

PENGARUH RELATIONSHIP QUALITY, PHYSICAL ENVIRONMENT DAN
CUSTOMER ENGAGEMENT TERHADAP LOYALITAS NASABAH BANK
CENTRAL ASIA (BCA) PADA MAHASISWA/I UNIVERSITAS
TARUMANAGARA

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The research aims to find out the influence of relationship quality, physical environment and customer engagement to customer loyalty of Bank Central Asia. The population of this research is the Tarumanagara University collage students. The sample s taken from Slovin method and it is 100 respondents with purposive sampling.

The conclusion of this research is simultanly minimum there is one variables of relationship quality, physical environment and customer engagement has positively and significantly influence to customer loyally where the variables has 0.000 significancy level, hut by the partial analysis physical environment doesn't has any influence to the customer loyalty because opening RCA account in Tarumanagara University,' is a must, so the student usually didn't paying attention on BCA physical environment, they feel like they went there just a kind of formality think to pay for their college's fee. The suggestion from the writer are to improve the relationship quality and customer engagement and give more attention to the physical environment.

Keywords: Relationship Quality, Physical Environment, Customer Engagement. and Customer Loyalty