and social interaction, that have complete and up-to-date facilities, and that offer good security and accessibility, tend to have positive reviews and are more attractive to prospective students.

Academic Considerations, in the reviews analyzed, there is a strong emphasis on the study programs offered, the expertise of the faculty, as well as the relevance of education to global challenges. This shows that universities need to continuously improve their academic quality to meet and exceed student expectations. Campus Facilities and Environment, physical facilities such as libraries, activity centers, canteens, and aspects of the campus' natural environment such as lakes and green areas were also highlighted in the review. Universities that have complete and well-maintained facilities, as well as beautiful and comfortable environments, seem to make a positive contribution to student satisfaction. Location and Accessibility, the university's strategic location and ease of access to and from campus were also important factors raised in the review. This condition makes it easier for students to move between activities and connect with the wider community. Social Life and Security, social and security aspects are an integral consideration of the university experience. Universities that offer a friendly and safe environment tend to be more liked and rated positively. The Importance of Word-of-Mouth and Online Reviews, the analysis also underscores the importance of positive word-of-mouth which is often mediated through online reviews. Positive reviews from current students and alumni have great potential in shaping prospective students' perceptions and influencing their decisions.

For universities, these findings should be used as important input for improving and developing marketing strategies. Higher education institutions should actively monitor and respond to online reviews, leveraging them as feedback for continuous improvement. Based on this analysis, several recommendations that can be given to universities include: First, conduct regular surveys to get direct input from students and alumni. Second, improve the quality and diversity of academic programs and teaching methods. Third, make

sustainable investments in maintaining and improving campus facilities. Fourth, ensure that the campus remains safe and easy to access for all users. Fifth, increase communication and engagement with students through social media and other online platforms.

It should be acknowledged that co-occurrence network analysis has limitations in understanding the complete context behind each review. Therefore, further research using qualitative methods such as in-depth interviews or discussion groups could provide additional insights. In conclusion, online reviews are a powerful tool that can influence a university's reputation and attractiveness. Through a deep understanding of the factors valued by students and alumni, universities can identify areas that need improvement and take strategic steps to strengthen their position as educational institutions of choice. By doing this, universities not only increase their student satisfaction, but also position themselves to attract quality prospective students in the future.

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