

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kinerja pelayanan (Service Performance) Frontliner dan kepuasan nasabah terhadap loyalitas nasabah Pt.BCA, Tbk cabang Permata Buana. Metode pengambilan sampel dilakukan secara acak sederhana dan penentuan jumlah sampel dihitung menggunakan rumus slovin. Pengambilan data dilakukan dengan menggunakan kuesioner terbuka kepada 63 nasabah prioritas Pt.BCA, Tbk cabang Permata Buana yang terpilih sebagai sampel kemudian data dianalisis dengan menggunakan analisis regresi linear multiple. Hasil penelitian menunjukkan bahwa persentase besarnya pengaruh variabel independen yaitu kinerja pelayanan frontliner serta kepuasan nasabah mampu menjelaskan sebesar 53% variasi variabel loyalitas nasabah. Sedangkan sisanya sebanyak 47 % adalah faktor-faktor lain yang tidak diteliti, seperti kenyamanan banking hall, antrian yang terlalu panjang, lokasi tempat yang tidak strategis, dan lain sebagainya.

Kata kunci: *Kinerja pelayanan, Kepuasan nasabah, Loyalitas nasabah*



ABSTRACT

This study aims to determine the effect of service performance Frontliner and customer satisfaction with customer loyalty Pt.BCA, Tbk branch Permata Buana. The sampling method is simple random sampling and the determination of the amount calculated using the formula Slovin. Data collection was performed using an open questionnaire to 63 Pt.BCA priority customers, Tbk branch Permata Buana is selected as a sample and then data were analyzed using multiple linear regression analysis. The results showed that the percentage of the magnitude of the effect of the independent variable is the performance of services as well as customer satisfaction frontliner able to explain 53% of variation variable customer loyalty. While the remaining 47% are other factors not examined, such as convenience banking hall, the queue is too long, do not place a strategic location, and others.

Key Word : Service performance, Customer satisfaction, Customer loyalty

