

ABSTRACT

The banking industry in Indonesia has experienced significant development, it aims to improve the efficiency and effectiveness of implementation. It is well known that the goal of any business or company is to maximize shareholders' wealth or generate profits for shareholders. One of the businesses in the banking sector is Jenius. Jenius is a digital bank application that can help process transactions faster, maximize savings with higher interest, manage finances with additional debit cards for fund allocation and budget limits. However, there is a problem faced by Jenius, namely the large number of Jenius bank service users who are widely discussed complaining about various obstacles. This research was conducted to determine the effect of service quality on consumer loyalty in Jenius customers (Study on Users in Cikarang). This research uses quantitative methods with descriptive analysis techniques and simple liner regression. The sample determination technique uses non-probability sampling type popusive sampling with the number of samples used as many as 100 respondents who are customers who use Jenius bank. This test was performed using the help of SPSS 26 for Windows.

Based on the results of the descriptive analysis in this study, through data testing with simple linear regression analysis, it was found that Service Quality has a positive effect on consumer loyalty as evidenced by the results of the SPSS Test with a significance value below 0.05 with a real variable constant of 0.247. While the big influence of Service Quality on Consumer Loyalty is 67.7%.

Keyword: Service Quality, Consumer Loyalty