

## ABSTRAK

*Frontliner* merupakan pekerjaan yang selalu berhubungan dengan memberikan pelayanan pada nasabah dan menjaga hubungan itu tetap baik, agar loyalitas nasabah bisa tetap terjaga. Akan tetapi, ternyata masih timbul permasalahan mengenai pelayanan ataupun cara karyawan BNI pusat Bengkulu dalam menjaga hubungan dan menciptakan suasana yang kurang nyaman bagi nasabah. Apabila dibiarkan, hal ini bukan tidak mungkin bisa berimbas terhadap loyalitas nasabah BNI Bengkulu. Untuk mengetahui bagaimana pengaruh *Customer Service* terhadap Loyalitas Nasabah, maka dilakukanlah penelitian ini.

Data penelitian dikumpulkan dari 99 nasabah BNI Bengkulu dengan menggunakan kuesioner bersifat tertutup. Jawaban responden terhadap variabel yang diteliti dihitung melalui metode Kualitatif, dengan teknik analisis data Regresi Sederhana dan *Pearson Product Moment* (PPM).

Dari hasil penelitian didapatkan, bahwa ada pengaruh kuat dari *Customer Service* terhadap Loyalitas Nasabah. Kesimpulan dan saran juga diuraikan pada bagian akhir penelitian

*Keyword: Customer Service, Loyalitas Nasabah, Kualitatif*

## *ABSTRACT*

*Frontliner is a job that is always associated with providing services to customers and maintain the relationship, so that customer loyalty can be maintained. However, there are still problems about the service or how employees at BNI Bengkulu maintaining relationships and creating an atmosphere that is more convenient for customers. If this issue doesn't change, it is possible it can affect the loyalty of Bank BNI Bengkulu's customers. To find out how Customer Service can affect Customer Loyalty, we conducted this research.*

*Data were collected from 99 customers at BNI Bengkulu using questionnaires with closed question. Respondent's answers to the studied variables were calculated through qualitative methods, with data analysis techniques Simple Regression and Pearson Product Moment (PPM).*

*The result shows that there is an enough influence of Customer Service on Customer Loyalty. Conclusions and suggestions are also described at the end of the study*

*Keyword: Customer Service, Customer Loyalty, Qualitative*