

ABSTRACT

THE INFLUENCE OF TEACHING SKILLS, KNOWLEDGE SKILLS, AND INTERPERSONAL SKILLS ON LOYALTY (Survey of Private University Students Accredited “Excellent” in Tasikmalaya)

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This study aims to identify and analyze: teaching skills, knowledge skills, interpersonal skills and loyalty. The influence of teaching skills, knowledge skills, interpersonal on student loyalty at accredited private universities “Excellent” in tasikmalaya either partially or simultaneously. The research method used in this study is a survey method. The population in this study is 1988 students at B Accredited Private Universities in Tasikmalaya. Sampling was taken by simple random sampling, namely as many as 335 students. Data analysis technique using multiple regression analysis with SPSS V.29. show that teaching skills have a significant effect on student loyalty, knowledge skills have a significant effect on student loyalty, and interpersonal skills have a significant effect on student loyalty. Meanwhile, simultaneously teaching skills, knowledge skills and interpersonal skills have a significant effect on student loyalty

Keywords : teaching skills, knowledge skills, interpersonal skills and loyalty

ABSTRAK

PENGARUH *TEACHING SKILLS*, *KNOWLEDGE SKILLS*, DAN *INTERPERSONAL SKILLS* TERHADAP LOYALITAS (Survey pada Mahasiswa Perguruan Tinggi Swasta Terakreditasi “Baik Sekali” di Tasikmalaya)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis: *teaching skills*, *knowledge skills*, *interpersonal skills* dan loyalitas. Pengaruh *teaching skills*, *knowledge skills*, *interpersonal skills* terhadap loyalitas Mahasiswa di Perguruan Tinggi Swasta Terakreditasi “Baik Sekali” di Tasikmalaya baik secara parsial maupun simultan. Metode penelitian yang digunakan dalam penelitian ini adalah metode survey. Populasi dalam penelitian ini adalah Mahasiswa di Perguruan Tinggi Swasta Terakreditasi B di Tasikmalaya yang berjumlah 1988 Mahasiswa. Pengambilan sampel diambil secara *simple random sampling* yaitu sebanyak 335 mahasiswa. Teknik analisis data menggunakan Analisis Regresi Berganda dengan SPSS V.29. Hasil penelitian secara parsial menunjukkan *teaching skills* berpengaruh signifikan terhadap loyalitas Mahasiswa, *knowledge skills* berpengaruh signifikan terhadap loyalitas Mahasiswa, dan *interpersonal skills* berpengaruh signifikan terhadap loyalitas Mahasiswa. Sedangkan secara simultan *teaching skills*, *knowledge skills* dan *interpersonal skills* berpengaruh signifikan terhadap loyalitas Mahasiswa.

Kata kunci : *teaching skills*, *knowledge skills*, *interpersonal skills* dan loyalitas.