

ABSTRACT

This study aims to determine the effect of product, price, location, promotion, people, physical evidence, process, Brand Image on Customer Loyalty simultaneously or partially on PT. Bank Rakyat Indonesia (Persero), Tbk. Kebon Jeruk Branch. Independent variables in this research are Service, Cost, Location, Promotion, People, Physical Evidence, Process, Brand Image. Dependent variable is Customer Loyalty. The data in this study was obtained by distributing questionnaires to 200 customers. Data analysis method used is multiple linear regression test with SPSS version 21.

Based on the results of the research shows that partially Services, Location, Promotion and Process have a positive and significant influence on customer loyalty. For Cost, People and Brand Image have a negative and insignificant effect on customer loyalty. And for Physical Evidence has a positive and insignificant effect on customer loyalty. Simultaneously Services, Cost, Location, Promotion, People, Physical Evidence, Process, Brand Image have a positive and significant influence on customer loyalty.

Keywords: product, price, Location, Promotion, People, Physical Evidence, Process, Brand Image and Loyalty.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari Jasa, Biaya, Lokasi, Promosi, Orang, Bukti Fisik, Proses, *Brand Image* terhadap Loyalitas Nasabah secara simultan maupun parsial pada PT. Bank Rakyat Indonesia (Persero), Tbk. Cabang Kebon Jeruk. Variabel independen dalam penelitian ini adalah Jasa, Biaya, Lokasi, Promosi, Orang, Bukti Fisik, Proses, *Brand Image*. Variabel dependennya adalah Loyalitas Nasabah. Data dalam penelitian ini diperoleh dengan cara menyebarkan kuesioner kepada 200 Nasabah. Metode analisis data yang digunakan adalah uji regresi linier berganda dengan bantuan program SPSS versi 21.

Berdasarkan hasil penelitian menunjukkan bahwa secara parsial Jasa, Lokasi, Promosi dan Proses mempunyai pengaruh positif dan signifikan terhadap loyalitas nasabah. Untuk Biaya, Orang dan *Brand Image* mempunyai pengaruh negatif dan tidak signifikan terhadap loyalitas nasabah. Dan untuk Bukti Fisik mempunyai pengaruh positif dan tidak signifikan terhadap loyalitas nasabah. Secara simultan Jasa, Biaya, Lokasi, Promosi, Orang, Bukti Fisik, Proses, *Brand Image* mempunyai pengaruh positif dan signifikan terhadap loyalitas nasabah.

Kata kunci: Jasa, Biaya, Lokasi, Promosi, Orang, Bukti Fisik, Proses, *Brand Image* dan Loyalitas.

