

## **ABSTRACT**

*This thesis aims to determine the strong influence of service quality and perceived value on satisfaction, as well as the strong influence of service quality, satisfaction and perceived value on loyalty on regular class A Pamulang University. The population in this study were students of the fifth semester regular program Management - S1 which has heregistrated and filled study plan card in odd semester academic year 2015/2016 . Samples taken as many as 225 students. The method used is causality with data collection through literature, and questionnaires . From this research it is known that regular-A fifth semester student satisfaction in the department of Management UNPAM. A lot of factors influenced the reliability and social values, while the loyalty of many factors influenced the responsiveness, affective social value and satisfaction .*

*Keywords : Service Quality , Perceived Value , Satisfaction , Loyalty .*



## ABSTRAK

Tesis ini bertujuan untuk mengetahui kuat pengaruh kualitas pelayanan dan persepsi nilai terhadap kepuasan, serta kuat pengaruh kualitas pelayanan, kepuasan, dan persepsi nilai terhadap loyalitas pada kelas reguler A (pagi) Universitas Pamulang. Populasi pada penelitian ini adalah mahasiswa semester V reguler A program studi (prodi) Manajemen-S1 yang telah heregistrasi dan mengisi kartu rencana studi pada semester gasal tahun akademik 2015/2016. Sampel yang diambil sebanyak 225 mahasiswa. Metode penelitian yang digunakan adalah sebab-akibat dengan pengumpulan data melalui studi pustaka, dan kuesioner. Dari penelitian ini dapat diketahui bahwa kepuasan mahasiswa semester V reguler A pada prodi Manajemen UNPAM banyak dipengaruhi faktor keandalan dan nilai sosial, sedangkan loyalitas banyak dipengaruhi faktor ketanggapan, nilai sosial serta kepuasan afektif.

Kata kunci: Kualitas Pelayanan, Persepsi Nilai, Kepuasan, Loyalitas.

