

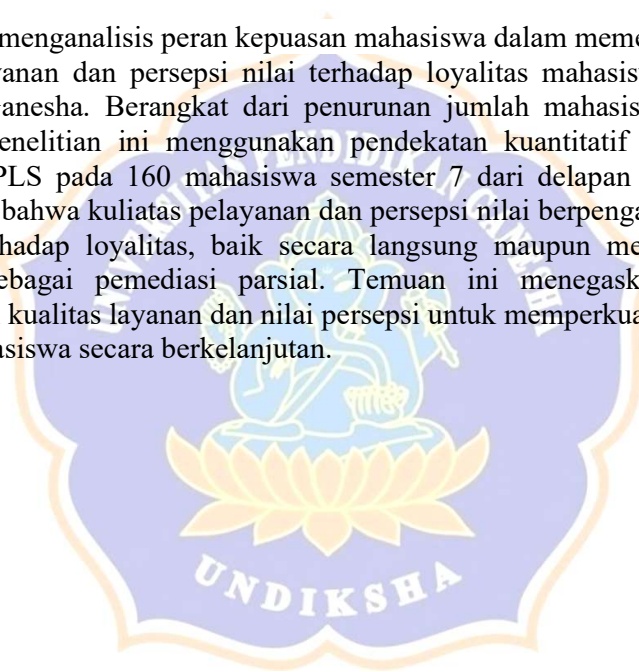
## ABSTRAK

Mastika Putra, I D G N (2025), *peran kepuasan mahasiswa dalam memediasi pengaruh kualitas pelayanan dan persepsi nilai terhadap loyalitas mahasiswa Universitas Pendidikan Ganesha*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si., dan Pembimbing II: Dr. Kadek Rai Suwena, S.Pd., M.Pd.

Kata Kunci: kepuasan mahasiswa, kuliatas pelayanan, persepsi nilai, loyalitas, SEM-PLS

Penelitian ini menganalisis peran kepuasan mahasiswa dalam memediasi pengaruh kuliatas pelayanan dan persepsi nilai terhadap loyalitas mahasiswa Universitas Pendidikan Ganesha. Berangkat dari penurunan jumlah mahasiswa baru tahun 2023/2024, penelitian ini menggunakan pendekatan kuantitatif kausal dengan teknik SEM-PLS pada 160 mahasiswa semester 7 dari delapan fakultas. Hasil menunjukkan bahwa kuliatas pelayanan dan persepsi nilai berpengaruh positif dan signifikan terhadap loyalitas, baik secara langsung maupun melalui kepuasan mahasiswa sebagai pemediasi parsial. Temuan ini menegaskan pentingnya meningkatkan kualitas layanan dan nilai persepsi untuk memperkuat kepuasan dan loyalitas mahasiswa secara berkelanjutan.



## ABSTRACT

Mastika Putra, I D G N (2025), *the role of students' satisfaction in mediating the influence of services quality and perceived value on students' loyalty at Ganesha University of Education. Thesis, Management Science, Postgraduate Program, Ganesha University of Education*

*This thesis has been approved and reviewed by first advisor: Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si., and second advisor: Dr. Kadek Rai Suwena, S.Pd., M.Pd.*

*Keywords: customer satisfaction, service quality, perceived value, customer loyalty, SEM-PLS*

*This study investigates the mediating role of students' satisfaction in the relationship between service quality, perceived value, and customer loyalty among students of Universitas Pendidikan Ganesha. Triggered by a decline in new student enrollment in the 2023/2024 academic year, this research applies a quantitative causal approach using SEM-PLS to analyze data from 160 seventh-semester students across eight faculties, selected through proportional stratified random sampling. Results reveal that both service quality and perceived value have a positive and significant effect on customer loyalty, directly and indirectly through customer satisfaction. The study confirms a partial mediating effect of customer satisfaction, highlighting its strategic importance in enhancing student loyalty. This research contributes to higher education management by emphasizing that improving service quality and fostering positive perceived value are critical pathways to strengthening both student satisfaction and loyalty.*

