

PENGARUH DIMENSI *SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PT. BANK CENTRAL ASIA TBK DI SURABAYA

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INTISARI

Penelitian ini bertujuan untuk membuktikan pengaruh dimensi *Service Quality* yaitu *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, *Accessibility*, dan *ATM Service* terhadap *Customer Satisfaction* dan *Customer Loyalty*. Objek yang digunakan di dalam penelitian ini adalah PT. Bank Central Asia, Tbk. (BCA) di Surabaya. Pengolahan data dilakukan dengan menggunakan SEM (*Structural Equation Modeling*) dengan *software* AMOS versi 22.0 *for windows*. Data yang digunakan adalah data primer yang diperoleh dari penyebaran kuesioner. Responden di dalam penelitian ini adalah 303 nasabah BCA di Surabaya, pernah mengalami permasalahan dengan layanan BCA, dan pernah mengunjungi kantor cabang BCA dalam 1 tahun terakhir. Teknik pengambilan sampel menggunakan *non-probability sampling*. Hasil penelitian menunjukkan bahwa *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, dan *Accessibility* memiliki pengaruh positif dan signifikan terhadap *customer satisfaction*, sedangkan *ATM Service* tidak berpengaruh terhadap *Customer Satisfaction*. Hasil penelitian juga menunjukkan bahwa *Customer Satisfaction* memiliki pengaruh positif dan signifikan terhadap *Customer Loyalty*.

Kata kunci : *Service Quality*, *Customer Satisfaction*, *Customer Loyalty*

***IMPACT OF SERVICE QUALITY DIMENSIONS TOWARDS
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ABSTRACT

This study aims to prove the effect of Service Quality dimensions, such as Tangible, Reliability, Responsiveness, Assurance, Accessibility, and ATM Service on Customer Satisfaction and Customer Loyalty. The object used in this study is PT. Bank Central Asia, Tbk. (BCA) in Surabaya. Data processing was performed using SEM (Structural Equation Modeling) with AMOS software version 22.0 for windows. The data used are primary data obtained from distributing questionnaires. Respondents in this study were 303 BCA customers in Surabaya, had experienced problems with BCA services, and had visited BCA branch offices within 1 year. The sampling technique uses non-probability sampling. The results showed that Tangible, Reliability, Responsiveness, Assurance, and Accessibility had a positive and significant effect on customer satisfaction, while ATM Service had no effect on Customer Satisfaction. The results also show that Customer Satisfaction has a positive and significant effect on Customer Loyalty.

Keywords : Service Quality, Customer Satisfaction, Customer Loyalty