

The Influence of Service Quality and Product Quality on Customer Loyalty of Banking

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Abstract

This study aims to determine the effect of service quality and product quality on customer loyalty. The population used in this study were customers of Bank BNI, BJB and BCA. The sample in this study used a non-probability sampling technique involving 120 respondents. The analytical method used is quantitative analysis, namely multiple linear regression analysis which includes validation and reliability tests, multiple regression analysis, t test, f test, analysis of the coefficient of determination (R²). Based on the results of the T-test, the Service Quality variable (X1) has a positive influence on customer loyalty (Y) while the Product Quality variable (X2) does not have a positive influence on Customer Loyalty (Y). Based on the F test, the Service Quality variable (X1) and the Product Quality variable (X2) simultaneously have a positive effect on Customer Loyalty (Y). The value of R square shows the result of 49.4% that the variation of Customer Loyalty can be explained by the two independent variables in the multiple regression equation. While the rest is explained by other variables outside the two variables.

Keywords: service quality, product quality, customer loyalty