

## **ABSTRACT**

*This study aims to investigate the influence of service quality to satisfaction of participants, quality of service to the loyalty of participants, and quality service to the loyalty of the participants through the satisfaction of participants at the Indonesian Export Training Centre.*

*This study uses a causal-comparative study with descriptive and quantitative approach to path analysis techniques can be known how much influence the quality of services to the loyalty of both direct and indirect through satisfaction of participants. With the regression line equation can be seen that the variable quality of service significantly affect satisfaction, this is the case with the variable quality of service has a significant impact on the loyalty of the participants directly. While the effect of the variable quality of service to the loyalty of the participants through the satisfaction of no direct influence.*

*The end result of this research is the academic results that can be used as input to management of education and training in assessing the influence of service quality and satisfaction with the loyalty of the participants either directly or indirectly.*



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