ABSTRACT

Facing the global market and the national development program, the factor of human resource competency is very essential. This condition makes the government, especially in higher education institution to provide human resources with competencies. Higher education institution as an educational organization is demanded to give best services for the community that at last in return will drive the higher education institution to move forward.

The aim of this research is to analyze the impact variables of the learning quality and the service quality on satisfaction and loyalty of the student of Undaris Ungaran in Central Java. This research use a survey method, the data is collected by having questionnaires of 170 respondents. The population of this research is 1144 students of Undaris Ungaran that were started in the academic year of 2004 / 2005 to 2008 / 2009. It is decided that the sample of this research is 150 students. The sampling method of this research is *purposive sampling* that has certain criteria. Then, the data is analyzed with *Structural Equation Modelling* (SEM) under AMOS 4.0 computer program with *maximum likelihood estimation*.

According to the result it is concluded that the student loyalty can be improved by improving the learning quality that will improve the student satisfaction. The student loyalty can also be improved by improving the service quality that will improve the student satisfaction. This conclusion is based on the CR value which is in amount of 2,933. It confirms the hypothesis which stated that there is a positive effect between learning quality variable on the student satisfaction variable. The results of this research also find that there is a positive impact between service quality variable on the student satisfaction variable. It is shown by the CR value which is in amount of 4,492. Finally, the CR = 5,432 shows that there is a positive effect between student satisfaction variable on the student loyalty variable.

Keyword: Learning, Service Quality, Student Satisfaction, Student Loyalty.