

ABSTRACT

ANALYSIS OF THE INFLUENCE OF THE QUALITY OF PRODUCTS AND SERVICES TO CUSTOMER LOYALTY FRONTLINER SAVINGS BANK SYARIAH MANDIRI IN TULANG BAWANG

By

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Islamic Bank as set forth in Act No. 10 of 1998, is a General Bank activities provided services in payment traffic. Bank Syariah Mandiri serving society Tulang Bawang since 2010 have to compete directly with its Syariah Bank has opened a branch inTulang Bawang, accounting for commercial banks, the Agency Leasing, as well ascooperatives and BMT who also serve the needs of financial services. The problems that can be addressed is: "what is the quality of products and services to customerloyalty frontliner Savings Bank syariah Mandiri Tulang Bawang?".

Goals to be achieved from this research is to know the influence of the quality of service and product quality Liner Front against customer loyalty savings on BankSyariah Mandiri Tulang Bawang.

Hypothesis used in this study is that the quality of service and product quality Fronliner effect on the loyalty of asabah savings in Bank Syariah Mandiri Tulang Bawang.

Data obtained on Banking Statistics Indonesia Bank Indonesia, published annual report Bank Syariah Mandiri by 2014, as well as questionnaires to 100 clients a SavingsBank Syariah Mandiri in July and August 2014. Analysis of the techniques used in this research are multiple Linear Regression to obtain an overall picture of the relationships between variables tested.

The results showed that statistically variable reliability, responsiveness, assurance, empathy, and the physical evidence did not influence significantly to customer loyalty Savings Bank Syariah Mandiri. It is expected that the research results are of variablequality of referable and guidelines by the company management in the management of the company's operations.

Keywords: Islamic banking, product, reliability, responsiveness, assurance, empathy,loyalty, physical evidence