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## ***Influence of Service Quality, Customer Satisfaction and Commitment to Customer Loyalty among Banking Consumer***

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, kepuasan nasabah, dan komitmen terhadap loyalitas nasabah pada Bank BRI. Metode penelitian ini menggunakan metode kuantitatif dengan populasi nasabah yang menabung pada bank BRI Persero cabang Palopo. Sampel yang digunakan sebanyak 320 responden, dan data diukur dengan menggunakan skala numerik (angka). Setelah dilakukan analisis, diperoleh hasil bahwa kualitas pelayanan berpengaruh positif terhadap komitmen, kepuasan pelanggan berpengaruh positif terhadap komitmen, dan komitmen berpengaruh positif terhadap loyalitas.

**Kata kunci:** Kualitas Layanan, Kepuasan Pelanggan, Komitmen, Loyalitas Pelanggan

### ABSTRACT

*This study aims to determine the effect of service quality, customer satisfaction, and commitment on customer loyalty at Bank BRI. This research method uses quantitative methods with a population of customers who save at the BRI Persero Palopo branch of the bank. The sample used is 320 respondents, and the data is measured using a numerical scale (numbers). After the analysis, the results obtained showed that service quality has a positive effect on commitment, customer satisfaction has a positive effect on commitment, and commitment has a positive effect on loyalty.*

**Keywords:** Service Quality, Customer Satisfaction, Commitment, Customer Loyalty

### INTRODUCTION

Banks are financial institutions that offer a variety of services such as lending, money circulation, and currency monitoring. Banks in Indonesia adhere to a dual banking system so that customers can make choices between Islamic banks and conventional banks. (Hikmah, 2018) Most banks operating in Indonesia adhere to conventional principles, one of which is at Bank BRI, where the operational system