

ANALISA PENGARUH KUALITAS LAYANAN YANG DITERIMA MAHASISWA MANAJEMEN PERHOTELAN TERHADAP KEPUASAN MAHASISWA DAN LOYALITAS MAHASISWA

Timotius Michael, Marcellina, Serli Wijaya

Program Manajemen Perhotelan, Program Studi Manajemen, Universitas Kristen Petra

Jl. Siwalankerto 121-131, Surabaya

Email: michaelmoniaga31@gmail.com ; marcellina_1907@yahoo.com

Abstrak – Analisa Pengaruh Kualitas Layanan yang Diterima Mahasiswa Manajemen Perhotelan terhadap Kepuasan Mahasiswa dan Loyalitas Mahasiswa.

Banyaknya institusi perguruan tinggi yang berdiri membuat persaingan antar perguruan tinggi cukup ketat. Banyak cara yang dapat dilakukan untuk memenangkan persaingan, salah satunya adalah dengan memberikan kualitas layanan yang baik. Tujuan dari penelitian ini adalah untuk mengetahui hubungan kualitas layanan dengan kepuasan dan loyalitas mahasiswa, sekaligus menilai kualitas layanan yang diberikan oleh Program Manajemen Perhotelan kepada mahasiswa. Pengukuran kualitas layanan dilakukan dengan menggunakan gabungan dari beberapa skala pengukuran yang ada untuk perguruan tinggi. Survei telah dilakukan kepada 393 responden. Data yang didapat diolah menggunakan metode SEM-PLS. Hasil penelitian menunjukkan adanya pengaruh yang signifikan dari kualitas layanan terhadap kepuasan mahasiswa dan loyalitas mahasiswa. Kepuasan mahasiswa terbukti memiliki peran mediasi secara penuh antara kualitas layanan dan loyalitas mahasiswa.

Kata kunci :

Kualitas layanan di perguruan tinggi, kepuasan mahasiswa, loyalitas mahasiswa, pendidikan

Abstract - The effect of service quality in higher education on student satisfaction and student loyalty

The increasing number of higher education institution has led to the more intense competition in the industry. Service quality is therefore considered as the critical success factor for the higher education organization to survive and win the competition. The purpose of this study is to analyze the effect of perceived service quality on student satisfaction and student loyalty. Survey have was done to 393 respondents. The data collected was analyzed using SEM-PLS. The results showed that there was a significant influence of service quality on student satisfaction and student loyalty with student satisfaction was proven as fully mediating variable.

Keywords :

Service quality in higher education, student satisfaction, student loyalty, education

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