

ABSTRACT

THE EFFECT OF SERVICE QUALITY, IMAGE OF HIGHER EDUCATION, AND SATISFACTION ON STUDENT LOYALTY IN IIB DARMAJAYA

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The purpose of this study was to find the effect of Service Quality, Image of Higher Education, and Satisfaction on Student Loyalty in IIB Darmajaya. The data analysis method in this study used path analysis using the SmartPLS 3.0 statistical test tool. The sample was calculated using the Stratified Random Sampling technique with 140 respondents. The method of data collection was conducted using questionnaire. The result of this study indicated that service quality and image of the higher education had no significant effect on student loyalty and satisfaction had a significant effect on student loyalty.

Keywords: Service Quality, College Image, Satisfaction, Loyalty

