

ABSTRACT

The development of technology has led to the emergence of many innovations. Including in the world of education. The learning process that usually has to sit in a classroom is now starting to shift to online learning. Moreover, after the Covid-19 pandemic, online learning has become increasingly popular. Including in the realm of Higher Education or Universities. However, behind the ease of the online learning system, there are various challenges that must be faced to maintain student loyalty. The purpose of this study is to analyze the influence of several factors on the quality of learning as well as the satisfaction and loyalty of its students. So that later it can be used as evaluation material and information to maintain or improve existings quality.

The variables used in this study are service quality factors, participant satisfaction, participant loyalty and moderator Perceived Value. The initial hypothesis of this study shows that the factors of service quality, participant satisfaction, participant loyalty and moderator Perceived Value have a positive effect. This means that the above variables must be the concentration of the institutions in making innovations and improvements. Including moderation variables that will be used.

This research uses quantitative methods with Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. The data used is primary data from distributing questionnaires to MMPJJ Students. The software used in processing the data is Smart-PLS. At the end, Importance-Performance Map Analysis (IPMA) will also be carried out in order to determine priorities for service improvement. This research contributes to the academic aspect as an additional insight and reference in the field of digital operations management. Especially in the field of online learning. In addition, this research will also be useful institutions managers in any field. Because the variables used are quite common and can later be directly adapted to the case objects in their respective institutions.

Keywords: Evaluation of Quality, E-Learning, Learning Capacity, Student Loyalty, Online Learning Process.