

## **ABSTRACT**

*The swift rise of boarding houses in the Tembalang district of Semarang City, fueled by the growing number of university students, has heightened competition in the boarding house market. Nevertheless, it is commonly observed that many renters fail to renew their leases, which signifies a relatively weak level of renter loyalty. This deficiency in loyalty is believed to be linked to inadequate tenant satisfaction, which is closely tied to the quality of service given by boarding house operators as well as tenants' views on rental costs. The objective of this research is to explore how service quality and price perception affect tenant loyalty, with tenant satisfaction acting as a mediating factor in the boarding house sector in the Tembalang area. The study utilizes a quantitative methodology through survey techniques. Data is primarily gathered via questionnaires distributed to boarding house residents in the Tembalang region of Semarang City. The technique for sampling applied is purposive sampling, targeting students who have resided in a boarding house for no less than three months. The data that has been collected will be analyzed using the PLS-SEM approach.*

*According to the findings, tenant loyalty is not significantly impacted by the quality of service. However, it makes a positive and substantial difference in the level of tenant satisfaction. Price perception significantly and positively influences tenant happiness and loyalty. Additionally, tenant loyalty is significantly impacted by tenant satisfaction. Tenant contentment serves as a mediator between service quality and tenant loyalty, as well as between price perception and tenant loyalty. According to these results, improving tenant satisfaction in Tembalang boarding houses is the key to fostering tenant loyalty, and this should be backed up by high-quality service and fair pricing perceptions that reflect the amenities offered. As a result, boarding house managers should concentrate on raising service quality and establishing fair costs in order to foster long-term tenant happiness and, as a result, boost tenant loyalty.*

**Keywords:** *Service Quality, Price Perception, Tenant Satisfaction, Tenant Loyalty.*