

## ***Abstract***

This study examines the effect of higher educational performance (HEDPERF) and Islamic values based services on student loyalty at Sultan Agung Islamic University (UNISSULA) Semarang Indonesia. In addition to testing the direct influence also tests the indirect effect of testing the effect of HEDPERF with student loyalty as well as the influence of Islamic values on student loyalty with student satisfaction variable as an intervening variable.

The sample used 728 students, the method of collecting data using a questionnaire. Scoring is used by using a Likert scale modification. The analytical method uses Structural Equation Modeling Partial Least Square (PLS) version 3.0.

We find that Higher Educational Perform based education services can significantly increase student loyalty. The implementation of Islamic values also proved to have a significant effect on student loyalty. Higher educational performance-based educational services also have a significant effect on student loyalty through student satisfaction variables as intervening variables. Islamic values have no significant effect on student loyalty when tested through student satisfaction as an intervening variable.

***Keywords:*** *Higher educational performance, Islamic values, student satisfaction, student loyalty*

## Abstrak

Penelitian ini menguji pengaruh layanan pendidikan berbasis *higher educational perform* (HEDPERF) dan *Islamic values* terhadap loyalitas mahasiswa di Universitas Islam Sultan Agung (UNISSULA) Semarang Indonesia. Selain menguji pengaruh langsung juga menguji pengaruh tidak langsung yaitu menguji pengaruh HEDPERF dengan loyalitas mahasiswa serta pengaruh *Islamic values* terhadap loyalitas mahasiswa dengan variable kepuasan mahasiswa sebagai variable intervening.

Sampel yang digunakan 728 mahasiswa, metode pengumpulan datanya menggunakan kuesioner. Penskoran digunakan dengan menggunakan modifikasi skala Likert. Metode analisis menggunakan Structural Equation Modelling *Partial Least Square* (PLS) versi 3.0.

Kami menemukan bahwa layanan pendidikan berbasis *Higher Educational Perform* secara signifikan dapat meningkatkan loyalitas mahasiswa. Implementasi *Islamic values* juga terbukti berpengaruh signifikan terhadap loyalitas mahasiswa. Layanan pendidikan berbasis *higher educational perform* juga berpengaruh signifikan terhadap loyalitas mahasiswa melalui variable kepuasan mahasiswa sebagai variable intervening. *Islamic values* tidak berpengaruh signifikan terhadap loyalitas mahasiswa ketika diuji melalui kepuasan mahasiswa sebagai variable intervening.

**Keywords:** *Higher educational perform, islamic values, kepuasan mahasiswa, loyalitas mahasiswa*