

**ANALISIS PENGARUH LOKASI DAN PELAYANAN TERHADAP LOYALITAS
NASABAH PADA PD BANK PASAR BOYOLALI**

**THE INFLUENCE ANALYSIS OF LOCATION AND SERVICE TO LOYALTY OF
CLIENT AT D BPR BOYOLALI MARKET BANK**

DISUSUN OLEH :

**Drs SUJADI, MM
Drs KUSDIYANTO, MSi**

**FAKULTAS EKONOMI
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

**Jl. A Yani Pabelan Kartasura Tromol Pos 1, Telp (0271) 717417, 719483
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ABSTRACT

This research is executed as a mean to identify, analyzing and giving empirical evidence hit the influence of variable of location and variable of service PD BPR Market Bank by signifikan and positive loyalty of client and also. Knowing which variable having an effect on dominant to loyalty of client. As according to research hence this research is executed by using method survey, that is research taking sample from a population and use the quesioner as a means of fundamental data compiler. Sampling technique utilized in this research is by random sampling that is by assuming each, every subyek of exist in population get the opportunity the same chance to be selected to become the sample. As for amount sample taken in this research a number of 100 people from client PD BPR of Market Bank in Boyolali. The result of this research that, location PD BPR Market Bank in the reality is not signifikan to loyalty of client PD BPR of Market Bank, because having value t account $(-0,303) < t \text{ table } (-1,67)$. While service given by PD BPR of Market Bank in the reality have the influence which are positive and signifikan with the value t account $(2,096) > t \text{ table } (1,67)$. There by service represent the dominant variable have an effect on to loyalty of client. By together, location and service PD BPR Bank of Market Boyolali have an effect on to loyalty of client, with the value F count $(3,155) < F \text{ table } (3,07)$. Value $R^2 = 0,486$ its qual 48,6% its means change of loyalty of client is explained by variable of location and service that happened = 48,6%. Location PD BPR Market Bank is not signifikan to loyalty of client. Because location PD certain BPR Market Bank only serve client in its environment or limited by its job region. For a while service is verry expected matter by client of BPR of Market Bank, that is pleasant service f or consumer or it self client

Keyword : Location, Service, and Loyalty of Client