

Faktor-Faktor Yang Mempengaruhi Student Loyalty Dan Word Of Mouth Pada Pendidikan Tinggi : Program Studi Magister Manajemen Universitas Indonesia = Factors Affecting Student Loyalty and Word of Mouth on Higher Education : Master of Management University of Indonesia

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Abstrak

Semakin meningkatnya persaingan dalam industri menuntut perusahaan untuk terus meningkatkan kualitasnya dengan memiliki SDM terbaik khususnya pada bidang manajerial dan bisnis. Hal ini menuntut individu untuk terus meningkatkan kualitas mereka untuk dapat bersaing. Program studi Magister Manajemen Universitas Indonesia mencoba menyediakan solusi atas permasalahan tersebut. Namun dengan semakin ketatnya persaingan antar pendidikan tinggi diperlukan strategi untuk dapat bersaing. Pada penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi student loyalty dan word of mouth pada pendidikan tinggi dengan menggunakan variabel higher education quality, student satisfaction, student trust, dan university image. Hasil penelitian menunjukkan bahwa dimensi support services merupakan dimensi yang paling berpengaruh terhadap higher education quality. Higher education quality, student satisfaction dan university image berpengaruh positif dan signifikan terhadap student loyalty. Student trust berpengaruh negatif terhadap student loyalty dan word of mouth. Sedangkan university image berpengaruh positif terhadap student trust, student loyalty, dan word of mouth

.....Increasing competition on industry requires company to continuously improve their quality by having the best people, notably on managerial and business knowledge. This requires peoples to improve their quality to compete. Master of Management University of Indonesia try to provide to these problem. But with increasing competition among higher education, strategy is required to be compete. This study aims to determine factors that affecting student loyalty and word of mouth on higher education by using higher education quality, student satisfaction, student trust, and university image. The result showed that support services are the most influential dimension of higher education quality. Higher education quality, student satisfaction and university image have positive and significant effect on student loyalty and word of mouth. Student trust have negative effect on student loyalty and word of mouth. University image have positive effect on student trust, student loyalty, and word mouth