

## ABSTRACT

Human Resources who are experts in the field of ICT and infrastructure development are urgently needed by Indonesia in the construction of optical cable network infrastructure. AKATEL Sandhy Putra Jakarta is a tertiary institution that provides D3 Telecommunications Engineering study program. On the contrary, AKATEL Sandhy Putra Jakarta has a significant churn rate. In addition, AKATEL Sandhy Putra Jakarta also has a lack of quality service in terms of tangibles, responsiveness, and reliability.

This study aims to determine the effect of service quality felt by AKATEL Sandhy Putra Jakarta students and their trust in repurchase intention. The number of samples used in the study amounted to 202 students from a total population of 470 students from AKATEL Sandhy Putra Jakarta. The research hypothesis was tested using the method of multiple linear regression analysis, as well as the t test. The coefficient of determination test is done to find out how much influence the independent variable has on the dependent variable.

Based on descriptive analysis, it was found that AKATEL Sandhy Putra Jakarta's service quality was high with a percentage of 71.69%, students' trust was also high with a percentage of 77.32%, and the repurchase intention of these students on the AKATEL campus was also high with a percentage of 82.97%. The regression model and the resulting t test concluded that service quality and trust each had a significant positive effect on repurchase intention. The coefficient of determination obtained by 0.371 explains that service quality and trust affect repurchase intention by 37.1%, while the rest is influenced by other variables.

This research can be used to understand consumer behavior in the tertiary education industry based on their perception of the quality of institutional services, their trust in the institution and their intention to register again in the relevant institutions. This research can also be used as a basis for further research to be developed. This research can be used as a reference for new researches in the future.

This research provides advice to AKATEL Sandhy Putra Jakarta to always maintain the physical appearance of the campus building so that students have a better perception of AKATEL Sandhy Putra Jakarta's service quality. The research also provides advice to AKATEL Sandhy Putra Jakarta so that staff and lecturers are more personal in serving and educating students and are more consistent in keeping time and providing accurate information to students.

*Keywords: college, service quality, trust, repurchase intention*