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## The Effect of Education Service and Emotional Intelligence on Students' Loyalty and Satisfaction: A WarpPLS Analysis

*The Effect of Education Service and Emotional Intelligence on Students' Loyalty and Satisfaction: A WarpPLS Analysis*

**Author(s):** Hisham Noori Hussain Al-Hashimy, Alaa Khalaf Hamoud, Sadri Alija, Elmi Shabani

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**Keywords:** Education Service; Emotional Intelligence; Student Satisfaction; Student Loyalty; WarpPLS

**Summary/Abstract:** Academic institutions always seek to find and determine factors influencing the students' loyalty and satisfaction which leads to improving the quality service of e-learning and overall institutional performance. The relationship of education service and emotional intelligence with students' satisfaction and loyalty is investigated in this study. Several components in the second-order construct of emotional intelligence are investigated such as self-management, and self-awareness, as well as social awareness and relationship management. Additionally, second-order constructs of service quality, such as reliability, responsiveness, assurance, tangibility, and empathy are also investigated. The data was analyzed by utilizing the WarpPLS software, and the results reveal that the relationships between the variables have varied degrees of significance and effect size. The second-order construct namely the quality of e-learning service is the most important compared with other factors as the study finds. The findings shed important light on the elements that influence student happiness and loyalty within the context of e-learning services and provide helpful insights as a result.

Details

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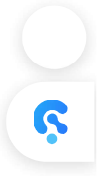
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Central and Eastern European Online Library GmbH  
Basaltstrasse 9  
60487 Frankfurt am Main  
Germany  
Amtsgericht Frankfurt am Main HRB 102056  
VAT number: DE300273105  
Phone: +49 (0)69-20026820 (tel:+49696860250)  
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