



# Prosiding Seminar Nasional Ekonomi dan Bisnis Global Competitive Advantage

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## PENGARUH BIAYA LAYANAN MAHASISWA DAN KUALITAS TERHADAP JUMLAH MAHASISWA BARU BERDASARKAN BIDANG ILMU

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### Abstract

*The purpose of this study is to determine whether there is an effect of student service costs and quality on the number of students based on the field of science. This data collection method was obtained from the internet and social media. The data testing technique used in this study uses the SmartPLS program analysis tool with outer model and inner model analysis. The results of this study were taken from 51 private universities in South Sumatra and calculated using the SmartPLS tool which is known that the student service fees for each private university are different from the results of this calculation. It is known that student service fees have no significant effect on the number of new students and the quality of 51 private universities in South Sumatra is known to have a significant effect on the number of new students, while for the moderating results it is stated that the field of science does not moderate the relationship between quality and the number of students and the field of science is also does not moderate the cost of the number of new students but the field of science itself has a direct influence on the number of new students.*

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