ABSTRACT

This study aims to analyze the effects of interest rate, service digitalization, and personal service on priority customer loyalty at BRI Branch Office Palembang A. Rivai through customer satisfaction as a mediating variable. This research was motivated by the importance of maintaining priority customer loyalty amid increasing competition in banking services and changing customer expectations regarding service quality.

This study employed a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to priority customers of BRI Branch Office Palembang A. Rivai selected using a purposive sampling technique. The data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software.

The findings indicate that personal service plays an important role in increasing customer satisfaction, while customer satisfaction contributes to strengthening customer loyalty. Meanwhile, interest rate and service digitalization are not the primary factors influencing customer satisfaction in the priority customer segment. Furthermore, customer satisfaction mediates the relationship between personal service and customer loyalty.

This study implies that improving priority customer loyalty requires strengthening personal service quality through enhanced relationship manager competencies, better understanding of individual customer needs, and consistent service experiences.

Keywords: Interest Rate, Service Digitalization, Personal Service, Customer Satisfaction, Customer Loyalty, Priority Customer, BRI, SEM-PLS

SEMARANG

FEB UNDIP