

## ABSTRACT

**FERRYDAY.** *Effect of Service Quality on Customer Satisfaction and Loyalty in PT. BII Finance Center (guided by Mrs. Ari Anggarani W.P.T)*

*This study aims to determine the effect on the Quality of Service Satisfaction and Customer Loyalty in PT. BII Finance Center. Knowing the extent of the contribution of service quality affects customer loyalty through customer satisfaction in PT. BII Finance Center. The population in this study is the Consumer BII Finance Center On. Sampling using purposive sampling method slovin sampling of 100 respondents and respondents searches using simple random sampling. Data analysis method used is Path Analysis, through a questionnaire of 30 respondents validity test, reliability test of 30 respondents to the count statistisk application assistance. The results showed that service quality and significant positive effect on the Loyalty through Customer Satisfaction, Quality of Service not influential on Consumer Loyalty, due to loyal influenced by other variables on consumers PT. BII Finance Center. The dominant variable effect on consumer loyalty is the Quality of Service through customer satisfaction.*

*Keywords: Service Quality, Satisfaction, Consumer Loyalty.*