

ABSTRACT

The study's aim for this research was to examine and analyze the influence of service quality, promotion, and brand image toward customer satisfaction of BPRS HIK, Cikarang Branch.

Primary data derived by questionnaire survey, with 100 respondents involved, with criteria those who made transactions regularly at the Bank. Type of research was non-probability sampling method, cross sectional, and multiple linear regression was applied.

The survey revealed that there service quality had an effect on customer satisfaction. In addition, promotion had an effect on customer satisfaction. Brand image also had an effect on customer satisfaction. Lastly service quality, promotion and brand image simultaneously influenced customer satisfaction. Correlation between dimensions which had the highest score was the relationship between dimension of emphaty with psychological satisfaction dimension, which meant that service quality affected significantly towards customer satisfaction.

Keywords: service quality, promotion, brand image, customer satisfaction



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas layanan, promosi dan citra merek terhadap kepuasan nasabah BPRS HIK Kantor cabang Cikarang.

Data penelitian menggunakan data primer yang berasal dari penyebaran kuesioner terhadap 100 responden, dengan kriteria nasabah yang melakukan transaksi di Bank. Jenis penelitian yang digunakan adalah metode non probability sampling, cross sectional, dan regresi linier berganda.

Hasil penelitian diketahui bahwa kualitas layanan berpengaruh terhadap kepuasan nasabah. Selain itu, promosi berpengaruh terhadap kepuasan nasabah. Citra merek berpengaruh terhadap kepuasan nasabah. Kualitas layanan, promosi, dan citra merek secara bersama-sama berpengaruh terhadap kepuasan nasabah. Korelasi antar dimensi tertinggi terdapat pada hubungan antara dimensi empathy berhubungan kuat dengan dimensi kepuasan psikologikal yang berarti kualitas layanan berpengaruh signifikan terhadap kepuasan nasabah.

Kata kunci: kualitas layanan, promosi, citra merek, kepuasan nasabah

