

ABSTRAK

Muhammad Bagas Allbani, 2023. **Pengaruh *System Quality*, *Information Quality*, *Service Quality* terhadap *Student Satisfaction* dan *Student Loyalty* (Studi Kasus pada ebelajar.stiki.ac.id)**. Tugas Akhir, Program Studi Sistem Informasi Strata-1, STIKI – MALANG, Pembimbing: Setiabudi Sakaria

Kata kunci: *System Quality*, *Information Quality*, *Service Quality*, *Student Satisfaction*, *Student Loyalty*

Tujuan dari penelitian ini untuk mengetahui pengaruh dari variabel *System Quality*, *Information Quality*, *Service Quality*, terhadap *Student Satisfaction*, dan *Student Loyalty* pada ebelajar.stiki.ac.id. Populasi dari penelitian ini adalah seluruh program studi terdiri dari Sistem informasi, Teknik Informatik, Manajemen Informatika, Desain Komunikasi Visual. Ukuran sampel pada penelitian ini sebesar 100 responden dengan metode pengumpulan data menggunakan kuisioner melalui google form. Analisa data menggunakan SEM-PLS dengan *software* SmartPLS 4.0. berdasarkan hasil penelitian *System Quality* memiliki pengaruh signifikan terhadap *Student Satisfaction*, *Information Quality* berpengaruh signifikan terhadap *Student Sastisfaction*, *Service Quality* berpengaruh signifikan terhadap *Student Satisfaction*, dan *Student Satisfaction* berpengaruh terhadap *Student Loyalty*.

ABSTRACT

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Keyword: System Quality, Information Quality, Service Quality, Student Satisfaction, Student Loyalty

Therefor the purpose of this study is to determine the effect of the variables System Quality, Information Quality, Service Quality on Student Satisfaction and Student Loyalty at ebelajar.stiki.ac.id. The population of this study is all study programs consisting of Information Systems, Informatics Engineering, Informatics Management, Visual Communication Design. The sample size in this study was 100 respondents with a data collection method using a questionnaire through the Google form. Data analysis using SEM-PLS with SmartPLS 4.0 software. based on the research results, System Quality has a significant effect on Student Satisfaction, Information Quality has a significant effect on Student Satisfaction, Service Quality has a significant effect on Student Satisfaction, and Student Satisfaction has a significant effect on Student Loyalty.