

## ABSTRACT

*The main objective of this study is to analyze the effect of students' perceived service quality on students' loyalty. Students' satisfaction was used as a mediating variable. The concepts of service quality which consist of physical aspect, responsiveness, academic reputation, career opportunity, and communication were adopted from various sources. This case study was conducted on students of SMK Islamic Village, Tangerang-Banten.*

*Both primary and secondary data were collected. The secondary data were taken from various sources such as journals and books. The primary data were obtained by using a set of questionnaire. Using quota sampling, a sample of 100 students was collected from a population 314. Various statistical analyses such as data validity, reliability, and normality tests were performed. Path regression analysis was used to examine the effects of service quality variable on satisfaction and the mediating variable (i.e. perceived satisfaction) on students' loyalty.*

*The results showed that service quality was found to have a strong effect on students' satisfaction; with physical aspect, responsiveness, and communication have the strongest effects on satisfaction with high and positive correlation between dimensions. Service quality has a very significant effect on students' loyalty. However, the significant effect of service quality on loyalty only partially applies to career opportunity and students' satisfaction variables. It was also found that service quality is strongly correlated with students' loyalty.*

*Keyword: service quality, satisfaction, loyalty, path analysis*

## ABSTRAK

Tujuan utama penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan terhadap loyalitas siswa. Kepuasan siswa digunakan sebagai variabel perantara. Konsep kualitas pelayanan yang terdiri dari dimensi aspek fisik, dimensi responsivitas, dimensi reputasi akademik, dimensi kesempatan karir, dan dimensi komunikasi diadopsi dari berbagai sumber. Studi kasus ini dilakukan terhadap siswa-siswi di SMK Islamic Village, Tangerang, Banten.

Data sekunder dikumpulkan dari berbagai sumber seperti jurnal dan buku-buku, sedangkan data primer didapatkan melalui kuesioner. Dengan menggunakan *quota sampling*, dikumpulkan sampel 100 siswa dengan populasi 314 siswa. Dilakukan berbagai analisis statistik seperti uji validitas, reliabilitas dan normalitas data. Analisis regresi dua jalur digunakan untuk menyelidiki pengaruh variabel kualitas pelayanan terhadap kepuasan serta pengaruh variabel perantara (yaitu kepuasan) terhadap loyalitas siswa.

Ditemukan bahwa kualitas pelayanan secara simultan memiliki pengaruh signifikan terhadap kepuasan siswa; dengan yang paling berpengaruh signifikan terhadap kepuasan adalah aspek fisik, responsivitas, dan komunikasi dengan korelasi antar variabel yang kuat dan positif. Kualitas pelayanan secara simultan berpengaruh sangat signifikan terhadap loyalitas siswa. Namun, secara parsial, pengaruh signifikan kualitas pelayanan terhadap loyalitas melalui kepuasan hanya terjadi pada dimensi kesempatan karir dan variabel kepuasan siswa. Kualitas pelayanan memiliki korelasi yang kuat dengan loyalitas siswa.

Kata kunci: kualitas pelayanan, kepuasan, loyalitas, analisis jalur