**PENGARUH BAURAN PEMASARAN JASA PENDIDIKAN**

**DAN KUALITAS PELAYANAN TERHADAP KEPUASAN MAHASISWA DI PERGURUAN TINGGI SWASTA (PTS) DAN IMPLIKASINYA TERHADAP KEPERCAYAAN MAHASISWA**

**(STUDI PADA MAHASISWA FKIP SE BANDUNG RAYA)**

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**Abstrak**

**Pengaruh Bauran Pemasaran Jasa Pendidikan dan Kualitas Pelayanan terhadap Kepuasan Mahasiswa di Perguruan Tinggi Swasta (PTS) dan Implikasinya terhadap Kepercayaan Mahasiswa ( Studi pada Mahasiswa FKIP se Bandung Raya ).**

Adapun tujuan penelitian ini adalah untuk mengetahui, menganalisis dan mengkaji. Bauran pemasaran jasa pendidikan, kualitas jasa, kepuasan mahasiswa dan implikasinya terhadap kepercayaan mahasiswa FKIP, PTS se Bandung Raya. Disertasi ini diharapkan dapat memberikan manfaat dari segi praktis dan juga memberikan sumbangan bagi pengembangan ilmu manajemen, khususnya manajemen pemasaran bagi perguruan tinggi swasta ( PTS ) sebagai bagian dari strategi dan kebijakan lembaga melalui bauran pemasaran jasa pendidikan, kualitas pelayanan yang berorientasi kepada kebutuhan dan keinginan mahasiswa untuk memenuhi kepuasan. Penelitian ini dilakukan dengan menggunakan metode survei dengan pendekatan Deskriftif dan Verifikatif yang bertujuan untuk menguji Hipotesis berdasarkan Struktural Equation Modeling dengan menggunakan Lisrel serta membuat kesimpulan dan saran. Berdasarkan analisis hasil penelitian di peroleh kesimpulan :

1. Buaran Pemasaran Jasa Pendidikan FKIP pada PTS se Bandung Raya berada pada kriteria Cukup Baik Menuju Baik.
2. Kualitas Pelayanan Jasa Pendidikan FKIP pada PTS se Bandung Raya berada pada kriteria Cukup Baik Menuju Baik.
3. Kepuasan Mahasiswa dalam Penerapan Bauran Jasa Pendidikan FKIP pada PTS se Bandung Raya berada pada kriteria Cukup Baik Menuju Baik.
4. Kepercayaan Mahasiswa FKIP Pada PTS se Bandung Raya berada pada kriteria Cukup Baik Menuju Baik.
5. Bauran Jasa Pendidikan dan Kualitas Pelayanan Jasa berpengaruh secara signifikan terhadap kepuasan sebesar 72,10 %, Kepuasan Mahasiswa berpengaruh secara signifikan terhadap kepercayaan sebesar 82,14 %.

Dari hasil penelitian ini menegaskan pentingnya implementasi Bauran Pemasaran Jasa Pendidikan, Kualitas Pelayanan sebab dapat meningkatkan Kepuasan dan Implikasinya terhadap Kepercayaan Mahasiswa FKIP pada PTS Se Bandung Raya.

Kata Kunci : Bauran Pemasaran Jasa Pendidikan, Kualitas Pelayanan, Kepuasan Mahasiswa, Kepercayaan Mahasiswa.

***Abstract***

***Effect of Marketing Mix of Education Services and Service Quality on Student Satisfaction in Private Universities (PTS) and Its Implications for Student Trust (Study of FKIP Students in Bandung Raya).***

***The purpose of this research is to find out, analyze and study. Marketing mix of education services, service quality, student satisfaction and its implications for the trust of FKIP students, PTS in Bandung Raya. This dissertation is expected to provide practical benefits and also contribute to the development of management science, especially marketing management for private universities (PTS) as part of the strategy and policy of the institution through the education service marketing mix, service quality oriented to the needs and desires of students to fulfill satisfaction. This research was conducted using a survey method with descriptive and verification approach which aims to test the hypothesis based on Structural Equation Modeling by using Lisrel and making conclusions and suggestions. Based on the analysis of the research results concluded:***

***1. The Marketing Outline of FKIP Education Services in PTS in Bandung Raya is in the criteria of Good Enough Towards Good.***

***2. The quality of FKIP Education Services in PTS in Bandung Raya is in the criteria of Good Enough Towards Good.***

***3. Student Satisfaction in the Application of FKIP Education Service Mix in PTS in Bandung Raya is in the criteria of Good Enough Towards Good.***

***4. FKIP Student Trust in PTS in Bandung Raya is in the criteria of Good Enough Towards Good.***

***5. The mix of Educational Services and Service Quality has a significant effect on satisfaction of 72.10%, Student Satisfaction has a significant effect on trust of 82.14%.***

***From the results of this study confirms the importance of the implementation of the Mixture of Educational Services, Service Quality because it can increase the Satisfaction and Implications of FKIP Student Trust in Private Universities in Greater Bandung.***

***Keywords: Marketing Services Mix, Service Quality, Student Satisfaction, Student Trust.***

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