

ABSTRACT

THE EFFECT OF CUSTOMER SERVICE QUALITY ON CUSTOMER LOYALTY AT PT BANK PEMBANGUNAN DAERAH JAWA BARAT DAN BANTEN TBK, TASIKMALAYA BRANCH

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This study aims to determine the influence of customer service quality on customer loyalty at PT Bank Pembangunan Daerah Jawa Barat dan Banten Tbk, Tasikmalaya Branch. The research employed a quantitative approach with explanatory research methods. The sampling technique used purposive sampling, while data collection was conducted through a questionnaire containing 30 statements using a Likert scale. Data analysis used a t-test to examine the effect of the independent variables on the dependent variable. The results indicate that customer service quality influences customer loyalty, with a contribution of 10.50%. Therefore, it can be concluded that the better the quality of service provided by customer service, the higher the level of customer loyalty to PT Bank Pembangunan Daerah Jawa Barat dan Banten Tbk, Tasikmalaya Branch.

Keywords: Service Quality, Customer Loyalty