

Analysis of Factors Affecting College Students' School Loyalty, Focusing on College Life Satisfaction, Major Satisfaction, And Academic Self-Efficacy.

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- **Abstract:** A student's life in college can be said to be a period of acquiring the ability to establish one's own way of life and actively deal with the environmental and personal problems that they face. It is also a time to prepare for the world of work while adapting to the new environment of university. Therefore, in this study, we analyzed and used previous related research with the aim of helping college students form a close relationship with the school and continuous learning without leaving the middle. First, 'School Life Satisfaction', which indicates overall satisfaction with school life; Second, 'Major Satisfaction' satisfaction with one's chosen major; Third, 'Academic Self-Efficacy', which is the ability to carry out studies; Fourth, affiliated university 'School loyalty', which indicates the formation of a friendly relationship with students As a result of the analysis, school life satisfaction and major satisfaction had a significant effect on school loyalty, but academic self-efficacy did not. Through this study, it will be possible to find significant factors affecting the relationship between the school and students, and a continuous research direction for the improvement of the educational service that schools should provide to students and the substantializing of education that students think. Future studies should focus on factors to prevent students from dropping out.
- **Keywords:** college, acquiring, Establish, relationship, Satisfaction, Self-Efficacy, dropping,