

ABSTRACT

Competition among companies in Indonesia increasingly competitive. Each company strives to win over consumers by providing superior products. In addition, also provide optimal service. The consumer is king, so it should be served well. Recognizing the increasingly fierce business competition, PT Bank Central Asia Tbk (BCA) to continually improve the quality of banking products and services to provide benefits for customer loyalty. As importantly, improve customer loyalty.

This study aimed to analyze the influence of variables Service Quality, Service Leadership, and Easy to Use to Customer Satisfaction and Customer Loyalty BCA internet banking.

The sample used in this study is based on data from 110 respondents male and female, is domiciled in Surabaya, with the 18-60 year age limit, using the BCA internet banking more than once within the past year. For processing and analyzing the data in this research is by using SPSS as software for data processing. Statistical analysis showed that the product and service solutions (SPSS) with 22.0 as software to process data.

Empirical findings indicate that the relationship Customer Satisfaction to Customer Loyalty has a regression coefficient of the highest with a value of 0.614, then the influence of the Service Quality on Customer Satisfaction with regression coefficient of 0.182, the relationship between the Service Leadership of the Customer Loyalty has a regression coefficient of 0.560, the relationship between Ease to Use the Customer Satisfaction has a regression coefficient of 0.239.

Keyword : *Service Quality, Service Leadership, Easy To use, Customer satisfaction, Customer Loyalty.*

ABSTRAK

Persaingan antar perusahaan di Indonesia semakin lama semakin kompetitif. Masing-masing perusahaan berupaya keras merebut hati konsumen dengan menyajikan produk-produk unggulan. Selain itu, juga memberikan layanan yang optimal. Konsumen adalah raja, sehingga harus dilayani dengan baik. Menyadari persaingan bisnis yang semakin ketat tersebut, PT Bank Central Asia Tbk (BCA) terus-menerus meningkatkan kualitas produk dan layanan perbankannya guna memberikan manfaat bagi customer loyalty. Adapun pentingnya, meningkatkan customer loyalty.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *Service Quality*, *Service Leadership*, dan *Easy to Use* terhadap *Customer Satisfaction* dan *Customer Loyalty internet banking* BCA.

Sampel yang digunakan pada penelitian ini yaitu berdasarkan data dari 110 responden yang berjenis kelamin laki-laki dan perempuan, berdomisili di Surabaya, dengan batasan usia 18-60 tahun, menggunakan *internet banking* BCA lebih dari sekali dalam kurun waktu satu tahun terakhir. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa *Statistical product and service solutions* (SPSS) dengan software 22.0 sebagai software untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa hubungan *Customer Satisfaction* terhadap *Customer Loyalty* memiliki koefisien regresi paling tinggi dengan nilai sebesar 0.614, lalu pengaruh *Service Quality* terhadap *Customer Satisfaction* dengan nilai koefisien regresi sebesar 0.182, hubungan antara *Service Leadership* terhadap *Customer Loyalty* memiliki koefisien regresi sebesar 0.560, hubungan antara *Easy to Use* terhadap *Customer Satisfaction* memiliki koefisien regresi sebesar 0.239.

Kata kunci : *Service Quality*, *Service Leadership*, *Easy To use*, *Customer satisfaction*, *Customer Loyalty*.