

## **ABSTRACT**

*The need for high education is one of the aspects that affect people's lifestyle these days. The reputation of the institution and the quality of education become one of the consideration in choosing educational institutions. This study aimed to analyze satisfaction level of LIA Semarang students through service performance, customer experience, and brand trust. The population in this study was all of the consumers of LIA Semarang who have used LIA services at least once. This research is also expected to identify what kind of factors that needs to be considered on increasing consumer satisfaction of educational institution.*

*The sample used for this research is consumers who still use Semarang LIA services and who do not use LIA Semarang services any longer. This study conducted on 215 respondents using 4 variables, 16 indicators and 3 hypotheses. The analysis technique used for this research is structural equation models with 22,0 AMOS program.*

*The results of this research indicate that service performance have positive and significant correlation to consumer satisfaction. Customer experience has a positive and significant relationship to customer satisfaction and loyalty. Brand trust also has a positive and significant relationship to customer satisfaction and loyalty. The results of this study also indicate that brand trust is the most influential variable on student satisfaction of educational institutional, especialy LIA Semarang.*

*Keywords : Service Performance, Brand Trust, Customer Experience, Satisfaction.*