

# Pengaruh service quality terhadap customer loyalty : studi pada Bank Tabungan Negara Kantor Cabang Bogor = The influence of service quality to customer loyalty : a study on Bank Tabungan Negara of Bogor branch office

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Abstrak

**ABSTRACT**

Kompetisi yang semakin ketat dalam dunia perbankan telah memaksa perusahaan penyedia jasa perbankan untuk mendalami pentingnya loyalitas pelanggan sebagai keunggulan kompetitif. Sementara itu, kualitas layanan yang diberikan memengaruhi pelanggan dalam pemilihan penyedia jasa perbankan. Dengan metode SERVQUAL, penelitian ini bertujuan mengevaluasi pengaruh kualitas layanan terhadap loyalitas konsumen pada Bank Tabungan Negara (BTN) Kantor Cabang Bogor. Penelitian ini menggunakan pendekatan kuantitatif dan melibatkan 100 responden yang merupakan nasabah BTN serta menggunakan jasa layanan BTN KC Bogor. Metode pengambilan data dengan non-probability sampling dan teknik purposive. Hasil penelitian menunjukkan bahwa variabel loyalitas pelanggan dapat dijelaskan oleh variabel kualitas layanan

**ABSTRACT**

Competition in banking industry that is getting more and more stiff has made companies that provide banking service examine the importance of quality service as a competitive excellence. However, the quality service affects customer in choosing institutions that provide financial services. Using SERVQUAL method, the objective of this study is to evaluate the influence of quality service to customer loyalty at Bank Tabungan Negara (BTN) of Bogor Branch Office. This study used quantitative approach and involved 100 respondents, which were the customers of BTN. The data collection method was non-probability sampling and the technique was purposive. According to the result, customer loyalty variable can be explained by quality service variable.