

## ABSTRACT

Background This study was based on the observation of the quality of service, the image of the institution and implementation of academic values of Islamic culture influence on student satisfaction desire Unissula students, especially students in the scholarship program Cerdas Sultraku Unissula to do word of mouth.

The purpose of this study were: 1) to describe and analyze the effect of service quality on student satisfaction, 2) to describe and analyze the effect on the image of the institution of student satisfaction, 3 ) to describe and analyze the effect on Quality of Service of Word Of Mouth ( WOM ) students, 4) to describe and analyze the effect on the image of Institutional Word Of Mouth ( WOM ) students, 5) Describe and analyze the influence of cultural values against Islamic Academic student Satisfaction, 6) Describe and analyze the influence of cultural values against Islamic Academic Word Of Mouth and 7) to describe and analyze the effect of student Satisfaction on Word Of Mouth (WOM) students.

The number of respondents in this study were 176 students in the scholarship program Cerdas Sultraku Unissula obtained through Slovin formula. This study uses analytical models SEM (Structural Equation Modeling) which is based on an evaluation of the relationship of mutual dependence between variables, tool analysis in this study uses IBM SPSS AMOS program version 22.0.

The results showed : 1) The quality of service in a positive and significant effect on student satisfaction, 2) image of the institution in a positive and significant effect on student satisfaction, 3) academic values of Islamic culture positive and significant effect on student satisfaction, 4) service quality has a positive and significant effect on word of mouth, 5) Image institutions are positive and significant effect on word of mouth, 6) the values of academic culture in a positive and influential Islamic obtain any significant word of mouth, 7) influence student satisfaction positive and significant impact on word of mouth.

***Keywords : Quality of Service, Image Institute, Cultural Values Islamic Academic, Student Satisfaction, Word of Mouth and SEM***

## ABSTRAKSI

Latar belakang penelitian ini didasarkan dari hasil pengamatan terhadap kualitas layanan, citra institusi dan penerapan nilai-nilai budaya akademik islami (BudAI) pengaruhnya terhadap kepuasan mahasiswa keinginan mahasiswa Unissula khususnya mahasiswa program beasiswa Cerdas Sultraku di Unissula untuk melakukan *word of mouth*.

Tujuan penelitian ini adalah: 1) Mendeskripsikan dan menganalisis pengaruh kualitas layanan terhadap kepuasan mahasiswa, 2) Mendeskripsikan dan Menganalisis pengaruh citra institusi terhadap kepuasan mahasiswa, 3) Mendeskripsikan dan menganalisis pengaruh Kualitas Layanan terhadap *Word Of Mouth* (WOM) mahasiswa, 4) Mendeskripsikan dan menganalisis pengaruh Citra Institusi terhadap *Word Of Mouth* (WOM) mahasiswa, 5) Mendeskripsikan dan menganalisis pengaruh Nilai-Nilai Budaya Akademik Islami Terhadap Kepuasan Mahasiswa, 6) Mendeskripsikan dan menganalisis pengaruh Nilai-Nilai Budaya Akademik Islami Terhadap *Word Of Mouth* dan 7) Mendeskripsikan dan menganalisis pengaruh Kepuasan Mahasiswa terhadap *Word Of Mouth* (WOM) mahasiswa.

Jumlah responden dalam penelitian ini adalah 176 mahasiswa program beasiswa Cerdas Sultraku di Unissula yang diperoleh melalui rumus Slovin. Penelitian ini menggunakan model analisis SEM (*Structural Equation Modeling*) yang didasarkan pada evaluasi atas adanya hubungan saling ketergantungan antar variabel, alat analisis dalam penelitian ini menggunakan program IBM SPSS AMOS versi 22.0.

Hasil penelitian ini menunjukkan : 1) Kualitas layanan berpengaruh secara positif dan signifikan terhadap kepuasan mahasiswa, 2) Citra institusi berpengaruh secara positif dan signifikan terhadap kepuasan mahasiswa, 3) Nilai-nilai budaya akademik islami berpengaruh secara positif dan signifikan terhadap kepuasan mahasiswa, 4) Kualitas layanan berpengaruh secara positif dan signifikan terhadap *word of mouth*, 5) Citra institusi berpengaruh secara positif dan signifikan terhadap *word of mouth*, 6) Nilai-nilai budaya akademik islami berpengaruh secara positif dan signifikan terhadap *word of mouth*, 7) Kepuasan mahasiswa berpengaruh secara positif dan signifikan terhadap *word of mouth*.

***Kata Kunci: Kualitas Layanan, Citra Institusi, Nilai-Nilai Budaya Akademik Islami, Kepuasan Mahasiswa, Word of Mouth dan SEM***