

ABSTRAK

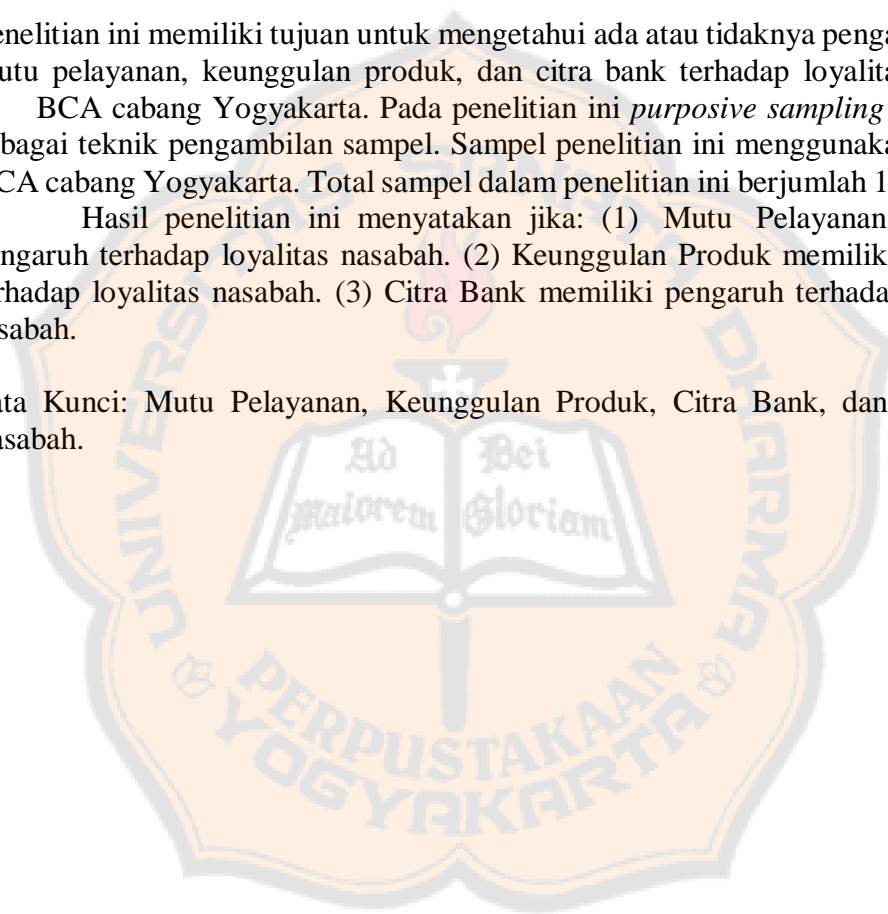
**ANALISIS PENGARUH MUTU PELAYANAN, KEUNGGULAN
PRODUK, DAN CITRA BANK TERHADAP LOYALITAS NASABAH PT
BANK CENTRAL ASIA TBK CABANG YOGYAKARTA**

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2022

Penelitian ini memiliki tujuan untuk mengetahui ada atau tidaknya pengaruh antara mutu pelayanan, keunggulan produk, dan citra bank terhadap loyalitas nasabah BCA cabang Yogyakarta. Pada penelitian ini *purposive sampling* digunakan sebagai teknik pengambilan sampel. Sampel penelitian ini menggunakan nasabah BCA cabang Yogyakarta. Total sampel dalam penelitian ini berjumlah 113 sampel.

Hasil penelitian ini menyatakan jika: (1) Mutu Pelayanan memiliki pengaruh terhadap loyalitas nasabah. (2) Keunggulan Produk memiliki pengaruh terhadap loyalitas nasabah. (3) Citra Bank memiliki pengaruh terhadap loyalitas nasabah.

Kata Kunci: Mutu Pelayanan, Keunggulan Produk, Citra Bank, dan Loyalitas Nasabah.



ABSTRACT

ANALYSIS OF THE EFFECT OF SERVICE QUALITY, PRODUCT EXCELLENCE, AND BANK IMAGE ON CUSTOMER LOYALTY OF PT BANK CENTRAL ASIA TBK YOGYAKARTA BRANCH

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This study aims to determine whether or not there is an influence between service quality, product excellence, and bank image on customer loyalty at the Yogyakarta branch of BCA. In this study, purposive sampling was used as a sampling technique. The sample of this research uses BCA Yogyakarta branch customers. The total sample in this study amounted to 113 samples.

The results of this study state that: (1) Service quality has an influence on customer loyalty. (2) Product excellence has an influence on customer loyalty. (3) Bank image has an influence on customer loyalty.

Keywords: Service Quality, Product Excellence, Bank Image, and Customer Loyalty

