

ABSTRACT

Some parents of students at Mentornesia enroll their first, second, or even third child, despite the fact that the learning method applied is still a simple online system without the support of modern technology. At present, there are no official data on complaints regarding service quality, as Mentornesia does not yet have a system for recording them. Therefore, it is necessary to conduct a scientific examination to determine whether perceptions of service quality truly affect customer loyalty. This study aims to explore the influence of perceived service quality on the loyalty of parents of Mentornesia students. The research employed a quantitative survey approach with a population of 50 parents, selected using a saturated sampling technique. Data were collected through questionnaires using a Likert scale and analyzed with simple linear regression. The findings indicate a positive and significant influence of perceived service quality on parental loyalty. The magnitude of the effect of service quality on loyalty is 17.9%, while the remaining 82.1% is influenced by other factors not examined in this study. These results suggest that the better the perceived service quality, the higher the loyalty of parents toward Mentornesia.

Keywords: SERVQUAL, Service Quality, Loyalty