

**PENGARUH *SERVICE QUALITY* DAN *CUSTOMER SATISFACTION*  
TERHADAP *CUSTOMER LOYALTY* NASABAH BANK BCA KOTA GRESIK**

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**ABSTRAK**

Penelitian ini bertujuan untuk membuktikan *service quality* yang dipengaruhi oleh beberapa faktor yaitu *realibility*, *responsiveness*, *visibility*, *employee commitment*, dan *access to service* yang kemudian *service quality* akan mempengaruhi *customer satisfaction* dan *customer loyalty*. Jenis penelitian yang digunakan adalah *basic research* dengan menggunakan 7 variabel antara lain: *realibility*, *responsiveness*, *visibility*, *employee commitment*, *access to service*, *customer satisfaction* dan *customer loyalty*. Sumber data yang digunakan pada penelitian ini adalah data primer dengan menyebarkan kuesioner secara *online* menggunakan *Google Form*. Sampel yang digunakan pada penelitian ini adalah sebanyak 250 responden, kemudian data tersebut akan dianalisa menggunakan *Structural Equation Modeling (SEM)* dengan menggunakan *software Statistical Package for Social Science (SPSS)* versi 20 dan *AMOS Graphics 20*. Hasil Penelitian ini menunjukkan bahwa *realibility* berpengaruh negatif, sedangkan *responsiveness*, *visibility*, *employee commitment*, dan *access to service* berpengaruh positif terhadap *customer satisfaction*, serta *customer satisfaction* berpengaruh positif terhadap *customer loyalty*.

**Kata Kunci:** *service quality*, *customer satisfaction*, dan *customer loyalty*

***THE EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON  
CUSTOMER LOYALTY OF BANK BCA IN GRESIK CITY***

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***ABSTRACT***

*This study aims to prove attitude toward service quality which is influenced by several factors, namely realibility, responsiveness, visibility, employee commitment, and access to service which then customer satisfaction will affect customer loyalty. This type of research is basic research using 7 variables, including: realibility, responsiveness, visibility, employee commitment, access to service, customer satisfaction and customer loyalty. The data source used in this study is primary data by distributing questionnaires online using Google form. The sample used in this study is 250 respondents, then the data will be analyzed using Structural Equation Modeling (SEM) using the Statistical Package for Social Science (SPSS) software version 20 and AMOS Graphics 20. The results of this study indicate that realibility have a negative effect, but , responsiveness, visibility, employee commitment, and access to service have a positive effect on customer satisfaction, and customer satisfaction has a positive effect on customer loyalty.*

***Keywords:*** *service quality , customer satisfaction, and customer loyalty.*