

ABSTRACT

The study aims to determine the influence of the quality of service to the satisfaction of customers in the Bank Jogja Yogyakarta, the quality of service to the trust of customers in the Bank Jogja Yogyakarta, the satisfaction of the customer loyalty of customers in the Bank Jogja Yogyakarta, the customer confidence the loyalty of customers in the Bank Jogja Yogyakarta, the quality of service to the loyalty of customers in the Bank Jogja Yogyakarta.

The method of sampling used in this study is purposive sampling. Respondents in this study as many as 70 customers the Bank Jogja Yogyakarta. The study is using Regresi Linear simple that run through the program SPSS as a tool of analysis.

The result of this research prove that there is influence the quality of service to the satisfaction of customers in the Bank Jogja Yogyakarta, there is influence the quality of service to customer confidence in the Bank Jogja Yogyakarta, there is the influence of the satisfaction of the customer loyalty of customers in the Bank Jogja Yogyakarta, there is the influence of customer confidence on the loyalty of customers in the Bank Jogja Yogyakarta, there is influence the quality of service to the loyalty of customers in the Bank Jogja Yogyakarta.

The key: The quality of service, The satisfaction of customers, Trust customers, The loyalty of customers