

SERVICE QUALITY, UNIVERSITY IMAGE, STUDENT SATISFACTION AND STUDENT RETENTION: ISSUES AND CHALLENGES MET BY PRIVATE UNIVERSITIES IN INDONESIA.

- **Author(s):** Agus Trisihnyo ,Amran Harun
- **Abstract:** There are concerns that universities should continue to grow and develop in an effort to improve the retention of students who are considered to be very important for the success of universities. As a service provider, the university has two main roles, which are to provide excellent service quality and to build a good and trustworthy reputation of the university, with the goal of ensuring that students stay and choose universities for further study. The universities in Indonesia, therefore, on the basis of the practical implications of the research, must emphasise student satisfaction and, to do so, must enhance the impact of the quality of service and the image of the institution in order to increase student satisfaction and retention.
- **Keywords:** Universities, service provider, satisfaction and retention