

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan dan citra sekolah terhadap loyalitas pelanggan pada SMP IT Nurul 'Ilmi, Kota Jambi. Jenis Penelitian deskriptif kuantitatif. Subjek penelitian adalah Wali siswa SMP IT Nurul 'Ilmi, Kota Jambi, sebanyak 227 responden yang dipilih secara proporsional dari setiap kelas. Data dikumpulkan dengan menggunakan teknik kuisioner. Data dianalisis secara deskriptif dan kuantitatif menggunakan metode *Partial Least Square* (PLS). Hasil analisis menunjukkan bahwa responden memiliki persepsi yang tinggi terhadap kualitas layanan yang diberikan oleh SMP IT Nurul 'Ilmi, Kota Jambi. Persepsi wali siswa terhadap citra SMP IT Nurul 'Ilmi, Kota Jambi termasuk kategori sangat tinggi. Sementara itu hasil analisis data untuk kepuasan dan loyalitas pelanggan mendapatkan hasil dengan kategori tinggi.

Hasil uji statistik menunjukkan bahwa tidak terdapat pengaruh antara kualitas layanan terhadap loyalitas pelanggan, begitu pula citra sekolah tidak berpengaruh terhadap loyalitas pelanggan. Kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai *t-statistik* $6,283 > 1,96$. Citra sekolah berpengaruh positif dan signifikan terhadap kepuasan pelanggan dengan nilai *t-statistik* $6,442 > 1,96$. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai *t-statistik* $7,330 > 1,96$. Hasil Uji analisis hubungan tidak langsung menunjukkan bahwa kepuasan pelanggan dapat memediasi pengaruh antara kualitas layanan terhadap loyalitas pelanggan dengan nilai koefisien sebesar 0,264. Kepuasan pelanggan juga mampu memediasi pengaruh hubungan citra sekolah terhadap loyalitas pelanggan dengan hasil nilai koefisien sebesar 0,236. Hasil analisis R^2 menunjukkan bahwa perubahan kepuasan pelanggan dipengaruhi oleh kualitas layanan dan citra sekolah sebesar 66,1%. Variable loyalitas pelanggan dipengaruhi oleh kualitas layanan dan citra sekolah sebesar 38,1% sedangkan sisanya dipengaruhi oleh variable lain diluar model.

Kata Kunci: Kualitas Layanan, Citra Sekolah, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

This study aims to determine the effect of service quality and school image on customer loyalty at SMP IT Nurul 'Ilmi, Jambi City. This type of research is descriptive quantitative. The subject of the study was the guardian of the SMP IT Nurul 'Ilmi , Jambi City, as many as 227 respondents were selected proportionally from each class. Data were collected using a questionnaire technique. Data were analyzed descriptively and quantitatively using the Partial Least Square (PLS) method. The results of the analysis show that respondents have a high perception of the quality of services provided by SMP IT Nurul 'Ilmi, Jambi City. Parents' perceptions of the image of SMP IT Nurul 'Ilmi, Jambi City are in the very high category. Meanwhile the results of data analysis for customer satisfaction and loyalty get results in the high category.

Statistical test results show that there is no influence between service quality on customer loyalty, as well as school image has no effect on customer loyalty. Service quality has a positive and significant effect on customer satisfaction with a t-statistic value of $6.283 > 1.96$. School image has a positive and significant effect on customer satisfaction with a t-statistic value of $6.442 > 1.96$. Customer satisfaction has a positive and significant effect on customer loyalty with a t-statistic value of $7.330 > 1.96$. The results of the indirect relationship analysis test show that customer satisfaction can mediate the effect of service quality on customer loyalty with a coefficient value of 0.264. Customer satisfaction is also able to mediate the effect of the school image relationship on customer loyalty with a coefficient value of 0.236. The results of the R² analysis show that changes in customer satisfaction are influenced by service quality and school image by 66.1%. Customer loyalty variable is influenced by service quality and school image by 38.1% while the rest is influenced by other variables outside the model.

Keywords: Service Quality, School Image, Customer Satisfaction, Customer Loyalty.