

THE INFLUENCE OF ACADEMIC SERVICE QUALITY ON STUDENT SATISFACTION MEDIATED BY TUITION FEES

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Abstract

This study means to look at and dissect the impact of scholastic assistance quality on understudy fulfillment interceded by educational expenses at the Tadulako College Postgraduate program in Palu City. Questionnaires were distributed to students for data collection. The participants in this study were master's and doctoral students enrolled in Tadulako University's Postgraduate Program in Palu City during the 2023–2024 academic year. The inspecting method utilized likelihood examining. deciding the quantity of tests utilizing the slovin equation and got an example of 100 individuals as respondents. Using Smart-PLS 4.0 software, the measurement model (outer model) and structural model (inner model) are evaluated as part of the data analysis technique, which makes use of descriptive statistical analysis and partial least square (PLS) analysis. The outcomes showed that the nature of scholarly administrations affected understudy fulfillment, getting a way coefficient worth of 0.483 and a P-worth of 0.000. The immediate impact of scholastic help quality on educational expenses has a way coefficient worth of 0.564 and a P-worth of 0.000. The path coefficient and the P-value for the direct effect of tuition fees on student satisfaction were 0.366 and 0.000, respectively. The academic service quality variable has a path coefficient value of 0.207, a P-value of 0.00, and an upsilon ν value of 0.898, all of which indicate that tuition fees have a significant indirect impact on student satisfaction.

Keywords: Academic Service Quality, Student Satisfaction, Tuition Fees.

INTRODUCTION

Advanced education is a foundation for advanced education that plans to teach the country's life. The world of education has always accompanied the times up until this point, ensuring that the quality of education continues to rise and that the rapid development of technology can be balanced with the rapid development of education. Utilizing BAN-PT quality standards and looking at the quality map of Indonesian universities is still not encouraging. According to BAN-PT data as of August 2023, 66 universities in Indonesia are accredited A institutions. In any case, colleges in Indonesia know about this and consistently endeavor to work on the nature of schooling in accomplishing a superior nature of training and as per the norms given by the public authority by the Public License Board for Advanced education (BNPT).

Tadulako College in Palu City is a state college and has been laid out starting around 1981 whose presence is situated in Focal Sulawesi, unequivocally in Palu City. The Tadulako University Postgraduate program currently offers 24 study programs, including doctoral degrees in science education, social science, economics, agricultural science, civil engineering, master of rural development, master of agricultural sciences, master of English, master of English language, master of mathematics, master of history, master of physical education, master of public administration, master of communication science, master of management, master of accounting, master of law, master of agribusiness, master of chemistry, master of economics and public health, and master of The following is the

number of students enrolled in Tadulako University's master's and doctoral postgraduate programs for the academic years 2022/2023 to 2023/2024, as described in this description:

Table 1: Number of expert and doctoral program understudies for the scholastic year 2022/2023 to 2023/2024

Academic Year	Number of Understudies	
	Magister's Program	Doctoral Program
2022/2023	681	94
2023/2024	343	78

The Postgraduate College of Tadulako in Palu City understands that opposition in the realm of training is extremely serious. The Postgraduate College of Tadulako generally endeavors to work on a positive picture to the local area in working on a decent picture by giving fulfillment to understudies. The Postgraduate Party of Tadulako University, a service provider that provides academic services to students, provides academic services to students. "Students are primary customers, because students directly experience products and services and participate in their production and presentation," states (Latjinala et al., 2024). The expression "impact" implies that understudies straightforwardly notice and use the administrations or administrations given by colleges. Students are the primary customers in higher education, and they expect friendly, safe, quick, and accurate services. As a result, academic services were created in response to the needs, desires, and expectations of students.

Scholastic administrations at Tadulako College Postgraduate Program are an essential piece of all instructive exercises did. Scholastic exercises are an issue that needs consideration from all parts associated with the improvement of the Postgraduate Program at Tadulako College. The physical evidence, dependability, responsiveness, assurance, and empathy dimensions of service quality proposed by Parasuraman, Zeinhaml, and Berry (Tjiptono, 2002) are relevant to academic services. It is impossible to rule out tuition fees because tuition fees are one of the factors that can affect student satisfaction and are a factor that supports the quality of academic service.

The point of view of a quality instructive organization is the accessibility of supporting offices and foundation as a necessity for the method involved with accomplishing a compelling growing experience. The accessibility of framework offices is one of the variables supporting the most common way of accomplishing instructive objectives. Based on this description, researchers are interested in conducting research related to the Effect of Academic Service Quality on Student Satisfaction mediated by Education Costs at the Postgraduate Program of Tadulako University in Palu City. In addition, optimizing the use of infrastructure facilities will support the process of achieving goals effectively and efficiently.

LITERATURE ANALYSIS

Quality of Academic Services

As per (Anastasya, D., 2001), recommend that scholastic administrations are instructive administrations that are straightforwardly connected with essential clients, to be specific understudies from tertiary foundations which incorporate educational plan, schedule, instructive quality plan, course materials, assessment, practicum, and direction to understudies. In addition, (Lupiyoadi, 2016) identifies the following five indicators for measuring service quality (SERVQUAL):

1. Physical evidence

The condition of academic facilities and their availability are tangible indicators of the services provided by service providers and institutions or colleges and the environment they are located in (Lupiyoadi, 2016: 234).

2. Reliability

Unwavering quality is the capacity of an establishment or school to offer types of assistance as guaranteed precisely and dependably, and illuminate its administrations as per the concurred time, for example, practicality of administration, exactness of administrations that are important and on a case by case basis (Lupiyoadi, 2016: 234).

3. Responsiveness

Responsiveness is a responsive attitude to help and provide fast service to customers, with clear information delivery, because if you let students wait without a clear reason it causes a bad view of service quality. Therefore, it must provide definite information (Lupiyoadi, 2016: 234).

4. Assurance

Confirmation is the information, kindness, capacity of teachers, and staff workers of advanced education establishments to have the option to encourage understudies' confidence in advanced education. To have the option to cultivate a feeling of confidence in advanced education comprises of a few parts, to be specific correspondence, validity, security, skill, and graciousness (Lupiyoadi, 2016: 234).

5. Empathy

Empathy is the provision of individual or personal attention given to students by trying to understand desires, where institutions or colleges are expected to have understanding and know about students, namely understanding specific student needs, and having a comfortable operating time for students (Lupiyoadi, 2016: 234).

Tuition Fees

Bastian (2015: 339), defines education costs as "sacrifices of economic resources measured in units of money" that have taken place or are likely to take place for a particular purpose. Education financing is the process of putting money and other resources toward the creation and operation of educational activity programs. In addition, according to Supriadi (2010: 3), one of the instrumental input components that is very important in the implementation of education is the cost of education. One of the resources that directly support management's effectiveness and efficiency at the expense of education is financing.

According to (Shaylide, 2014), there are six indicators of the cost of education, including the following:

1. Educational Expenses

Educational cost fees In this case, educational expenses incorporate enlistment charges, development charges, educational expenses per semester, research facility expenses, viable expenses, and semester and end-of-semester assessment expenses that should be paid by understudies.

2. Supplies and gear costs

In the cost of college supplies and equipment, specifically the costs incurred by students to acquire learning materials like books and tools.

3. Cost of Traveling

In this instance, expenses for study tours and observations to improve students' empirical knowledge constitute additional travel costs.

4. Boarding expenses

The cost of renting a room or house while attending college is known as boarding fees.

5. Installment Systems

For this situation, the installment strategy connects with the technique for installment, where there are two different ways of installment comprising of money installments and credit installments for credit installments as a rule have portion terms.

6. Benefit

Benefits connect with the advantages that understudies get subsequent to burning through cash on training. Benefits for this situation incorporate profession possibilities,

renown or distinction, uniqueness of the program, insight during the instruction time frame, nature of affiliation, etc. Clients will quite often search at low costs however offer high benefit benefits.

Student Satisfaction

(Kotler, P dan Keller, 2016), "Fulfillment mirrors an individual's judgment of an item's apparent presentation in relationship to assumptions. When the performance falls short of expectations, the customer is disappointed. The client is pleased if the product meets their expectations. The client is excited assuming that it outperforms them".

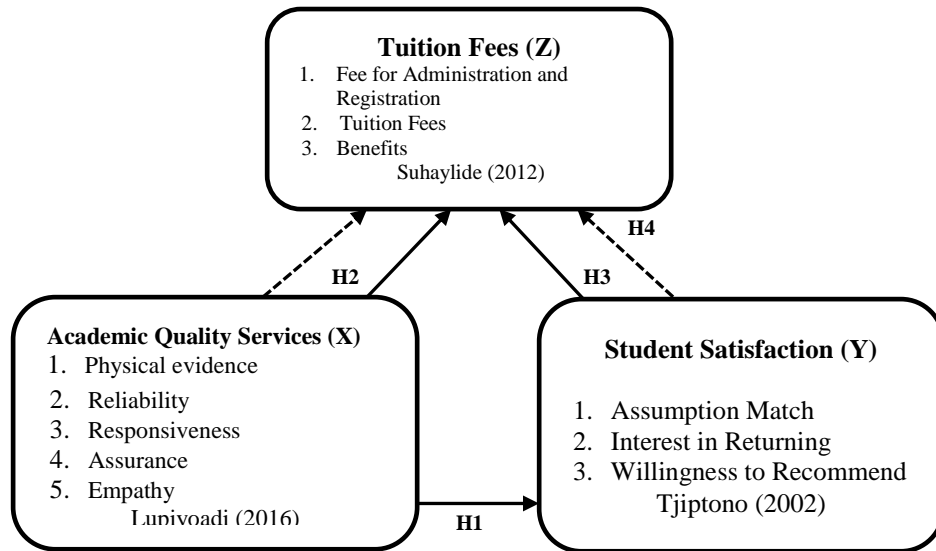
An individual's impression of the apparent presentation of an item corresponding to assumptions is reflected in their degree of fulfillment. The customer is disappointed when performance falls short of expectations. On the off chance that the exhibition measures up to assumptions, the client is fulfilled. The customer will be pleased if it meets or exceeds their expectations. In light of these few definitions, it tends to be presumed that by and large, the meaning of consumer loyalty or disappointment is seen from the similarity between client assumptions (assumptions) and discernments, administrations got (experienced reality).

There are three indicators of customer (student) satisfaction, according to Tjiptono (2002: 425), which include the following:

1. Assumption Match
Assumption congruity is the degree of similarity between item or administration execution expected by clients and what is felt by clients.
2. Interest in Returning
The willingness of customers to return and purchase related products on a regular basis is known as "revisit interest." Since this exploration is in an instructive foundation which is where understudies as clients come to the workforce consistently, the creators consider and balance the second point as a "sensation of having a place" (love) for the personnel.
3. Willingness to Recommend
Willingness to recommend refers to a customer's willingness to recommend products and services to friends and family.

This study's framework is depicted in the first figure as follows, based on this description:

Figure 1. Framework



The following is a possible formulation of the study's hypothesis on the basis of the aforementioned phenomena and theoretical studies:

Keterangan:

- >: (H1) The immediate impact of scholarly help quality factors on understudy fulfillment
- : (H2) The immediate impact of scholarly help quality factors on understudy fulfillment.
- : (H3) The direct correlation between student satisfaction and academic tuition variables.
- >: (H4) Roundabout direct impact of scholarly assistance quality factors on understudy fulfillment interceded by educational expenses.

METHODS RESEARCH

According to (sugiyono, 2016), research that seeks to explain the position of the studied variables and their influence on one another is considered explanatory research. The reason for logical examination is to test the speculation and the impact of the free factor on the reliant variable. Illustrative exploration makes sense of the impact that happens between administration quality factors on understudy fulfillment through educational expense factors as intervening factors through speculation testing. Quantitative methods are research methods used to examine specific populations and samples that are based on the positivism philosophy. Quantitative data analysis and instrumentation-based data collection are both methods used to test the researcher's hypothesis (Sugiyono 2016: 36).

This exploration was directed at the Postgraduate Program of Tadulako College in Palu City situated on Jl. Soekarno Hatta Km. 9 Palu. While the exploration time started on January 17, 2024 to Walk 2024 which went on for a long time. Populace is a theory region comprising of things/subjects that have specific qualities and characteristics not set in stone by specialists to focus on and afterward accomplish assurance. The populace in this study were all understudies of the Tadulako College Postgraduate program in Palu City for the 2023/2024 Scholarly Year, adding up to 421 individuals. The examining strategy in this review, specifically by utilizing proportionate defined arbitrary testing method. This procedure is the withdrawal of test individuals from the populace which is done in extent in view of the layers in the populace in the review. Likelihood examining is a testing

method that will give equivalent open doors to every component of the populace to be chosen as a feature of the example individuals (Sugiyono, 2017: 120).

The examination methods utilized in this study are illustrative factual investigation procedures and halfway least square (PLS) investigation strategies by assessing the estimation model (external model) and primary model (internal model) and assessing the decency/appropriateness of the model with the assistance of Shrewd PLS 4.0 programming. Elucidating measurements are measurements utilized in dissecting information by portraying or depicting the gathered information from every variable seen from the typical worth (mean), standard deviation, most extreme and least, aggregate, range, kurtosis, skewness (Sugiyono, 2019).

According to Hair et al. (2021), partial least square analysis is a type of multivariate statistical analysis that estimates the influence between variables simultaneously for the purposes of studying structural model development, exploration, and prediction. In partial least square (PLS) model evaluation, the measurement model (outer model) and the structural model (inner model) are evaluated, as well as the model's goodness and fit.

RESEARCH RESULTSE

Measurement Model Evaluation (Outer Model)

Using the Smart-PLS version 4.0 program and the partial least square analysis method, (Hair et al., 2021) conducted hypothesis testing in this study. External model assessment, which intends to decide the detail of the connection among's develops and their pointers. The estimation model in this study comprises of an intelligent estimation model where the factors are the factors of scholastic help quality, educational expenses, and understudy fulfillment which will be estimated brilliantly. A PLS outer model program model scheme is tested as shown in the second figure, and it looks like this:

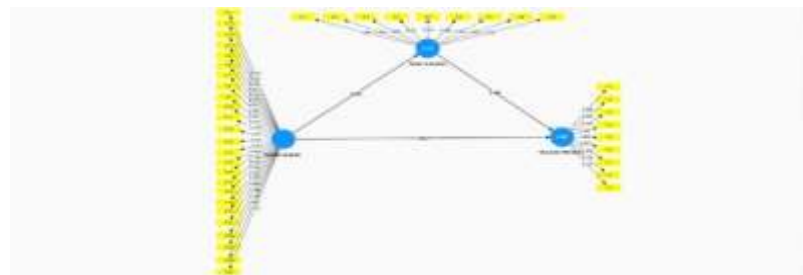


Figure 2. Outer Model Scheme

Convergent Validity

The legitimacy test is utilized to gauge regardless of whether a survey is significant on the off chance that the overview clarification uncovers something that has been anticipated by the survey, then, at that point, the survey is viewed as critical. The concurrent legitimacy test in Savvy PLS with intelligent markers is surveyed in light of the typical worth of the separated fluctuation. A pointer can be proclaimed to meet the prerequisites of focalized legitimacy in a decent classification on the off chance that the external stacking esteem is more prominent than > 0.7 and in the event that the external stacking esteem is under < 0.7 , the marker is taken out from the estimation model. Because the outer loading value is greater than 0.7, this study's convergent validity testing reveals that all indicators for each variable can be declared valid. As a result, all indicators can be used to measure variables and can be continued in subsequent analysis.

Discriminant Validity

The average variance extracted (AVE) method can be used to assess discriminant validity for each construct or latent variable. For a good model, each construct must have an AVE value greater than or equal to 0.5. The AVE values for each variable used in this study are shown in Table 2 as follows:

Table 2. Average Variant Extracted (AVE)

Variabel	Value AVE	Rule of Tumb	Item Status
Quality of Academic Services	0,605	> 0,50	Valid
Tuition Fees	0,809	> 0,50	Valid
Student Satisfaction	0,676	> 0,50	Valid

The AVE values for each variable are known to be greater than or equal to 0.50, as shown in Table 3 above. Therefore, it is possible to state that each variable in this study, specifically student satisfaction, tuition fees, and the quality of academic services, meets the criteria for good discriminant validity.

Composite Reliability (Reliabilitas Komposit)

The dependability trial of this study estimates the survey as a mark of the variable. A survey is supposed to be solid or dependable in the event that an individual's (respondent's) reply to an assertion is reliable or stable after some time. Cronbach's alpha and composite reliability can be used to evaluate the construct reliability test. This composite unwavering quality appraisal is finished by checking out at the result of the view dormant ariable coefficients. A build is pronounced solid in the event that it shows a Cronbach's alpha value > 0.60 and a composite unwavering quality value > 0.70. The aftereffects of composite dependability testing should be visible in Table 3 as follows:

Table 3. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Quality of Academic Services	0,973	0,974
Tuition Fees	0,970	0,973
Student Satisfaction	0,940	0,949

In view of Table 5 above, it very well may be seen that the Cronbach's alpha worth of all examination factors has a value > 0.60 and the composite unwavering quality worth of all exploration factors has a value > 0.70. These outcomes show that every variable has met the prerequisites for the Cronbach's alpha and composite unwavering qualitie so it tends to be reasoned that all factors have a decent degree of dependability.

Evaluation of the Structural Model (Inner Model)

Before specialists lead underlying model testing, it is important to see whether there is multicollinearity between factors, specifically with the internal VIF (Variation Inflated Factor) factual strategy. The Inward VIF esteem in this study should be visible in Table 4 as follows:

Table 4. Inner VIF (Variation Inflated Factor)

Variable	Quality of Academic Services (X)	Tuition Fees (Z)	Student Satisfaction (Y)
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Quality of Academic Services		1,000	1,467
Tuition Fees			1,458
Student Satisfaction			

The assessment results show that the factors of scholarly assistance quality (X), educational expenses (Z), and understudy fulfillment (Y) have inward VIF esteems under (<0.50), so there is no multicollinearity between these factors. Solid (unprejudiced) boundary assessment brings about SEM-PLS can be upheld by this finding. Internal model testing is a primary model to foresee the causal connection between factors. In this review, speculation testing utilized Partial Least Square (PLS) examination procedures with the assistance of Savvy PLS 4.0 programming. Coming up next is a plan of the PLS Inward Model program model tried should be visible in Figure 3 as follows:

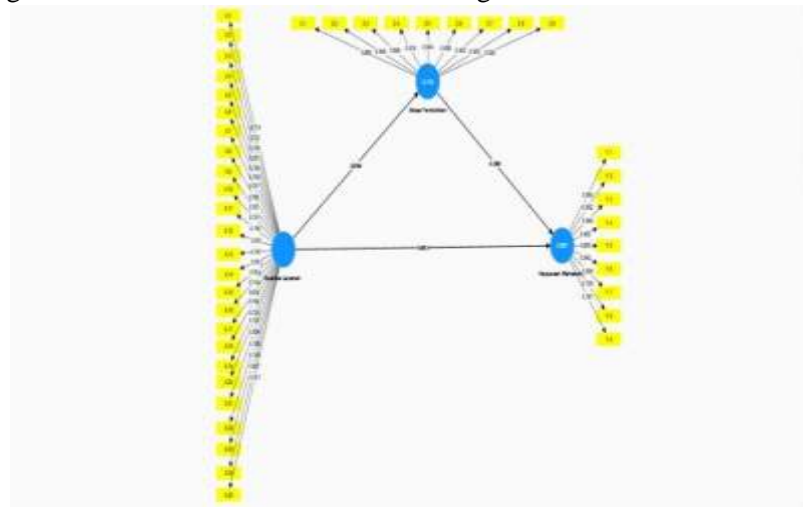


Figure 3. Inner Model Scheme

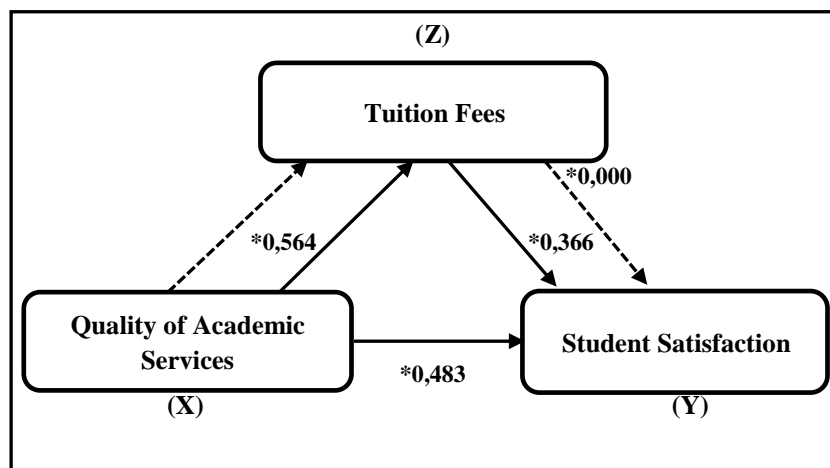


Figure 4. Research Primary Model

Description:

- > : Direct impact
- - - - -> : Aberrant impact

- * : If the path coefficient value is less than 0.05, it is significant.
 ** : Not significant, if the path coefficient value is greater than 0.05.

Theory Testing

Speculation testing is completed to demonstrate the legitimacy of exploration guesses or theories. The findings of this study's data processing can be used to test the study's hypothesis. In this study, hypothesis testing was performed to determine the P-value. If the P-value is less than or equal to 0.05, the research hypothesis is accepted, and if it is greater than or equal to 0.05, the hypothesis is rejected. The accompanying speculation testing results got in this review should be visible in Table 5 as follows:

Tabel 5. Aftereffects of the Backhanded Impact of Scholarly Help Quality Factors, Understudy Fulfillment and Educational expenses

Connection Between Factors	Path Coefficient	P-Value	95% Path coefficient confidence interval		F-Square	Status Item
			Batas bawah	Batas Atas		
H1: Quality of Academic Services > Student Satisfaction	0,483	0,000	0,308	0,655	0,368	Signifikan
H2: Quality of Academic Services > Tuition Fees	0,564	0,000	0,400	0,731	0,467	Signifikan
H3: Tuition Fees > Student Satisfaction	0,366	0,000	0,192	0,516	0,211	Signifikan

Hypothesis 1: Scholarly Help Quality Fundamentally Influences Understudy Fulfillment at the Postgraduate Program of Tadiulako College in Palu City.

The results of testing the first hypothesis (H1) indicate that the direct effect of the academic service quality variable on student satisfaction falls into the large (high) category, with a path coefficient value of 0.438, a P-value of 0.000, and a F-square value of 0.368 at the structural level. The 95% confidence interval for this effect ranges from 0.308 to 0.655. These outcomes show that the nature of scholarly administrations altogether affects understudy fulfillment. This implies that when the Postgraduate Program at Tadiulako College makes changes in working on the nature of scholastic administrations, understudy fulfillment will likewise increment by 0.655. to ensure the acceptance of the first hypothesis.

Hypothesis 2: The Postgraduate Program at Tadiulako University in Palu City's education costs are significantly influenced by academic service quality.

The consequences of testing the subsequent speculation (H2) show that the immediate impact of the scholarly help quality variable on educational expenses, to be specific the path coefficient worth of 0.564 and the P-value of 0.000 is more modest than <0.05 and the F-square worth of 0.467 at the underlying level is remembered for the huge (high) classification. in the 95% certainty stretch, the impact of scholastic help quality on understudy fulfillment lies in a worth of 0.400 to 0.731. This suggests that tuition costs are significantly influenced by the quality of academic services. This implies that when the Tadulako College Postgraduate Program in Palu City directs an improvement program on educational expenses, the nature of scholastic administrations will likewise increment by 0.731. So, the subsequent speculation is acknowledged.

Hypothesis 3: Tuition Fees Significantly Affect Student Satisfaction at the Tadiulako University Postgraduate Program in Palu City.

The aftereffects of testing the third speculation (H3) show that the immediate impact of the scholarly help quality variable on educational expenses, specifically the path coefficient worth of 0.366 and the P-value of 0.000 is more modest than <0.05 and the F-square worth of 0.211 at the underlying level is remembered for the medium classification (medium). in the 95% certainty span, the impact of educational expenses on understudy fulfillment lies in a worth of 0.400 to 0.731. This demonstrates that educational expenses altogether affect understudy fulfillment. This indicates that students will continue to be satisfied as long as the Tadulako University Postgraduate program in Palu City maintains affordable tuition costs. So, the third speculation is acknowledged.

Hypothesis 4: The Postgraduate Program at Tadiulako University in Palu City's tuition fees have a significant indirect impact on student satisfaction, which is mediated by academic service quality. Students will continue to be satisfied. So, the third speculation is acknowledged.

The consequences of testing the scholastic help quality variable on understudy fulfillment interceded by educational expenses should be visible in the 6th table as follows:

Table 6. The Mediating Effect of Education Costs on the Indirect Effect of Academic Service Quality Variables on Student Satisfaction

Connection Between Factors	Path Coefficient	P-Value	95% Path coefficient confidence interval		Upsilon v	Status Item
			upper bound	lower bound		
H4: Quality of Academic Services > Tuition Fees > Student Satisfaction	0,207	0,000	0,109	0,324	0,898	Accepted

The consequences of testing the fourth speculation (H4) show that the immediate impact of the scholarly assistance quality variable by implication on understudy fulfillment intervened by educational expenses, specifically the Way Coefficient worth of 0.207 and the P-worth of 0.000 is more modest than <0.05 and the epsilon v worth of 0.898 at the

underlying level is remembered for the huge (high) class. at the 95% certainty span, the extent of the impact of scholastic assistance quality on understudy fulfillment interceded by educational expenses lies in the worth of 0.109 to 0.324. These outcomes show that the nature of scholastic administrations in a roundabout way affects understudy fulfillment interceded by educational expenses. This outcome implies that the higher the degree of scholastic help quality and educational expenses, the more understudy fulfillment will likewise increment.

DISCUSSION

Scholastic Help Quality Altogether Influences Understudy Fulfillment at the Postgraduate Program of Tadiulako College in Palu City.

In light of the consequences of speculation testing, it shows that the nature of scholarly administrations altogether affects understudy fulfillment at the Postgraduate Program of Tadulako College in Palu City. This implies that when the degree of scholarly assistance quality at the Postgraduate Program of Tadulako College in Palu City is higher, understudy fulfillment will increment. Physical evidence, dependability, responsiveness, assurance, and empathy are all factors that contribute to the success or failure of the Postgraduate Program at Tadulako University in Palu City when it comes to the quality of academic services offered to students. One class that is supposed to contribute is sympathy. For this situation, to be specific managerial staff workers in focusing on the interests of understudies, where for this situation the Postgraduate College of Tadulako in Palu City is exceptionally worried about each understudy's requirements with respect to the nature of scholarly administrations.

The Postgraduate Program at Tadiulako University in Palu City's education costs are significantly influenced by academic service quality.

In view of the consequences of speculation testing, it shows that the nature of scholarly administrations fundamentally affects the expense of schooling at the Postgraduate Program of Tadulako College in Palu City. This implies that when the degree of educational expenses at the Tadulako College Postgraduate Program increments at a reasonable expense given to understudies, the Tadulako College Postgraduate program in Palu City can give top notch schooling including the nature of scholastic help quality which is a work that should be made so understudy fulfillment can be met ideally.

Educational expenses Fundamentally Influence Understudy Fulfillment at the Tadiulako College Postgraduate Program in Palu City.

Based on the results of hypothesis testing, it shows that tuition fees have a significant effect on student satisfaction at the Postgraduate Program of Tadulako University in Palu City. This means that when the level of education costs at the Tadulako University Postgraduate Program in Palu City is higher, student satisfaction will increase. In this case, the cost of education at the Postgraduate Program of Tadulako University in Palu City includes administrative/registration fees and tuition fees. Where by offering affordable fees can provide satisfaction to students. In addition, at an affordable cost, students also really feel the benefits that can make their career prospects develop after studying at the Tadulako University Postgraduate program in Palu City.

Academic Service Quality Indirectly Has a Significant Effect on Student Satisfaction Mediated by Education Costs at the Postgraduate Program of Tadiulako University in Palu City.

Based on the results of hypothesis testing, it shows that indirectly the academic service quality variable has a significant effect on student satisfaction mediated by tuition fees at the Tadulako University Postgraduate Program in Palu City. This means that if the level of quality of academic services and tuition fees at the Postgraduate Program of Tadulako University in Palu City is higher, it will have an impact on student satisfaction. The findings of this research explain that the quality of good academic services, the management of affordable education costs and the allocation of targeted costs, can increase the level of student satisfaction at the Tadulako University Postgraduate Program in Palu City. The importance of the role of tuition fees can help create quality academic services that will provide student satisfaction.

CONCLUSIONS

The nature of scholastic administrations fundamentally affects understudy fulfillment at the alumni program of Tadiulako College in Palu City. At the Tadiulako University Postgraduate Program in Palu City, the cost of education is significantly influenced by the quality of academic services. Student satisfaction at the Tadiulako University Postgraduate program in Palu City is significantly influenced by tuition costs. Through tuition fees at the Tadiulako University Postgraduate Program in Palu City, the quality of academic services has an indirect impact on student satisfaction.

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