

ABSTRAK

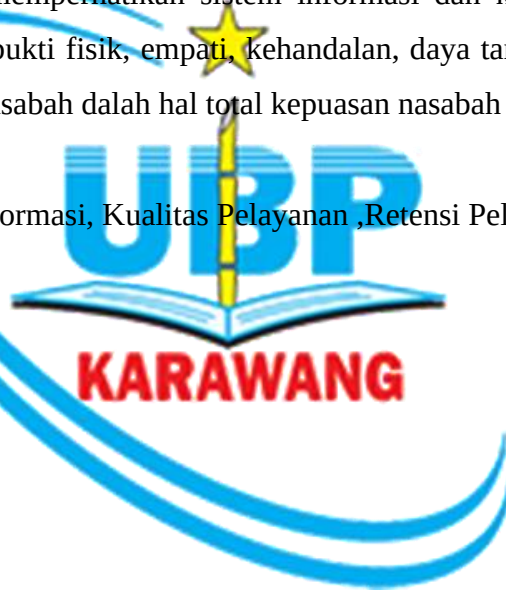
Nama : Rizki Achmad Muchlisin

Program Studi : Manajemen

Judul : Pengaruh Sistem Informasi dan Kualitas Pelayanan terhadap Retensi Pelanggan di Bank BTPN Karawang

Tujuan penelitian ini mengetahui pengaruh sistem informasi dan kualitas pelayanan terhadap retensi pelanggan di Bank BTPN Karawang. Penelitian ini menggunakan sample sebanyak 205 responden dan pengambilan sampelnya menggunakan metode *issac and michael*. Alat analisis yang digunakan *path analysis*. Hasil analisis uji t yang di peroleh adalah sistem informasi dan kualitas pelayanan terhadap retensi pelanggan secara individu dan uji F menunjukan sistem informasi dan kualitas pelayanan terhadap retensi pelanggan. Implikasi penelitian diharapkan memperhatikan sistem informasi dan kualitas pelayanan dengan cara meningkatkan kualitas bukti fisik, empati, kehandalan, daya tanggap dan jaminan, begitu juga meningkatkan retensi nasabah dalah hal total kepuasan nasabah dan kepercayaan nasabah.

Kata kunci : Sistem Informasi, Kualitas Pelayanan ,Retensi Pelanggan



ABSTRACT

Name : Rizki Achmad Muchlisin

Study Program : Manajemen

Title : *The influence of information systems and the quality of service for retention customers in bank btpn karawang*

The purpose of this study is to determine the effect of information systems and service quality on customer retention at Bank BTPN Karawang . This study used a sample of 205 respondents and the sample collection used the method of issac and michael. The analysis tool used is path analysis. The results of the t-test analysis obtained are information systems and service quality for individual customer retention and the F test shows information systems and service quality for customer retention. The research implications are expected to pay attention to information systems and service quality by improving the quality of physical evidence, empathy, reliability, responsiveness and assurance, as well as increasing customer retention in terms of total customer satisfaction and customer trust.

Keywords: Information System, Service Quality, Customer Retention