SUMMARY

NUR OKTALIA DWINE A. Analysis of Satisfaction, Image, and Loyalty of Higher Education Institution: A Case of the XYZ Academy, Bogor. Supervised by HARTOYO dan SRI HARTOYO.

XYZ Academy is the pioneer academy (in its field) in Indonesia. The increasing need for qualified & skilled human resources contributes opportunities emergence of higher education institutions that organize similar fields. This prompted XYZ Academy to make continuous improvement to enhance its competitiveness. According to Kotler and Fox (1985), one of the methods to elevate competitiveness in service industry is by advancing the customer service quality. This will result in increasing customer satisfaction that will lead to increase customer loyalty.

The purpose of this research are to: (1) identifying the level of students satisfaction, perception and loyalties in the XYZ Academy, (2) analyzing aspects and elements influencing the customer satisfaction, image and loyalty toward the XYZ academy, and (3) formulating strategic plans to improve image, satisfaction and also student’s loyalty at the Academy of XYZ. This research is conducted by using the explanatory research and it is used the primary data from survey carried out in November 2013. There are 300 students taking part in filling up the questionnaire on the survey and it is done by using personally administered questionnaire technique. The researcher uses uses varieties of approaches to sort and analyze the data such as, descriptive analysis and Structural Equation Modeling (SEM).

According to the research it reflects the general satisfaction of the students satisfaction is 85.67%, the image of XYZ Academy is 88.17%, meanwhile the loyalty is 84.93%. Based on these results, it can assume that the XYZ Academy is able to satisfy the desires of its students and it is led to creating the positive image toward the campus and it also helps the academy to keeps its student’s loyalty.

Laboratory staff services and the performance of the main facility variables are significantly affect the image of XYZ Academy. Beside that, student satisfaction significantly affected by lab staff services and service academy staff. In other words, services lab staff has enormous influence both on the image and student satisfaction. Image and satisfaction variables significantly contributed directly to loyalty. Contributions from influence of image on loyalty are double affected compared to satisfaction on loyalty. On the other hand, the three exogenous latent variables (lab staff, academic staff, and major facilities) also indirectly affect loyalty.

Keywords: image of academy, students satisfaction, students loyalty, SEM