

**THE EFFECT OF SERVICE QUALITY ON LOYALTY
STUDENTS OF UNIVERSITAS ISLAM INDONESIA: ANALYSIS OF THE
ROLE OF STUDENT SATISFACTION MEDIATION**

ABSTRACT

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As one of the first national higher education institutions in Indonesia, Universitas Islam Indonesia has a commitment to maintain service quality. Providing consistency in the quality of services can create satisfaction from users of education services. Loyalty from service users will provide positive reciprocity to service providers, among others by recommending it to family, colleagues and other colleagues.

On the basis of service quality strategy, no exception to university education services, service user satisfaction can act as the basis for creating loyalty. The purpose of this study is to find out and prove the effect of service quality on students loyalty with students satisfaction acting as mediation Universitas Islam Indonesia.

Respondents in this study are students of Universitas Islam Indonesia who have active status at the undergraduate level, at least have studied or have entered the third year (three). A total of 200 respondents were used as research samples with purposive sampling in sample determination techniques. The Structural Equation Modeling (SEM) uses the Lisrel 8.80 program in its research analysis techniques.

The results of the research show that: 1) service quality influences the level of student satisfaction at Universitas Islam Indonesia, 2) students satisfaction does not have a positive effect on students loyalty at Universitas Islam Indonesia, and 3) service quality does not have a significant effect on student satisfaction at Universitas Islam Indonesia.

Keywords: Service Quality, Satisfaction, Loyalty, Structural Equation Model, SEM