

Pengaruh Outcome Quality, Interaction Quality, Peer-To-Peer Quality terhadap Customer Loyalty dengan Mediasi Customer Satisfaction Pada Siswa Adult Program Ef F(X) Sudirman Jakarta Selatan = The Effect of Outcome Quality, Interaction Quality, Peer-To-Peer Quality towards Customer Loyalty with Mediation of Customer Satisfaction on EF f(X) Sudirman's Adult Program Students

Baptista Ezra Dwi Suryananda, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920535833&lokasi=lokal>

Abstrak

Pada era globalisasi yang semakin maju, terlihat adanya peningkatan akan kebutuhan kemampuan berbahasa Inggris yang baik bagi tenaga kerja Indonesia. Oleh karena itu, saat ini jumlah LKP bahasa Inggris terus meningkat. Peningkatan ini tentu mendorong pula persaingan di antara para LKP bahasa Inggris sehingga perlu membuat metode pelayanan dan belajar yang dapat meningkatkan loyalitas dari para siswa dan membuat mereka merasa puas. Secara keseluruhan metode pelayanan ini dapat dinilai oleh para siswa melalui outcome quality, interaction quality, dan peer-to-peer quality yang mereka rasakan selama belajar. Oleh karena itu, penelitian ini telah meneliti lebih dalam mengenai pengaruh dari outcome quality, interaction quality, dan peer-to-peer quality terhadap customer loyalty dengan mediasi dari customer satisfaction pada obyek penelitian EF f(X) Sudirman Jakarta Selatan untuk program khusus orang dewasa. Penelitian ini dilakukan secara kuantitatif melalui survei kepada 100 siswa EF f(X) Sudirman Jakarta Selatan, dimana pengumpulan data dilakukan dengan penyebaran kusioner pertanyaan tertutup dengan teknik non-probability purposive sampling. Data dianalisis dengan menggunakan path analysis. Hasil penelitian menunjukkan adanya pengaruh dari dua variabel independen saja yaitu outcome quality dan interaction quality terhadap customer satisfaction. Serta customer satisfaction terhadap customer loyalty.

.....In the current era of globalization, more specifically characterized by the presence of ASEAN Economic Community (AEC), seen an increase in the need for sufficient English competency for Indonesian workforce. Therefore, the current number of English LKP (courses institution) continues to rise. This rising number will also encourage competition among English LKPs, hence it is necessary to create methods of service that can grow the loyalty of the students and satisfy their needs. Overall this method of service can be assessed by students through the outcome quality, interaction quality, and peer-to-peer quality that they experience during the learning. Therefore, this research tried to do an in-depth study on the effect of outcome quality, interaction quality, and peer-to-peer quality on customer satisfaction and its effect to customer loyalty with EF f (X) Sudirman Jakarta Selatan for adult special program as the research object. This research was conducted quantitatively through a survey to 100 students of EF f (X) Sudirman South Jakarta, where data collection was done by distributing closed-questions questionnaire with non-probability purposive sampling technique. Data were analyzed by using path analysis. The result of the research shows that there are two independent variables, namely the outcome quality and interaction quality that affect customer satisfaction. Also, the effect customer satisfaction towards customer loyalty.