

**The Effect of Service Quality to Customer Loyalty on
PT. Bank Central Asia Tbk.**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis dampak dari service quality kepada customer loyalty di PT. Bank Central Asia Tbk. Penelitian ini menggunakan basic research yang memakai 5 variabel yaitu, reliability, accessibility, tangibility, assurance, and satisfaction. Penelitian ini menggunakan sumber data primer dengan melakukan penyebaran kuisioner secara online. Terdapat 200 kuisioner yang digunakan sebagai sampel dalam penelitian ini. Data penelitian ini dianalisa menggunakan SEM (Structural Equation Modeling) dengan software SPSS (Statistical Package for Social Sciences) versi 25.0 dan AMOS 24.0. Hasil penelitian ini menunjukkan bahwa tangibles, reliability, responsiveness, assurance, empathy, dan customer loyalty memiliki pengaruh signifikan dan positif terhadap customer loyalty.

Kata kunci: service quality, customer satisfaction, and customer loyalty

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ABSTRACT

This study aims to determine and analyze the factors the impact of service quality to customer loyalty on PT. Bank Central Asia Tbk. This research uses the basic research that uses 5 variables, that is reliability, accessibility, tangibility, assurance, and satisfaction. This study uses primary data sources by distributing online questionnaires. The sample used in this study was 200 respondents. Data were analyzed using SEM (structural Equation Modelling) with SPSS (Statistical Package for Social Sciences) version 25.0 and AMOS 24.0 software. The results of this study indicate tangibles, reliability, responsiveness, assurance, empathy has a significant and positive effect on customer loyalty.

Keywords: service quality, customer satisfaction, and customer loyalty

