

PENGARUH *SERVICE QUALITY* TERHADAP *SATISFACTION* PADA
BANK SYARIAH INDONESIA (BSI) DI LUWUK

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *service quality* terhadap *satisfaction* pada Bank Syariah Indonesia (BSI) di Luwuk. Pengolahan data penelitian ini menggunakan program *Statistical Package for Social Sciences* (SPSS) versi 24 dan IBM-AMOS 22 Teknik pengambilan sampel menggunakan *non-probability sampling*. 277 responden diambil dari pengguna Bank Syariah Indonesia (BSI) Luwuk. Hasil penelitian ini menunjukkan bahwa *service quality* berpengaruh terhadap *satisfaction*, *religiosity* memoderasi hubungan *service quality* terhadap *satisfaction*, *service quality* berpengaruh terhadap *customer engagement*, *service quality* berpengaruh terhadap *customer loyalty*, *satisfaction* berpengaruh terhadap *customer engagement*, *satisfaction* berpengaruh terhadap *customer loyalty*, *customer engagement* berpengaruh terhadap *loyalty*

Kata kunci : *service quality*, *satisfaction*, *religiosity*, *customer engagement*, *customer loyalty*

THE EFFECT OF SERVICE QUALITY ON SATISFACTION ON BANK SYARIAH INDONESIA (BSI) IN LUWUK

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ABSTRACT

This study aims to examine and analyze the effect of service quality on satisfaction at Bank Syariah Indonesia (BSI) in Luwuk. The processing of this research data used the Statistical Package for Social Sciences (SPSS) version 24 and IBM-AMOS 22 programs. The sampling technique used non-probability sampling. 277 respondents were taken from Bank Syariah Indonesia (BSI) Luwuk users. The results of this study indicate that service quality has an effect on satisfaction, religiosity moderates the relationship between service quality and satisfaction, service quality has an effect on customer engagement, service quality has an effect on customer loyalty, satisfaction has an effect on customer engagement, satisfaction has an effect on customer loyalty, customer engagement has an effect on loyalty.

Keywords: service quality, satisfaction, religiosity, customer engagement, customer loyalty