

ABSTRACT

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THE EFFECT OF SCHOOL SOCIAL RESPONSIBILITY ON STUDENT LOYALTY THROUGH THE MEDIATION OF SCHOOL REPUTATION AND STUDENT SATISFACTION IN SANTA MARIA VOCATIONAL HIGH SCHOOL JAKARTA

(xiv + 122 pages: 13 figures; 15 tables; 12 appendices)

The existence of private school depends on the number of students at school. In order to increase the number of students at school, student loyalty needs to be managed by school. Having loyal students can give advantages for school. One of the school efforts to maintain student loyalty is by holding school social responsibility activities. Students loyalty can be affected by some factors such as school reputation and students' satisfaction. The purpose of this study is to examine the effect of school social responsibility, school reputation, and student satisfaction on student loyalty. The respondents in this research are 214 students of Santa Maria Vocational High School Jakarta. This research is a quantitative research using path analysis. The findings demonstrate that school social responsibility affected positively student loyalty, school social responsibility affected positively school reputation, school social responsibility affected positively student satisfaction, school reputation affected positively student loyalty, student satisfaction affected positively student loyalty, school social responsibility through school reputation affected positively student loyalty, and school social responsibility through student satisfaction affected positively student loyalty.

Keywords: school social responsibility, school reputation, student satisfaction, student loyalty

References: 87 (2008-2021)

ABSTRAK

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PENGARUH *SCHOOL SOCIAL RESPONSIBILITY* TERHADAP LOYALITAS SISWA MELALUI MEDIASI REPUTASI SEKOLAH DAN KEPUASAN SISWA DI SMK SANTA MARIA JAKARTA

(xiv + 122 halaman: 13 gambar; 15 tabel; 12 lampiran)

Eksistensi sekolah swasta sangat bergantung pada jumlah siswa yang dimiliki oleh sekolah. Untuk dapat memiliki jumlah siswa yang terus bertambah, loyalitas siswa di sekolah perlu untuk dikelola. Hal ini dikarenakan memiliki siswa yang loyal dapat memberikan keuntungan bagi sekolah. Salah satu upaya yang dilakukan sekolah untuk memiliki siswa yang loyal adalah dengan mengadakan aktivitas *school social responsibility*. Terdapat beberapa faktor lain yang mempengaruhi loyalitas siswa di sekolah, seperti reputasi sekolah dan kepuasan siswa. Penelitian ini bertujuan untuk meneliti pengaruh *school social responsibility*, reputasi sekolah dan kepuasan siswa terhadap loyalitas siswa. Responden dalam penelitian ini adalah 214 siswa dan siswi di SMK Santa Maria Jakarta. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan desain analisis jalur. Hasil penelitian ini menunjukkan bahwa *school social responsibility* mempengaruhi loyalitas siswa secara positif, *school social responsibility* mempengaruhi reputasi sekolah secara positif, *school social responsibility* mempengaruhi kepuasan siswa secara positif, reputasi sekolah mempengaruhi loyalitas siswa secara positif, kepuasan siswa mempengaruhi loyalitas siswa secara positif, *school social responsibility* melalui reputasi sekolah mempengaruhi loyalitas siswa secara positif, dan *school social responsibility* melalui kepuasan siswa mempengaruhi loyalitas siswa secara positif.

Kata kunci: *school social responsibility*, reputasi sekolah, kepuasan siswa, loyalitas siswa

Referensi: 87 (2008-2021)