PENGARUH NILAI PELANGGAN, KUALITAS PELAYANAN DAN KEDEKATAN EMOSIONAL TERHADAP LOYALITAS NASABAH BANK BRI UNIT SEDAYU

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh nilai pelanggan, kualitas pelayanan, dan kedekatan emosional terhadap loyalitas nasabah Bank BRI Unit Sedayu. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan responden penelitiannya adalahnasabah Bank BRI. Pengambilan sampel dilakukan dengan metode *non probability* menggunakan teknik *purposive sampling* dengan jumlah responden sebanyak 120 responden. Analisis data yang digunakan pada penelitian ini adalah uji regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikoloniearitas, uji heterokedastisitas dan uji autokorelasi), analisis regresi linear berganda, koefisien berganda, koefisien determinasi (R2), uji t, uji f menggunakan SPSS.

Hasil penelitian menunjukkan bahwa nilai pelanggan berpengaruh positif dan signifikan terhadap loyalitas nasabah, kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas nasabah, kedekatan emosional berpengaruh positif dan signifikan terhadap loyalitas nasabah, dan nilai pelanggan, kualitas pelayanan, dan kedekatan emosional secara bersama-sama berpengaruh signifikan terhadap loyalitas nasabah Bank BRI Unit Sedayu di Bantul, Yogyakarta.

Kata kunci: Nilai Pelanggan, Kualitas Pelayanan, Kedekatan Emosional Loyalitas, Nasabah

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EFFECT OF CUSTOMER VALUE, SERVICE QUALITY AND EMOTIONAL APPROACH TO CUSTOMERS LOYALTY BANK BRI UNIT SEDAYU

ABSTRACT

This study aims to determine the effect of customer value, service quality, and emotional closeness to the loyalty of Bank Sedayu BRI customers. The research method used is a quantitative approach with research respondents being BRI Bank customers. Sampling is done by non-probability methods using purposive sampling technique with a total of 120 respondents. Data analysis used in this research is multiple linear regression test, classic assumption test (normality test, multicollinearity test, heterokedasticity test and autocorrelation test), multiple linear regression analysis, multiple coefficients, coefficient of determination (R2), t test using f SPSS.

The results showed that customer value had a positive and significant effect on customer loyalty, service quality had a positive and significant effect on customer loyalty, emotional closeness had a positive and significant effect on customer loyalty, and customer value, service quality, and emotional closeness together had a significant effect. on the loyalty of BRI Sedayu Unit Bank customers in Bantul, Yogyakarta.

Keywords: Customer Value, Service Quality, Emotional Proximity Loyalty, Customers