

ABSTRACT

ISMAIL, 2021 "The Effect of Service Marketing Mix on Customer Loyalty at PT. Bank Rakyat Indonesia (Persero) Tbk, Ahmad Yani Makassar Branch"
Thesis on Management Department, Faculty of Economics and Business,
University of Muhammadiyah Makassar. Supervised by Supervisor I Mr.
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This study aims to determine how much influence the service marketing mix has on customer loyalty at PT. Bank Rakyat Indonesia Tbk. Ahmad Yani Makassar branch and see which variable has the most dominant effect on customer satisfaction. This research was conducted at PT. Bank Rakyat Indonesia Tbk. Ahmad Yani Branch Makassar. The data collection technique in this study was a questionnaire with a sample of 100 customers. The data obtained through the questionnaire were tested through data quality tests, namely validity and reliability, while to answer the hypothesis, hypothesis testing was used which included simple linear regression and t-test. Based on the results of the T test in the table above, a significant value is obtained for the Marketing Mix (X) variable of 0.000 where this value is smaller than the probability value determined by the researcher of 0.05, while the t_{count} value is 13.615 > from the t_{table} value of 1.660 so that it can be concluded that the Marketing Mix in the T-test has a positive and significant effect on Customer Loyalty. Therefore, it can be concluded that the hypothesis proposed in this study is declared "accepted".

Kata Kunci: Bauran Pemasaran, Kepuasan Nasabah