

ABSTRACT

This study aims to determine the Effect of Service Quality, Price Perception, and School Image on Wom Intention Mediated by Satisfaction Variables in YADIKA 4 Vocational School, Tangerang. The research design uses a quantitative approach and the type of research is causal research. The research method uses a survey. The research population of class X, XI, and XII students from SMK Yadika 4 Tangerang was 575 students. The sampling technique was proportional stratified random sampling with a total sample of 236 people. Collecting data in the form of a questionnaire. The research data were analyzed using the SEM method with data processing through the SmartPLS 3.0 application. The results showed that service quality, price, school image partially had a positive and significant effect on student satisfaction, and student satisfaction partially had a significant effect on WOM Intentions. School image is the variable that has the strongest influence on student satisfaction.

Keywords : *School Image, Satisfaction, Service, Price Perception, WOM Intention*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Layanan, Persepsi Harga, dan Citra Sekolah Terhadap *Wom Intention* Yang Dimediasi Variabel Kepuasan Di Sekolah SMK YADIKA 4, Tangerang. Desain penelitian menggunakan pendekatan kuantitatif dan jenis penelitiannya *causal research*. Metode penelitian menggunakan survei. Populasi penelitian pelajar kelas X, XI, dan XII dari SMK Yadika 4 Tangerang sebanyak 575 pelajar. Teknik pengambilan sampel secara *proportional stratified random sampling* dengan jumlah sampel sebanyak 236 orang. Pengumpulan data berupa kuesioner. Data penelitian dianalisis menggunakan metode SEM dengan pengolahan data melalui aplikasi SmartPLS 3.0. Hasil penelitian menunjukkan bahwa kualitas layanan, harga, citra sekolah secara parsial berpengaruh positif dan signifikan terhadap kepuasan pelajar, dan kepuasan pelajar secara parsial berpengaruh signifikan terhadap WOM Intentions. Citra sekolah merupakan variabel yang berpengaruh paling kuat terhadap kepuasan pelajar.

Kata Kunci : Citra Sekolah, Kepuasan, Layanan, Persepsi Harga, *WOM Intention*