

ABSTRACT

This research aimed to test influence values offered by school Unggulan Nurul Islami Semarang to student satisfaction. Based on the problems encountered and need to be completed quickly and accurately in Junior High School, High School and Vocational School Unggulan Nurul Islami Semarang. On this research with intervening models (analysis of multiple regression) and methods survey. Of variable used that is quality of human resources, service quality education, location against customers value offered, and customers value offered in intervening against student satisfaction.

The research results showed that: (1) The influence of *human resources quality* against *customer value offered* with a positive effect, (2) The influence of *service quality education* against *customer value offered* with a positive effect, (3) The influence of *location* against *customer value offered* with a positive effect, (4) The influence of *customer value offered* against *student satisfaction* with a positive effect.

Keywords: Human Resources Quality, Service Quality Education, Location, Customer Value Offered, and Student Satisfaction