**ABSTRACT**

**Objective:** The objective of this paper is to explore the antecedents and consequents of student experience in higher education settings. Several variables such as co-creation value, social environment, physical environment and relational benefits are predicted as antecedents and consequents of student experience.

**Methodology:** The authors proposed the conceptual framework to identify antecedents and consequents of student experience in higher education.

**Findings:** Theoretically there is a possibility to create and the use of co creation in the higher education context to enhance student experience. The other factors should also be considered, such as physical environment (ambient, design and IT), social environment (Employee displayed emotion, and customer climate), and relational benefits. The findings suggest the necessary changes in how higher education institutions should be marketed with more focus on creating, communicating, and delivering value to enhance student experience.

**Value Added:** The author’s perspective on antecedents and consequents of student experience is a new interesting theme in higher education marketing. The paper proposed a testable propositions regarding the antecedents and consequences of student experience.