

ABSTRACT

The objectives of this study are to examine and measure the impact of service quality on perceptions of competitive advantage at the BRI Bank Bandar Lampung Branch Office, to examine and measure the impact of perceptions of product innovation on perceptions of competitive advantage at the BRI Bank Bandar Lampung Branch Office, to examine and measure the impact of service quality on customers' Net Promoter Score (NPS) at the BRI Bank Bandar Lampung Branch Office, to analyze and test the influence of perceptions of product innovation on customers' Net Promoter Score (NPS) at the BRI Bank Bandar Lampung Branch Office, and to analyze and test the influence of perceptions of competitive advantage on customers' Net Promoter Score (NPS) at the BRI Bank Bandar Lampung Branch Office.

This research is quantitative. Data were collected through questionnaires distributed to customers of the BRI Bank Bandar Lampung Branch Office. The population in this study was all customers of the BRI Bank Bandar Lampung Branch Office who had used the bank's services for at least one year. The data analysis tool used was AMOS.

The results of the study indicate that service quality (X1) has a positive impact on perceived competitive advantage (Y1), perceived product innovation (X2) has a positive impact on perceived competitive advantage (Y1), service quality (X1) has a positive impact on Net Promoter Score (NPS) (Y2), perceived product innovation (X2) has a positive impact on Net Promoter Score (NPS) (Y2), and perceived competitive advantage (Y1) has a positive impact on Net Promoter Score (NPS) (Y2).

Keywords: service quality, perceived competitive advantage, Net Promoter Score, perceived product innovation.

