Abstrak

THE EFFECT QUALITY OF SERVICE CUSTOMER SERVICE ON THE LEVEL OF CUSTOMER LOYALTY BANK CIMB NIAGA IN BANDAR LAMPUNG

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Bank Cimb Niaga states the customer is a partner of choice through service excellence and providing the optimal solution. If the customer's expectation is reached it will give satisfaction for the client, it needs special attention to Bank Cimb Niaga Malahayati, because creating a good service, hoping to make customers loyal to a bank is not easy.

The Bank Cimb Niaga has always been a top 5 based on survey results of MRI in the service field, but in terms of customer loyalty Cimb Commerce not included in the banks that have a loyal customer. Therefore the problem arises whether there is influence from visits of the five service quality dimensions servqual?, Namely in terms of reliability, assurance, being, empathy, and responsiveness Bank Cimb Niaga to customer loyalty.

The problem formulated is: Does the level of service quality affects customer service loyalty Bank Cimb Niaga Malahayati in Bandar Lampung?. The purpose of writing this thesis know the size of the effect of service quality customer service to customer loyalty Bank Cimb Niaga Malahayati Betung in Bandar Lampung Bay. The formulation of the hypothesis is the quality of service customer service affects customer loyalty Cimb Bank Niaga Malahayati Teluk Betung in Bandar Lampung.

The results of calculations using multiple linear regression analysis, obtained $R^2$ value of 0.947 or 94.7%. Thus we can conclude that all independent variables have a contribution of 94.7% influence on customer loyalty or models that are formed are able to explain 94.7% variability variable value customer loyalty. Testing the overall influence of independent variables on the dependent variable obtained F value count $(338.581) > F_{table} (2.29)$ so that it can be stated that reject H0 and accept H1. Calculated F value indicates that statistically Customer Loyalty (Y) in Lampung Cimb Niaga influenced significantly and significantly ($p \ 0.000 <0.05$) by variables Tangible, Reliability, Responsiveness, Assurance and Empathy.
From the results of partial calculations all independent variables, showed results that affect customer loyalty in Lampung Commerce Cimb this suggests that service quality customer service is the most important element in enhancing the realization of customer loyalty Cimb Bank Niaga Malahayati Teluk Betung, Bandar Lampung.

Based on the responses of respondents regarding the ability of the customer service Cimb Niaga Lampung in receiving complaints and customer feedback has been looking good but there are some respondents who answered strongly disagree this could be bad for handling customer complaints at the time the bank has become one of the primary key of a bank can continue to grow and evolve, because if the customer was not getting good service when a complaint the customer will simply switching to other banks that are thought to provide better service to the complaint with.

The advice given in relation to service banking transactions and responsiveness of employees, so that all banking transactions can be completed more quickly, accurately and easily. This can be done by providing a standard time to employees of service providers in resolving the complaint and reduce the time it offline ATM because the better the service received by clients will give a good corporate image also in the eyes of the public.