

ABSTRACT

The quality of education for all has become one of the main issues in the discussions of the G20 Education Working Group (EdWG). The quality of education services is crucial to meet the demands of the times and to create satisfying learning experiences for students. Understanding how education services can affect student satisfaction is key to optimizing the education process.

In this study, the issue focuses on the quality of educational services perceived by students as individual analysis objects. This research will analyze the quality of educational services at SMAN Sumatera Selatan in terms of its impact on student satisfaction, image, and student loyalty.

All respondents, totaling 320 students, are from SMAN Sumatera Selatan. The method used is quantitative, with data collection techniques employing questionnaires filled out directly by respondents online and processed using SEM PLS analysis tools.

In this research, the focus is on the perceived quality of education services by students, making students the individual unit of analysis. This study will analyze how the Quality of Education Services influences student satisfaction, image, and student loyalty. All respondents, totaling 320 individuals, are active students of SMAN Sumatera Selatan. In this research, a quantitative method is utilized. The method used is quantitative with data collection techniques using a questionnaire instrument which is filled in directly by respondent online and processed using the SEM PLS.

Keywords: Education Service Quality, Student Satisfaction, Image, Student Loyalty