

ABSTRAK

Nama : Mochammad Gilang Baharsyah
NIM : 3012191069
Judul : Pengaruh Kualitas Layanan dan Kualitas Produk Kredit Sepeda Motor Terhadap Loyalitas Nasabah BCA KCP Pulogadung

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Layanan dan Kualitas Produk Kredit Sepeda Motor Terhadap Loyalitas Nasabah BCA KCP Pulogadung secara parsial maupun simultan menggunakan program SPSS.

Penelitian ini menggunakan metode kuantitatif pendekatan deskriptif. Data primer didapatkan melalui pengisian kuesioner terhadap nasabah BCA KCP Pulogadung. Jumlah sampel sebanyak 75 responden. Data analisis yang di gunakan yaitu uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi berganda, pengujian hipotesis melalui uji t dan uji F, serta analisis koefisien determinasi.

Hasil penelitian menunjukkan terdapat pengaruh dari variabel Kualitas Layanan berdasarkan nilai $t_{hitung} > t_{tabel}$ ($2,045 > 1,99$) dan nilai signifikansi sebesar $0.000 < 0.05$. Terdapat pengaruh dari variabel Produk Kredit Sepeda Motor berdasarkan nilai $t_{hitung} > t_{tabel}$ ($12,157 > 1,99$) dan nilai signifikansi $0.000 < 0.05$. Variabel Kualitas Layanan dan Kualitas Produk Kredit Sepeda Motor berpengaruh Terhadap Loyalitas Nasabah BCA KCP Pulogadung berdasarkan nilai $F_{hitung} > F_{tabel}$ ($112,996 > 2,73$) dan nilai signifikansi $0.000 < 0.05$.

Kata Kunci : Kualitas Layanan, Kualitas Produk, Loyalitas Nasabah

Daftar Pustaka: 40 (2008-2022)

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Mochammad Gilang Baharsyah

ABSTRACT

Name : MOCHAMMAD GILANG BAHARSYAH
Student ID Number : 3012191069
Title : *The Effect of Service Quality And Product Quality of Kredit Sepeda Motor on Customer loyalty in BCA Pulogadung Branch*

The examine ambitions to decide the Effect of Service Quality and Product Quality of Kredit Sepeda Motor on customer loyalty in BCA Pulogadung Branch both partially and simultaneously using the SPSS program.

This study used quantitative research method descriptive approach. Primary data was obtained through filling out questionnaires on BCA Pulogadung Branch customers. The sample size was 75 respondents. The analysis data used are validity and reliability tests, classical assumption tests, multiple regression analysis, hypothesis testing through t tests and F tests, and determination coefficient analysis.

The result showed that there was an effect of Service Quality with a value of $t_{count} > t_{table}$ (2,045 > 1,99) and significance value of $0.000 < 0.05$. there was an effect of and Product Quality of Kredit Sepeda Motor with a value of $t_{count} > t_{table}$ (12,157 > 1,99) and significance value of $0.000 < 0.05$. The variables Service Quality and Product Quality of Kredit Sepeda Motor on customer loyalty in BCA Pulogadung Branch based on the result of $F_{count} > F_{table}$ (112,996 > 2,73) and significance value of $0.000 < 0.05$.

Keywords : Service Quality, Product Quality, Customer Loyalty

Bibliography : 40 (2008-2022)

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Mochammad Gilang Baharsyah