

## ABSTRAK

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### **PENGARUH *SERVICE QUALITY*, *CUSTOMER SATISFACTION*, *PERCEIVED VALUE*, DAN *CORPORATE IMAGE* TERHADAP *CUSTOMER LOYALTY* PADA BANK CENTRAL ASIA DKI JAKARTA DENGAN *TRUST* SEBAGAI VARIABEL MEDIASI**

Perbankan merupakan salah satu industri yang sangat penting dalam perekonomian di Indonesia. Sektor perbankan menyediakan berbagai macam produk termasuk didalamnya layanan jasa terkait keuangan. Penelitian ini ingin mengetahui pengaruh dari *Service Quality*, *Customer Satisfaction*, *Perceived Value* dan *Corporate Image* oleh bank BCA di DKI Jakarta terhadap *Customer Loyalty* melalui mediasi variabel *Trust*. Penelitian ini menggunakan pendekatan kuantitatif melalui survei secara daring terhadap 120 sampel responden dan dianalisa menggunakan perangkat lunak Smart-PLS. Hasil dari penelitian ini menunjukkan bahwa *Service Quality*, *Perceived Value* dan *Corporate Image* berpengaruh positif terhadap variabel mediasi *trust*. Selain itu, *Perceived Value* dan *Corporate Image* berpengaruh positif terhadap variabel *Customer Loyalty*. Namun, penelitian ini juga tidak mendukung hubungan antara *Customer Satisfaction* terhadap *Trust* dan *Customer Loyalty* serta tidak mendukung hubungan antara *Service quality* terhadap *Customer Loyalty*. Variabel *trust* sendiri juga tidak ditemukan adanya hubungan terhadap variabel *Customer Loyalty*. Sebagai bentuk dari implikasi manajerial, penelitian ini menunjukkan apabila *Service Quality*, *Customer Satisfaction*, *Perceived Value* dan *Corporate Image* sebagai hal yang penting dilakukan oleh industri perbankan.

**Kata Kunci:** *Service Quality*, *Customer Satisfaction*, *Perceived Value*, *Corporate Image*, *Trust*, *Customer loyalty*

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***THE EFFECT OF SERVICE QUALITY, CUSTOMER SATISFACTION, PERCEIVED VALUE, DAN CORPORATE IMAGE ON CUSTOMER LOYALTY IN BANK CENTRAL ASIA DKI JAKARTA WITH TRUST AS MEDIATING VARIABLE.***

*Banking is one of the most important industries in the Indonesian economy. The banking sector provides a variety of products including financial-related services. This research wants to know the influence of Service Quality, Customer Satisfaction, Perceived Value and Corporate Image by BCA bank in DKI Jakarta on Customer Loyalty through the mediation of the Trust variable. This research uses a quantitative approach through an online survey of 120 sample respondents and analyzed using Smart-PLS software. The results of this research show that Service Quality, Perceived Value and Corporate Image have a positive effect on the mediating variable trust. Apart from that, Perceived Value and Corporate Image have a positive effect on the Customer Loyalty variable. However, this research also does not support the relationship between Customer Satisfaction and Trust and Customer Loyalty and does not support the relationship between Service Quality and Customer Loyalty. The trust variable itself also found no relationship with the customer loyalty. As a form of managerial implication, this research shows that Service Quality, Customer Satisfaction, Perceived Value and Corporate Image are important things for the banking industry.*

***Keywords:*** *Service Quality, Customer Satisfaction, Perceived Value, Corporate Image, Trust, Customer loyalty*