

ABSTRACT

The purpose of this research is to test the influences of service quality on trust and customer pride to increase resaving intention. Using these variables, the usage of these variables are able to solve the arising problem within PT. Bank BRI Pekalongan branches.

The samples size of this research is 100 customers PT. Bank BRI Pekalongan branches. Using the Structural Equation Modeling (SEM). The results show that the service quality on trust and customer pride to increase resaving intention.

The effect of service quality on trust are significant; The effect of service quality on customer pride are significant; The effect of service quality on resaving intention are significant; The effect of trust on resaving intention are significant and The effect of customer pride on resaving intention are significant.

Keywords: service quality, trust, customer pride and resaving intention.