

## **ABSTRACT**

### **THE INFLUENCE OF SERVICE QUALITY ON STUDENT LOYALTY IN LBPP LIA BANDAR LAMPUNG**

**by**

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In the era of globalization, English has become the international language for us to communicate. The ability to master the English is one of the requirements for us to compete and achieve the success in the global competition. The increase of competition among the educational institutions have made all of the English courses to be the best institution for the consumers. Quality of services is one of the factors that taken into consideration by consumers in choosing English education offered various institutions. The research in this skripsi was conducted in LBPP LIA one of English education institutions in Bandar Lampung focus on the students.

The problems that faced by LBPP LIA is the increase of competition among the English course institutions that affecting the number of students each year, LBPP LIA need to know what are factors that affecting the student's loyalty. The problem in this research is the service quality that consist of tangibles, reliability, responsiveness, assurance, and empathy have an influence on student loyalty of LBPP LIA Bandar Lampung. This research aimed to know the effect of service

quality on student loyalty in LBPP LIA Bandar Lampung. The hypothesis of this research is the effect of service quality on student loyalty in LBPP LIA Bandar Lampung.

The technique that used to take a sample in this research was non-probability sampling technique. The samples that used in this research were 100 respondents. The methods of data analysis that used are validity and reliability test questionnaires. And then, the questionnaire data were analyzed with multiple linear regression through F-test, T-test with a significance level of  $\alpha = 0.05$  or 5%.

Based on research it can be seen that the variable of service quality consist of tangibles, reliability, responsiveness, assurance, and empathy are influenced by the student loyalty of LBPP LIA Bandar Lampung variable. The results of test calculations that F count is higher than F table value ( $66,253 \geq 2:31$ ) where  $H_0$  is rejected and  $H_a$  accepted. While the coefficient determinant (Adjusted R Square) of 0.779 or 77.9%, this is indicate the influence of variable X to variable Y is simultaneously at 77.9%. While the T-test was known that T count of each variable is higher than T table which means that  $H_0$  is rejected and  $H_a$  accepted. Based on research, LBPP LIA Bandar Lampung is recommended to give more attention in provide quality of services in responsiveness, considering this variable is the lowest value among the other variable.