ANALYSIS OF LEARNING SERVICE QUALITY AND ORGANIZATIONAL COMMITMENT TOWARDS STUDENTS' LOYALTY IN PRIVATE HIGHER EDUCATION (PTS) IN ACEH PROVINCE THROUGH STUDENT SATISFACTION AS AN INTERVENING VARIABLE

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Abstract

The development of educational services provided by educational institutions or institutions today is interesting to study. The purpose of the study was to determine the effect of learning service quality, organizational commitment on student loyalty, through student satisfaction as an Intervening at PTS in Aceh province. The type of research used is quantitative. The sample in the study was 50 students from Abulyatama University, 50 students from the Muhammadiyah University of Aceh and 50 students from the Veranda of Mecca. From the results of the research that researchers obtained from SmartPLS data processing, each variable had a significant influence on service quality and organizational commitment to student loyalty. Student satisfaction is proven to have a significant moderate effect (intervening) between the relationship between service quality and student loyalty, so this hypothesis is accepted. So it can be concluded that each independent variable and dependent variable are influenced by the moderating variable..

Keywords: Quality Service, Commitment Organization , *Loyalty Students* , Satisfaction Student .

INTRODUCTION

Development service education provided by the agency or institution education Nowadays it starts become highlight public user service education , due to institutions education which gives service in to make smart life nation the must adapt with development education , as well as must see situations and conditions faced . So giving quality the best servant must become attention main . So that everyone touches with room scope education satisfaction especially for student . . Satisfaction customer capable become A mediation that has a good influence in

regarding experience marketing And servqual to loyalty customer (Tjiptono & Chandra, 2012) .

In order to increase quality and relevance services that provided by institutions education in Indonesia, universities in general special has do various continuous and very meaningful efforts , starting from development infrastructure concerning means and infrastructure education , updates curriculum , utilization technology information and communication in learning . Quality service at the University is very important level satisfaction felt students . If perception student to quality service the better and more positive , then satisfaction students will also increases . If This perception is not good (negative) then satisfaction student will the more low (Bulkia, 2018) . This makes important to do analysis to satisfaction student to quality service education . (Gultom et al., 2014) .

Change characteristics more students critical and intelligent , also demanding institutions to provide fast and best service . Tresiya & Subagyo (2018) . This causes the more tightness competition between college tall nowadays more and more there are also intensive efforts to obtain / seize sympathy public that is students who always done every college tall private .

According to Safi & Handoko (2015) , College tall have objective general create source Power quality human being as well as empowered compete , one of size , level performance academic students , things it is not released from factors that influence the process and results Study student among them originate from internal (internal) namely physical and mental as well as from external (external) namely environment and services . So that required performance service Which satisfying for repair service in accordance with procedure operation standard agreed upon And integrated with the system that There is , so that results Which obtained in accordance with target institution (Sani, K et.al, 2015) .

Based on results pre-survey that has been done , researcher get a number of information complaint student on PTS facilities that are still not enough adequate among others for facilities physical and learning media infrastructure . Another thing that is complained about student is alertness overcome difficulty students and friendliness staff employee in Work in give clarity information . There is a weakness in the system institution education . The attitude of the employees will be very impressive for those who receive service .

As for factors Which relate with product or service university that is quality , type , conformity cost education with facility Which offered , fulfillment need or right student , service Which given by party institution Good service from lecturer and also employee administration related with guarantee And response to breakdown problem academic Which faced student , And factors Which related with professionalism lecturer And convenience as well as comfort student in follow process learning (Rahmawati, 2013) .

Furthermore according to (Wibowo, 2017) commitment organization as desire on part workers to stay become member organization . Commitment organizational influence whether a worker still stay as member organization (is retained) or leave to chase other work (turn over). In this case , the college tall must own commitment organization in reach desired goal .

Service and satisfaction factors Students are also influenced by factors loyalty , but there is also research disclose that satisfaction student antecedent on loyalty student , And both of them relate positive . Satisfaction level influenced by attitude customer in a way overall to service provider , or reaction emotional to difference between What Which expected customer And What Which they accept Which please with fulfillment a number of need , objective or desire (Kunanusorn Anusorn, 2015) . With existence level satisfaction that is owned will determined by how much Far gap between service Which got customer with hope on the customer itself (Thomas, 2011) . Besides That, customer can also be loyal Because satisfaction they (Mokhtar, Sany Sanuri Mohd., Ahmed Audu Maiyaki, 2011) .

Student Which No satisfied with the institution of course No Have Lots choice Because constrained time in finish study , However student can use media social or media communication other For express his dissatisfaction And matter This will to worsen reputation college tall (Mansori et al., 2016) . Factor Which Also allegedly influence loyalty student that is commitment . (Dagger et al., 2011) to put forward connection Which strong between commitment And loyalty customer , matter the Because commitment play role important in guard connection term Long .

(Emi Wardati, 2015) state that commitment student (Which covering commitment to objective , commitment cognitive and also emotional to institution) own influence to loyalty student to institutions , in line with results study (Mark et al., 2017) Which state that satisfaction student influence positive word of mouth Which become part from loyalty student . Satisfaction student in environment PTS campuses in Aceh can seen from loyalty and satisfaction learning Still seen Not yet optimal. Matter This shown with Still the amount complaint student from side service , facility , And PTS policy .

If a student own positive perception to quality service institution said , then trust student to college height will also experience improvement . Then depart from such a problem writer interested want to to study more deep related problem quality service , commitment organization , satisfaction students , and loyalty students . Where is the theme? study This journal " Analysis Quality Service Learning And Commitment Organization To Loyalty Students at Private Universities (PTS) in Aceh Province Through Satisfaction Student As Variables Intervening ".

LITERATURE REVIEW
Quality of Service

Service quality comes from the comparison between consumer expectations about the services they should receive with the services they actually receive. Service quality, in this context, is recognized as a key performance measure for excellence in education and a key strategic variable for higher education as a service provider Bakrie et al., (2019) . According to (Kotler, 2016) , Service Quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs .

(Tjiptono Fandy, 2016) defines "Service can be viewed as a system consisting of two main components, namely service operations which are often

invisible or unknown to customers (back office or backstage) and service delivery which is usually visible or known to customers (often also called front office or frontstage)". According to Zeithaml and Bitner in Bakrie et al. (2019) , Service quality (SQ) is defined as an evaluation focus that reflects customer perceptions of specific dimensions of the service provided. According to (Alarico & Ximenes, 2017) defines service quality as a form of attitude, related but not the same as satisfaction, as a result of a comparison between expectations and performance. The service process focuses more on service procedures, employee reliability in serving, employee attention in serving and things that are not physically evident (Diyah Undari, 2015) .

The indicators of service quality variables in this study refer to the theory (Fandy Tjiptono, 2012) which includes: (1) Reliability , (2) Responsiveness , (3) Assurance and (4) Empathy .If the reality is more than expected, then the service can be said to be of good quality. If the reality is less than expected, then the service is said to be of poor quality. Then if the reality is the same as the expectation, then the service is said to be satisfactory. Based on several definitions, service quality can be defined as a measuring tool for how far the difference is between reality and customer expectations for the service they receive

Organizational Commitment

Commitment can it is said as the spearhead of SAP implementation in the Government because the core of implementation a regulation or policy is commitment , both from leader and also from individual or each worker in it . Commitment organization defined as strength identification and involvement individual with organization . High commitment characterized with three things , namely : strong trust and acceptance to goals and values organization , a strong will to work for the organization and a strong desire to remain become member organization . Commitment looks in three form separate but mutual attitudes relate close , first identification with mission organization , second involvement in a way psychological with tasks organization and the last one loyalty as well as attachment with organization (Dessler, 2012) . Concept commitment appear in the field psychology organization and part big has studied on the spot Work (Lee & Seong, 2020) .

(Sopiah, 2017) define commitment organizational as a attitude that reflects feeling Like or dislike from employee to organization . Commitment employees in the organization as bond mental health individual to organization that includes involvement work , loyalty , and feelings believe to values organization . A form commitments that emerge No only nature passive loyalty , but also involves active relationship with organization work that has objective give all effort for success the organization concerned . Commitment organization can seen from 3 factors : (1) Strong trust and acceptance on goals and values organization , (2) Willingness to strive achievement interest organization , and (3) a strong desire to maintain membership organization . Commitment organizational own three indicator : willingness employees , loyalty employees , and pride employees in the

organization (Sopiah., 2017) . Indicator commitment organization according to The Witch (2017) There is three namely : (1) Affective commitment, (2) Continuance commitment and (3) Normative commitment . From various opinion about commitment mentioned above can withdrawn conclusion that commitment in essence is is willingness someone to tie yourself and show loyalty to the organization Because feel himself involved in activity organization .

Student Loyalty

Loyalty in a way literally interpreted as loyalty , namely faithfulness somebody to a object . (Setiadi, 2013) define loyalty as condition Where customer have attitude positive like to a brand and present it in consistent purchasing towards the brand . This means that loyalty always related with preference customers and purchases actual . Loyalty consumer is manifestation and continuation from satisfaction consumer in use facility and also service services provided by the party institutions , as well as still become consumer from institution said . Loyalty is proof consumers who always become customers , who have strength and attitude positive from A institution (Alarico & Ximenes, 2017) . One of the proof loyalty student to his alma mater is with consistent follow the existing program on campus as well as invite others to study at the same campus Marpaung et al., (2021) .

According to (Verriana & Anshori, 2017) mention There are five factors that can influence loyalty . Fifth factor the is *1*) satisfaction , 2) bond emotions (*emotional bonding*), 3) trust , 4) *convenience* , and 5) experience with company (*history with company*). Indicator from loyalty student (Thomas, 2011) measure loyalty student with three almost indicator similar with that used by (Hennig-thurau et al., 2001) , namely : (1) recommending universities to friends (2) remain choose university the If He own opportunity to choose back , and (3) back continue studies at the university . The indicators are loyalty according to (Helgesen & Nesset, 2011) is (1) The possibility to discuss matter positive from institution to other students at the institution (2) Possibility to discuss matter positive from institution to others; (3) Possibility recommend institution to other students ; (4) Possibility recommend institution to others.

Student Satisfaction

According to (Sudaryono, 2016) satisfaction is results from evaluation consumer that product or service service has give level enjoyment at which level this fulfillment can be more or less . According to (Kotler, 2016) Satisfaction is feeling satisfied or disappointed someone who is produced from comparison performance product or results with expectations . If the performance not enough from expectation so student will disappointed and if in accordance with expectation student will feel satisfied .

According to (Donni Junni Priansa, 2017) five elements that concern satisfaction consumer is as the following : (1) *Expectations* a goods or services arranged before purchase goods or service said . When the stages purchase done ,

consumers hope goods or services received in accordance with hope , desire and belief them . If appropriate with hope consumer so He will feel satisfied . (2) Performance (*Performance*) experience consumer to performance current goods or service when used without influenced by expectations them . When the performance current goods or service succeed so consumer will feel satisfied . (3) Comparison (*Comparison*) this is done with compare hope performance goods or service before buy with perception performance current goods or service said . Consumers will feel satisfied when hope before purchase in accordance or exceed perception they to actual product performance . (4) Experience (*Experience*) expectations consumer influenced by experience they to use brand from goods or different services from other people. (5) Confirmation and Disconfirmation this happens If hope in accordance with performance current product . On the contrary disconfirmation or not confirmed happen when hope more tall or more low from performance current product . Consumer will feel satisfied when happen *confirmation/disconfirmation.* Indicator from satisfaction student (Faizan Ali, Yuan Zhou, Kashif Hussain, Pradeep Kumar, Nair Neethiahnanthan, 2016) measure satisfaction student through five indicators , namely : (1) Satisfaction to the decision that has been taken , (2) Choice wise , (3) Do something true , (4) A pleasant experience and (5) Satisfaction to campus (in general) general).

Study Previous

In this study the author also carried out a number of previous research to strengthen draft How about quality service learning , commitment organization to loyalty student in a way wide . As for the research previously used as following :

1. Sri Yana et al (2020) with title study of the influence of organizational culture, motivation, and lecturer certification on lecturer performance (case study at almuslim university) objectives This research is to find out and measure 1) The influence of culture organization on the Performance of Lecturers at Almuslim University . 2) Influence Motivation On the Performance of Lecturers at Almuslim University . And 3) The Influence certification lecturer on the Performance of Lecturers at Almuslim University . The variables This research is culture organization , motivation Work lecturer , certification lecturers , and performance lecturer . Research done against 76 lecturers qualified Serdos , in 7 (seven) faculties at Almuslim University in August - September 2019. Research results show that level culture organization according to lecturer has reached 80.82 percent in support lecturer . performance , while level motivation Work lecturer has reached 81.51 percent . The average level performance lecturer reach good qualification .

2. Susilo et al (2019) with title study: The Effects of Self-Efficacy, Achievement Motivation, Competence and Training on Organizational Learning, Career Development and Lecturer Performance at PGRI Colleges in East Java. objective research to test and analyze influence efficacy self , motivation achievement , competence and training to learning organization , career development and performance . This study uses study explanatory and causal with population of PGRI Java east with total 292 people with questionnaire random sampling survey of 170 respondents Structural Equation Modeling (SEM) and the Amos statistical program with results study

   a. Self-efficacy influential positive and significant to learning organization and development career influential positive and significant to organization.
   b. Motivation achieve influential positive and significant to learning organization and performance lecturer however influential positive and not significant to development career.
   c. Competence influential positive and significant to learning organization , development career , and performance lecturer .
   d. Training influential positive and significant to learning organization, but influential positive and not significant to development career and performance lecturer .
   e. Development career influential positive and not significant to performance lecturer.

Framework Conceptual and Hypothesis Study
Conceptual Framework.
   a. Outer Model Testing (Measurement Model)

This research model will analyzed use Partial Least Square (PLS) method and assisted with SmartPLS 3.0 software . PLS is one of the method alternative *Structural Equation Modeling* (SEM) which can done to overcome problems in relationships between very complex variables but size small data samples (30-100 samples) and have non- parametric assumptions , meaning that the data does not refer to any one distribution certain (Yamin Sofyan, 2015) .
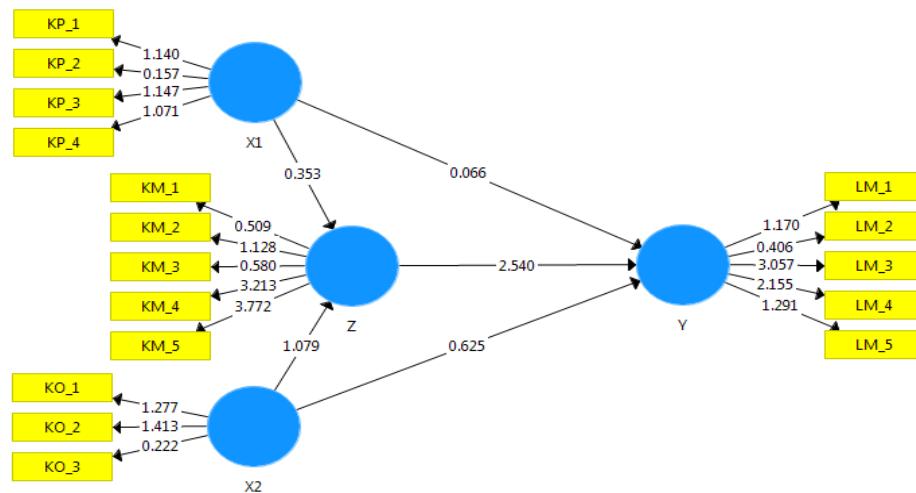
Figure 1. Outer Model

Convergent Validity

      Convergent Validity done with see item *reliability* (indicator) validity) indicated by the value *loading factor* . In this study , *the loading factor limits* used by 0.7. After done data processing with use SmartPLS 3.0 results *loading factor* can shown as in Table 1..

Table 1. *Loading Factor* **Value**

Variable	Indicator	Outer Loading
	KP_1	1.140
	KP_3	1.147
Quality Service (X $_1$)	KP_4	1,071
	KO_1	1.277
Commitment Organization (X $_2$)	KO_2	1.413
	KM_2	1.128
Satisfaction Student (Z)	KM_4	3.213
	KM_5	3,772
	LM_1	1,170
Loyalty Student (Y)	LM_3	3,057
	LM_4	2.155
	LM_5	1.291

Source : Processed Primary Data , 2025

      From the results SmartPLS data processing shown in **Table 3.** , that majority indicators on each variable in This research has mark higher loading *factor* big from 0.70 and is said to be valid. This can be seen that KP_1 indicator shows 1.140, KP_3

shows 1.147 while KP_4 shows number 1,071. The KO_1 indicator shows 1,277 and KO_2 shows 1,413. For the KM_2 indicator it shows 1,128, KM_4 shows 3,213 and the KM_5 indicator is at 3,772 . While the LM_1 indicator shows the number 1.170, LM_3 shows number 3.057, LM_4 shows the number is 2,155 and the LM_5 indicator is at 1,291 .

Based on results *outer loading* that researchers put forward above , this shows that indicator variables that have mark *loading factor* more big from 0.70 has level high validity , so that fulfil *convergent validity* . While indicator variables that have more loading value small from 0.70 has level low validity .

Discriminant Validity

Discriminant Validity done with method see mark *cross loading* measurement construct . *Cross loading value* show the magnitude correlation between every construct with the indicators and indicators from construct block others . A measurement model own good *discriminant validity* if correlation between construct with the indicator more tall than correlation with indicator from construct block others . After done data processing with use SmartPLS 3.0 results *cross loading* can shown in **Table 2.**.

Table 2. *Cross Loading* Results

	X1	X2	Y	Z
KM_2	0.549	0.534	0.453	**1,031**
KM_4	0.671	0.687	0.632	**2,631**
KM_5	0.176	0.546	0.356	**2.325**
KO_1	0.564	**0.863**	0.465	0.685
KO_2	0.745	**0.726**	0.261	0.732
KP_1	**1.325**	0.567	0.456	0.456
KP_3	**1,465**	0.685	0.687	0.432
KP_4	**1,261**	0.340	0.236	0.675
LM_1	0.650	0.435	**1.254**	0.345
LM_3	0.325	0.666	**2.325**	0.657
LM_4	0.356	0.725	**2.155**	0.786
LM_5	0.675	0.456	**1.291**	0.567

Source : Processed Primary Data , 2025

From the results *cross loading* in **Table 2.** shows that mark correlation construct with the indicator more big than mark correlation with construct others . With thus that all construct or latent variables already have good *discriminant validity* , where indicators on block indicator construct the better than indicators in block other .

Evaluation next , namely with compare mark AVE root with correlation between construct . Recommended results is mark AVE root must be more tall from correlation between construct (Yamin and Kurniawan, 2011). The model has

discriminant validity is better if root AVE squared for each construct more big from correlation between two constructs in the model. A good AVE value is required own mark more big of 0.50. In this study , the AVE value for each construct can shown in **Table 3.**.

Table 3. AVE Value and AVE Square Root

Variables	AVE
Quality Service (KP)	0.766
Commitment Organization (KO)	0.865
Loyalty Student (LM)	0.868
Satisfaction Students (KM)	0.861

Source : Processed Primary Data , 2025

Based on table 5 all construct show higher AVE value big from 0.50 namely with mark smallest 0.766 for the variable quality service (KP) and 0.865 for the variable commitment organization (KO). The value has been met condition in accordance with the minimum AVE value limit specified which is 0.50.

Composite Reliability

Outer model other than measured with evaluate *convergent validity* and *discriminant validity can* also be done with see reliability construct or latent variables measured with mark *composite reliability* . Contract stated reliable If *composite reliability* have value > 0.7, then construct stated reliable . SmartPLS output results for the values *composite reliability* can shown in Table 4.

Table 4. Composite Reliability Value

Variables	Composite Reliability
Quality Service (KP)	0.849
Commitment Organization (KO)	0.860
Loyalty Student (LM)	0.931
Satisfaction Students (KM)	0.960

Source : Processed Primary Data , 2025

From the SmartPLS output results in Table 4. it shows mark *composite reliability* for all construct is at on value 0.70. With generated value mentioned , all construct own good reliability according to with value limit drink that has been required

Cronbach's Alpha

Reliability test with *composite reliability* above can reinforced with use mark *cronbach alpha* . A variable can stated reliable or fulfil *cronbach alpha* if own mark *Cronbach alpha* > 0.7 The following is mark *cronbach alpha* from each variable :

Table 5. *Cronbach's Alpha*

Variables	Cronbach's Alpha
Quality Service (KP)	0.881
Commitment Organization (KO)	0.837
Loyalty Student (LM)	0.861
Satisfaction Students (KM)	0.856

Primary Data Source Processed , 2025

Based on The presentation of the data above in table 5 can be known that mark *cronbach alpha* from each variable research > 0.7. With thus This result can be show that each variable study has fulfil condition mark *cronbach alpha* , so that can concluded that overall variable own level high reliability .

Inner Model Testing

After outer model testing that has been done meet , next done inner model testing (structural model). The inner model can evaluated with look at r- square (reliability) indicator) for construct dependent and t- statistic value from testing coefficient path (path coefficient). The more tall r - square value means the better the prediction model from the proposed research model . The path coefficients value shows level significance in testing hypothesis .

Analysis of Variance (R^2) or Determination Test namely to find out big influence variable independent to variable dependent said , the value from coefficient determination can shown in Table 6:

Table 6. R-square value

Variables	R-square
Satisfaction Student	0. 481
Loyalty Student	0. 630

Source : Processed Primary Data , 2025

Based on The r-square value in Table 6. shows that quality service and commitment organization capable explain variability construct satisfaction student by 52.1%, and the rest 62.4 % is explained by the construct other outside of what is being researched in this research . While satisfaction students and quality service capable explain variability construct loyalty student by 63.0%, and the rest 37.0 % is explained by other constructs .

Testing Hypothesis

Testing Hypothesis done based on results Inner Model testing (structural model) which includes r-square output, parameter coefficients and t- statistics . To see whether a the hypothesis can be accepted or rejected among them with notice

mark significance between constructs , t- statistics , and p-values. Testing hypothesis This research was conducted with SmartPLS (Partial Least Square) 3.0 software assistance . The values the can seen from bootstrapping results . *The rule of thumb* used in this study is t- statistic > 1.96 with level significance p-value 0.05 (5%) and beta coefficient value positive . Test value hypothesis This research can shown in Table 7.

Table 7. Path Coefficients Results

Hypothesis	T Statistics (|O/STDEV|)	P Values
X1 -> Y	2,967	0.000
X1 -> Z	5,094	0.000
X2 -> Y	8,692	0.000
X2 -> Z	2.308	0.027
Z -> Y	2.144	0.033

Source : Processed Primary Data , 2025

Hypothesis First test whether quality service learning in a way positive influential to loyalty students . Test results show that mark quality service t-statistics learning of 2,967, from This result is expressed as t- statistic significant because 2.967 > 1.96 with a p-value of 0.000 < 0.05 so that hypothesis First accepted . This is prove that quality service learning proven own influence positive to loyalty student .

Hypothesis second test whether commitment organization in a way positive influential to loyalty students . Test results show mark coefficient commitment organization to loyalty student t - statistics that is of 8,692. From these results , the t- statistics are stated significant , because 8,692 > 1.96 with a p-value of 0.000 < 0.05 so that hypothesis second accepted . This is prove that commitment organization proven own influence positive to loyalty student .

Hypothesis third test whether influence quality service learning to loyalty Intervened students satisfaction students at PTS in Aceh province . Test results show that mark coefficient quality service learning to satisfaction student with t-statistics of 5,094. From these results , the t- statistics are stated significant , because 5,094 < 1.96 with a p-value of 0.000 < 0.05 so that hypothesis third accepted . This is prove that quality service learning proven own influence positive intervention through satisfaction student .

Hypothesis fourth test influence commitment organization to loyalty Intervened students through satisfaction students at PTS in Aceh province . Test results show that mark beta coefficient effect moderate satisfaction students in relationships commitment organization and quality service with t- statistics of 2,308. From these results , the t- statistics are stated significant . Because 2,308 <

1.96 with a p-value of 0.027 < 0.05 so that hypothesis fourth accepted . This is prove that Commitment Organization proven own intervening effects on relationships loyalty students and satisfaction student .

Hypothesis fifth test about what is the intervening variable ? have influence as moderation to loyalty students . From the results testing show that t- statistic value of 2,144, then can said that t- statistic value have significant influence because 2.144 > 1.96 with a p-value of 0.033 < 0.05 so that hypothesis fourth accepted . So that can stated that satisfaction student proven own intervening effects on relationships loyalty student .

RESEARCH METHODS

The aim of the research is to find out influence quality service learning , commitment organization to loyalty students , through satisfaction student as an Intervening in PTS in Aceh province . Where in This research contains four variable quality service learning (X_1), commitment organization (X_2) and loyalty students (Y) and satisfaction students (Z) at PTS in Aceh province . Research done through distribution questionnaire . Questionnaire shared to student students of Abulyatama University , students of Muhammadiyah University of Aceh and students Veranda of Mecca. Likert scale (from 1 to 5) was used to create a questionnaire .

Retrieval sample use technique *Random Sampling* , because amount sample amount to many . Selection This sampling technique is only based on convenience taking sample only. In this study , the number of sample or Respondent is as many as 150 people in 3 PTS in Aceh province .

Variables free as well as variable bound and variable moderation (Z) is variable operational in this study . Variables free is quality service learning (X_1), commitment organization (X_2) and loyalty student (Y) is variable bound whereas satisfaction student (Z) as variable moderate or intervening. Based on description problem as well as background the back that has been delivered , formulation problem as well as study theory so hypothesis in the proposed research is :
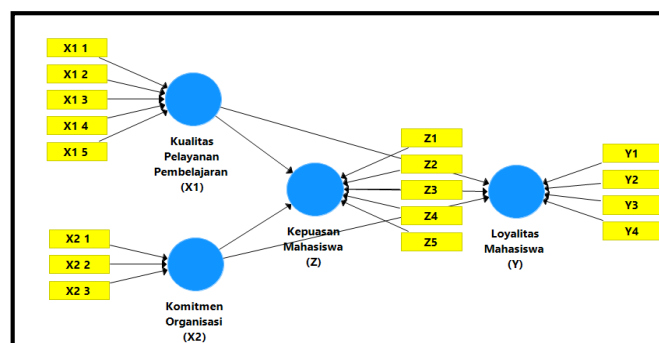

Figure2. Path Diagram

1. Ha1 = There is an influence between quality service learning to loyalty students at PTS in Aceh province .

   Ho1 = None influence between quality service learning to loyalty students at PTS in Aceh province .

2. Ha2 = There is an influence between commitment organization to loyalty students at PTS in Aceh province .

   Ho2 = None influence between commitment organization to loyalty students at PTS in Aceh province .

3. Ha3 = There is an influence between influence quality service learning to loyalty Intervened students satisfaction students at PTS in Aceh province .

   Ho3 = None influence between influence quality service learning to loyalty Intervened students satisfaction students at PTS in Aceh province .

4. Ha4 = There is an influence between influence commitment organization to loyalty Intervened students satisfaction students at PTS in Aceh province .

   Ho4 = None influence between influence commitment organization to loyalty Intervened students satisfaction students at PTS in Aceh province .

5. Ha5 = There is an influence satisfaction student as Intervening variables on loyalty students at PTS in Aceh province .

   Ho5 = None influence satisfaction student as Intervening variables on loyalty students at PTS in Aceh province .

Discussion

Research result testing hypothesis First prove that quality service learning (KP) has significant influence to loyalty students (LM), so that hypothesis First accepted . The results are due to part big respondents already feel Enough satisfied with services that have been given by the party campus and according to economical researcher specifically in this case , that for service The campus is quite good. The results in line with study previously carried out by (Muhammad Bakrie and Bedjo Sujanto, 2019) Where in results his research prove that majority Respondent show quality service influential significant to reputation and satisfaction students . As is known , that campus as scope place student be active it's very natural related with quality slowdown must put forward so that every active students feel the situation on campus get place . Acquisition The t statistics value of 2.967 indicates amount said > from value of 1.96 where the P Value is $0.000 < 0.05$ so that acquisition this value category tall .

On the results hypothesis second in This research proves that that commitment organization (KO) has influence significant positive to loyalty students . The more big commitment organization so will the more increase loyalty students (LM). Based on results obtained committee organization (KO) proves existence influence significant positive to loyalty students (LM), so that This hypothesis is accepted . Loyalty student can felt by students seen from the process

that was gone through where the security process , professionalism officers and trust to the process of making student persist . If the increase commitment organization tall so loyal situation of student will the more also increased because however control campus is not separated from role a leadership . Therefore , the commitment organization own the aim is to protect and improve comfort from every problems that occur . So with thus improvement commitment in space scope college tall private universities (PTS) are very urgent for students who are studying education on the spot can have high moral burden . The results in accordance with research conducted by (Damira Ismanova, 2019) , where He explain that commitment fully mediate effect from quality perceived service on loyalty student .

On the results the third hypothesis in This research proves that quality service (KP) has effect moderate (*intervening*) in the relationship loyalty students (LM) and commitment organization (KO). In general , moderation is variable qualitative or quantitative , which affects direction or strength connection between variable independent or predictors and variables dependent or criteria (Sugiono, 2017) . Effects moderate tested on this hypothesis , for the hypothesis these three variables independent that is quality service (KP) moderator variable , namely satisfaction students (KM) and for variable dependent that is loyalty students (LM). Based on results obtained prove that satisfaction students (KM) proven own effect significant moderate (Intervening) between connection quality service (KP) and loyalty students (LM) so that This hypothesis is accepted . Loyalty student can contribute well if There is improvement service in the room scope college tall private (PTS). In the questionnaire variable satisfaction students (KM) ask about related with services that improve quality service (KP) so that can it is said that all satisfaction students (KM) this type occurs intervening or connection between quality service (KP) and loyalty students (LM). The results are also in line with research conducted by (Muhammad Bakrie and Bedjo Sujanto, 2019) , which explains that quality service and satisfaction student influential in a way significant to loyalty students . All of these moderators disclose There is significant influence in increase connection direct between quality service (KP) and loyalty students (LM).

On the results hypothesis fourth in This research proves that satisfaction students (KM) have effect moderate (intervening) in the relationship commitment organization (KO) and loyalty students (LM). Where in this can be understand that variable its independence that is commitment organization (KO) variable the moderator satisfaction students (KM) and variables its dependents is loyalty students (LM). So the test results obtained prove that satisfaction students (KM) have effect moderate that significant between connection commitment organization (KO) and loyalty students (LM). So that This hypothesis is accepted . Satisfaction students (KM) can contribute to improvement loyalty so that make student feel have moral burden in undergo not quite enough answer at college the

height he lived . In questionnaire that researchers share , researchers also asked related about service in increase loyalty . So that can it is said that satisfaction students (KP) can Intervening relationship occurs between commitment organization and loyalty student .

On the hypothesis fifth in This research proves that satisfaction students (KM) have effect moderate (moderation) towards loyalty students (LM). In In general , the moderator is variable qualitative or quantitative , which affects direction or strength connection between variable independent or predictors and variables dependent or criteria (Sugiono, 2017) . Effects moderate (moderation) is tested on this hypothesis . For the hypothesis fifth , this variable independent that is quality service (KP), commitment organization (KO) variable moderation that is satisfaction students (KM) and for the variables its dependents that is loyalty students (LM). Based on results obtained prove that satisfaction students (KM) proven own effect significant moderation on loyalty students (LM) so that This hypothesis is accepted . Satisfaction student can give good influence on loyalty student in give service as well as commitment organization so that with thus can increase quality services in order to be able to give mark for students . In the questionnaire satisfaction student (KM) researcher ask about related with attitude satisfaction felt by students both from aspect quality service and also role organization . Then it can it is said that satisfaction students (KM) can to moderate connection between quality service , commitment organization to loyalty students . The results in accordance with with study previously conducted by (Muhammad Bakrie and Bedjo Sujanto, 2019) which proved that satisfaction students (KM) have effect moderate in relationships loyalty students (LM). All of these moderators disclose There is significant influence in improve relations direct between quality service (KP) and commitment organization (KO).

Based on description above , then in This research found findings that show that satisfaction students (KM) with use effect moderate capable increase quality service (KP) and commitment organization (KO) at Private Higher Education Institutions (PTS) in Aceh Province, this finding complements previous research conducted by Muhammad Bakrie and Bedjo Sujanto (2019) .

CONCLUSION AND SUGGESTIONS
Conclusion
Based on discussion as well as results analysis research , and testing statistics , then obtained the conclusion of this study is as following :
1. In the first hypothesis, does the quality of learning services positively affect student loyalty at PTS in Aceh province. from the results of research and data processing through the smartPLS program there is a significant influence on the quality of service on student loyalty. Where the t-statistic value is 2.967 <1.96 and P-value 0.261> 0.05 .

2. In the second hypothesis, whether organizational commitment has a positive effect on student loyalty at PTS in Aceh province. from the results of the research data, organizational commitment has an effect on student loyalty where the value obtained is T-Statistics 8.692> 1.96 and P-value 0.000 <0.05.

3. In the third hypothesis, whether the quality of learning services has a positive effect on student loyalty that is intervened in student satisfaction at PTS in Aceh province. from the results of the research data there is no significant effect where the value obtained is T-Statistics 5.094> 1.96 and P-value 0.000> 0.05.

4. In the fourth hypothesis, does organizational commitment positively affect student loyalty which is intervened by student satisfaction at PTS in Aceh province. There is a significant influence of organizational commitment (KO) on student loyalty (LM) which is intervened by student satisfaction (KM). Based on the value obtained from the results of the study, T-Statistics 2.308> 1.96 and P-value 0.027 <0.05.

5. In the fifth hypothesis, whether student satisfaction (KM) as an intervening variable has an influence on student loyalty (LM) at PTS in Aceh province. From the results of the study, student satisfaction as an intervening variable has a significant influence where the T-Statistics value obtained is 2.144, indicating that the value is greater than 1.96 while the P-value is 0.033 <0.05 .

Suggestion

Based on research , then writer convey some suggestions as following :

1. In higher education, the quality of service and commitment should continue to improve so that students who study at the higher education institution are able to have an attitude of loyalty within themselves so that with the attitude of loyalty they have, the quality of the higher education institution will continue to improve .

2. In students, in carrying out activities as a student, they must be able to understand every problem wisely. So that every obstacle and problem that occurs can minimize every situation to be better .

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