

THE INFLUENCE OF STUDENTS' NEGATIVE EMOTIONS IN A MALAYSIAN UNIVERSITY

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ABSTRACT

Nowadays, education attracts increasing attention from individuals and governments, because it can smart people and bring economics benefits. And as a type of services, education's customers are students. The students' behavioral responses of negative emotions which caused by failure services are significant for service providers. But there is no such study in Malaysia. Then the aim of this study is to analyze the impact of negative emotions on negative word of mouth in a Malaysian university. The main theory about the similar study is emotion appraisal theories. And anger, regret and disappointment are consumers frequently experienced these three negative emotions among all the emotions after a failed service (Bougie., 2003, Bonifield & Cole, 2007; Cronin, Brocato, Baker, Bourdeau, & Voorhees, 2009). Then they selected to be analysed the influence to negative word of mouth behavior in a Malaysian university. And further research can be executed based on this research framework to schools and other teaching institutions.

About method, quantitative research approach was adopted in this study and 250 questionnaires were distributed to students in INTI International University. Afterward, SPSS software was used to analyze data.