ABSTRACT

Greater competition in Indonesian higher education institution, influence practitioner and academician to develop a knowledge to identify factors, in order to improve the student satisfaction, the image of the higher education institution and the student loyalty toward the higher education institution. This research elaborate factors that sufficient to influence student satisfaction in teaching and learning process satisfaction, the image of the higher education institution for the student, and factors to bond student loyalty that verified in University Mercu Buana. In brief, there are 28 factors to measure 5 variables that influence teaching and learning process satisfaction, which are main facilities, supporting facilities, academic staff, administration staff and evaluation process. 1 factor to measure teaching and learning process satisfaction. 15 factors to measure image university and 5 factors to measure student loyalty. The result of this research also come to conclusion that teaching and learning process satisfaction influence the student loyalty toward higher education institution, and influence the image of higher education institution for the student. But the image of the higher education institution do not influence the student loyalty toward the higher education institution.

Keywords: Higher Education institution, Teaching and learning process satisfaction, Image, Student loyalty, Structural equation modelling.