The Influence of Service Quality, Servicescape, and Relationship Marketing on Student Loyalty with Student Satisfaction as Mediation on Mediterranean Bali Campus

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ABSTRACT: This study aims to identify the effect of service quality, servicescape and relationship marketing with satisfaction as a mediation at the Mediterranean Bali Campus. The number of samples used in this study were 99 students as respondents who were determined using the purposive sampling method. The method of data collection in this study is to use the interview method, namely data collection techniques carried out by giving oral questions and questionnaire methods, namely data collection techniques carried out by giving a set of written questions to respondents given a value or score using a Likert scale. The data analysis technique was carried out using a structural equation model (Structural Equation Modeling-SEM) based on Partial Least Square (PLS). The results of this study indicate that 1) service quality, servicescape, and relationship marketing have a positive and significant effect on student satisfaction, 2) student satisfaction has a positive and significant effect on student loyalty, 3) service quality has a positive and significant effect on student loyalty,

KEYWORDS: Service quality; servicescape; relationship marketing; student satisfaction; student loyalty

INTRODUCTION

Marketing is one of the processes by which business actors introduce their products/services to the wider community. This is very important to do so that other people can recognize the products/services that a company has. The essence of marketing is identifying and meeting consumer needs and wants (Kotler, 2016). This is the task of marketing management, where marketing management must have a strategy in identifying the needs and desires of consumers in order to package a product/service that will be truly attractive to potential consumers. However, this packaging must really be balanced with the quality of the product/service according to the needs of consumers. Thus consumers will feel the need to buy the product. Especially during the current pandemic, consumers will be more critical and wiser in making decisions that affect service competition in a company. Therefore it is very important if the company thinks to provide quality products / services and good service in order to meet customer satisfaction later.

Currently, not only retail companies are competing in providing good service, but companies engaged in services such as education are also taking part in this competition. The current pandemic condition forces all employees to work even harder so that the company's targets can be achieved and company operations can run with the profits earned. This is where the important role of marketing management is where employees in the department must be able to identify consumer needs and determine the steps that must be taken in marketing their products/services. However, in the marketing process there are things that are sometimes difficult to do, namely increasing the number of new customers who really don't know the brand of the product/service being marketed.

During the current Covid-19 pandemic, the company not only finds it difficult to maintain the health of each of its employees, but the company also finds it very difficult to maintain normal operational processes because the impact of the Covid-19 pandemic not only has an impact on health but also has an impact on decreasing the number of employees. customers that affect the company's turnover. Companies must be more creative and innovative in facing competition in difficult times like this. Seeing this condition, companies are required to respond to changes that occur and must have the right strategy in meeting sales targets (Mamesah, 2020). As for one of the positive steps that can be taken or taken by the company is to retain the customers it has.

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The customers referred to here are students themselves, because the subjects of this research are students from the Mediterranean Bali Campus. It can be said that student loyalty is the key to the success of any educational institution. This will not only have an impact in the short term but will have an impact on a sustainable competitive advantage. According to Thomas (2011: 183), student loyalty is one of the main goals of higher education institutions. This is because customer loyalty has strategic value for the company. Because students who are loyal to their alma mater will generally spread positive word of mouth (Word of Mouth) about their alma mater, and refer their alma mater to other people who want to study in college (Thomas, 2011: 183). It is also stated,

In the 2020 academic year the number of students at the Mediterranean Bali Campus has decreased significantly. This year is the first year in which the COVID-19 pandemic situation is in the public spotlight. Of course there is a decrease in the number of students in this situation, this is because the Mediterranean Bali Campus is one of the Job Training Institutes (LPK) that prepares its graduates to be ready to work in the Tourism Industry. Meanwhile, tourism in 2020 also experienced a significant decline. This is where the task of marketing management is where marketing management must be able to study the current situation and make strategies that are in accordance with the current situation in order to be able to achieve company targets. Finally in the 2021 school year, the number of students on the Mediterranean Bali Campus began to increase although this increase was not experienced by all of the Mediterranean Bali branch campuses. The Mediterranean Bali Campus has also never laid off employees. This organization persists with a complete number of employees. This is what makes researchers interested in conducting research in which researchers want to know the reasons why students choose the Mediterranean Bali Campus as their choice of place to study. From here, researchers will understand important factors that can be used as strategies that can be implemented in maintaining or increasing the number of students even in the Covid-19 era. Researchers have explored information and analyzed the reasons why students choose the Mediterranean Bali Campus as their place of study and also their feelings when studying at the Mediterranean Bali Campus. From the analysis that has been done, it can be seen that the factors that influence students to choose the Mediterranean Bali Campus are satisfaction and loyalty to their alma mater because they get excellent learning and service. In addition, the researcher also conducted an analysis on several competitor campuses by visiting several competitor campuses. However, the way of analyzing this is different from analyzing the Mediterranean Bali Campus. The analysis carried out on competitor campuses is by looking at the strategies carried out by competing campuses when dealing with prospective students and their students.

Therefore, the researchers conducted a more in-depth study on the effect of service quality, servicescape, and relationship marketing on student loyalty with student satisfaction as a mediation at the Mediterranean Bali Campus. This is very important to study because it is one of the marketing management strategies that every company can use to maintain the company's survival. Carvalho and De Oliveira Mota (2010) believe that relationships with students after graduation and the formation of student loyalty are useful for the financial sustainability of colleges. Loyal students are willing to recommend a college where they study before and after graduation (Hennig-Thurau et al, 2001). According to Mohamad and Awang (2009), loyalty in the university environment consists of the dimensions of attitude and behavior. Attitude loyalty is in the form of students' willingness to give word of mouth and positive recommendations to family, friends and relations wherever they are. While behavioral loyalty is associated with the willingness of students to complete their studies at the college where they study and the intention of students to carry out further studies at the same university.

LITERATURE REVIEW
Marketing Management

Marketing management is one of the vital or important divisions in a company, because it regulates marketing strategies that affect the achievement of company turnover. Marketing management is a science that studies the procedures for selecting and obtaining target markets, retaining, and developing customers by creating, delivering, and communicating superior value to customers. Marketing people market ten types of entities, goods, services, events, experiences, people, places, property (ownership rights), organizations, information and ideas (Kotler and Keller, 2008).

Loyalty

The understanding of student loyalty according to researchers is a satisfaction or satisfaction experienced by students so that students love their alma mater or campus and do not hesitate to inform others about the campus where the student is studying. Thomas (2011: 183) said that students who are loyal to their alma mater will generally spread positive word of mouth (Word of Mouth) about their alma mater, and refer their alma mater to other people who want to study in college. According to Hill (1996:297), loyalty is a positive level of commitment by the customer to the supplier. Student loyalty is more directed to the

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behavior of students' positive commitment to the college (campus) which is also shown by loyalty and participation in all educational processes. Loyalty is influenced by customer satisfaction, obstacles and complaints. According to Mohamad and Awang (2009), loyalty in the university environment consists of the following dimensions:

a) Attitude

Attitude loyalty is in the form of students' willingness to give word of mouth and positive recommendations to family, friends and relations wherever they are

b) Behavior

Behavioral loyalty is associated with the willingness of students to complete their studies at the college where they study and the intention of students to carry out further studies at the same university.

Satisfaction

Customer satisfaction is a condition in which feelings of pleasure or disappointment that arise compare the results with the expected product or service (Ozturk, 2015; Gia Bao, 2017; Susanti, 2019). Customer satisfaction is a post-purchase evaluation that results in at least similar results to or exceeding customer expectations. On the other hand, dissatisfaction occurs when the results obtained fail to meet customer expectations. Customer satisfaction can be achieved once the company can provide quality goods and services (Sari, 2017; Setyawan, 2017). In this study, the customers in question are students from the Mediterranean Bali Campus. Student satisfaction is a positive attitude of students towards the services of educational institutions because of the compatibility between the expectations of the service compared to the reality they receive (Sopiatin, 2010:33). The indicators that affect customer satisfaction are described by Irawan (2008) in (Maryadi, 2018; Nafsiyah 2020, Renata, 2020):(1) Overall service satisfaction; (2) recommending to other parties, (3) will use the service again, and (4) the fulfillment of consumer expectations after buying a product or using a service.

Service Quality

Higher education institutions are often conceptualized as part of the service industry. Therefore, universities pay more attention to meeting the expectations and needs of students as customers (Deshields et al. 2005). Athiyaman (1997) and DeShield et al. (2005) have examined student satisfaction in the context of customer satisfaction and service quality. Athiyaman (1997) found that service characteristics are emphasis on teaching students well, staff willingness to consult students, library services, computing facilities, recreational facilities, class size, level and difficulty of subject content, student workload.

DeShields et al. (2005) stated that dissatisfied students will take fewer courses or leave lectures completely. DeShields et al. (2005) believe that given the intense competition in the college market, universities should start assessing and adopting a marketing orientation strategy that meets market needs. They benefit from understanding customer needs, modifying and improving services in order to successfully deliver high quality services. In a competitive market, a thorough understanding of the target market including students and stakeholders is required.

Servicescape

*Servicescape*According to Hightower & Shariat (2009) is everything that is physically present around the consumer during a service transaction meeting. Therefore, the company can form the identity that it wants to offer to consumers by creating a servicescape that is comfortable for customers. In the world of education, the identity recognition process through servicescpae will be felt when prospective new students first come to campus and then they will feel sustainable according to the number of student attendance to the campus. According to Tjiptono (2015), servicescape is the style and form of the physical environment consisting of exterior elements such as information boards, parking lots, natural scenery and interior attributes such as design, layout, equipment, and decorations found by the customer at the place where the service is delivered. In this case, students will feel how comfortable it will be when they feel and use the facilities on their campus. Lovelock, Wirtz, and Mussry (2011:12-19) in Suhendra and Azis there are three dimensions of servicescape, namely:

a. *Ambient Condition*

The physical qualities of the circumstances surrounding the individual such as light, air temperature, air quality, noise, music and cleanliness are environmental characteristics related to the five senses.

b. *Spatial Layout and Functionality*

How to arrange the location, area, equipment and furniture as well as the convenience to be obtained and used by consumers such as location, seating layout and design to facilitate consumer enjoyment

c. *Signs, symbols, and Artifacts*

Signs or decorations used to communicate the image to be conveyed to consumers such as company logos, signs or signs and decorations used, to enhance a certain image or mood, which can make it easier for consumers to achieve their goals.

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Relationship Marketing

Sari (2017) said that relationship marketing is one way how companies establish good relationships with their customers in order to make repurchases. According to Wibowo S. (2006), relationship marketing is attracting, maintaining and improving relationships with customers. Relationship marketing is a long-term approach, which is different from the transactional marketing approach which is more short-term oriented. The purpose of transactional marketing is to get customers only, while the purpose of relationship marketing is to get and retain customers which by fostering good relationships with students as customers will determine the future value of the company or campus concerned. This will also strengthen the loyalty of students who will not hesitate to convey positive things about their campus. Indicators of relationship marketing according to Ndubisi (2007) in (Hadyan, 2015; Purwanto, 2015; Mshallam, 2016; Putri, 2017; Ubaidillah, 2017) are as follows:

a. Communication

Communication is a process that requires people to regulate their environment by building relationships with each other, through the exchange of information, to strengthen the attitudes and behavior of others, and try to change attitudes and behavior.

b. Commitment

Commitment is a strong desire or desire to maintain and continue relationships/relationships that are considered important and of long-term value under any conditions.

c. Trust

Trust is a willingness to rely on the ability, integrity and motivation of others to act in order to satisfy one's needs and interests as mutually agreed.

d. Conflict handling

Conflict handling as the ability to avoid potential conflicts, provide solutions before problems occur, and discuss solutions openly when problems arise.

RESEARCH HYPOTHESES

Service quality is often defined as an effort to fulfill customer desires and the provision of service delivery in order to meet customer expectations and satisfaction. According to Kotler (in Tjiptono and Chandra, 2011: 180), service quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality. The better the quality of services provided to students, the more positive the effect on student satisfaction. This is in accordance with the research conducted by Nenden et al. (2019), Novianto (2018), Dudung ; Ali (2015), and Devi; Andy (2015) who said that service quality has a positive effect on satisfaction.

H1: Service quality has a positive and significant effect on student satisfaction at the Mediterranean Bali Campus.

In a service company, creating a memorable experience for consumers who come is a challenge, because the nature of most service products is abstract and intangible, making every aspect around the core of the company a consumer consideration. This is in accordance with research conducted by Juliana; Themmy (2020), Dadan (2016), Zaki (2017), Erdina (2018), Ekky (2020), and Meri (2021) stated that servicescape had a positive effect on student satisfaction.

H2: Servicescape has a positive and significant effect on student satisfaction at the Mediterranean Bali Campus.

A good relationship marketing business can help companies understand their wants and needs so that they can help companies understand their wants and needs so that companies can satisfy and build loyalty levels from customers so that they are always loyal to the company in the future. This is in accordance with Lollen's (2015) and Ubaidillah (2017) research which states that relationship marketing has a significant effect on customer satisfaction.

H3: Relationship Marketing has a positive and significant effect on student satisfaction at the Mediterranean Bali Campus.

Customer satisfaction is an important aspect in order to stay in business and win the competition. According to Engel (1997) quoted by Tjiptono (2002: 24) reveals that satisfaction is a post-purchase evaluation where the chosen alternative at least gives the same result (outcome) as or exceeds consumer expectations, while dissatisfaction arises if the results obtained do not meet consumer expectations. . This is in accordance with Willyanto's research; Ahmad ; Perwito (2021), Yashinta (2016), and Ronald (2010) which state that satisfaction has a significant effect on customer loyalty.

H4: Satisfaction has a positive and significant effect on student loyalty at the Mediterranean Bali Campus.

Service quality will have a significant effect on student loyalty, because by getting quality products/services students who as customers will feel satisfied and a growing sense of loyalty to themselves will grow. This is in accordance with research

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conducted by Erick (2020), Sri (2015), Rhoma (2020), and Untung (2016) which said that service quality had a positive effect on loyalty. However, according to Wijaya's research; Syahnur ; Landra (2016) states that the quality of academic services has no significant effect on word to mouth.

H5: Product Quality has a positive and significant effect on student loyalty at the Mediterranean Bali Campus.

Servicescape is the style and form of the physical environment consisting of exterior elements such as information boards, parking lots, natural views and interior attributes such as design, layout, equipment, and decoration found by customers at the place where the service is delivered (Tjiptono, 2010). 2015). Servicescape will certainly affect the sense of comfort in students and will be able to create a sense of loyalty in students. This is in accordance with research conducted by Juliana (2020), Maya Setiawardani (2021), Marsha (2016), Angie (2019), Ryalsyah (2020), Syafrizal (2017), Shifera (2016), and Halim (2019) which said that servicescape has a positive effect on loyalty.

H6: Servicescape has a positive and significant effect on student loyalty at the Mediterranean Bali Campus.

Relationship marketing is a process of creating, maintaining, and enhancing strong and high-value relationships with customers and other interested parties (Sari, 2017; Anggrainin, 2018). Loyalty is an individual's loyal attitude towards a product/service. The better the relationship forged by the company to the customer will certainly increase the customer's loyal attitude towards the company. This is in accordance with research conducted by Purwanto (2015), Octafilia (2018), Anggraini (2018), Herdian (2018), Mei Ying Wu (2015) which says that relationship marketing has a positive effect on loyalty.

H7: Relationship marketing has a positive and significant effect on student loyalty at the Mediterranean Bali Campus.

When there are potential customers who have high expectations for a product in a company because hearing from the advertisements made by the company makes the prospective customer interested in buying. However, what is very important to note is that a company must really provide products/services with good quality so that the expectations of potential customers are in line with reality. Therefore, satisfaction will arise and eventually the prospective customer will become a customer. This is in accordance with research conducted by Erick (2020), Wijaya; Syahnur ; Landra (2016),Mitha (2019), Deny ; Edwin (2013), and Lamidi; Rahadhini (2013) which states that satisfaction can mediate service quality on loyalty.

H8: Service quality has a positive and significant effect on student loyalty at the Mediterranean Bali Campus through Student Satisfaction

A good company will provide an interesting experience and a sense of comfort for their customers. By building a good servicescape within the company, customers will feel satisfied. This is in accordance with research conducted byAngie (2019), Marsha ; Fellycita (2016), and Ryalsyah (2020) which state that satisfaction can mediate servicescape on student loyalty.

H9: Servicescape has a positive and significant effect on student loyalty at the Mediterranean Bali Campus through Student Satisfaction

The existence of a good relationship will foster a sense of satisfaction and a good impression for customers and increase customer loyalty itself. The better the relationship established by the company to the customer, of course, it will increase the customer's loyal attitude towards the company based on customer satisfaction. This is in accordance with Zaidatul's research (2017) which states that satisfaction can mediate the relationship between relationship marketing and loyalty.

H10: Relationship Marketing has a positive and significant effect on student loyalty at the Mediterranean Bali Campus through Student Satisfaction.

RESEARCH METHOD

The research design is considered as a procedure for collecting, analyzing data, and reporting research. This study uses a quantitative method design. The place of this research is the Mediterranean Bali Campus. The object of this research is to measure the effect of service quality, servicescape, and relationship marketing on student loyalty with student satisfaction as a mediation. The population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2017). The population in this study is the number of students who love their alma mater, for example: Students who participate recommend the Mediterranean Bali Campus to other parties (friends/family/others) and students who are diligent in participating in lecture activities. Please note that the Mediterranean Bali Campus has programs called MGM and Medi CC. The definition of this program is that students invite others to participate in studying at the Mediterranean Bali Campus. Therefore, researchers will be able to find out which students do this using the database on the Mediterranean Bali Campus. The sample is part of the number and characteristics possessed by the population. The sample was carried out because the researcher had limitations in conducting research both in terms of time, energy, funds

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and a very large population. The appropriate sample size in the study is between 30–500 (Sugiyono, 2017). Sampling in this study used the purposive sampling method, which is a sampling technique with certain considerations in selecting population members who are considered to be able to provide the information needed in accordance with certain criteria desired by the researcher (Sugiyono, 2017). Certain considerations for taking samples of researchers are students who participate in recommending the Campus to other parties as many as 99 people. All students sampled are students for the 2019-2022 academic year. Certain considerations for taking samples of researchers are students who participate in recommending the Campus to other parties as many as 99 people. All students sampled are students for the 2019-2022 academic year. Certain considerations for taking samples of researchers are students who participate in recommending the Campus to other parties as many as 99 people. All students sampled are students for the 2019-2022 academic year.

RESULTS AND DISCUSSION

The first step is to doevaluation of the measurement model to test the validity and reliability of the indicators measuring the constructs or latent variables. In this study, the five latent variables, namely service quality (X1), servicescape (X2), relationship marketing (X3), satisfaction (Y1), and loyalty (Y2) are measurement models with reflective indicators, so that the evaluation of the measurement model is carried out by checking the convergent and discriminant validity of indicators and composite reliability for indicator blocks.

Convergent validity aims to measure the validity of indicators as constructs that can be seen in the outer loading (SmartPLS output). The indicator is considered valid if it has an outer loading value above 0.5 and or a T-statistic value above 1.96. Besides that, the outer loading value can determine the contribution of each indicator with the highest value indicating that the indicator is the strongest measure or in other words the most important in the latent variable. As for the results of the outer model inspection, it can be seen that the outer loading of each indicator on a variable, as presented in Table1 below.

Variable	Indicator	Outer Loading	T-Statistic	Note:
Service Quality (X1)	Emphasis on teaching students well	0.839	11,468	Valid
	Willingness of staff to consult students	0.534	2,924	Valid
	Library service	0.819	8,481	Valid
	Computing facilities	0.815	16,032	Valid
	Recreational facilities	0.853	9,925	Valid
	Class size	0.783	4,367	Valid
	Subject content difficulty level	0.768	6,393	Valid
	Student workload	0.861	12.856	Valid
Servicescape (X2)	Ambient conditions	0.870	23,073	Valid
	Spatial layout and functionality	0.796	7,197	Valid
	Signs, symbols, and artifacts	0.802	9,684	Valid
Relationship Marketing (X3)	Communication	0.820	9.547	Valid
	Commitment	0.810	8,475	Valid
	Trust	0.632	3,557	Valid
	Conflict Handling	0.779	12,438	Valid
Satisfaction (Y1)	Overall service satisfaction	0.862	19,439	Valid
	Recommend to others	0.787	9,637	Valid
	Will use service again	0.854	19.035	Valid
	Fulfillment of consumer expectations after buying a product or using a service	0.698	4,944	Valid
Loyalty (Y2)	Attitude	0.886	15,367	Valid
	Behavior	0.919	39,077	Valid

Source: processed data, 2022

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Table 2 shows the AVE value is greater than 0.50, and the four latent variables studied have a greater square root of average variance extracted (VAVE) value with correlation coefficients between other variables. Thus, the results obtained indicate that it has good discriminant validity.

Table 2. Discriminant Validity

Variable	AVE	AVE	Correlation				
			(Y1)	X1	Y2	(X3)	(X2)
Student Satisfaction (Y1)	0.644	0.803	**0.803**				
Service Quality (X1)	0.625	0.790	0.834	**0.790**			
Student Loyalty (Y2)	0.814	0.900	0.782	0.804	**0.900**		
Relationship Marketing (X3)	0.584	0.764	0.863	0.746	0.700	**0.764**	
Servicescape (X2)	0.678	0.800	0.843	0.833	0.730	0.761	**0.800**

Source: processed data, 2022

Composite Reliability, validity and reliability criteria can also be seen from the reliability value of a variable and the Average Variance Extracted (AVE) value of each variable. The variable is said to have high reliability if the composite reliability value is above 0.70 and the AVE is above 0.50. In Table 3, the Composite Reliability value will be presented.

Table 3. Composite Reliability

Variable	Composite Reliability	Note.
Service Quality (X1)	0.929	**Reliable**
Servicescape (X2)	0.863	**Reliable**
Relationship Marketing (X3)	0.847	**Reliable**
Satisfaction (Y1)	0.878	**Reliable**
Loyalty (Y2)	0.863	**Reliable**

Source: processed data. 2022

The R-square value is used to measure the coefficient of determination on the construct. The r-square values were 0.67 (strong), 0.33 (moderate), and 0.19 (weak). Changes in the value of r-quare can be done to assess the effect of certain independent variables on certain dependent variables whether they have a substantive effect. In Table 4 it can be seen that the R Square value of the satisfaction variable is 0.846. This value can explain that 38.7% of changes in satisfaction variables are influenced by exogenous variables, while 62.3% of changes are influenced by variables outside the model. The loyalty variable has an influence of 78.1% and the remaining 28.9% is influenced by variables outside the model. The structural model is evaluated by taking into account the predictive relevance model which measures how well the observed values are generated by the model. based on the coefficient of determination of all dependent variables. Quantity has a value with a range of $0 < < 1$, the closer the value to 1 means the better. In this structural model, there are two endogenous (dependent) variables, namely satisfaction (Y1) and loyalty (Y2), so that two coefficients of determination can be determined which are used as the basis for calculating the predictive relevance of the model according to the table 4 below.$Q^2 Q^2 Q^2 Q^2 R^2 Q^2$

Table 4. Inner Model Evaluation Results with R-square

Variable	R Square	R Square Adjusted
Satisfaction (Y1)	0.846	0.841
Loyalty (Y2)	0.688	0.675
Calculation:		
Q^2 = 1 - [(1-R12) (1-R22)]		
Q^2 = 1 - [(1-0.8412) (1-0.6752)]		
Q^2 = 0.79		

Source: processed data, 2022

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After testing the outer model and inner model, the next step is to test the hypothesis to answer what has been proposed. Hypothesis testing will be divided into two stages, namely direct testing and mediation hypothesis testing. The direct test results can be seen in table 5.

Table 5. Direct Effect Hypothesis Test Results

Relationship Between Variables	Original Sample (O)	T-Statistics	P-Value	Information
Service Quality (X1) -> Student Satisfaction (Y1)	0.246	3	0.003	H1 accepted
Servicescape (X2) -> Student Satisfaction (Y1)	0.276	3	0.006	H2 accepted
Relationship Marketing (X3) -> Student Satisfaction (Y1)	0.456	6	0.000	H3 accepted
Student Satisfaction (Y1) -> Student Loyalty (Y2)	0.312	2	0.046	H4 accepted
Service Quality (X1) -> Student Loyalty (Y2)	0.485	3	0.001	H5 accepted
Servicescape (X2) -> Student Loyalty (Y2)	0.017	0.138	0.891	H6 rejected
Relationship Marketing (X3) -> Student Loyalty (Y2)	0.060	0	0.622	H7 rejected

Source: processed data, 2022

1. The Effect of Service Quality on Student Satisfaction
    The results of this test have a coefficient value of 0.246 with a t-statistics value of 3 and a p-value of 0.003 so that hypothesis 1 is declared accepted. This shows that service quality has a positive and significant effect on student satisfaction. The better the quality of services at the Mediterranean Bali Campus, the higher student satisfaction. service. The results of this study are in accordance with the research of Nenden et al (2019), Novianto (2018), Dudung; Ali (2015), and Devi; Andy (2015).
2. The Influence of Servicescape on Student Satisfaction
    The results of this test have a coefficient value of 0.276 with a t-statistic value of 3 and a p-value of 0.006 so that hypothesis 2 is declared accepted. This shows that servicescape has a positive and significant effect on student satisfaction. The better the servicescape at the Mediterranean Bali Campus, the better student satisfaction. The results of this study are in accordance with Ekky (2020), Aprilia (2016), Arsen (2019), Zaki (2017), Tengku (2018).
3. The Effect of Relationship Marketing on Student Satisfaction
    The results of this test have a coefficient value of 0.456 with a t-statistics value of 6 and a p-value of 0.000 so that hypothesis 3 is declared accepted. This shows that relationship marketing has a positive and significant effect on student satisfaction. The better relationship marketing, it can increase student satisfaction. The results of this study are in accordance with Snow (2022), Ramadhan (2018) and Tiasih (2014).
4. The Effect of Student Satisfaction on Student Loyalty
    The results of this test have a coefficient value of 0.312 with a t-statistics value of 2 and a p-value of 0.046 so that hypothesis 4 is declared accepted. This shows that relationship marketing has a positive and significant effect on student loyalty. The better student satisfaction, it can increase student loyalty. The results of this study are in line with previous researchers conducted by Hidayat (2015), Huang (2017), Ngo Vu Minh (2016), Wijayanto (2015), and Hulmansyah (2019).
5. The Influence of Service Quality on Student Loyalty
    The results of this test have a coefficient value of 0.485 with a t-statistics value of 3 and a p-value of 0.001 so that hypothesis 5 is declared accepted. This shows that service quality has a positive and significant effect on student loyalty. The better the quality of service, it can increase student loyalty. The results of this study are in accordance with Erick (2020), Sri (2015), Rhoma (2020), and Untung (2016).
6. The Influence of Servicescape on Student Loyalty
    The results of this test have a coefficient value of 0.017 with a t-statistics value of 0.138 and a p-value of 0.891 so that hypothesis 6 is declared rejected. This shows that servicescape has no effect on student loyalty. The better or not the servicescape does not affect student loyalty. This is in accordance with Gani's research; Hidayanti ; Damayanti (2022).
7. The Effect of Relationship Marketing on Student Loyalty
    The results of this test have a coefficient value of 0.060 with a t-statistics value of 0 and a p-value of 0.622 so that hypothesis 7 is declared rejected. This shows that relationship marketing has no effect on student loyalty. The better or not the relationship marketing has no effect on loyalty. This is in accordance with the research of Nisa (2015), Sari (2017), Yusriadi (2017), Miharja (2010), and Karim; Sepang ; Soepono (2020).
    Table 6.

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Indirect Effect Hypothesis Test Results

Variable	Original Sample (O)	T-Statistic	P-Value	Information
Service Quality (X1) -> Satisfaction (Y1) -> Loyalty (Y2)	0.082	1,663	0.097	H8 rejected
Servicescape (X2) -> Satisfaction (Y1) -> Loyalty (Y2)	0.073	2	0.069	H9 rejected
Relationship Marketing (X3) -> Satisfaction (Y1) -> Loyalty (Y2)	0.105	2	0.102	H10 rejected

Source: processed data, 2022

8. The Influence of Service Quality on Student Loyalty through Student Satisfaction
   The results of this test have a coefficient value of 0.082 with a t-statistic value of 1.663 and a p-value of 0.097 so that hypothesis 8 is declared not accepted. This shows that student satisfaction is not able to mediate the relationship between service quality and loyalty through student satisfaction.
9. The Effect of Servicescape on Student Loyalty through Student Satisfaction
   The results of this test have a coefficient value of 0.073 with a t-statistic value of 2 and a p-value of 0.069 so that hypothesis 9 is declared not accepted. This shows that servicescape is not able to mediate the relationship between servicescape and loyalty through student satisfaction.
10. The Effect of Relationship Marketing on Student Loyalty through Student Satisfaction
    The results of this test have a coefficient value of 0.105 with a t-statistic value of 2 and a p-value of 0.102 so that hypothesis 10 is declared not accepted. This shows that student satisfaction is not able to mediate the relationship marketing relationship to loyalty through student satisfaction.

CONCLUSION

Service quality has a positive and significant effect on student satisfaction at the Mediterranean Bali Campus, this means that service quality has succeeded in increasing student satisfaction through an emphasis on good student teaching, staff willingness to consult students, library services, computing facilities, recreational facilities, class size, level of the difficulty of the content, as well as the student's workload in influencing student satisfaction provided by the Mediterranean Bali Campus. Servicescape has a positive and significant effect on student satisfaction at the Mediterranean Bali Campus, this means that servicescape has succeeded in increasing student satisfaction through ambient conditions, spatial layout & functionality, as well as signs, symbols & functionality. artifacts in influencing student satisfaction provided by the Mediterranean Bali Campus. Relationship Marketing has a positive and significant effect on student satisfaction at the Mediterranean Bali Campus, this means that relationship marketing has succeeded in increasing student satisfaction through communication, commitment, trust, and conflict handling in influencing student satisfaction provided by the Mediterranean Bali Campus. Student satisfaction has a positive effect on student loyalty at the Mediterranean Bali Campus, this means that student satisfaction has succeeded in increasing student loyalty through overall service satisfaction, recommending to other parties, using services again, and fulfilling consumer expectations after purchasing services. Service quality has a positive and significant effect on student loyalty at the Mediterranean Bali Campus, this means that service quality has succeeded in increasing student loyalty through an emphasis on good student teaching, staff willingness to consult students, library services, computing facilities, recreational facilities, class size, the level of difficulty of the content, as well as the workload of students in influencing student loyalty given by the Mediterranean Bali Campus. Servicescape has no effect on student loyalty at the Mediterranean Bali Campus, this means that high or low servicescape does not affect student loyalty at the Mediterranean Bali Campus. Relationship marketing has no effect on student loyalty at the Mediterranean Bali Campus, This means that the high or low relationship marketing has no effect on student loyalty at the Mediterranean Bali Campus. Student satisfaction is not able to mediate the relationship between service quality and student loyalty, this means that high or low student satisfaction is not able to mediate the relationship between service quality and student loyalty at the Mediterranean Bali Campus. Student satisfaction is not able to mediate the relationship between servicescape and student loyalty at the Mediterranean Bali campus, this means that high or low student satisfaction is unable to mediate the relationship between servicescape and student loyalty at the Mediterranean Bali campus. Student satisfaction is not able to mediate the relationship marketing relationship to student loyalty at the Mediterranean Bali Campus.

Suggestions that can be given include:The Mediterranean Bali campus must be able to maintain and even improve the quality of its education in the aspects of teaching, consulting for students, libraries, computing, classroom size, curriculum

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standards, assigned assignments and entertainment facilities as well as practical facilities in order to maintain student satisfaction and increase satisfaction. and loyalty from students. The Mediterranean Bali campus must be able to improve aspects of the atmosphere of the campus area, decoration/interior, layout, and useful signs to create a sense of comfort and in the end be able to create a sense of loyalty from students. The Mediterranean Bali campus must be able to improve aspects of good communication, commitment, trust,The Mediterranean Bali campus must be able to maintain and increase student satisfaction in order to create a sense of loyalty from students from various aspects provided by the campus to students.

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