PENGARUH NILAI PELAYANAN DAN KOMITMEN BANK TERHADAP LOYALITAS NASABAH TABUNGAN TANDAMATA BANK BJB CABANG TAMANSARI

ditulis oleh:
SITI APRILYANI NUR FATIMAH

Di bawah bimbingan:
Dr. H. Suwarman, Ir., MBA., M.Si.

ABSTRAK

Penelitian bertujuan untuk mengetahui bagaimana nilai pelayanan dan komitmen bank serta pengaruhnya terhadap loyalitas nasabah tabungan Tandamata Bank bjb Cabang Tamansari.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif. Data berupa data primer dengan teknik pengumpulan data melalui penyebaran kuesioner. Pengujian hipotesis menggunakan regresi linier berganda, analisis koefisien korelasi, analisis koefisien determinasi, uji t dan uji F. Pengolahan data dengan bantuan alat pengujian statistik yaitu SPSS 17.

Hasil penelitian menunjukan bahwa secara parsial Nilai Pelayananan berpengaruh signifikan terhadap Loyalitas Nasabah Tabungan Tandamata dan Komitmen Bank berpengaruh signifikan terhadap Loyalitas Nasabah Tabungan Tandamata. Hasil secara simultan menunjukkan bahwa Nilai Pelayanan dan Komitmen Bank berpengaruh signifikan terhadap Loyalitas Nasabah Tabungan Tandamata dengan koefisien korelasi sebesar 0,710 menunjukan hubungan yang kuat. Nilai koefisien determinasi Nilai Pelayanan dan Komitmen Bank sebesar 50,4%, berarti kontribusi pengaruhnya sebesar 50,4% dan sisanya sebesar 49,6% dipengaruhi oleh faktor lain. Dari hasil penelitian ini dapat disimpulkan bahwa Nilai Pelayanan dan Komitmen Bank berpengaruh secara simultan terhadap Loyalitas Nasabah Tabungan Tandamata.

Kata kunci : Nilai Pelayanan, Komitmen Bank, Loyalitas Nasabah

THE EFFECT OF SERVICE VALUE AND BANK COMMITMENT ON SAVING TANDAMATA CUSTOMER LOYALTY IN BANK BJB CABANG TAMANSARI

WRITTEN BY:
SITI APRILYANI NUR FATIMAH

UNDER THE GIDANCE
Dr. H. Suwarman, Ir., MBA., M.Si.

ABSTRACK

The purpose of this research is to know how the service value and commitment bank as well as its influence on the loyalty of saving Tandamata customer at the Bank bjb Cabang Tamansari.

The research method used is descriptive and verification method. The data use are primary data with data collection techniques through questionnaires. Hypothesis testing using multiple linear regression, coefficient of correlation analysis, coefficient of determination analysis, t test and F test. Data processing with the help of statistical testing tools SPSS 17.

The result of the study indicate that partially the service value has a significant effect on saving Tandamata customer loyalty and bank commitment has a significant effect on saving Tandamata customer loyalty. The result of simultaneously indicate that service value and commitment bank have a significant effect on the loyalty of saving Tandamata customer with a coefficient of 0,710 indicating a strong relationship. The coefficient determination of service value and commitmen bank is 50,4%, meaning that the contribution of influence is 50,4% and the remaining amount of 49.6% is influence by other factors. From the result of this study it can be concluded that the service value and commitmen bank have an effect on simultaneously on saving Tandamata customer loyalty.

Keyword : Service Value, Commitment Bank, Customer Loyalty