The Influence of Service Quality and Trust on Loyalty with Customer Satisfaction as An Intervening Variable

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Abstract:

This research intens to verify customer loyalty regarding the services provided by PT BPR BKK Jateng (Perseroda) Demak Branch Office. The independent variables used in this research are service quality and trust, the dependent variable is customer loyalty, and the intervening variable is customer satisfaction. The data used in this research is primary data originating from distributing research questionnaires. The population in this research was all 5,117 customers of PT BPR BKK Jateng Demak Branch. This research sample was limited to 110 respondents. This research uses Structural Equation Modeling (SEM) analysis techniques with the AMOS 24.0 analysis tool. The result that service quality has a positive and significant effect on customer satisfaction, trust has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on loyalty, trust has a positive and significant effect on loyalty, customer satisfaction has a positive and significant effect on loyalty. This research shows that banking companies must have service quality and trust so that they can increase customer loyalty and satisfaction.

1. Introduction

PT BPR BKK Jateng (Perseroda) is a Central Java District Credit Agency Limited Liability Company which was established on 02 July 2019 based on the Results of the RUPS-LB regarding the Approval of the Merger of PD BKK throughout Central Java into PT BKK Jateng. Ownership of comes from 51% of the Central Java Provincial Government and 49% of the Regency/City Governments throughout Central Java with basic capital of IDR 924,840,000,000 and a total of 1,511 employees.

At the beginning of the consolidation PT BPR BKK Jateng had a lot of customers, however, due to service competition, PT BPR BKK Jateng forced this BPR to improve its services, this can be seen from the following table:

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Table 1. total of Customers from 2019 - 2022

Facility	Year			
	2019	**2020**	**2021**	**2022**
Credit	6.290.200	5.207.500	4.727.600	4.340.600
Savings	461.453	439.471	426.270	423.731
Total Customer	6.753.672	5.648.991	5.155.891	4.766.353

Source : Research and development PT BPR BKK Jateng (Perseroda) on 2022

Based on the table data above, it is known that there is a gap phenomenon, a very significant decline in the amount of credit, savings and number of customers from year to year. In 2019 the number of customers making credit was 6,290,200, there was a decrease in 2020 by 5,207,500, in 2021 it decreased to 4,727,600 and in 2022 it decreased again by 4,340,600. Then in terms of customer savings in 2019 there were 461,453, in 2020 it decreased to 439,471, in 2021 it was 426,270 and there was a decrease again in 2022 amounting to 423,731. The decrease in terms of the number of customers in 2019 amounted to 6,753,672, decreased in 2020 by 5,648,991, in 2021 amounted to 5,155,891 and in 2022 decreased to 4,766,353.

The decrease in the number of customers at PT BPR BKK Jateng certainly has significant implications. Some of the implications that arise from this problem include; (a) Decreased income: a reduced number of customers can result in a decrease in income because service fees or interest earned from customers also decreases. (b) Increased Credit Risk: with the number of customers decreasing, the credit portfolio may become more concentrated in certain segments or in riskier customers. This can increase credit risk for financial institutions. (c) Stunted growth: a decline in the number of customers may hinder a company's growth and reduce its ability to provide a wider range of financial services or to expand its operations.

The basis for conducting this research, because there is a gap phenomenon of a significant decrease in the number of customers. PT BPR BKK Jateng created an application called Keris BKK aimed at providing banking services that are faster, easier and more efficient. If the application succeeds in attracting customers with attractive features, customers may be inclined to switch to using the service exclusively, which could then result in reduced direct interaction with the branch office.

The emergence of financial technology applications can influence consumer preferences. Customers may prefer to use digital banking services that are more convenient and easy to access via applications compared to direct visits to branch offices. This could result in a decrease in the number of customers making transactions directly at physical offices (Shu, Torralba, Carrasco, & López, 2023).

Then there was a gap from previous research, namely a research gap or inconsistent findings between the influence of service quality, trust, customer satisfaction and loyalty. This gap occurs because there is a lack of information that can provide a complete picture. The following is a research gap from previous research.

Table 2.
Research gap

No	Researcher (Year)	Variable	Influence	Results
1	Qingji Zhou (2021)	Service quality on Loyalty intention, mobile banking	Positive	The interface and increased security of Mobile Banking will increase customer loyalty
2	Beichen Liang (2021)	Experience, Satisfaction on Loyalty	Negative	Customer satisfaction is not significant to loyalty, due to additional service costs
3	Gokcay Balci (2021)	digital trust on digital satisfaction and customer loyalty	Positive	Overall satisfied container customer loyalty is influenced by digital services
4	Solimun, et all (2017)	Customers Satisfaction on Customer loyalty	Negative	Service quality does not have a significant effect on customer loyalty if improvement orientation is not anticipated well

A research gap table that shows research results that are different from previous research can be a strong basis for continuing further research. Differences in previous research results can be an important indication that the topic still requires deeper understanding or more comprehensive research.

The novelty of this research is by referring to existing literature, taking a holistic approach by combining the main variables of service quality, trust, customer satisfaction and loyalty into one holistic framework. because previous research did not involve these four variables simultaneously and previous research used a separate approach between one variable and another. Then this research was carried out in a different context or industry from previous research, the average research object was non-banking companies. It is hoped that the results of this research can provide different and relevant insights regarding how these factors interact with each other in different environments.

The emergence of information communication technology and the revolution that accompanies it has helped banks and other financial institutions provide the most comfortable and safe services to their customers (Asha, Dulal, & Habib, 2023). When customers feel comfortable and safe, customers will not hesitate and give complete trust to the bank to manage funds owned by customers. Apart from that, good service is also one of the main factors in attracting customers' interest in joining banking and a determining factor in competition between banks (Nyagadza et al., 2022). Each bank has different services, although the main concept is to serve customers, but they have their own way of providing these services. In other words, each bank has special characteristics in its services (Nyagadza et al., 2022).

Keris BKK is a payment application owned by PT BPR BKK Jawa Tengah in

collaboration with Speedcash which is presented to all Central Javanese people and Indonesian society in general, which functions as an all-round digital financial application with very complete features, which is able to meet all your needs, just from Smart Phone only which can be easily downloaded from Google Play. In accordance with the variables studied with the title The Influence of Keris BKK Service Quality and Trust on Customer Loyalty with Customer Satisfaction as an Intervening variable (Case Study on Customers of PT BPR BKK Jateng (Perseroda) Demak Branch Office.

The number of downloads of the keris application is still far from the percentage of the total number of PT BPR BKK Jateng (Perseroda) customers, which as an indicator of customer loyalty needs to be explored more deeply regarding customer satisfaction in order to remain loyal. In the context of e-commerce, customers have less opportunity to make repeat purchases from the same mobile commerce platform, unless they perceive the best value and best service from the service provider. it is proven that if online customers have good previous experiences with mobile shopping apps, then they are likely to have cumulative satisfaction, which will ultimately lead to customer loyalty (Nilashi et al., 2023). Additionally, current methods of retaining customers are less expensive for businesses that emphasize customer satisfaction and do not focus on finding new customers. Therefore, customer satisfaction is important in contributing to the success, failure and profitability of a business (Tiganis, Grigoroudis, & Chrysochou, 2023).

2. Literature Review

Service Quality

The service quality method is built on a comparison of two main factors, namely customer perceptions of the actual service they receive with the service that customers actually expect. If the reality is more than what the customer expects, the service can be said to be quality, whereas if the reality is less than what the customer expects, the service can be said to be satisfactory. Thus, this service quality method defines service quality as how far the difference is between reality and expectations of the service that customers receive (Gül, Helvacıoğlu, & Saraçlı, 2023).

User assessments of mobile banking applications may be inconsistent because services are intangible, indivisible, heterogeneous, and perishable. Service quality is determined by human attitudes and perceptions, which are considered difficult to replicate (Zhou, Q., et., 2021)(Zhou, Q., et., 2021). Service quality involves different service dimensions or attributes desired by users. Service quality is an important dimension that influences customer satisfaction in the banking industry. As discussed above, the service quality model can be applied to evaluate service quality, which has been applied and adapted by many researchers, academics and service industries in various research fields, such as household equipment business, after-sales service (Shokoohyar, 2020).

Customer Trust

To get customer trust, service providers must demonstrate reliability, honesty, expertise, customer focus, and sympathy. Customer trust can be defined as the extent to which customers have confidence in the reliability and integrity of a retailer (Morgan, R.M. and Hunt, S.D in Shokoohyar, 2020) Trust is a key element underlying every transactional activity, where trust can be broadly defined as the willingness of one party to rely or rely on the actions of another party (Bisdikian, C et., 2014). According to (P. & G. A. Kotler, 2019) consumer trust is a company's willingness to depend on business partners. It depends on a number of interpersonal factors between organizations, such as the company's perceived competence, integrity, honesty, and policies. There are several dimensions to determine consumer trust, one of which, according to (P. dan A. Kotler, 2018), is four dimensions of consumer trust, namely as follows:

a. Benevolence
b. Ability
c. Integrity
d. Willingness to depend

Customer Loyalty

Loyalty is a psychological condition that shows that customers consistently respond positively to products through purchasing goods and is also a customer commitment (Puspitasari, Rusydi, Nuzulita, & Hsiao, 2023). Customer loyalty is seen when customers make ongoing purchases for convenience and their loyalty is motivated by habit rather than brand focused (Saini S, 2020). Positive customer loyalty not only promotes intentions and behavior, but also customer retention (Mofokeng, 2023). Believes that a consumer is said to be loyal if the consumer shows regular purchasing behavior or there is a condition that requires the consumer to buy at least twice within a certain time interval. The factor that determines customer loyalty to a particular product or service is repeat purchases. Four different types of loyalty emerge when low and high engagement are cross-classified with low and high repeat purchase patterns (Agarwal & Dhingra, 2023).

Customer Satisfaction

Banking is a customer - oriented service industry, because of intense competition, customer satisfaction is the most important mission for all banking businesses. Banks are more committed to retaining existing customers by providing high quality services which can result in customer satisfaction (Famiyeh, S., Kwarteng, A., & Asante-Darko, 2018). Psychological research shows that affection produces happiness which can influence emotional satisfaction (Getachew, Assefa, & Mamo, 2023).

According to (Getachew et al., 2023), explains that consumer satisfaction is an important element in improving marketing performance in a company. The satisfaction felt by customers can increase the customer's buying intensity. By creating an optimal level of customer satisfaction, it encourages the creation of loyalty in the minds of satisfied customers. Satisfaction is measured by how well customer

expectations are met. Meanwhile, customer loyalty is a measure of whether customers make repeat purchases. Indicators of customer satisfaction according to (Getachew et al., 2023) :

a. Overall customer satisfaction
b. Confirmation of Expectations
c. Customer dissatisfaction

The influence of service quality on the loyalty of users of the BKK Central Java Keris application

(Zhang, R., Jun, M., & Palacios, 2021) Quality of e-banking services is related to quality of life, which is an important aspect of feminine culture. Customers from feminine cultures believe that a higher level of overall service quality is valuable to them. In contrast, achievement-oriented customers, characterized by masculinity, appear to receive lower levels of all dimensions of perceived service quality, considering it less valuable to them (Lai, Jang, Fang, & Peng, 2021). For them, technical quality is more important than service quality. When customers feel appreciated, they remain loyal to the business (Famiyeh, S., Kwarteng, A., & Asante-Darko, 2018). Therefore, we hope that the influence of service quality on e-banking customer loyalty will be more significant. Based on these arguments it can be concluded :

H1 : Service quality has a positive effect on the loyalty of users of the BKK Central Java keris application

The influence of customer trust on the loyalty of users of the BKK Central Java Keris application

The results of research conducted by (Gabriel, Figueiredo, Oliveira, & Silva, 2022) show that virtual reality applications have not been commercialized enough for many customers to know (44% of respondents asked that they had not used virtual reality applications in online stores. However, empirical results show that the resource person's experience through virtual reality applications contributed to increasing Perception of trust towards customer loyalty. Based on these arguments it can be concluded :

H2 : Customer trust has a positive effect on loyalty of users of the BKK Central Java Keris application

The influence of service quality on customer satisfaction using the BKK Central Java Keris application

The results of research conducted by (Askari, Naqi., Rodhiyah., 2014) at PT Nasmoco Gombel which provides service services for official car dealers, it proves that service quality has a significant effect on customer satisfaction and in (Gül et al., 2023) states that if the company is able to improve service quality then customers will feel more satisfied, in other words, if the service received or felt is in accordance with what consumers expect, then the quality of service has a good and satisfying perception. Based on these arguments it can be concluded :

H3 : Service quality has a positive effect on customer satisfaction using the BKK Central Java Keris application

The influence of customer satisfaction on the loyalty of users of the BKK Central Java keris application

We have reason, since operational and commercial transactions started to be carried out through digital products, the elements of satisfaction and trust have also become more digital. Therefore, we theorize that digital satisfaction and digital trust in container shipping have a positive impact on overall customer loyalty (Balci, 2021). Based on these arguments it can be concluded :

H4 : Customer satisfaction has a positive effect on loyalty of users of the BKK Central Java Keris application

The influence of customer trust on customer satisfaction

Research conducted by (Sin & Chee, 2017) states that trust has a positive and significant influence on satisfaction, and research in line with (Gabriel et al., 2022) shows that trust has a positive and significant influence on satisfaction. This also applies to the banking industry. If the customer feels that what the service provider has done is in accordance with what they promised, the customer will trust and be satisfied. Based on these arguments it can be concluded :

H5 : Customer trust has a positive effect on customer satisfaction

Research Framework

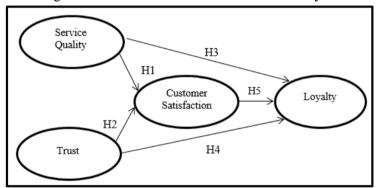The following is the research framework that will be analyzed further :

Figure 1. Theoretical Thinking Framework
Source : Various journals, developed for research

3. Methodology

This research uses a Structural Equation Model (SEM) to systematically model the difficulties of dimensional research and regression. SEM is used in this research as a data analysis technique contained in AMOS 21 statistical software. Data has been collected using a questionnaire related to the variables studied and analyzed for this research. The scale used is Likert and uses a score interval of 1-7. In research, if there is an influence of intervening variables then testing the mediation hypothesis can be carried out using a sobel test (Ghozali, 2016).

This research focuses on a population when all elements that have similar characteristics gather together, forming a study universe which is described as a group of people (Ferdinand, 2014). The population in this research are customers at PT. BPR BKK Central Java has used the Keris application as many as 5,117 customers. The sampling technique used in this research is nonprobability sampling. Nonprobability sampling is a sampling technique in which members of the population do not have the same chance of being sampled. The type of nonprobability sample in this research is convenience sampling. This sampling was determined based on convenience, namely who was easiest to meet or find at the BKK Bank in Central Java.

The reason for using the sampling technique is because the population is large so it is impossible to collect all members of the population because it will require a lot of money and energy, the quality of the data produced by the sample is more precise than the population and the research process using samples is relatively faster than the population. According to (Hair et Al., 2010), the ideal sample for SEM research is 100 to 200 samples. So the sample size of this study was limited to 110 respondents.

4. Empirical Findings/Result

General Description of Research Objects

Respondents in this research are customers of PT BPR BKK Jateng (Perseroda) Demak Branch Office who use the Keris Digital Application system as a digital medium for financial transactions at their fingertips which are described by age, occupation and how long they have been customers of PT BPR BKK Jateng (Perseroda) Office Demak Branch.

Table 3. describes the identity of the respondents

Respondent's Age		
Age (Years)	**Amount**	**Percentage (%)**
20-30	12	11.00
31-40	46	41.80
>40	52	47.20
Total	110	100.00
Educational background		
Education	**Amount**	**Percentage (%)**
Student	32	27
Government employees	8	9
Private sector employee	10	12
Self-employed	25	20
Other	35	32
Total	110	100.00
Long time customer		
Customer	**Amount**	**Percentage (%)**

Length (Years)		
< 1	15	11
1 – 2	7	5
2 – 3	23	21
3 – 4	36	30
>4	39	33
Total	110	100.00

In the table 3 above, it can be seen that the description of the 12 respondents based on age consists of 11% aged 20-30 years, 41.80% aged 31-40 years and 47.20% of respondents aged over 40 years. This illustrates that the customers of PT BPR BKK Jateng (Perseroda) Kusunya Demak Branch Office are dominated by respondents over 40 years of age which is a reference for further research when PT BPR BKK Jateng (Perseroda) Demak Branch Office focuses on increasing market share among customers. millennial.

Then the occupation of PT BPR BKK Jateng (Perseroda) Demak Branch Office customer respondents was as students as many as 37 people, civil servants as many as 8 people, private employees as many as 10 people, entrepreneurs as many as 25 people and others as many as 35 people. This shows that the majority of PT BPR BKK Jateng (Perseroda) Demak Branch Office customers work as others, namely 35 people (32%).

Furthermore, the length of time respondents have been customers of PT BPR BKK Jateng, namely <1 year as many as 15 people, 1-2 years as many as 7 people, 2-3 years as many as 23 people, 3-4 years as many as 36 people and >4 years as many as 39 people. This shows that the majority of PT BPR BKK Jateng's customers have been customers for >4 years, namely 39 people (33%).

Structural Equation Model (SEM) Analysis
After the Confirmatory Factor Analysis (CFA) test and overall the indicators can measure their respective constructs. Next, the results of data processing for the full analysis of the structural equation model are presented in the following figure:
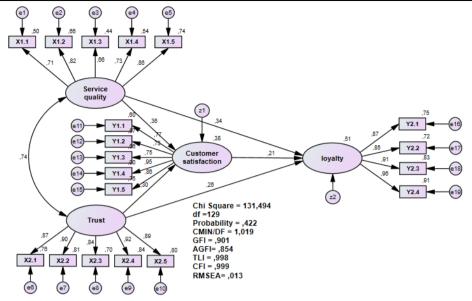
Figure 2. Full Structural Equation Model
Source: Processed primary data, 2023

The following is a table of test index results for the full confirmatory factor analysis of the structural equation model;

Table 4. Index Results of Full Confirmatory Factor Analysis Testing of Structural Equation Models

Goodness of Fit Index	Cut off Value	Results	Model Evaluation
Chi–Square	≤106,395	131,494	Good Fit
Probability	≥0.05	0.422	Good Fit
CMIN/DF	≤2.00	1,019	Good Fit
RMSEA	≤0.08	0.013	Good Fit
GFI	≥0.90	0.901	Good Fit
AGFI	≥0.90	0.854	Marginal Fit
TLI	≥0.90	0.998	Good Fit
CFI	≥0.90	0.999	Good Fit

Source: Processed primary data, 2023

Based on the table above, the chi-square produces a value smaller than the cut off value (156.395), namely 131,494, so the evaluation results are good. The probability value produces a good evaluation with a value of 0.422 so that it meets the cut off value >0.05. With a cut off value < 2.0, CMINDF shows a result of 1,019 so the evaluation results are good. The RMSEA results show a good evaluation with a value of 0.013 which is below the cut off value of <0.08. The GFI values 0.901 and AGFI values 0.854< 0.90, namely CFI is 0.999, The TLI and CFI values where the cut off value is >0.90 show results that are in accordance with the cut off value where the TLI is worth 0.998.

Regression Weights

Structural Equation 1, The following are the results of data processing using Structural Equation Modeling (SEM) analysis to determine the relationship between customer satisfaction variables (Y1) (intervening variables) and the level of service quality (X1) and trust (X2)

Table 5. Hypothesis Test Results

			Estimate	S.E.	C.R.	P
Customer Satisfaction	<--	Service Quality	.514	.127	4.030	***
Customer Satisfaction	<--	Trust	.492	.137	3.590	***
Loyalty	<--	Service Quality	.259	.128	2.014	.044
Loyalty	<--	Trust	.255	.129	1.966	.049
Loyalty	<--	Customer Satisfaction	.416	.137	3.040	.002

Source : Processed primary data, 2023

Based on Table 5, the p value of each variable in this study all meets the criteria, namely > 1.96, has a significance of ≤ 0.05 and all coefficients show values in a positive direction. So, it can be concluded that from the results of this statistical test all the proposed hypotheses are accepted. The test results will be explained as follows.

Service Quality on Customer Satisfaction

Service Quality has a positive and significant effect on Customer Satisfaction because the CR value is 4.030, where this value is greater than 1.96 and also the p value is much smaller than 0.05. Thus, hypothesis 1, which states that Service Quality has a positive and significant effect on Satisfaction, is declared accepted.

Trust in Customer Satisfaction

Based on the test results, the Trust variable has a positive and significant effect on Customer Satisfaction because the CR value is 3.590, where this value is greater than 1.96 and also the p value is much smaller than 0.05. Thus, hypothesis 2 states that Trust has an influence positive and significant to Customer Satisfaction, declared acceptable.

Service Quality on Loyalty

Based on the test results, the Service Quality variable has a positive and significant effect on Loyalty because the CR value is 2.014, where this value is greater than 1.96 and also the p value is 0.044, which is smaller than 0.05. Thus, hypothesis 3 states that Service Quality has a positive and significant effect on Loyalty because the CR value is 2.014, where this value is greater than 1.96 and also the p value is 0.044, which is smaller than 0.05. declared accepted.

Trust Against Loyalty

Based on the test results, the Trust variable has a positive and significant effect on Loyalty because the CR value is 1.966, where this value is greater than 1.96 and also the p value is 0.049, which is smaller than 0.05. Thus, hypothesis 4 states that Trust has a positive and significant effect on Loyalty because the CR value is 1.966, where

this value is greater than 1.96 and also the p value is 0.049, which is smaller than 0.05. declared accepted.

Customer Satisfaction with Loyalty
Based on the test results, the Customer Satisfaction variable has a positive and significant effect on Loyalty because the CR value is 3.040, where this value is greater than 1.96 and also the p value is 0.002, which is smaller than 0.05. Thus, hypothesis 5 states that Customer Satisfaction has a positive and significant effect on Loyalty because the CR value is 3.040, where this value is greater than 1.96 and also the p value is 0.002, which is smaller than 0.05. declared accepted.

Sobel Test
Next, the results of the Sobel test will be presented as follows;

Input:		Test statistic:		Std. Error:	p-value:
a	0.514	Sobel test:	2.42889075	0.0880336	0.0151451
b	0.416	Aroian test:	2.38279842	0.0897365	0.0171816
s_a	0.127	Goodman test:	2.47776572	0.0862971	0.01322079
s_b	0.137	Reset all		Calculate	

Figure 4.
Sobel Test Service Quality → Customer Satisfaction → Loyalty
Source : Processed primary data, 2023

Based on figure 4, Service Quality has a positive and significant effect on Loyalty through Customer Satisfaction because the sobel test statistics value is 2.429 which is greater than 1.96 and also the p value is 0.015 or smaller than 0.05

Input:		Test statistic:		Std. Error:	p-value:
a	0.492	Sobel test:	2.31873457	0.08826884	0.02040943
b	0.416	Aroian test:	2.2680287	0.09024224	0.02332746
s_a	0.137	Goodman test:	2.37300081	0.08625029	0.01764423
s_b	0.137	Reset all		Calculate	

Figure 5. Sobel test trust → Customer Satisfaction → Loyalty
Source : Processed primary data, 2023

Based on figure 5, Trust has a positive and significant effect on Loyalty through Customer Satisfaction because the sobel test statistics value is 2.319 which is greater than 1.96 and also the p value is 0.020 or smaller than 0.05

5. Discussion

The Influence of Service Quality on Customer Satisfaction
Based on the results of hypothesis testing, it shows that Service Quality has a positive and significant effect on Customer Satisfaction so that H1 is accepted. This means that the higher the quality of service at PT BPR BKK Jateng will have a significant impact on customer satisfaction. The CR value is 4.030, where this value is greater than 1.96 and also the p value is much smaller than 0.05, indicating a positive and significant

influence on customer satisfaction.

The influence of service quality on customer satisfaction has an impact on PT BPR BKK Jateng, including in terms of; (a) Increased Customer Retention: Good service quality tends to increase customer satisfaction. If PT BPR BKK Jateng can improve service quality, it can retain more existing customers, which in turn will reduce new customer acquisition costs and increase long-term profits. (b) Better Reputation: High quality service can build a good reputation for financial institutions, especially PT BPR BKK Jateng. This can be an attraction for potential new customers, because a good reputation can be an indicator of reliability and service excellence. (c) Loyalty and Positive Word-of-Mouth: Satisfied customers tend to be more loyal and may recommend PT BPR BKK Jateng to others. This can result in a positive domino effect in customer growth and the financial institution's reputation.

If the company is able to improve service quality, customers will feel more satisfied, in other words, if the service they receive or feel is in accordance with what consumers expect, then the service quality has a good and satisfying perception (Lai et al., 2021).

The Influence of Trust on Customer Satisfaction
Based on the results of hypothesis testing, it shows that Trust has a positive and significant effect on Customer Satisfaction so that hypothesis H2 is accepted. This means that the higher the trust, the more positive and significant impact it will have on customer satisfaction.

Strong trust from customers can increase their loyalty to the company. Customers tend to return to use PT BPR BKK Jateng's services or products repeatedly because they feel confident and comfortable with the services provided. The trust gained from customers can also strengthen the reputation of PT BPR BKK Jateng in the market. This can be a huge competitive advantage because a good reputation can attract new customers and retain existing customers. And customers who trust PT BPR BKK Jateng tend to recommend services or products to other people. This can influence positive acceptance from potential new customers and increase organic business growth (Gabriel et al., 2022).

The Influence of Service Quality on Loyalty
Based on the results of hypothesis testing, it shows that service quality has a positive and significant effect on customer loyalty so that hypothesis H3 is accepted. This means that the higher the quality of service at PT BPR BKK Jateng, the positive and significant impact it will have on customer loyalty.

PT BPR BKK Jateng, focusing on improving service quality is an important strategy. This includes employee training, continuous monitoring and improvement of service processes, and listening to customer feedback to continuously improve the customer experience. Thus, it can maintain customer loyalty, attract new customers, and build a good reputation in the market. For example from (a) increasing customer retention: Good service quality can be a major factor in retaining existing customers. By

providing service that meets or exceeds expectations, companies can reduce the rate at which customers switch to competitors. (b) Differentiation from competitors: in a competitive industry, superior service quality can be the main differentiator between PT BPR BKK Jateng and its competitors. This can be a strong competitive advantage. The results of this research are in accordance with research conducted by (Larosa, Septhani Rebeka, I Made Sukresna, n.d.) who stated that e-service quality has a significant positive effect on e-loyalty of online banking service customers. This research will help banking businesses to implement more effective marketing strategies to retain their customers and attract priority customers, especially during abnormal situations such as the Covid-19 pandemic.

The Effect of Trust on Loyalty
Based on the results of hypothesis testing, it shows that trust has a positive and significant effect on loyalty so that H4 is accepted. This means that the higher the level of trust, the higher the customer loyalty.

Trust is a strong foundation in the relationship between a company and customers. When customers feel trust in a company, this has a profound effect on their loyalty. Well-established trust has a positive impact on customer loyalty. Customers who feel confident in a company tend to choose to continue using the services or products offered, even when there are variations in prices or promotions from competitors. Trust creates a more positive and satisfying customer experience. When customers are confident that a company will provide consistent and reliable service, their satisfaction increases significantly.

Therefore, for PT BPR BKK Jateng, building and maintaining customer trust must be the main focus. This can be achieved with consistency in providing quality services, transparency in communication, and through efforts to meet customer expectations and needs. In this way, companies can strengthen customer loyalty, build a good reputation, and ensure sustainable growth (Aziz, 2023). Trust is a key element underlying every transactional activity, where trust can be broadly defined as the willingness of one party to rely or rely on the actions of another party (Bisdikian, C et., 2014).

The Influence of Customer Satisfaction on Loyalty
Based on the results of hypothesis testing, it shows that Customer Satisfaction has a positive and significant effect on Loyalty so that H5 is accepted. This means that the higher the level of customer satisfaction, the higher the level of customer loyalty.

Customer satisfaction is an important indicator that shows the extent to which the services or products provided by the company meet customer expectations and needs. The significant implications of the level of customer satisfaction on customer loyalty include; (a) High and Consistent Loyalty: High satisfaction tends to be the main driver for customers to continue using the services or products offered by PT BPR BKK Jateng. Satisfied customers are more likely to not only remain customers, but are also more likely to use additional services or new products the company offers. (b) Improved Financial Performance: Customer satisfaction contributes to the company's

long-term financial performance. Satisfied customers tend to make transactions more frequently and can increase company revenue (Aziz, 2023).

Thus, for PT BPR BKK Jateng, focusing on increasing the level of customer satisfaction must be a top priority. This involves not only providing quality services or products, but also understanding customer needs, responding quickly to feedback, and continually striving to improve the customer experience. In this way, companies can build strong customer loyalty, improve reputation, and ensure sustainable business growth.

The results of this research are in accordance with research conducted by Samuel and (Balci, 2021) with the title "Examining the effect of electronic banking service quality on customer satisfaction and loyalty: an implication for technological innovation", showing that customer satisfaction with electronic banking service quality has a significant effect on customer loyalty. Customers are satisfied with the quality of the e-banking services provided.

Based on the research that has been carried out, there are research limitations in the form of obstacles during the research. Given these limitations, it is hoped that it can be used as a reference for future research so that it can be studied and refined. The following are the limitations of this research, namely:
1. There are sample limitations because researchers cannot make all customers into research samples, because it is difficult to visit customers one by one.
2. Respondents were distracted when filling out the questionnaire. So there is a possibility of not focusing when filling in the questionnaire sheet, it appears that there are several open questions that were not filled in.

The results of this research can be used as a reference for companies in charge of research and development to determine company policies in the service sector.
1. Emphasis on better customer experience: PT BPR BKK Jateng can increase its focus on improving customer experience. This can be done by ensuring the services provided meet or even exceed customer expectations. Building an effective feedback system is also important so that companies can continue to adapt to customer needs.
2. Invest in employee training and development: Employees have a key role in providing high-quality service. PT BPR BKK Jateng can invest time and resources in employee training and development to improve interpersonal skills, problem solving, and overall service quality.

6. Conclusion

Based on the results of the discussions that have been carried out, the following conclusions can be drawn :
1. Based on the test results, the service quality variable has a positive and significant influence on the customer satisfaction variable. Thus, hypothesis 1, which states that service quality has a positive and significant effect on customer satisfaction,

is accepted.

2. Based on the test results, the trust variable has a positive and significant influence on customer satisfaction. Thus, hypothesis 2, which states that trust has a positive and significant effect on customer satisfaction, is declared accepted.

3. Based on the test results, the service quality variable has a positive and significant influence on loyalty. Thus, hypothesis 3, which states that service quality has a positive and significant effect on loyalty, is accepted.

4. Based on the test results, the trust variable has a positive and significant influence on loyalty. Thus, hypothesis 4, which states that trust has a positive and significant effect on loyalty, is declared accepted.

5. Based on the test results, the customer satisfaction variable has a positive and significant influence on loyalty.

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