

**PENGARUH *PERCEIVED SERVICE QUALITY: A HIERARCHICAL APPROACH* DAN *SERVICE CONVENIENCE* TERHADAP LOYALITAS KONSUMEN DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA PT BANK BNI SYARIAH KANTOR CABANG YOGYAKARTA**

**Linda Fatmala**

**Abstrak**

Penelitian ini bertujuan untuk pengaruh *perceived service quality: a hierarchical approach* dan *service convenience* terhadap loyalitas dengan kepuasan sebagai variabel intervening pada nasabah Bank BNI Syariah Kantor Cabang Yogyakarta. Sampel dalam penelitian ini berjumlah 98 nasabah dengan teknik pengambilan sampel *simple random sampling*. Pengumpulan data dilakukan dengan penyebaran kuesioner pada nasabah yang melakukan transaksi di bank BNI Syariah Kantor Cabang Yogyakarta. Teknik analisis yang digunakan adalah analisis regresi linear berganda dan analisis jalur path (*path analysis*). Hasil penelitian menunjukkan bahwa: *perceived service quality: a hierarchical approach* dan *service convenience* berpengaruh terhadap kepuasan nasabah bank BNI Syariah Kantor Cabang Yogyakarta, *service convenience* dan kepuasan berpengaruh terhadap loyalitas, sedangkan *perceived service quality: a hierarchical approach* tidak berpengaruh terhadap loyalitas dengan nilai signifikansi sebesar  $0,584 > 0,05$ , *perceived service quality: a hierarchical approach* dan *service convenience* berpengaruh terhadap loyalitas dengan kepuasan sebagai variabel intervening. Dari hasil koefisien determinasi dapat diketahui bahwa variabel dependen kepuasan dipengaruhi oleh variabel independen (*perceived service quality: a hierarchical approach* dan *service convenience*) sebesar *R square* yaitu 67,5% dan sisanya sebesar 32,5% dipengaruhi oleh variabel lain selain dalam penelitian ini, sedangkan untuk variabel dependen loyalitas dipengaruhi oleh variabel independen (*perceived service quality: a hierarchical approach*, *service convenience* dan kepuasan) sebesar *R square* yaitu 36,2% dan sisanya sebesar 63,8% dipengaruhi oleh variabel lain selain dalam penelitian ini.

**Kata Kunci:** *Perceived Service Quality: A Hierarchical Approach, Service Convenience, Kepuasan, Loyalitas.*

***THE EFFECT OF PERCEIVED SERVICE QUALITY: A HIERARCHICAL APPROACH AND SERVICE CONVENIENCE ON CUSTOMER'S LOYALTY WITH CUSTOMER'S SATISFACTION AS INTERVENING VARIABLES IN PT BANK BNI SYARIAH BRANCH OFFICE OF YOGYAKARTA***

***Linda Fatmala***

***Abstrack***

*This study aims to determine the effect of perceived service quality: a hierarchical approach and service convenience on customer satisfaction at the BNI Syariah branch office in Yogyakarta, the influence of perceived service quality: a hierarchical approach and service convenience on customer loyalty in the BNI Syariah branch office in Yogyakarta, and the influence of perceived service quality: a hierarchical approach and service convenience on loyalty with satisfaction as an intervening variable for Bank BNI Syariah customers at the Yogyakarta Branch Office. The sample in this study amounted to 98 customers with a simple random sampling technique. Data collection is done by distributing questionnaires to customers who make transactions at bank BNI Syariah Yogyakarta Branch Office. The analysis technique used is multiple linear regression analysis and path analysis. The results showed that: perceived service quality: a hierarchical approach and service convenience had an effect on customer satisfaction at the BNI Syariah Branch Office in Yogyakarta, service convenience and satisfaction had an effect on loyalty, while perceived service quality: a hierarchical approach had no effect on loyalty with a significance value of  $0.584 > 0.05$ , perceived service quality: a hierarchical approach and service convenience has an effect on loyalty with satisfaction as an intervening variable. From the results of the coefficient of determination, it can be seen that the dependent variable of satisfaction is influenced by independent variables (perceived service quality: a hierarchical approach and service convenience) of R square, which is 67.5% and the remaining 32.5% is influenced by other variables than in this study, while for the dependent variable loyalty is influenced by the independent variable (perceived service quality: a hierarchical approach, service convenience and satisfaction) of R square which is 36.2% and the remaining 63.8% is influenced by other variables besides in this study.*

***Keywords:*** *Perceived Service Quality: A Hierarchical Approach, Service Convenience, Satisfaction, Loyalty.*