

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Service Quality berdasarkan model Islamic Higher Education Service Quality (I-HESQUAL) terhadap Student loyalty di Perguruan Tinggi Muhammadiyah di Jawa Timur. Model I-HESQUAL mencakup tujuh dimensi kualitas layanan yang dianggap penting oleh mahasiswa, termasuk kemampuan mengajar dan kompetensi staf akademik, keandalan layanan, reputasi universitas, daya tanggap pegawai, empati pegawai, internalisasi nilai-nilai Islam, dan dukungan layanan perpustakaan. Penelitian ini juga menggabungkan kepuasan berdasarkan islamic religiosity sebagai variabel mediasi dalam hubungan antara Service Quality dan Student loyalty. Data dikumpulkan dari 240 responden menggunakan kuesioner dan dianalisis menggunakan metode Partial Least Square Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa Service Quality berpengaruh positif dan signifikan terhadap Student loyalty, hasilnya juga menunjukkan bahwa terdapat hubungan antara Service Quality dengan Satisfaction Based on Islamic religiosity. Tak hanya itu, hasil penelitian ini juga mengindikasikan bahwa terdapat hubungan antara Service Quality terhadap Student Loyalty melalui kepuasan berdasarkan islamic religiosity. Temuan ini menggarisbawahi pentingnya memperhatikan aspek-aspek kualitas layanan yang relevan dengan nilai-nilai Islam dalam meningkatkan student loyalty di lingkungan pendidikan Islam. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan ilmu pengetahuan dalam bidang manajemen pendidikan dan pemasaran, serta memberikan informasi yang bermanfaat bagi perguruan tinggi Muhammadiyah dalam meningkatkan kualitas layanan dan student loyalty.

Kata kunci: Service Quality, Islamic Higher Education Service Quality (I-HESQUAL), Student loyalty, Kepuasan Berdasarkan Islamic religiosity.

## ABSTRACT

*This study aims to examine the influence of Service Quality based on the Islamic Higher Education Service Quality (I-HESQUAL) model on student Loyalty at Muhammadiyah Universities in East Java, Indonesia. The I-HESQUAL model encompasses seven dimensions of service quality deemed important by students, including teaching and academic staff competency (TCC), service reliability (ROS), university reputation (REP), employee responsiveness (RES), employee empathy (EMP), internalization of Islamic values (IIV), and library service support (LSS). Additionally, this research incorporates Satisfaction Based on Islamic Religiosity as a mediating variable in the relationship between Service Quality and student Loyalty. Data were collected from 240 respondents using questionnaires and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). The findings reveal a positive and significant influence of Service Quality on student Loyalty, as well as a correlation between Service Quality and Satisfaction Based on Islamic Religiosity. Moreover, the study indicates a relationship between Service Quality and Loyalty through satisfaction based on Islamic religiosity. These results underscore the importance of considering service quality aspects that align with Islamic values to enhance student loyalty in Islamic educational environments. This research is expected to contribute to the development of knowledge in educational management and marketing, while providing valuable insights for Muhammadiyah Universities in improving service quality and student loyalty.*

*Keywords: Service Quality, Islamic Higher Education Service Quality (I-HESQUAL), Student Loyalty, Satisfaction Based on Islamic Religiosity.*