

ANALISIS PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN
DAN LOYALITAS MAHASISWA DI UNIVERSITAS AMIKOM
YOGYAKARTA

Oleh:

Fatima Indah Hayati
Magister Manajemen Pendidikan Tinggi
Sekolah Pascasarjana
Universitas Gadjah Mada

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan terhadap kepuasan dan loyalitas mahasiswa di Universitas AMIKOM Yogyakarta. Metode penelitian yang digunakan adalah kuantitatif asosiatif. Penelitian ini mengambil subjek sejumlah 454 mahasiswa yang diambil menggunakan teknik *purposive sampling* dengan kuesioner terdiri dari 41 item pernyataan. Hasil penelitian diolah menggunakan *Structural Equation Modeling* (SEM) dengan bantuan program *smartPLS v.3.2.8*. Hasil pengujian menunjukkan: (1) kualitas layanan berpengaruh positif signifikan terhadap kepuasan mahasiswa dengan nilai koefisien jalur 0,566, t statistik 12,737, dan nilai p 0,000. Dimensi peluang pengembangan diri merupakan yang dimensi yang pengaruhnya paling besar, serta dimensi internasionalisasi merupakan dimensi yang pengaruhnya paling kecil terhadap kepuasan mahasiswa, (2) kualitas layanan berpengaruh positif signifikan terhadap loyalitas mahasiswa dengan nilai koefisien jalur 0,242, t statistik 4,834, dan nilai p 0,000. Peluang pengembangan diri merupakan dimensi yang pengaruhnya paling besar, internasionalisasi merupakan dimensi yang pengaruhnya paling kecil terhadap loyalitas mahasiswa, (3) kepuasan mahasiswa berpengaruh positif signifikan terhadap loyalitas mahasiswa dengan nilai koefisien jalur 0,516, t statistik 10,919 dan nilai p 0,000, dan (4) kepuasan mahasiswa merupakan variabel mediasi parsial antara pengaruh kualitas layanan terhadap loyalitas mahasiswa dengan nilai efek total 0,534.

Kata kunci: kepuasan mahasiswa, kualitas layanan, loyalitas mahasiswa

THE ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON THE STUDENTS' SATISFACTION AND LOYALTY AT UNIVERSITAS AMIKOM YOGYAKARTA

By:
Fatima Indah Hayati
Master Program of Higher Education Management of
Gadjah Mada University

ABSTRACT

This research aims to know the influence of quality service toward the students' satisfaction and loyalty at Universitas AMIKOM Yogyakarta. The research method is Quantitative Associative. The research participants of this research were 454 students who were chosen by purposive sampling technique. This research used a questionnaire that contained 41 questions. The result of this research was analyzed using Structural Equation Modeling (SEM) with the help of *smartPLS v.3.2.8* program. The result of the analysis process showed: (1) Quality service had a significant and positive effect on the students' satisfaction with coefficient value of path analysis was 0.566. T statistic was 12.737 and the p-value was 0.000. Self Development Opportunity Dimension was the dimension which had the biggest influence toward the students' satisfaction, and internationalization dimension has the smallest influence toward the students' satisfaction, (2) Quality service had a significant and positive effect toward the students' loyalty with coefficient value of path analysis was 0.242, T statistic was 4.834 and the p-value was 0.000. Self Development Opportunity Dimension was the dimension which had the biggest influence toward the students' satisfaction, and internationalization dimension has the smallest influence toward the students' satisfaction, (3) The students' satisfaction had significant and positive effect toward the students' loyalty with coefficient value of path analysis was 0.516. T statistic was 10.919 and p-value was 0.000, (4) Students' satisfaction is partial mediation of the influence of quality service toward the students' loyalty with total effect value was 0.534.

Keyword: Service Quality; Students' Loyalty; Students' Satisfaction