

ABSTRACT

This study aims to determine the effect of Islamic Bank service quality on customer loyalty and switching intention, with customer satisfaction as mediation variable. This research was conducted in 5 Islamic Bank in Indonesia. There are 100 questionnaires analyzed in this study, consisting of statement of service quality, customer satisfaction, switching intention and customer loyalty. Research data was analyzed with quantitative and to test hypothesis used structural model by using software of Partial Least Square (PLS). After performing the data analysis, the conclusion can be drawn as follows: The quality of service provided by employees of Sharia Bank does not affect the customer satisfaction of Islamic Bank., Customer Satisfaction of Sharia Bank has no effect on customer loyalty of Islamic Bank. Islamic Bank Customer Satisfaction has no effect on switching intention of Islamic Bank customers. The quality of Islamic Bank services has a positive effect on customer loyalty of Islamic Bank. The quality of Islamic Bank service does not affect the switching intention of customers of Islamic Bank.

Key-words: *switching intention*, Islamic banking, SEM (PLS)