

ABSTRACT

The aim of this research is to analyze the effect of dimensions of service quality on students' satisfaction and loyalty. The case study was taken from SMK Kartika X-2 Jakarta. The five quality dimensions include tangibles, empathy, reliability, responsibility and assurance.

This research is quantitative and explanatory in nature. Both primary and secondary data were employed. Primary data were obtained by using questionnaires which were distributed to the students. Using stratified purposive sampling technique a total of 93 respondents were obtained.

All the results of validity and reliability experiments are valid and reliable. Data were analyzed using path analysis. The results showed that there is a positive influence between student's service quality with the student's satisfaction, and there is positive influence between student's service quality with student's loyalty. There is positive influence between student's service qualities with SMK Kartika X-2 Jakarta student's loyalty.

Keywords : *Dimensions of service quality, customers satisfaction, customers loyalty.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi kualitas layanan terhadap Kepuasan siswa dan Loyalitas siswa. Studi kasus di SMK Kartika X-2 Jakarta. Ada 5 dimensi kualitas jasa yaitu bukti fisik, empati, kehandalan, daya tanggap, jaminan .

Penelitian menggunakan metode kualitatif dan explanatif. Data primer dan data sekunder. Data primer diperoleh menggunakan Kuesioner yang di sebarakan kepada siswa . Dengan menggunakan metode stratified purposive sampling , dengan memperoleh 93 responden.

Dari analisis data peneliti dapat menyimpulkan bahwa ada pengaruh positif antara dimensi kualitas pelayanan dengan Kepuasan siswa , ada pengaruh positif antara dimensi kualitas pelayanan terhadap Loyalitas siswa . Dan ada pengaruh positif antara dimensi kualitas pelayanan terhadap Kepuasan dan Loyalitas siswa.

Kata kunci : Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan