

ABSTRACT

Primkoppol Mapolda Jateng is a state enterprise engaged in the field of financial services, Primkoppol Mapolda Jateng is located in Semarang to meet the needs of borrowing money for members of the police force.

This study aims to find out how much influence service quality has on customer loyalty of Primkoppol Polda Central Java, while the variables used are independent, namely service quality and the dependent variable customer loyalty. The research method used is a quantitative method with a descriptive research type with a sample of 100 respondents. The data analysis method in this study used descriptive analysis method and the data analysis technique used in this study used the SPSS 24 for Windows application.

Based on the results of data processing it was found that the quality of service was 71.79%. Customer loyalty is 73.54%, the results of the influence of service quality on customer loyalty are 9%. And it can be concluded that the effect of service quality on customer loyalty is 9% and the remaining 91% is a variable not examined in this study.

Keywords: Service Quality and Customer Loyalty.