

ABSTRACT

EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY BANK BRI BEKASI

BRANCH IN 2016

(CASE STUDY : CUSTOMER BEKASI BRANCH BANK BRI)

Services are services that can be offered by one party to another that is essentially intangible (intangible physical) and produces no ownership of anything. However, the service product can be associated with a physical product or not. Customer satisfaction is influenced by the features of specific products or services, the perception of the quality of products and service, and price. The study aims to look at the influence of Quality of Service to Customer Satisfaction At Bank BRI Branch Bekasi. This type of research descriptive and quantitative research methods, test data through validity test, reliability test, normality test, f, t test, and the test of determination and using simple regression analysis techniques. Based on this research, consumer feedback about the service quality overall is in good category amounted to 73.45%, and overall Customer Satisfaction exist in either category by 77.44%. Quality Services at Bank BRI Branch Bekasi value of the coefficient determination, that customer satisfaction has a significant influence on servicequality.

Keywords: Quality of Service and Customer Satisfaction