

PENGARUH KUALITAS PELAYANAN DAN KEPUASAN NASABAH
TERHADAP LOYALITAS NASABAH PADA BANK DKI CABANG TANJUNG
PRIOK

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Communities are increasingly selective in choosing banking services to place their funds in order to avoid the risk of loss due to poor performance of a bank. Quality of service and customer satisfaction can increase customer loyalty so it is expected to boost the company's success in winning the competition. This study aims to analyze the influence of service quality variables (tangible, reliability, responsiveness, assurance and empathy) and customer satisfaction on customer loyalty at Bank DKI Branch TanjungPriok. Data analysis used multiple linier regression analysis method with 100 customer samples of Bank DKI Branch TanjungPriok as respondents. The method used in this research is survey method with sampling technique using questionnaire. The analysis used in this research are validity test and reliability test used in testing of research instruments and testing of classical assumption in the form of multicollinearity test, normality test and heterokedastisity test. Multiple Regression Analysis in the form of Goodness of Fit Test (R2 test, F test and t test) is used to know how big influence more than one independent variable to one dependent variable. The result of this research shows that service quality have positive and significant impact to customer satisfaction of Bank DKI Branch TanjungPriok, customer satisfaction have positive and significant influence to customer loyalty of Bank DKI Branch TanjungPriok and Quality of service and customer satisfaction together have positive and significant influence to customer loyalty at Bank DKI Branch TanjungPriok.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty.