

INTISARI

Studi ini bertujuan untuk mempelajari: variabel bebas (kualitas layanan) yang mempengaruhi kepuasan dan loyalitas mahasiswa Magister Manajemen Universitas Gadjah Mada (MM UGM), Yogyakarta. Perubahan pada kualitas layanan mempengaruhi kepuasan mahasiswa, dan perubahan kepuasan akan mempengaruhi loyalitas mahasiswa.

Pengukuran kualitas layanan (*Service Quality*) dilakukan dengan menggunakan indikator model yang dikembangkan Mai (2005) dari kerangka *Servqual*. Indikator model kualitas layanan yang dikembangkan Mai (2005) didahului dengan analisis faktor untuk melihat pengelompokan variabel X. Setelah pengelompokan variabel diperoleh, selanjutnya variabel kualitas layanan (X) dan variabel kepuasan mahasiswa (Y) dianalisis menggunakan regresi berganda untuk membuktikan bahwa kualitas layanan mempengaruhi kepuasan mahasiswa. Selanjutnya variabel kepuasan mahasiswa (Y) dianalisis dengan variabel loyalitas mahasiswa (Z) menggunakan analisis regresi sederhana untuk membuktikan pengaruh kepuasan terhadap loyalitas mahasiswa.

Dari hasil analisis faktor, indikator kualitas layanan bisa dikelompokkan menjadi tiga variabel, yaitu akademik (X1); akses (X2); dan non-akademik (X3). Dari hasil pengujian hipotesis pertama, terbukti bahwa kualitas layanan mempengaruhi kepuasan mahasiswa. Dan dari hasil pengujian hipotesis ke dua, terbukti bahwa kepuasan mahasiswa mempengaruhi loyalitas mahasiswa. Serta diketahui juga sebagian besar mahasiswa puas pada kualitas layanan MM UGM Yogyakarta.

Kata Kunci: Analisis faktor, Kualitas Layanan (Akademik (X1); Akses (X2); Non-akademik (X3)), Kepuasan, and Loyalitas.

ABSTRACT

This research planned to examine independent variable (service quality) that predicts satisfaction and loyalty of Master of Management, Gadjah Mada University's student in Yogyakarta. The change of the service quality influences the students satisfaction, and the change of the student's satisfaction influence to the student's loyalty.

The service quality's measurement was done by using the indicators of the model that was developed by Mai (2005) from the servqual's frame. The indicators of the service quality's model that was developed by Mai (2005) was earlier done by the factor analysis to know the grouping of the X variable. After the grouping was gained, next, the service quality variable (X) and the students' satisfaction variable (Y) were analyzed by the multiple regressions to prove that the service quality influence the student's satisfaction. Then the students' satisfaction variable (Y) was analyzed together with the student's loyalty variable (Z) by the simple regression technique to prove that the student's satisfaction influence the student's loyalty.

From the result of the factor analysis, service quality's indicator can be grouped in to 3 variables, those are: academic (X1), access (X2); and non-academic (X3). From the result of the first hypothesis test, it was proven that service quality influence the student's satisfaction. And as the result of the second hypothesis test, it was proven that the student's satisfaction influence the student's loyalty. And together with the results of the two hypothesis test, this research also found that most of the students of MM GMU are satisfy to the service of the MM GMU, Yogyakarta

Key Words: Factor Analysis, Service Quality (Academic (X1); Access (X2); Non-academic (X3)), Satisfaction, and Loyalty.