

Abstract

Analysis Impact of Service Quality to Costumer Loyalty of The Micro Saving BRI in the E-Banking Product at Regional Office BRI Bandar Lampung Cluster Lampung Province 2014

By

Tri Wintarto

The Aim of this Research to knowhow the Analysis Impact of Service Quality to Costumer Loyalty of The Micro Saving BRI in the E-Banking Product at Regional Office BRI Bandar Lampung Cluster Lampung Province 2014 base on Zeithaml Theory through SERVQUAL Approach (TERRA)

This Research use Regression Approach. Finally this research shows every variables have impact positively to Loyalty Costumer.

The Assurance has the biggest impact to the loyalty costumer at this research.