PENGARUH KUALITAS JASA PERBANKAN TERHADAP LOYALITAS NASABAH DI BANK RAKYAT INDONESIA SURABAYA

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ABSTRACT

It is advisable that the banks should try hard to maximize their services for their customers. By doing so, it can also improve their customers loyalty. The purpose of this study is to analyze whether the quality of services consist of tangibles, reliability, responsiveness, assurance and empathy has significant effect on customer loyalty. The data were collected by means of survey method by distributing the questionnaires to Britama savings customers in Surabaya. From the total of 366 questionnaires which were spread out, only 218 that could be used. The tool of study analysis was using multiple linear regression, overall responses provided by customers of BRI conferred a positive assessment regarding the quality of services available. The results of this research showed that the direct evidence, reliability, assurance and empathy have a significant influence on the customer loyalty at Bank Rakyat Indonesia (BRI) Surabaya. It also can be used to improve the quality of services by making the right marketing strategy in order to maintain customer loyalty.

Key words: Service quality, customer loyalty.