

## ABSTRACT

**Syella Yunia / 1900861201010 / Faculty of Economics, University of Batanghari Jambi 2025 / The Influence of People, Process, and Physical Evidence on Student Satisfaction at SMK Muhammadiyah Kota Jambi / Supervisor I Hj. Susilawati, S.E., M.Si / Supervisor II Riko Mappadeceng, S.E., M.M**

This research was conducted to determine the influence of people, process, and physical evidence on student satisfaction at SMK Muhammadiyah Kota Jambi. The background of this study is based on the declining percentage growth of new students despite the increase in total students each year, along with several complaints regarding service quality, administrative processes, and school facilities.

The data used in this research is primary data collected through questionnaires distributed to 58 students as a sample from a total population of 133 students. The research method used is quantitative descriptive with multiple linear regression analysis processed using SPSS 22.0.

The results showed that in the regression equation,  $Y = 4.732 + 0.328 X_1 + 0.530 X_2 + 0.686 X_3$ , the F-test value indicated that people (X1), process (X2), and physical evidence (X3) simultaneously had a significant effect on student satisfaction (Y). Partially, the variables of people (X1) and process (X2) had a significant effect, while physical evidence (X3) showed a positive but not significant effect.

The coefficient of determination (Adjusted R<sup>2</sup>) obtained was 0.48, which means that 48% of variations in student satisfaction are explained by these three variables, while the remaining 52% is influenced by other factors not examined in this study.

The conclusion of this research is that people (X1) and process (X2) have a significant effect on student satisfaction, while physical evidence (X3) has no significant effect.

**Keywords: People, Process, Physical Evidence, Student Satisfaction**