ABSTRAK

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Program Studi	:	Magister Ilmu Manajemen
Judul	:	Pengaruh *Lecturer Competence*, *Perceived Quality Infrastructure* dan *Cost of Study* terhadap *Student Loyalty* pada Universitas Samudra dengan *Student Satisfaction* sebagai Variabel Mediasi

Penelitian ini bertujuan untuk menganalisis pengaruh *Lecturer Competence*, *Perceived Quality Infrastructure*, dan *Cost of Study* terhadap *Student Loyalty* dengan *Student Satisfaction* sebagai variabel mediasi pada Universitas Samudra. Penelitian ini dilatarbelakangi oleh terbatasnya kajian empiris yang menguji secara komprehensif ketiga faktor tersebut dalam konteks perguruan tinggi negeri di daerah, serta adanya inkonsistensi hasil penelitian sebelumnya mengenai pengaruh langsung kompetensi dosen dan infrastruktur terhadap loyalitas mahasiswa. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *probability* sampling melalui teknik *proportional sampling*. Sampel penelitian berjumlah 230 mahasiswa aktif Universitas Samudra. Analisis data dilakukan menggunakan metode SEM-PLS dengan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *Lecturer Competence*, *Perceived Quality Infrastructure*, dan *Cost of Study* berpengaruh positif dan signifikan terhadap *Student Satisfaction*. Selanjutnya, *Student Satisfaction*, *Lecturer Competence*, *Perceived Quality Infrastructure*, dan *Cost of Study* juga berpengaruh positif dan signifikan terhadap *Student Loyalty*. Selain itu, *Student Satisfaction* terbukti memediasi pengaruh *Lecturer Competence*, *Perceived Quality Infrastructure*, dan *Cost of Study* terhadap *Student Loyalty*. Temuan ini mengindikasikan bahwa peningkatan loyalitas mahasiswa dapat diwujudkan melalui penguatan kompetensi dosen, kualitas infrastruktur, dan persepsi biaya studi yang terjangkau, baik secara langsung maupun melalui peningkatan kepuasan mahasiswa.

Kata Kunci: *Lecturer Competence, Perceived Quality Infrastructure, Cost of Study, Student Satisfaction, Student Loyalty*.

ABSTRACT

Name	*:*	*Rahmad Fadela Syahputra*
Study Program	*:*	*Magister Ilmu Manajemen*
Title	*:*	*The Effect of Lecturer Competence, Perceived Quality of Infrastructure, and Cost of Study on Student Loyalty at Samudra University with Student Satisfaction as a Mediating Variable*

This study aims to analyze the effect of lecturer competence, perceived quality of infrastructure, and cost of study on student loyalty, with student satisfaction as a mediating variable, at Samudra University. This study was motivated by the limited number of empirical studies that comprehensively examine these three factors in the context of regional public universities, as well as the inconsistent results of previous studies regarding the direct effects of lecturer competence and infrastructure on student loyalty. This study employed a quantitative approach using probability sampling via proportional sampling. The research sample consisted of 230 active students at Samudra University. Data analysis was conducted using the SEM-PLS method with SmartPLS 4.0 software. The results of the study indicate that Lecturer Competence, Perceived Quality of Infrastructure, and Cost of Study have a positive and significant effect on Student Satisfaction. Furthermore, Student Satisfaction, Lecturer Competence, Perceived Quality of Infrastructure, and Cost of Study also have a positive and significant effect on Student Loyalty. In addition, Student Satisfaction was found to mediate the effects of Lecturer Competence, Perceived Quality of Infrastructure, and Cost of Study on Student Loyalty. These findings indicate that student loyalty can be enhanced by strengthening lecturer competence, improving infrastructure quality, and ensuring that the perceived cost of study is affordable both directly and through increased student satisfaction.

***Keywords**: Lecturer Competence, Perceived Quality of Infrastructure, Cost of Study, Student Satisfaction, Student Loyalty.*