

## ABSTRACT

Widarini, Falih, 2013. *The Relationship Between Service Excellence and Customer Loyalty of Bank Mandiri of Genteng Branch of Banyuwangi*. Final Paper. Faculty of Psychology. State Islam University (UIN) of Maulana Malik Ibrahim Malang.

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Service excellence is a care about customer by giving the best service to facilitate easiness of satisfaction fulfillment such that the customer will always be loyal. Customer loyalty, indeed, is a commitment of each individual or customer to survive in deep and consistent manners by buying goods or services offered by the company by offering re-purchase or re-customization regardless situational effect.

The objectives of this research are (1) to understand grade of service excellence in Bank Mandiri of Genteng Branch, (2) to acknowledge grade of customer loyalty in Bank Mandiri of Genteng Branch, and (3) to figure out the relationship between service excellence and customer loyalty in Bank Mandiri of Genteng Branch.

Research type is quantitative. There are 240 samples taken from population total. Respondents are selected through incidental sampling. Data are collected through questionnaire. Result of analysis indicates that *service excellence* is attempted to be given by the officer to regular customer or loyal customer of Bank Mandiri of Genteng Branch of Banyuwangi. For service excellence, there are 127 respondents or 52.92 % in high category, while 16 respondents or 6.67 % in moderate category, and 97 respondents or 55.42 % in low category. Related to customer loyalty, 133 respondents or 55.42 % are in high category, while 11 respondents or 4.58 % in moderate category and 96 respondents or 40.0 % in low category. The correlation rate between service excellence (X) and customer loyalty (Y) is 0.635. A positive relationship shows that higher service excellence will improve customer loyalty.