

**ANALISIS PENGARUH FITUR TABUNGAN DAN PELAYANAN
TERHADAP LOYALITAS NASABAH PD. BPR BANK DAERAH PATI
Disusun oleh
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Abstract

The relation between bank with customer needed at globalization era like this time. To the number of banking product specially in the form of saving, making consumer do considerations in setting mind on to chosen banking product, among others factor of future saving and service. Bank Daerah feel important to comprehend behavior of client given the the factors so that can maintain customers loyalty. Leave from the mentioned, hence this research felt important to be done. Target of this research is to know there any influence of saving fitur of Berlian and service to customers loyalty. To realize the target, used by type research of eksplanatory with data collecting technique through kuesioner counted 100 people with technique of non sampling probability and use method of purposive sampling, and also test hypothesis which have been formulated.

Key word : future saving, service, customer loyalty