Pengaruh *PAKSERV* terhadap *customer loyalty* melalui *customer satisfaction* pada bank Mandiri Syariah di Surabaya.

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ABSTRAK

Penelitian ini bertujuan untuk membuktikan pengaruh dari *service quality model PAKSERV* terhadap *customer satisfaction*, lalu *customer satisfaction* berpengaruh terhadap *customer loyalty*. Jenis penelitian yang digunakan adalah *pure research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitan ini menggunakan pendekatan *purposive sampling* dengan sampel merupakan responden yang merupakan nasabah bank Mandiri Syariah dan pernah bertransaksi di bank Mandiri Syariah. Responden yang digunakan dalam penelitian ini berjumlah 200 orang. Analisis dalam penelitian ini adalah SEM (*Structural Equation Modelling*) dan kemudian diolah dengan menggunakan *software* SPSS versi 20 *for windows* dan juga AMOS versi 22.0 *for windows* yang digunakan untuk pengujian *Measurement Model (Outer Model)* dan *Structural Model (Inner Model)*.

Hasil penelitian ini menunjukkan bahwa *tangibility, reliability* dan *sinceriy* tidak berpengaruh terhadap *customer satisfaction*, *assurance* berpengaruh positif terhadap *customer satisfaction*, *personalization* berpengaruh positif terhadap *customer satisfaction*, *formality* berpengaruh positif terhadap *customer satisfaction* dan *customer satisfaction* berpengaruh positif terhadap *customer loyalty*.

Kata kunci : *service quality, pakserv, cutomer satisfaction, customer loyalty.*

The influence of PAKSERV on customer loyalty through customer satisfaction at Mandiri Syariah banks in Surabaya.

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ABSTRACT

The purpose of this research to prove the effect of service quality model PAKSERV to customer satisfaction, then customer loyalty. The type of research used is pure research with causal objectives and quantitative research approaches. This research uses a purposive sampling approach with the sample is respondents who are Mandiri Syariah bank customers and have done transactions at Mandiri Syariah banks. . Respondents used in this study were 200 people. The analysis in this study is SEM (Structural Equation Modeling) and then processed using SPSS software version 20 for windows and also AMOS version 22.0 for windows used for testing the Measurement Model (Outer Model) and Structural Model (Inner Model).

The result of this research indicate that tangibility, reliability and sincerity have no effect to customer satisfaction, assurance has a positive effect to customer satisfaction, personalization has a positive effect to customer satisfaction, formality has a positive effect to customer satisfaction and customer satsifaction has a positive effect to customer loyalty.

Key word : service quality, pakserv, cutomer satisfaction, customer loyalty.