

## **ABSTRACT**

*This study aims to examine and analyze the effect of service quality and costs of education toward 'word of mouth' with students satisfaction as an intervening variable (survey of students at SMK Prudent School). The design of this study is causality using quantitative approach. The sample of the study was 144 students of SMK Prudent School with Non-probability sampling technique using proportionate stratified random sampling. The data was analyzed based on multiple linear regression method using SEM Lisrel 8.80 version. The results showed that the quality of service did not affect the students satisfaction and 'word of mouth'; costs of education affected the students satisfaction and 'word of mouth' significantly and positively; students satisfaction affected the 'word of mouth' significantly and positively; the quality of service did not affect the 'word of mouth' through students satisfaction; and costs of education affected 'word of mouth' through students satisfaction. It is recommended that the school must pay attention to service quality, costs of education and students satisfaction especially the following sub variable dimensions, namely: reliability, responsiveness, assurance, empathy, tangibles, price fairness, appropriate program, competitive price, reasonable price, talkers, topics, tools, taking parts, tracking, loyalty, buying new products offered, recommending products to others and feedback.*

*Keywords : Service Quality, Cost of Education, Customer Satisfaction and Word of Mouth*

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## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas pelayanan dan biaya pendidikan terhadap word of mouth dengan kepuasan siswa sebagai variabel intervening (survei siswa di SMK Prudent School). Desain penelitian ini adalah kausalitas dengan menggunakan pendekatan kuantitatif. Sampel penelitian adalah 144 siswa SMK Prudent School dengan teknik Non-probability sampling menggunakan *proportionate stratified random sampling*. Data dianalisis berdasarkan metode regresi linier berganda menggunakan SEM Lisrel versi 8.80. Hasilnya menunjukkan bahwa kualitas pelayanan tidak berpengaruh terhadap kepuasan siswa dan *word of mouth*; biaya pendidikan berpengaruh terhadap kepuasan siswa dan *word of mouth* secara positif dan signifikan; kepuasan siswa berpengaruh terhadap *word of mouth* secara positif dan signifikan; kualitas pelayanan tidak berpengaruh *word of mouth* melalui kepuasan siswa; dan biaya pendidikan tidak memengaruhi *word of mouth* melalui kepuasan siswa. Disarankan bahwa sekolah harus memperhatikan kualitas layanan, biaya pendidikan dan kepuasan siswa terutama dimensi sub variabel berikut, yaitu: *reliability, responsiveness, assurance, empathy, tangibles*, keterjangkauan harga, kesesuaian program, daya saing harga, kesesuaian harga dengan manfaat, *talkers, topics, tools, taking parts, tracking*, tetap loyal, membeli produk baru yang ditawarkan, merekomendasikan produk dan memberikan masukan.

Kata Kunci : Kualitas Pelayanan, Biaya Pendidikan, Kepuasan Pelanggan dan *Word of Mouth*

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