

ABSTRAK

PENGARUH *SERVICE EXCELLENCE* TERHADAP LOYALITAS NASABAH DI PT BANK PEREKONOMIAN RAKYAT BANDUNG KIDUL

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Tujuan penelitian ini untuk mengetahui besarnya pengaruh *Service Excellence* terhadap Loyalitas Nasabah pada PT Bank Perekonomian Rakyat Bandung Kidul. Pendekatan penelitian yang di gunakan menggunakan pendekatan kuantitatif dengan metode eksplanatory, teknik sampel menggunakan *purposive* sampling, teknik pengumpulan data yang digunakan adalah data primer berupa data kuisisioner yang di hasilkan langsung peneliti dari sumber pertamanya, diperoleh sebanyak 86 responden nasabah tabungan. Kategori sangat baik dengan rata-rata skor 4,30, dan loyalitas nasabah juga tinggi dengan skor rata-rata 4,19. Dengan koefisien regresi sebesar 0,619 dan nilai signifikansi 0,001. Nilai koefisien korelasi sebesar 0,571 mengindikasikan hubungan yang kuat antara dua variabel, dan nilai koefisien determinasi sebesar 0,326 menunjukkan 32,6% loyalitas nasabah dipengaruhi oleh *Service Excellence*. Dapat disimpulkan bahwa terdapat pengaruh signifikan *Service Excellence* terhadap Loyalitas Nasabah pada PT Bank Perekonomian Rakyat Bandung Kidul. Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan dalam industri perbankan, sehingga setiap bank dituntut untuk mampu memberikan pelayanan terbaik guna mempertahankan loyalitas nasabah.

Kata Kunci: *Service Excellence*, Loyalitas Nasabah, BPR Bandung Kidul

ABSTRACT

THE EFFECT OF SERVICE EXCELLENCE ON CUSTOMER LOYALTY AT PT BANK PEREKONOMIAN RAKYAT BANDUNG KIDUL

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The purpose of this study is to determine the magnitude of the influence of Service Excellence on Customer Loyalty at PT Bank Perekonomian Rakyat Bandung Kidul. The research approach used a quantitative approach with an explanatory method, the sampling technique used purposive sampling, the data collection technique used was primary data in the form of questionnaire data generated directly by researchers from the first source, obtained as many as 86 savings customer respondents. The category is very good with an average score of 4.30, and customer loyalty is also high with an average score of 4.19. With a regression coefficient of 0.619 and a significance value of 0.001. The correlation coefficient value of 0.571 indicates a strong relationship between the two variables, and the determination coefficient value of 0.326 indicates that 32.6% of customer loyalty is influenced by Service Excellence. It can be concluded that there is a significant influence of Service Excellence on Customer Loyalty at PT Bank Perekonomian Rakyat Bandung Kidul. This research is motivated by the increasingly tight competition in the banking industry, so that every bank is required to be able to provide the best service to maintain customer loyalty.

Keywords: *Service Excellence, Customer Loyalty, BPR Bandung Kidul*