
**CUSTOMER SATISFACTION MODEL IN FORMING CUSTOMER
LOYALTY BASED ON QUALITY SERVICE AND CUSTOMER VALUE OF
MAYBANK DEPOSIT CUSTOMERS IN TANGERANG**

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Abstract

The main objective of this research is to see the Quality Service and Customer Value models to form Customer Loyalty through Maybank Bank Deposit Customer Service in Tangerang. The sampling technique used was purposive sampling with a non probability sampling method. Respondents are all time deposit customers at Maybank Tangerang with certain conditions. The number of research respondents was 126 with the criteria being at least 17 years old or more, having a minimum deposit savings of 6 months. Instrument quality was tested through validity and reliability tests. The analytical tools used are PET Analysis (path analysis), t test and the coefficient of determination (R^2). The results and findings in this study indicate that Quality Service and Customer Value have an effect on Customer Loyalty deposits at Maybank Tangerang. Quality Service and Customer Value have an effect on Customer Satisfaction on deposits at Maybank Tangerang, and Customer Satisfaction is not proven to be an intervening variable on Customer Loyalty deposits at Maybank Tangerang indicated by the value of the direct effect is much greater than the indirect effect. With a well-controlled Quality Service and Customer Value treatment, it is able to significantly increase Customer Loyalty.

Keywords : Service Quality, Customer Value, Customer Satisfaction, Customer Loyalty

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