The Effect of Service Quality, School Image, and Student Satisfaction on Loyalty

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Abstract

This study aimed to determine service quality, school image, and student satisfaction with student loyalty at SMKN 2 Buduran. This study used quantitative research methods. Data were obtained from 50 students at SMKN 2 Buduran Sidoarjo. Analysis of the data used using Google Form as a research medium for service quality, school image, and student satisfaction with student loyalty. The results obtained from the study can be concluded: the quality of school services to students was almost fulfilled. The better the quality of service provided by the school to students, the higher the student loyalty. The image of the school according to students' views was good. The higher the image quality of the school, the higher the loyalty that students had so that students became satisfied while learning. Student satisfaction according to the assessment of students was quite fulfilled. So that the higher the student satisfaction, the higher the student's loyalty to the school. Students' views on service quality, school image, and student satisfaction were almost fulfilled because the higher the loyalty given to students, the higher the students' loyalty to the school so that students felt satisfied in carrying out learning activities at school.

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INTRODUCTION

Education is a very basic guide for the prosperity of the nation. The better the quality of education, the better the quality of the nation's capabilities and the condition of human resources. According to Law no. 20 of 2003 concerning the National Education System in Chapter. I, article 1 paragraph (1) explains that national education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character, and skills that is needed by himself, the community, the nation and the State(Sakir, 2016). Ahmadi and Uhbiyati (2007) argued that education is essentially an activity that is conscious and intentional, and full of responsibility carried out by adults to children so that interactions arise between the two so that children reach the maturity they aspire to and take place continuously. Abdurrahman Saleh Abdullah (2007) explaind education as a process built by society to bring new generations towards progress in certain ways according to useful abilities to achieve the highest level of progress.(Hidayat et al., nd).

Education can be obtained formally or informally. Formal education is a structured and tiered educational path consisting of basic education, secondary education and higher education(Idris, 2017). Suprijanto (2008) defined formal education as a deliberate learning activity, both by citizens of learning and learning in a school-structured setting. Student education can be carried out by means of activities and a series of learning processes in schools. Therefore, factors that can support the learning process in schools need to be considered so that the objectives of education can be achieved optimally, such as facilities and infrastructure, skilled teachers in their fields, appropriate materials and methods and in accordance with the applicable curriculum, management maximum time, effective and efficient administrative services, as well as organizations that can help develop student creativity. Good or bad impressions on an institution arise based on an individual process in the institution or group commensurate with supervision and something that has been experienced before. The credibility of an institution is assessed based on the quality of services provided and the satisfaction index.

One of the components that can increase the credibility of the school is the competent and professional teachers. The teacher as a component in the field of education, the teacher must have a role too, actively and passively also putting his position into an expert, in line with the results according to people who have developed, so that teachers are forced to have quality, loyalty, dedication, and responsibility aims to make professional teachers (Astuti, 2019). The professionalism and competence of each teacher must be balanced so as not to hinder teaching and learning activities. If learning can run effectively and optimally, students will feel satisfied and motivated. In facing school competition, of course, SMKN Buduran must improve service quality,

In an agency or school, of course, the quality of service is also needed to support student loyalty to the school. According to Kotler (2008) service is any action or activity that one party can offer to another, which is essentially intangible and does not result in any ownership. Sinambela (2008) suggested that service is any profitable activity in a group or unit, and offers satisfaction even though the results are not tied to a physical product. This shows that the service is related to the inner satisfaction of the service recipient. If the quality of the service provided is commensurate with the expectations of students, of course students will feel satisfaction with the quality. In providing a good image will cause students to feel proud of the school. In this case, of course, the quality of service and the image of the school is not enough to support the effectiveness of the school but also needs to be seen from the side of student satisfaction, therefore student satisfaction has an influence on student loyalty. Students will feel very satisfied if the satisfac-

tion they want or expect is in accordance with what is given by the school. So students will be more enthusiastic in carrying out activities in the academic or non-academic section if student satisfaction is very much considered by the school. Students will feel very satisfied if the satisfaction they want or expect is in accordance with what is given by the school.

One of the schools that managed to meet the three factors that affect student loyalty is SMKN 2 Buduran. SMKN 2 Buduran is the first public school to have an OTKP major in Sidoarjo and a vocational school in Sidoarjo also has good credibility. This is based on academic or non-academic facilities that can bring student learning processes and good services. Students of SMKN 2 Buduran have high loyalty to the school. However, with good credibility and high loyalty, the student satisfaction index of SMKN 2 Buduran is still low. This is due to the competence possessed by the teacher in terms of the use of technology and the unsatisfactory quality of services such as the quality of service provided by the TU regarding correspondence that is less responsive in handling or implementing it.

From the explanation of the background, the title of this research is "The Effect of Service Quality, School Image, and Student Satisfaction on Student Loyalty at SMKN 2 Buduran Sidoarjo". This study conducted research with the following objectives: 1) To determine whether there is an influence of service quality on student loyalty at SMKN 2 Buduran Sidoarjo. 2) To determine whether there is an influence of school image quality on student loyalty at SMKN 2 Buduran Sidoarjo, 3) To determine whether there is an effect of student satisfaction on student loyalty at SMKN 2 Buduran Sidoarjo, 4) To determine whether there is an influence of service quality, school image quality and student satisfaction with student loyalty at SMKN 2 Buduran Sidoarjo.

The problems taken in the study included several problems, namely the lack of facilities or parking spaces for motorbikes for students so that it affected student activities when carrying out activities outside the classroom,

in addition to the lack of insight of teachers in terms of technology so that it had an impact on the learning process of students even more deeply. During times such as a pandemic, for example, the use of learning media was so inadequate that it was not effective and efficient in delivering learning materials. Meeting the needs of the agency must pay attention because it has something to do with stakeholders in achieving certain goals. But it is very unfortunate, at SMKN 2 Buduran Sidoarjo less attention to the needs that must be met, resulting in a lack of enthusiasm for students when doing learning at school.

For this reason, it is necessary to improve services that have an impact on the image of the school which causes a lack of pride in students and affects the level of loyalty to the school. Service quality, school image, and student satisfaction are very influential on loyalty. The more organized the quality of the services provided, the better the student satisfaction index will be. If students are satisfied and can learn optimally, students can contribute to academic or non-academic results which will automatically improve the image of the school. This achievement, when viewed from the perspective of the community, can increase credibility and electability. In this case the researcher is interested in testing the object to make a contribution.

Explanation (Jasfar, 2005) the quality of the service is how customers respond to the services they have consumed. Habibah (2017) found five types of service quality. The five types of services are reliability, responsiveness, assurance, empathy and tangible. Dimensions of service quality include: first is reliability, the ability to provide services and guarantees correctly, so that these strengths will make it easier for consumers to trust especially providing services in a manner according to the time (on time), in the right process according to the agreed schedule and at least making mistakes.

Second, responsiveness is the effort of workers to help and provide services needed by the customer. By ignoring the waiting cus-

tomers, and in the absence of a real basis, there will be scars that are not good, consumers should not be in front of consumers. Instead, the error was responded to in a deft and precise manner so that consumers could feel a different impression and assume that the service was provided in accordance with the procedures promised at the beginning.

Third, assurance is knowledge, ability, friendly, polite, and trustworthy personality for contacts in order to reduce the personal doubts of consumers about the guarantees that have been promised so that consumers will experience relief from disasters and risks that will occur later. Fourth, empathy which includes personal or company contact behaviour towards consumers in order to understand something that is needed or the consumer's difficulties, so that good communication will occur, personal attention, and facilitates carrying out good relations with consumers. Fifth, tangible products, physical facilities, equipment and relationship efforts that can support consumer convenience and must be included in a series of services.(Habibah & Bayu, 2017).

School image, Jasfar (2009) concluded that image represents the process of giving value to customers, as well as potential customers or consumers who are not yet loyal, who are included in other groups related to the company. Based on (Mulyana Deddy, 2005) in his writings Public Relations: The image of an organization forms 4 elements, namely: first, personality is a matter of company criteria that can be understood by the intended public. In this case, it means that the knowledge and understanding possessed by the public about a company, about the company can be considered, a company that has a great social responsibility.

Second, reputation is a public response to the behavior of the group that has been running and the group's performance in a certain time. However, when compared to fellow organizations and competitors, the good name of something the company does and has been trusted by the public for its own experience or from other people. Fourth, value is a

value that is owned by the company. In other words, it is called culture within the company in the form of efforts to manage consumers, employees in a short time and immediately find out the situation on demand or problems or consumer needs until consumers will feel satisfaction with the services received by the company. Third, corporate identity is part or identity of a company that makes the process of introduction to the public easy. The goals for the company are similar to the company logo, colors and slogans contained in the company so that the public will be very easy to know the company.

In his bookKotler, P., (2009) explained that satisfaction is or is not satisfied from customers is a sense of pleasure or disappointment in themselves that arises after consumers mix and match with opinions or impressions on something that is achieved from the product and the intended desire. Based onKhusaeni (2016) aspects of consumer pleasure can make a service value from the company, namely: first, the service gives a feeling of security and comfort. Good service is intended so that there is a feeling of security and comfort for consumers. Customers feel comfortable when using a company service, of course, later they will tend to feel satisfaction with the services that have been provided.

Second, the provision of information in a thorough, precise, and clear way The information provided is some of the main factors that can give a feeling of satisfaction to consumers. The notification dragged several aspects regarding service or operational hours, notifications about products or services offered by the company. And if the company has provided an appropriate, precise, and comprehensive explanation, then consumers will feel satisfaction with the services provided. Vice versa, if the explanation given is not clear enough, it can cause customers to feel uncomfortable and dissatisfied with the services provided by the company.

Third, Satisfaction with the service obtained from the staff and employees towards consumers is a collection of feelings that have

been experienced by customers and their experiences during consumption. Customer satisfaction can influence on two factors, namely, expectations and the service work obtained. Therefore something that is achieved is influenced by consumer perceptions of the quality of the services provided, the marketing mix, the brand name and the image of the company. Customer satisfaction has become the most important main goal for quality and future revenue. Customer satisfaction is a service provided by employees and company staff to consumers.

Loyalty based on Rasimin inGoddess (2016) is a way, trust and obedience directed to individuals and companies, and with a sense of responsibility and always good. Siswanto (2002) said that loyalty is the ability as well as a strong determination to have an effort to do or carry out tasks, and to comply with all the rules that have been made according to conditions that understand and with a sense of responsibility. It can be concluded that employee loyalty is the trust, loyalty, dedication and desire of an employee or staff to comply with the regulations, be disciplined, honest, and responsible in working that has been agreed in the company. Loyalty according to Jill Griffin in Hurriyati (2010) is the nature of consumers who have carried out the act of buying continuously, based on their decision-making unit.

The initial hypothesis of this research is that the quality of service and a good school image can meet the satisfaction index and high loyalty of SMKN 2 Buduran students. Service quality is related. This means that service quality, school image, and student satisfaction have an influence on student loyalty at SMKN 2 Buduran. The main purpose of service quality is to build and maintain good and committed school quality so as to make the school have a good image in the eyes of students, to achieve this goal, schools must provide good service and quality for students, so that student relationships with schools will lead to positive thing. In order to increase loyalty, schools must provide satisfaction to each student and maintain that level of satis-

faction in the long term. In order to increase satisfaction, the school is obliged to improve the quality of services provided to students so that students' expectations are in accordance with what they want, thus making students loyal to the school.

Students' interest in schools can certainly be seen from the quality of the school's image. How good the quality of the school's image will be embedded in student interest so that student loyalty greatly affects the quality of the school's image, and vice versa if the quality of the school's image is bad, students tend to be disappointed with the school. So the quality of the school's image must be maintained properly so that students will be loyal to the school. Students will also have a sense of pride in being students at SMKN 2 Buduran. Supported by previous research stated Suryana & Darmawanti, (2019) producing image quality affects loyalty because of the perceived quality of being stimulated through the formation of a positive image in the minds of customers which will enable them to form a good brain for the agency.

In an agency or school, of course, there is satisfaction that every student has with the school to meet the needs and desires of students. Students will feel satisfied and comfortable if the desired satisfaction is as expected, students will develop their potential both in academic and non-academic terms if the satisfaction provided by the school is as promised, then students feel satisfied and fulfilled so that students' confidence in the school as expected and no doubt. Therefore, the higher the satisfaction value given by the school to the students, the higher the student's loyalty to the school. According to researchWidayati et al., (2020) generating satisfaction had an influence on loyalty, this can be seen from its effect simultaneously with job satisfaction and job loyalty on teacher performance and shows a positive relationship with job satisfaction and job loyalty because this researcher explains if the teacher has a good performance in the sequence of learning and teaching students.

METHODS

This research method used a quantitative model that was useful for obtaining data on the population and the sample that had been selected in order to know about the quality of service, the image of the school and the satisfaction of students on the loyalty of students at SMKN 2 Buduran Sidoarjo. Sources of data were obtained from primary data with answers to research questions through the distribution of questionnaires filled in by students at SMKN 2 Buduran Sidoarjo. The questionnaire model was used in a closed model because the answers were already available. This was supported by research (Chandra et al., 2018) which used a causal design or explanatory research which examined the effect of service quality (X1) on student satisfaction (Y1), the effect of service quality (X1) on student loyalty (Y2), and the effect of student satisfaction (Y1) on loyalty.

The explanation from Sugiyono (2018) means that the population becomes a place for ideas on objects/subjects that have their own levels and criteria that are formed by researchers to be studied, they are also studied later there are conclusions. In this study, the population was all students of SMKN 2 Buduran majoring in OTKP class X, XI, XII. According to Sugiyono (2018), the sample is an gain from the sum of the characteristics possessed by the population. By using a probability sampling technique through a random sampling approach, it means that in data collection, all the population has the opportunity to be converted into a sample regardless of the background of the population members. Based on the existing population, the number of samples that

can be obtained was 50 respondents who were used for testing data with SPSS. Researcher's process data used SPSS because the purpose of the research was to analyze the data in relation to the social environment in a systematic manner. This study used data analysis techniques, namely descriptive analysis, normality test, linearity test, multicollinearity assumption test, multiple regression tests.

RESULTS AND DISCUSSION

Validity test shows how far a measuring instrument is able to measure (Siregar, 2010). Descriptive analysis was used to describe the variables of Service Quality, School Image, Student Satisfaction, Student Loyalty. The data presented included the minimum score, maximum score, mean, standard deviation and category of each variable. Based on the data from the descriptive analysis, it can be concluded that there were 20 valid items. The results of the X1 descriptive analysis obtained from the responses of 50 people, showed a minimum score of 9, a maximum score of 25, a mean of 17.64, and a standard deviation of 3.641; X2 obtained from responses of 50 people, showed a minimum score of 5, a maximum score of 25, a mean of 19.08, and a standard deviation of 4.379; X3 obtained from responses of 50 people, showed a minimum score of 10, a maximum score of 25, a mean of 18.40, and a standard deviation of 3.839.

Based on Table 1, it can be seen that students of SMK Negeri 2 Buduran Sidoarjo had a high average. X1 can be seen from 30 students who had high service satisfaction and the percentage in the high classification was 40%; X2 can be seen from 31 students who

Table 1. Categorization

Category	X1		X2		X3		Y	
	F	%	F	%	F	%	F	%
High	20	40%	31	41%	28	37%	29	39%
Low	30	27%	19	25%	22	29%	21	28%

Source: Primary data processed, 2021

had a good school image, and the percentage in the high classification was 41%; X3 can be seen from 28 students who had high service quality satisfaction with schools, and the percentage in the classification was 37%; Y can be seen from 29 students who had high loyalty to the school and the percentage in the classification was 37%. The normality test was used as a population distribution of normal data or not, and the results of the normality test are presented in Table 2.

Table 2. Normality Test

Kolmogorov-Smirnov Z	724
Sig.	641

Source: Primary data processed, 2021

In the normality test table, it can be seen that the data value of Kolmogorov Smirnov was 0.724, through the sig Asymp value of 0.641 > 0.05. Both were in accordance with the criteria for data with a normal distribution (Ghozali, 2018). Next was linearity test. The use of linearity test to find out the research variables used had a linear relationship or not in a significant way.

Table 3. Linearity Test Results

Variable	Sig	Conclusion
X1, X2, X3 and Y	0.000	Linear

Source: Primary data processed, 2021

On Table 3. it can be seen that the research variable has a linear relationship with the reason that the significance value was 0.000 (0.000 > 0.05). Multicollinearity Test. The multicollinearity test was used to find out whether or not there is a deviation from the

Table 4. Multicollinearity Test

classical assumption, namely that there is a linear relationship between the independent variables in the regression model.

From Table 4 it can be seen that the VIF values of the three independent variables were, X1 = 4.298, X2 = 4.505, and X3 was 4.847. Based on the multicollinearity test, it can be concluded that there was no multicollinearity with independent variables (Ghozali, 2018). Furthermore, the hypothesis test was carried out using the t test. The t test was used to measure how much influence the variable has on the dependent variable. The hypotheses proposed in this study are:

H1: There is no effect of service quality on student loyalty at SMK N 2 Buduran Sidoarjo.

Table 5. T-test Results of the Effect of X1 to Y

B	t	Criteria (t Count > t Table)	Conclusion
0.206	1,647	1,647 > 1,684	H1 rejected

Source: Primary data processed, 2021

The second hypothesis is to examine the effect of school image quality on student loyalty at SMK Negeri 2 Buduran Sidoarjo.

H2: There is an effect of school image quality on student loyalty at SMK Negeri 2 Buduran Sidoarjo.

Based on Table 6. The results obtained that student satisfaction had an effect on student loyalty at SMK N 2 Buduran Sidoarjo. Next is the third hypothesis testing

H3: There is an effect of student satisfaction on student loyalty at SMK N 2 Sidoarjo

Variable	VIF Value	Norm	Conclusion
X1	4.298	VIF < 10	Multicollinearity does not occur
X2	4.505	VIF < 10	Multicollinearity does not occur
X3	4,847	VIF < 10	Multicollinearity does not occur

Source: Primary data processed, 2021

Table 6. T-test Results of the Effect of School Image Quality on Student Loyalty

B	T	Criteria (t Count > t Table)	Conclusion
0.386	3,630	3,630 > 1,684	H2 accepted

Source: Primary data processed, 2021

Table 7. T-Test Results of the Effect of Student Satisfaction on Loyalty

B	t	Criteria (t Count > t Table)	Conclusion
0.382	3.029	3,029 > 1,684	H3 received

Source: Primary data processed, 2021

The next test is the F test. The F test was carried out to test the significant effect of the independent variables simultaneously on the dependent variable. The results of the F test are shown in Table 8.

Based on table 8, it obtained the value of sig. 0.000 <0.05 and the F count was 95,468 > F table, it can be concluded that there was an influence between service quality, school image, student satisfaction on student loyalty at SMK N 2 Buduran.

The next test was multiple linear regression test. Multiple linear regression test is an analysis used to see the effect of two or more independent variables on one dependent variable and predict the dependent variable using the independent variable. The results of multiple linear regression are presented in Table 9.

Based on Table 9. it was known that the Multiple Regression value was 0.862, which means that the variables of service quality, school image, student satisfaction affected student loyalty by 86.2% while 13.8% was influenced by other variables.

From Table 10, it is obtained that the R Square value was 0.862, which means that the service quality variable, school image, student satisfaction affected student loyalty by 86.2%, and the remaining 13.8% was influenced by other variables. Furthermore, the coefficient of determination test was carried out. The re-

Table 8. F Uji Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	677,040	3	225,680	95.468	.000a
	Residual	108,740	46	2,364		
	Total	785,780	49			

Source: Primary data processed, 2021

Table 9. Test Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928a	.862	.853	1,538

Source: Primary data processed, 2021

Table 10. R Square Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928	.862	.853	1,538

Source: Primary data processed, 2021

Table 11. Coefficient of Determination

Model	Unstandardized Coefficients	Standardized Coefficients	Beta
	B	Std. Error	
1 (constans)	.352	1.122	
X1	.206	.125	.187
X2	.386	.106	.423
X3	.382	.126	.366

Source: Primary data processed, 2021

sults of the coefficient of determination test are presented in Table 11.

Based on Table 11, the results of the multiple linear regression equation are as follows:

Y = 0.352 + 0.206 + 0.386 + 0.382 +

From this equation, it can be interpreted that: (1) the constant value was 0.352 which means that if the service quality variable, school image and student satisfaction were 0 then the student loyalty value was 0.352., (2) The service quality coefficient value was 0.206, which means if every there was an increase in the service quality variable, it would result in an increase in the loyalty variable by 0.206, (3) The value of the school image quality coefficient was 0.386, which means that if there was an increase in the school image variable, it would result in an increase in the loyalty variable by 0.386, (4) The coefficient value of The quality of student satisfaction was 0.382, which means that every time there was an addition to the student satisfaction image variable, it would result in an increase in the loyalty variable by 0.382, and (5) e was a factor that was not examined.

The Effect of Service Quality on Student Loyalty at SMKN 2 Buduran Sidoarjo

According to Rinala et al., (2013) The quality of school services is the assessment of students from the privileges and virtues of service products offered by the school to students, even though the loyal nature of students is a manifestation of the development of student satisfaction in using school services. ac-

cording toNoordi & Permatasari (2018) Service quality is one of the reasons students feel satisfied. Of course, this school service is also available at SMKN 2 Buduran. According to the observations of researchers, At SMKN 2 Buduran there was an unsatisfactory quality of service such as the quality of service provided by the administration regarding correspondence was still not responsive in handling or implementing it so that it did not have an influence on student loyalty, because even though administrative handling was still not optimal, students would continue to do things learning process at school.

Based on the results of the study, it was found that service quality had no effect on student loyalty. It means that the level of service quality in schools had no effect on student loyalty at SMKN 2 Buduran. This is supported by research fromRadja et al., (2013) which suggested that the quality of services provided to students was unsatisfactory so that student loyalty to the school had no effect on students. This is in accordance with the reality on the ground that the quality of school services was good but the facilities in the student parking lot were inadequate so that student loyalty did not affect the quality of the service. This means that the quality and facilities provided by the school had no effect on student loyalty.

The Effect of School Image Quality on Student Loyalty at SMKN 2 Buduran Sidoarjo

According to Kuswanto et al., (2018) the higher the image quality of the school, the

higher the loyalty of students. Based on the results that had been tested by the examiner that the image quality of the school produced good results, At SMK N 2 Buduran there was no significant problem. SMK N 2 Buduran is a State Vocational High School in Sidoarjo which has good quality as evidenced by the collaboration carried out by the school with several agencies to improve the quality of its education. Therefore, students will study harder and get achievements at the academic or non-academic level so that it will bring the good name of the school's image.

The results of the study concluded that students at SMK N 2 Buduran had a good school image such as: it is often the main goal for State and Private Universities to collaborate in the field of final project research and field work practices. So that it makes students loyal to the SMK N 2 Buduran school because the more universities that collaborate with the school, the higher the chances of students to continue their education to a higher level, therefore increasing student loyalty to the school.

The Effect of Student Satisfaction on Student Loyalty at SMKN 2 Buduran Sidoarjo

Customer satisfaction is the main factor in forming customer loyalty. Experts have proven the positive influence of customer satisfaction on customer loyalty. Satisfied customers will buy the products offered and influence other potential customers to buy products and services from a company. In line with the research of Bunker et al. (2013) which proved that satisfied customers will suggest/say positively about the company to others/word of mouth (WOM). This is supported by research conducted byIsaac & Azzahroh (2017). Therefore, the higher the satisfaction, the greater the student loyalty. Students at SMKN 2 Buduran had a high sense of satisfaction because they got good service loyalty from the school. This made students enthusiastic about going to school. SMKN 2 Buduran had met the needs expected by students so that students got satisfaction as well as there were already prac-

tice room or laboratory facilities for each department so that students did not need to take turns using the practice place, so that students were expected to be satisfied with the services provided. So that in this study it can be concluded that there was an influence of student satisfaction on student loyalty and the higher the quality of service, the higher the student satisfaction at SMKN 2 Buduran.

Based on the results of the study, it can be concluded that student satisfaction at SMK N 2 Buduran was quite good. This is supported by previous researchers by Aina, et al (2016) explaining that student satisfaction had a positive and significant influence on student loyalty. This shows that the higher the quality of school services, the higher the satisfaction felt by students. In this case, it can be shown by the attitude of students who feel satisfied with the loyalty given by the school. For example, student satisfaction when the teacher gives or explains the material in accordance with the theory and supporting media so that students will understand more and feel satisfied. This increases student satisfaction with school.

The Effect of Service Quality, School Image Quality and Student Satisfaction on Student Loyalty at SMKN 2 Buduran Sidoarjo

Good service quality can be seen from the administrative and non-administrative aspects will increase student satisfaction. If the facilities and infrastructure are met, the service is efficient and effective, the school is supportive in activities as academic or non-academic activities, then students will feel satisfied. If the student satisfaction index is met, then students can learn and develop optimally. Students can achieve various achievements that will have a domino effect on the school's image. If many students excel, the school's image will rise. A positive school impression also makes students satisfied and has a good effect on increasing electability and credibility in the eyes of the community. This will foster a sense of pride in students and create high loyalty.

Service quality, school image quality and student satisfaction at SMKN 2 Buduran

were known to have an influence on student loyalty which can be seen from the data above, the quality of service had no effect on student loyalty because even though the quality of services provided was not in accordance with students, of course students still carried out teaching and learning activities. However, if the quality of services provided by the school was in accordance with what students expected, students will also continue to carry out teaching and learning activities.The image quality of the school was quite good, in this case it can be seen that the acquisition of the data above where students got good quality in terms of facilities that had been fulfilled at SMKN 2 Buduran where if the facilities contained in SMKN 2 Buduran were sufficient to support the quality of the image of the school was good in the eyes of students as well as society.

The satisfaction contained in SMKN 2 Buduran was also very influential on student loyalty, it can be seen that student satisfaction had been achieved, one of which was that there was already a laboratory room for each department and there were extracurricular fields that were in accordance with what students expected. According to research Lai et al., (2009) Customer satisfaction and perceived value influence loyalty and play a very important role.

So, it can be concluded that the higher the service quality, school image and student satisfaction, the higher the student's loyalty to the school. This is also supported by previous researchers, namely:Saputra (2013) which explained if service quality, school image quality affected student loyalty, this is supported by research conducted by Sulhak et al., (2020) explained that there was a significant effect on service quality to student satisfaction. SMK N 2 Buduran had received good service quality, the image of the school was good internally and externally, so that students felt satisfied and had undoubted loyalty to SMK N 2 Buduran. In this case it can be seen from student activities, students got good quality services such as library facilities and supporting books

that accommodated the school, thus making students loyal to the school at SMK N 2 Buduran.

CONCLUSION

From the research that had been carried out on "The Effect of Service Quality, School Image, and Student Satisfaction on Student Loyalty at SMKN 2 Buduran Sidoarjo", the conclusions are: (1) There was no influence between service quality on student loyalty at SMKN 2 Buduran Sidoarjo, (2) The effect of school image on student loyalty at SMKN 2 Buduran Sidoarjo was quite significant, (3) Based on the test there was also an influence between student satisfaction on student loyalty at SMKN 2 Buduran Sidoarjo, (4) Students of SMKN 2 Buduran had received good service quality, the image of the school internally and externally was good, so that students felt satisfied and had unquestionable loyalty to SMKN 2 Buduran.

Based on the results of the study, suggestions that can be given to the school are to improve the quality of services to students both in physical appearance such as making correspondence, improving the performance of educators and education staff.

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