The Effect Of Service Quality And Student Satisfaction On Student Loyalty

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Abstract: Student loyalty is the most impotant part of measuring the reputation of a school. This study aims to determine: (1) the effect of service quality on student satisfaction, (2) the effect of student satisfaction on student loyalty, and (3) the effect of service quality on student loyalty. This study uses a survey quantitative approach. It is conducted at Private High School in Kutoarjo District. The sample of this research is 146 students. Data collection techniques using is questionnaires. While data analysis using SmartPLS. The results of this study show that: (1) Service quality has positive and significant effect on student satisfaction, (2) Student satisfaction has positive and significant effect on student loyalty, and (3) Service quality has positive and significant effect on student loyalty.

Keywords: service quality; student satisfaction; student loyalty.

Abstrak: Loyalitas siswa merupakan bagian terpenting dari ukuran reputasi suatu sekolah. Penelitian ini bertujuan untuk mengetahui: (1) pengaruh kualitas pelayanan terhadap kepuasan siswa, (2) pengaruh kepuasan siswa terhadap loyalitas siswa, dan (3) pengaruh kualitas layanan pada loyalitas siswa. Penelitian ini menggunakan pendekatan kuantitatif survei. Objek penelitian ini adalah siswa di SMAS Se-Kecamatan Kutoarjo. Sampel penelitian ini sebanyak 146 siswa. Teknik pengumpulan data menggunakan kuisioner. Sementara analisi data menggunakan aplikasi perangkat lunak SmartPLS versi 3.0. Hasil penelitian menunjukkan bahwa: (1) Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan siswa, (2) Kepuasan siswa berpengaruh positif dan signifikan terhadap loyalitas siswa, dan (3) Kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas siswa.

Kata Kunci: kualitas pelayanan; kepuasan siswa; loyalitas siswa.

INTRODUCTION

Activities and learning in schools can help the process of student development. There are several factors that must be considered in student development in relation to the learning process at school. The factors are the availability of qualified educator and educational staff in accordance with their fields; facilities provided by the school, appropriate materials, methods, and learning strategies for students; appropriate time management, as well as organizations that are able to develop or improve the student creativity (Arianto et al., 2019).

Thus, the quality of education services must be pursuaded by all schools, especially for the development or improvement of students as a whole.

Services which must be provided for students are the provision of adequate learning facilities to support all student learning activities and the regularity in school administration. (Indriyani, 2019) stated that learning facilities are everything which is able to help the students and educators in the learning process. (Ainna et al., 2016) said that educational facilities and infrastructure are identical to learning facilities. In addition, educational services in schools which are not less important are clear school administration services for students, as well as the provision of extracurriculars and organizations that are able to develop the students.

In an increasingly competitive situation, where students have many options available for them, the factors which enable school to attract and retain students must be taken even more seriously. Schools that want to gain a competitive advantage in the future need to be innovative and find the effective and creative ways to attract, retain and foster stronger the relationships with students. As a result, the competition to pursue as many students as possible or called as "potential consumers" can become increasingly fierce. Problems like this make the perpetrators to continue to improve their services. The improvement of service quality must be managed properly.

The increase and decrease of student number in private high schools in Kutoarjo District can be seen from various factors. For example, the dissatisfaction with the educational services provided by the school and the inadequate facilities provided. In addition, the student's incompatibility with the school environment and the lack of confidence in the chosen majors, so they choose not to go to school or move from the school, and many other factors. The decline of student number can affect the existence of schools in the future. For example, the student dissatisfaction with the existing services at the school concerned, the use of facilities and infrastructures which are not appropriate. In recent years, the number of students attending private high schools in Kutoarjo District has experienced instability. This is evidenced from the data obtained by researchers from private high schools in Kutoarjo District as shown in Table 1.

Table 1. Development of the Number of Private High School Students in Kutoarjo District.

No	School Name	The Number of Students			
		2017	2018	2019	2020
1	Muhammadiyah Kutoarjo Private High School	203	175	177	161
2	Darul Hikmah Private High School	88	81	73	57
3	Widya Kutoarjo Private High School	54	40	19	11

Based on the table above, it is known that private high schools in Kutoarjo District have a declining trend every year starting from 2017 to 2020. The data above is also in accordance with data from the Basic Education Data of the Directorate General of Early Childhood Education, Basic Education and Secondary Education of the Ministry of Education and Culture from 2017 to 2020. The decline in the number of students in 2020 at private high schools in Kutoarjo District raises a question, what did cause the decline in the number of students in 2020. In addition, whether the services provided for students are not

appropriate with the expectations, so it causes dissatisfaction and effects on the student's loyalty attitudes. High school students in Kutoarjo District are the important element for schools, so the schools need to carry out the service quality evaluations. It has been done to determine whether the service is in accordance with students' perceptions of the quality of service provided. Thus, the next school development can be based on the satisfaction to increase the student loalty through the quality education services.

In education field, schools are considered as service oganizations that are able to produce quality human resources (HR). Seeing the increasingly competitive situation, the quality of education is the focus of attention. The quality of education services refers to the National Education Standards (SNP) in accordance with Government Regulation Number 57 of 2021 concerning National Education Standards (57 & 2021, 2021). The reference standards in the National Education Standards are graduated competency standards, content standards, process standards, management standards, educators and education staff standards, evaluation standards, financing standards, facilities and infrastructures standards (Alawiyah, 2017).

In addition, in measuring the quality of education provided by schools for students, it can be measured by five dimensions or indicators. Those five indicators are: reliability, responsiveness, assurance, empathy, and physical evidence (Chandra et al., 2018). Measurements using these five indicators will also be carried out in this study. Several previous researchers also used these five indicators to measure the service quality. Researchers who used these five indicators are (Afridi et al., 2016; Devi Widyaningrum, 2020; Fauzi & Suryani, 2019; Fida et al., 2020; Ismail & Yunan, 2016; Mahsyar & Surapati, 2020; Pakurár et al., 2019).

Service quality is said to be good if it results in increased customer satisfaction and leads to long-term benefits in market share and profitability (Chandra et al., 2018). Usually, students prefer to choose educational institutions that provide better service quality to provide good satisfaction (Purwati et al., 2018). Student loyalty will be affected directly or indirectly (Thanh & Doan, 2021). When students are very satisfied, they will be loyal to the chosen institution. The quality education provides better learning opportunities and shows that the level of satisfaction or dissatisfaction greatly influences the student learning success or failure.

One of the success things of an educational institution is through student satisfaction. The satisfaction indicators according to (Adi et al., 2019; Surahman et al., 2020) are: cost, product quality, and service quality. He argues that customer satisfaction can create customer loyalty or loyalty to companies that provide satisfactory quality. Loyalty is important because it can influence customer decision making, including making purchases between current business product lines. Therefore, in loyalty there are also factors that can affect customers such as customer satisfaction, service quality, and image.

Meanwhile, the indicators of customer loyalty according to (Adi et al., 2019) are divided into four. Those four indicators are: a) making repeated and regular purchases or in the world of education it is said to use educational services or products repeatedly; b) buying between product lines and services in the field of education is said to be the use of facilities or services from schools; c) refer to others; and d) demonstrate immunity to pull from competitors or in the world of education is not easily influenced by other shools.

Based on the descriptions above, it can be seen that research on the effect of service quality and student satisfaction on student loyalty has a relationship with education management. This is supported by (Akpan, 2020) in education management there is a process of managing the cooperative effort of a group of people who are members of educational organizations to achieve the educational goals. Efforts which can be made to achieve those all are through quality education.Quality education must be supported by the quality facilities and services so that it can be accepted by students and students feel satisfied, then students automatically show a loyal attitude towards the school. Thus, schools will also receive positive things from the loyal attitude of students because of their good facilities and service quality. The quality of service itself refers to the National Education Standards (SNP) as mentioned in the description above.

THEORITICAL REVIEW

Quality of Education Services. Quality is something that can be measured in order to meet expectations. Experts / experts have their own views in defining quality. (Fida et al., 2020), view that the ever-changing conditions are related to products, services, the environment, and humans that meet or exceed expectations. Thus, it can be concluded that quality is a measure of the goodness of a product or service in meeting consumer needs that meet or exceed expectations.

Quality has a relationship with service or service. Good quality and service can provide a good perception from consumers. While service is the process of using the mind, five senses and limbs with or without assistive devices that is done by someone to get everything that is expected/wanted in the form of goods or services. (Mahsyar & Surapati, 2020) service is an act or deed that can be offered by one person to another. The products offered can be related to physical products or not. From the three definitions of service, it can be concluded that service is a person's way or action in offering a product to get something he wants either in the form of goods or services.

Then the concept of service quality is defined as an effort to fulfill the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations. According to (Sari et al., 2018), service quality is the difference between consumers' perceptions of the services offered by a particular company and their expectations about the companies that offer those services. The existence of increasingly fierce competition, requires actors to always improve their services in order to maintain the existence of a company or institution. Education is a form of service. In the process of providing services, there are aspects of interaction between two parties (providers and service recipients). In this regard, schools are service providers and students are service recipients.

Quality schools are schools that can provide quality educational services and a constructive environment for their students. In the context of education, quality is defined as the school's efforts to manage schools operationally and efficiently on various components related to schools, so as to produce added value in accordance with applicable norms/standards. The existence of the quality of educational services is important in the nature of the services provided that match or exceed the expectations and satisfaction of their customers, both directly and indirectly (Chairunnisa, 2018).

The quality of educational services is a form of assessment felt by students on the level of service received with the level of service expected by students. Thus, it can be said that the quality of educational services is an effort of educational institutions or educational units in meeting the needs and desires of students as customers so that students feel satisfied. Therefore, educational institutions are required to always try seriously and try to make improvements according to the needs of students.

Talking about the quality of educational services, it cannot be separated from one of the scopes of student management, namely student development. Student coaching is held in order to support student management activities. In line with the opinion of (Rifai, 2018) that there are special services provided to students. These special services such as: (1) library services are needed to provide services to support the learning process in schools, (2) student health services that are formed in a forum called the School Health Business (UKS) which is no less important, (3) student dormitory services that are beneficial for students away from family, (4) the next service is the Guidance and Counseling (BK) service, (5) canteen services provided by the school so that students' needs related to healthy and clean food are guaranteed. As for other educator services, namely student evaluation. Student evaluations are carried out by educators and education staff to collect data and determine student progress, so that the fulfillment of needs can be adjusted to the needs and abilities of students. With the evaluation, educators and education staff can improve and improve their services so that they are of higher quality.

Another thing that is also important related to educational services is the provision of educators and education personnel in accordance with the criteria and needs of students and schools. In the context of providing educators and education personnel, of course referring to the National Education Standards (SNP) in accordance with Government Regulation Number 57 of 2021.

In addition, services that are also important are the fulfillment of adequate or complete facilities and infrastructure. The assessment or measurement of service quality can use several ways, for example the assessment or measurement introduced by, (Chandra et al., 2018; Zeithaml et al., 2018). There are five dimensions, namely:

Tangibles. Tangibles describe physical facilities or things that are real so that they can affect users. Companies must provide a physical or graphic representation of their services that customers will use to evaluate quality, enhance image, provide continuity and quality of service. Formed in the aspect of educational institutions, namely in the physical form of schools including buildings, environmental cleanliness, comfortable rooms, and other facilities that can support an orderly and sustainable learning process.

Reliability. Reliability refers to the ability to provide the promised service accurately and reliably. This dimension has consistently proven to be the most important determinant of perceived service quality. This dimension includes the consistency in which service promises are fulfilled which can include keeping the schedule or appointment times, completing tasks on time, and ensuring that results are met. In the education sector, reliability relates to the ability of educators or education staff to provide services to students

in the learning process as promised, accurately and develop a curriculum that is in accordance with student needs.

Responsiveness. Responsiveness is the willingness to help customers and provide appropriate and fast attention. This dimension emphasizes attention and accuracy in handling customer requests, questions, complaints, and problems. This includes the length of time the customer has to wait for assistance, an answer to a question or attention to a problem. In education, responsiveness is the willingness of educators and education staff to deal with student complaints related to problems in the learning process or personal problems quickly and responsively.

Assurance. Assurance is the attitude of polite and broad-minded educators and education staff. This is to give students a sense of trust and confidence so that educational goals can be achieved.

Empathy. Empathy includes a person's sense of care and concern for users. Customers are different and have their own uniqueness and privileges and interests, as much as possible we must be able to understand their needs. Every customer wants to feel important and understood by a company that provides a specific service.

Customer Satisfaction (Students). Satisfaction can be interpreted as a customer response to the services provided. In addition, satisfaction is also an emotional reaction to the experience of a product or service (Subrahmanyam & Raja Shekhar, 2016). Thus, satisfaction is a customer's reaction to a product or service. Whereas customer satisfaction is an important part for service organizations and it is strongly connected with service excellence (Osman et al., 2017). Another definition of customer satisfaction is a series of post-customer experience decisions with products or services over time (Ismail & Yunan, 2016).

Another opinion conveyed by (Surahman et al., 2020), assumes that customer satisfaction is the response that consumers show to the service or performance (results) received. If the performance (results) received are more than expectations, the customer will feel satisfied, and vice versa. So, it can be concluded that customer satisfaction is a sense of satisfaction or otherwise that a person has after comparing between reality and the expectations he receives from the product or service that has been provided. Customer satisfaction serves as a key factor to retain customers. Retaining customers gives more benefits to the company by staying loyal for a long time.

Customers are the evaluators who determine service quality. In this study, the intended customers are students. Students are one of the important aspects in education after educators. Students will feel very satisfied if the service provided is more than what is expected, and they are dissatisfied if the service provided is less than expected. So, it can be said that the level of satisfaction or dissatisfaction greatly affects the success or failure of student learning.

Satisfaction helps students to build their self-confidence, which in the end can dominate the advancement of necessary skills and acquire intellectual abilities. In addition,

satisfied students are a source of competitive advantage and word of mouth for the school concerned. Measuring student satisfaction has become very important for every school. This is expected to provide feedback and input for the purposes of developing strategies to increase student satisfaction such as providing better, more efficient, and effective services. According to (Adi et al., 2019; Surahman et al., 2020), there are three factors that can affect customer satisfaction, namely:

Price. Price is the most basic decision among other marketing programs, because every product or service has a price. Price is also everything that has value and becomes the exchange value for a product that is useful to consumers. The price in the world of education is called the cost of education. Tuition fees include all fees paid by students. Students and parents will not mind if they have to spend a lot of money to study at a particular school as long as the school can meet the needs and desires of students and parents in accordance with their expectations.

Service quality. Service quality is an ability to meet customer needs consistently and in accordance with procedures. This means that service providers must always try to understand what customers need, so that they have the hope of getting good service quality. In student management activities, there are several special services that can be provided by schools, where it is to meet the needs of students.

Product quality. Product quality is the ability of a product to perform its functions, including durability, ease of use and repair, and other valuable attributes. Teaching and learning activities or teaching and learning processes are the result of products or services in the field of education. Quality learning will produce quality students if the educators and education are also qualified.

Student Loyalty. The word loyalty can be interpreted as loyalty or obedience. In quality service will lead to a satisfied response from customers. This leads to repeated purchases of products or services by consumers and causes loyalty (Ainna et al., 2016). If the customer is satisfied, there will be a sense of loyalty or commitment to the company or institution for the products or services that have been provided. In educational service, loyalty requires a strong relationship with students. If in practice students choose to move from the school concerned due to various factors, then directly or indirectly the school will be harmed. Conversely, if students decide to continue their education at the school in question and are even proud to be in that school, it will provide benefits for the school.

According to (Adi et al., 2019; Nyonyie & Tamengkel, 2019; Syah & Wijoyo, 2021), loyal customers are people who: (1) Making repeated and regular purchases or in the world of education is said to be the repeated use of educational services or products. (2) Buying between product lines and services in the field of education is said to be the use of facilities or services from schools. (3) Referring to others. (4) Demonstrates immunity to pull from competitors or in the world of education not easily swayed by other schools.

Research Model. Competition in maintaining and maintaining long-term relationships with students is very tight. What needs to be highlighted is the quality of the services provided. Student satisfaction and student loyalty are formed from the quality of services provided by the school. Research Model is shown in Figure 1.
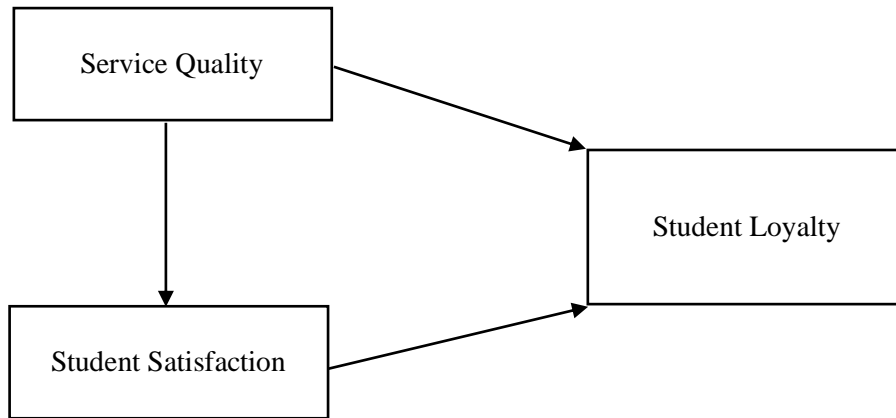

Figure 1. Research Model

When service quality is formed as one of the causes of the relationship between customers and service providers, students as education customers will assess how satisfied they are with the quality of service provided and determine whether to remain loyal to the school in question or switch to another school if assessing service quality is not according to his wishes.

METHODS

This research uses a quantitative research approach with a survey research type. The population in this study were private high school students in Kutoarjo District as shown in Table 2. The sample selection used was simple random sampling technique. The sample can be calculated using the Slovin formula with a degree of confidence of 95 percent and an error rate of 5 percent or 0.05.

Table 2. Total Population of Private Senior High Schools in Kutoarjo District

No	School Name	The Number of Student
1	Muhammadiyah Kutoarjo Private High School	161
2	Darul Hikmah Private High School	57
3	Widya Kutoarjo Private High School	11
	Total	229

Slovin's formula:

$$n = \frac{N}{1+N(e)^2}$$ .... (1)

Information:
n = Number of Samples
e = level of deviation / significant
N = Total population
$n = \frac{N}{1+N(e)^2}$
$n = \frac{229}{1+229(0.05)^2}$
$n = \frac{229}{1+229(0.0025)}$
$n = \frac{229}{1+0.5725}$
$n = \frac{229}{1.5725}$
$n = 145.62 \Rightarrow 146$

The formula determines the sample size based on a known population:

$s = \frac{n}{N \times S}$ …………………………………………………………………….. (2)
Information:
s = number of samples per unit proportionally
S = total sample
n = number of each population unit
N = total population
Based on the results of the calculations above, the research sample used in this study can be seen in Table 3.

Table 3. Population and Research Sample

School Name	The Number of Students	The Number of Samples	Sample Rounding
Muhammadiyah Kutoarjo Private High School	161	$s = \frac{161}{229 \times 146} = 102.6462882096$	103
Darul Hikmah Private High School	57	$s = \frac{57}{229 \times 146} = 36.3406113537$	36
Widya Kutoarjo Private High School	11	$s = \frac{11}{229 \times 146} = 7.0131004367$	7
Total	229	146	146

Data collection techniques used is a questionnaire. The implementation procedures are: a) the researchers look for student data at the private high school concerned; b) the researchers determine the number of respondents who will be the research sample; c) the researchers distribute questionnaires to respondents; d) the researchers collect and conduct transcripts of the results of filling out the questionnaire; and e) the researchers draw conclusions and suggestions. Meanwhile in terms of analysis, variance-based structural equation modeling, Partial Least Squares (PLS) is used to assess the measurement model, structural model, and test the proposed hypothesis.

The use of PLS-SEM can be done with a structural model (inner model) that shows the power of estimation between latent variables to be measured. The evaluation of the external model first analyzed the loading factor, composite reliability, average variance extract (AVE), and Cronbach's alpha (Mirna Sari, Herman Sjaharuddin, 2017). The evaluation of the inner model consists of four latent variables, namely service quality, satisfaction, and loyalty. The method used to determine the overall direct positive effect significantly on the exogenous latent variable, namely the quality of service on the endogenous latent variable, namely satisfaction and loyalty.

RESULTS

Meaesurement Model. In Table 4 and Figure 2, the overall value of the indicators in the factor loading column is more than 0.6 and is significant; cronbach's alpha and composite reliability values are more than 0.70; and the AVE value is more than 0.5. That is, the reliability requirements have been met (Hair et al., 2019; Pervan et al., 2018). Thus, it can be said that all variables are reliable both in terms of indicators and in terms of variables.

Table 4. Loading, Cronbach's alpha, Composite Reliability (CR), and AVE

| Variable/indicator	Loading	Alfa	CR	AVE
Service Quality		0.969	0.976	0.891
Reliability	0.934			
Responsiveness	0.957			
Assurance	0.957			
Empaty	0.957			
Tangibles	0.914			
Student Satisfaction		0.929	0.955	0.875
Cost of eduacation	0.911			
Service quality	0.948			
Product quality	0.948			
Student Loyalty		0.927	0.948	0.820
Repeated use of educational service or products.	0.906			
Use of school's learning services and facilities.	0.901			
Referring the school to others.	0.898			
Not easily influenced by other schools.	0.917			
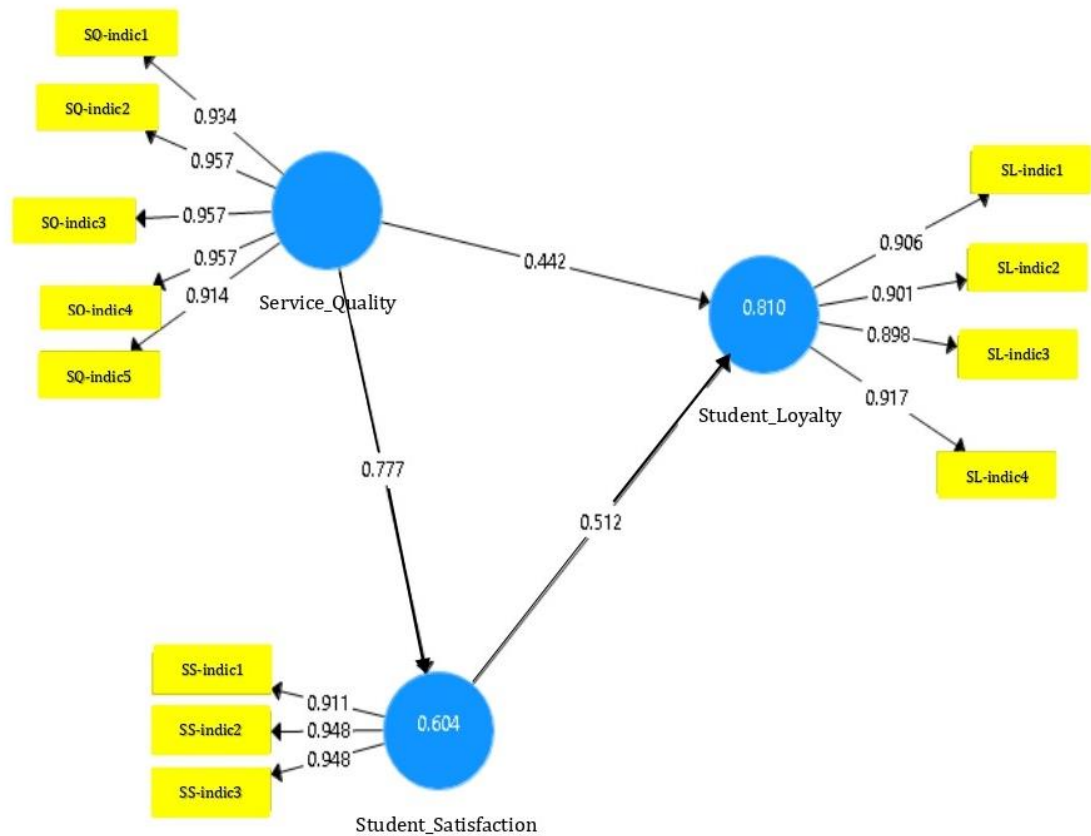
Figure 2. Validity Test using Loading Factor on SmartPLS

The measurement of construct discrimin validity can use the Fornell-Larcker Criterion. In Table 5, shows diagonal numbers such as 0.936; 0.944; 0.905. The number 0.936 must be greater than the number below it. In addition, the number 0.944 must also be greater than the number below and to its left, as well as the number 0.905 must be greater than the number to its left. Based on the table of cross loading and discriminant validity, it can be concluded that all variables and indicators are valid.

Table 5. Fornell-Larcker Criterion

	Student_Satisfaction	Service_Quality	Student_Loyalty
Student_Satisfaction	0.936		
Service_Quality	0.777	0.944	
Student_Loyalty	0.856	0.840	0.905

In seeing how much power the exogenous and endogenous variables are dependent on, namely by looking at the size of R square for each endogenous variable in Table 6.

Table 6. R Square

	R Square
Student_Satisfaction	0.604
Student_Loyalty	0.810
Service_Quality	

Table 6 explains that the contribution of the variables that affect the variables in the R Square table, the R Square value of the student Loyalty variable is 0.810 or 81 percent. This means that 19 percent is influenced by factors outside this study.

In addition, there is also a test that must be done is Predictive Relevance (Q Square Value). This value serves to assess the amount of variation or diversity of research data on the phenomenon being studied along with its parameter estimates. A model is said to have a relevant predictive value if the Q^2 value is greater than 0 (zero). The range of values is 0 less than Q^2 less than 1.

$$\text{Using the } Q^2 \text{ formula} = 1 - (1\text{-}R1^2)\,(1\text{-}R2^2) \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots \quad (3)$$

$$= 1 - (1\text{-}(0.604^2))\,(1\text{-}(0.810^2))$$
$$= 1 - (0.635184)\,(0.3439)$$
$$= 1 - (0.21843978)$$
$$= 0.78156022$$
$$= 0.78 \text{ atau } 78 \text{ percent}$$

Structural Model. In the results of hypothesis testing, the output is obtained as contained in the table below.

Table 7. Mean, STDEV, T-values, and P-values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Student_Satisfaction -> Student_Loyalty	0.512	0.512	0.104	4.909	0.000
Service_Quality -> Student_Satisfaction	0.777	0.782	0.041	19.070	0.000
Service_Quality -> Student_Loyalty	0.442	0.443	0.102	4.335	0.000

Table 8. The Direct, Indirect, and Total Effects of The Variables

	Direct effect		Indirect effect		Total effect	
Hypothesis/path	β.	value-t	β.	value-t	β.	value-t
H1: Service Quality => Student Satisfaction	0.777	4.909			0.777	4.909
H2: Student Satisfaction => Student Loyalty	0.512	19.070			0.512	19.070

H3: Service Quality => Student Loyalty	0.442	4.335	0.398	4.647	0.840	25.989

Based on Table 7 and Table 8 it can be seen that all variables have an influence as evidenced by the value of P Values less than alpha level value (0.000 less than 0.05). Student satisfaction has a significant effect on student loyalty by 0.512. The biggest influence is service quality on student satisfaction of 0.777. That is, the quality of services such as the availability of homeroom teachers, subject teachers, and adequate staff; mastery of learning materials from the teacher; student complaints are responded to quickly; and so on will affect student satisfaction. The better or the quality of service, the more positive the attitude of students because they feel satisfied. The direct effect of service quality on student loyalty is 0.442 and the indirect effect is 0.398 and has a total effect of 25.989.

DISCUSSION

The Effect of Service Quality on Student Satisfaction (H1). Service quality according to (Zeithaml et al., 2018) is defined as an evaluation focus which reflects customer perceptions of the dimensions of the services provided. Service quality is an important factor to develop and maintain the customer relationship. The form of service obtained by high school students is in the form of services in academic, student, and administrative activities. Service quality indicators are viewed from the availability of educators and education staff, completeness of materials, media, information, and responses. The same thing is expressed by (Juniantara & Sukawati, 2018) that the indicators used in the research include physical facilities, equipment, employees, and means of communication. Each school strives to provide the best service starting from administrative services, teaching and learning processes, structural services, etc. One of the best forms of service provided in schools is the availability of complete infrastructure (such as a multi-media/computer room, counseling guidance room, school health business, library, worship room, sports field, toilets, etc). However, another thing that is equally important also needs to be improved, namely the quality of services in terms of implementing active, innovative, and independent learning. This is an important point in the implementation of interesting and not boring learning for students. Interesting learning needs to be designed and developed by the teacher so that learning does not just transmit knowledge. This is supported by (Zubaidah, 2016) that learning design plays an important role in measuring the quality of learning.

Efforts made by private high schools in Kutoarjo District in improving the quality of service can be seen in the aspect of reliability which includes the availability of adequate homeroom teachers, subject teachers, and employees. This service shows that private high schools in Kutoarjo sub-district have no shortage of teachers and employees. This makes students believe that they can get guidance from teachers and employees, both in the classroom and outside the classroom. This is in accordance with PP number 57 of 2021 article 20 paragraph 1 that an educator must have minimum standard criteria of competence and qualifications to carry out his duties and functions as role models, learning designers, facilitators, and motivators for students. In addition, Article 23 paragraph 1 states that an educational staff (employee) must have minimum competency criteria in accordance with their duties and functions in the implementation related to administration, management,

development, supervision, and technical services to support the educational process in the education unit.

The form of article 20 paragraph 1, besides students getting guidance, namely private high schools in Kutoarjo District also provide services related to the provision of learning materials that are supported by interesting learning media so that learning materials are conveyed well by the teacher. The teacher prepares learning media in accordance with the learning material to be delivered. In preparing learning media, it is certainly adapted to the material to be taught or delivered so that students do not feel bored and the material is well absorbed by students. In other words, the teacher must also master the material to be taught to students.

The next effort to improve the quality of service carried out by private high schools in Kutoarjo District is the aspect of responsiveness. This aspect includes: the information provided by employees (such as: TU, librarian, laboratory assistant, security guard, etc.) to students is clear, and easy to understand. In addition, the teacher also provides information that is not complicated. Schools through administration or teachers and other employees seek to provide clear information needed by students. The information provided is in the form of regulations that apply at private high schools in Kutoarjo District which are made in written form, so that students always remember their duties and responsibilities while at school. Likewise with the rules that apply to teachers and employees. Other information, for example: notification of due date for payment of tuition fees, is informed with a sufficient grace period and delivered in a language that is easy for students to understand. Another example, when the teacher will hold a test or daily test, the information is not delivered suddenly. This is so that students can prepare themselves more optimally. Other information services are also sought to be considered and arranged regularly, so that all students can receive and understand it clearly.

The efforts of SMAS throughout Kutoarjo District in providing quality services are also shown in the aspect of assurance. These efforts include: teacher services in providing remedial programs for students who are experiencing learning difficulties. Teachers try to serve students who have learning difficulties by holding remedial programs. This program is able to improve student achievement in the academic field. However, it does not only provide remedial programs for students who have learning difficulties. Teachers also provide services in the form of enrichment programs for students who have met the Minimum Completeness Criteria (KKM). Students who have met the KKM receive enrichment from the teacher at SMAS Widya Kutoarjo. This is done to broaden students' insight, further improve student learning achievement in order to get maximum and satisfying results.

Subsequent efforts made by private high schools in Kutoarjo District in providing quality services are also shown in the aspect of empathy. As for these efforts, such as: teacher services in providing learning motivation to students, especially when the test/exam is approaching and the teacher is able to understand student needs. The teacher continues to try to foster enthusiasm for students to learn by providing motivation in the form of rewards for outstanding students to be more enthusiastic and giving advice to all students that as a student you must always be diligent and study hard in order to be able to achieve what you aspire to and be able to make your parents proud. Thus students feel that they are always

cared for by their teachers, so students feel the services that have been provided by the teachers really have a positive value and students feel satisfied with the service.

Private high schools in Kutoarjo District also provide quality services in the tangibles aspect. The services provided are the availability of adequate facilities and infrastructure. For example, the facilities include: teaching aids, interesting and varied learning media, and learning books, etc. These facilities can help students understand the material presented by the teacher more easily. Students are also more enthusiastic about the existence of varied and interesting learning media because it does not cause boredom in learning.

Meanwhile, the infrastructure includes: classrooms, laboratory rooms, multimedia rooms, worship rooms, libraries, etc. The existence of this infrastructure is utilized properly by students to support learning activities, as well as other positive activities in the school environment. In addition, having clean toilets also makes students feel more comfortable when using the school toilets. Thus, students feel satisfied with the service in the form of facilities and infrastructure from the school for students.

The test results in Table 7 and 8 show that service quality has positive and significant effect on student satisfaction at Private High School in Kutoarjo District. It means that the higher service quality provided will make higher student satisfaction. This is supported by (Hidayat et al., 2020; Purba et al., 2020) that the service quality and facilities simultaneously affect on customer satisfaction. The service quality provided at Private High School in Kutoarjo District affect the student satisfaction because if the perceived service quality exceeds student expectations, the student satisfaction will be higher. On the other hand, if the perceived service quality is lower than what students expect, the student satisfaction will also be low. (Rani & Nugraha, 2021) also stated that dissatisfaction is due to the quality of services provided by the administration regarding correspondence which is still not responsive in handling and implementing it.

The Effect of Student Satisfaction on Student Loyalty (H2). Student satisfaction is an important goal that must be achieved by the school. This is because there is a close relationship between satisfaction which will result in student loyalty. Many factors and indicators that affect loyalty. One of them is the sense of pride that students have as a form of love in maintaining school loyalty. However, there are other things that need to be reviewed according to the ability of each student, namely school fees. It is feared that the increase in school fees will have an impact on student loyalty. Therefore, schools must strive to maintain the stability of school fees, so that students feel satisfied and not burdened.

A significant relationship between customer satisfaction and customer loyalty is also supported by (Bakrie et al., 2019). In the field of education, (Thanh & Doan, 2021) found a strong relationship between the student satisfaction and student loyalty. Education costs at private high schools in Kutoarjo sub-district include the cost of donations for education development and other educational costs (such as: re-registration fees, book fees, extracurricular fees, etc.). These costs must be paid by students and students feel that what these fees are in accordance with what they expect and get. In addition, there is also an indicator of student satisfaction that also has an influence on student loyalty, namely the quality of service. The quality of service in question is in the form of student satisfaction with the services provided by education personnel (such as: administrative employees,

librarians, laboratory assistants, security guards, etc.). Students feel that the services provided by education staff are very helpful for students and facilitate student needs.

Another factor that contributes to student satisfaction has an effect on student loyalty, namely product quality. The quality of the product is in the form of varied, active, innovative, and creative learning, as well as tutoring from teachers who help develop students' abilities according to their talents and interests. So, students are satisfied with the quality of service and product quality provided by the school so that a loyal attitude grows by itself.

The test results in Tables 7 and 8 show that student satisfaction has a positive and significant effect on student loyalty at private high schools in Kutoarjo District. Students who feel satisfied, will indirectly show a loyal attitude towards the school. The test results show that all the wishes or expectations that students have when obtaining and experiencing high school service in Kutoarjo District can be fulfilled, such as comfortable interior and exterior rooms, educator facilities and educational staff who have high competence, are polite and friendly to students. The results obtained in the data processing stage in this study are in line with research(Arguelles & Busquet, 2016; Bakrie et al., 2019) which states that student satisfaction has positive and significant effect on student loyalty.

The Effect of Service Quality on Student Loyalty (H3). Customer loyalty is consumer behaviour to maintain relationships with an institution and repurchase its products and services (Chandra et al., 2018). A study conducted by (Nguyen & Wilson, 2016) on Vietnamese retail banking resulted in significant positive effect of service quality on customer loyalty. Perceptions of good service quality affect student behavior. The quality of teaching and students' emotions of their commitment to the institution increase the student loyalty. In this test, it is found that service quality has significant effect on the loyalty of privat high school students in Kutoarjo District.

Service quality affects student loyalty indicators, namely: First, making purchases repeatedly and regularly or in the world of education is said to use educational services or products repeatedly. Private high schools in Kutoarjo District have provided educational services to students, so that students feel that what they need is sufficiently facilitated and beneficial for students. Loyal customers are those who make purchases of goods or services on a regular basis even they will continue to buy even though the price given has increased. Services in the field of education can be interpreted as a learning process or teaching and learning activities provided by educators and education staff to students as customers. Loyal students will continue to study at the school concerned even though there is an increase in funding every semester. This is because the school concerned provides quality services or provides what students need or want in accordance with the expectations of each student. In addition, students also feel that their decision to study at the school in question is correct because the quality of service from the school concerned is good.

Second, purchases between product lines and services in the field of education are said to use school facilities or services. Loyal customers not only buy one type of product or service from a company, but they also buy additional products or services provided by the company. With regard to education, educators and education staff will provide additional facilities such as tutoring outside of class hours. If the school in question does have a good service, it will naturally appear that students are loyal to the school. One of

them is by attending tutoring held by schools or educators outside of class hours. Students choose to tutor together with educators in the school concerned rather than study elsewhere. This is because it has been proven that the material taught by the teacher is easy to understand and learning in the classroom is not monotonous. Teachers master the material and use a variety of learning media, so that the learning atmosphere is more interesting, active, innovative, and creative.

Third, provide recommendations to others. Loyal customers always want to recommend a product or service they use to others, both to friends and relatives. They always try to influence other people to use the same product or service by always telling the advantages of the product or service that he uses until the person tries to use it. Students as education customers will recommend their school to the people around them. They will influence friends, relatives and other people to join the school because the school has many advantages. These advantages are certainly related to the quality of services such as: having adequate teaching and educational staff, teachers have good mastery of the material so that it is easy for students to understand, the information provided by employees is not complicated, teachers and employees take notes accurately to minimize errors, teachers help develop students' abilities according to their talents and interests, school security guards provide a sense of security and are alert in helping students overcome problems, etc.

Fourth, showing immunity to withdraw from competitors or in the world of education is not easily influenced by other schools. Loyal customers always refuse when offered products or services from other companies (competitors). They already have their own love for the product or service that has been used. In education, students will not be influenced by their friends or other people to move or transfer to other schools because the students concerned already feel happy and comfortable and proud to be in their school. This is due to the quality of services such as remedial programs for students who are experiencing learning difficulties and enrichment programs for students who have met the minimum completeness criteria, rewards for outstanding students, motivating students to study hard, friendly service from teachers and employees and according to needs. students, have adequate, clean, and comfortable facilities and infrastructure, etc.

The things above are the main key to the emergence of a sense of student loyalty to the school. (B & Zanabazar, 2017) stated that service quality is a variable that produces loyalty. Based on the results of the analysis in Table 7 and Table 8, service quality has an effect on student loyalty. Service quality felt by the students is always maintained or consistent, so all wishes or expectations that students want can always be realized, this condition certainly creates positive impression in students to have strong commitment and put other schools aside. The commitment that arises in students is called as loyalty, in other words the hypothesis is accepted. This is in accordance with research (Ainna et al., 2016; Sudrajat, 2016) which states that service quality has positive and significant effect on student loyalty.

Finding Implications. The various findings in this study are expected to be taken into consideration for private high schools in Kutoarjo District. The implications of the research, which is the first hypothesis, is that service quality affects student satisfaction. This hypothesis has the greatest influence compared to other hypotheses, which is 0.777. That is, the quality of services such as the availability of homeroom teachers, subject teachers, and

adequate staff; mastery of teaching materials from the teacher; student complaints are responded to quickly; and so on will affect student satisfaction. The better or the quality of service, the more positive the attitude of students because they are satisfied.

The results of the analysis on the second hypothesis indicate that student satisfaction has a significant effect on student loyalty. The magnitude of this influence is 0.512. While the results of the analysis on the third hypothesis indicate that the direct effect of service quality on student loyalty is 0.442 and the indirect effect is 0.398 and the total effect is 25.899. That is, with the existence of good service quality and especially if it is improved, it can provide its own satisfaction for students so that a loyal attitude will also be born either directly or indirectly.

CONCLUSION

This study examines aspects of service quality and student satisfaction on student loyalty. The results show that based on the description above, several conclusions can be drawn that service quality has positive and significant effect on student satisfaction at Privat High School in Kutoarjo District; the student satisfaction has positive and significant effect on student loyalty at private high school in Kutoarjo District. It means that the higher service quality provided can affect the student satisfaction, thus fostering a loyal attitude to high school students in Kutoarjo District; service quality has positive and significant effect on the student loyalty. Thus, improving the quality of services provided by Private High Schools in Kutoarjo District, directly or indirectly, can increase student loyalty. In an effort to build the student loyalty, the main concern must be school management in continuing, maintaining, and improving the service quality in order to provide student satisfaction and form better student loyalty.

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