**Pengaruh Kualitas Jasa Pendidikan, Citra Institusi dan Pemasaran Eksperiental terhadap Nilai Pelanggan serta Dampaknya terhadap Kepercayaan Mahasiswa**

**(Survei pada Mahasiswa Universitas Swasta Terakreditasi B di Wilayah Bandung Metropolitan)**

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***ABSTRACT****. The background of this research is based on the phenomenon of the growing and developing of Private University in Indonesia where this growth was originally to answer the community's needs for higher education with the limited number of seats available at Public University. However, the growth of Private University is not in line with the number of students who register. Moreover, with the outbreak of the Covid-19 pandemic which forced all University to implement online-based distance learning where this resulted in dissatisfaction from various parties, especially students caused by the unpreparedness of Private University in implementing online-based distance learning. Student dissatisfaction with this leads to a decrease in customer value and trust in the performance and credibility of Private University. The purpose of this study was to determine the effect of the quality of educational services, institutional image and experiential marketing on customer value and their impact on student trust (survey of Private University students accredited B in the Metropolitan Bandung area). The research method used is descriptive and verification. The population in this study were all B-accredited Private University students in the Bandung Metropolitan area, while the sample in this study were students who had studied at least 1 year at a B-accredited Private University in the Metropolitan Bandung area. The sampling technique used in this study was two stage sampling with a total of 398 students as respondents. The results obtained are the simultaneous influence of the quality of educational services, institutional image and experiential marketing on customer value of 59.52% and the influence of customer value on student trust of 74.99%.*

*Keywords: educational service quality, institutional image, experiential marketing, customer value, student trust.*

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