

# ***THE INFLUENCE OF SERVICE QUALITY RELIABILITY ON CUSTOMER LOYALTY AT PT. BRI BENGKALIS BRANCH***

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## ***Abstract***

*The purpose of this study was to analyze how the quality of reliability services at PT BRI Bengkalis branch, to analyze how customer loyalty at PT BRI Bengkalis Branch, and to analyze how the effect of reliability service quality on customer loyalty at PT BRI Bengkalis Branch. This research is a quantitative research type study using primary data sources (questionnaires). The sampling technique used Nonporobability Sampling with a total of 100 respondents. Data collection using a questionnaire by distributing directly to the Bengkalis community who are respondents and analyzed using validity test, reliability test, classical assumption test, simple correlation test, simple linear regression test and T test. The results of this study indicate that there is an effect of reliability service quality at PT. BRI Bengkalis branch, there is an effect of customer loyalty at PT. BRI Bengkalis Branch, and there is a significant effect of reliability service quality on customer loyalty at PT. BRI Bengkalis Branch.*

***Keywords:*** *Quality of Service ,Reliability, Customer Loyalty, PT. BRI*