

ABSTRACT

This research aims to analyze the impact of promotional mix, service quality, and brand image on customer loyalty in Bank BRI Depok Branch Office. This is a causal descriptive research. The research has acquired data from 100 respondents selected through purposive sampling technique. The selected respondents are those who have been a year, at minimum, for being a customer of Britama. The research has found that partially the variable of promotional mix, service quality, and brand image, have a positive significant impact on customer loyalty. The strongest influence was coming from the brand image, while the weakest was coming from promotional mix. Simultaneously, F Test result has shown that promotional mix, service quality, and brand image contributed a positively significant impact to the customer loyalty.

Keyword: promotional mix, service quality, brand image, customer loyalty



ABSTRAK

Penelitian bertujuan untuk mengetahui pengaruh antara bauran promosi, kualitas layanan, dan citra merek terhadap loyalitas nasabah Bank BRI Kantor Cabang Depok. Penelitian ini merupakan jenis penelitian deskriptif kausal. Data diperoleh dari 100 orang responden yang dipilih berdasarkan teknik *purposive sampling*. Responden yang dipilih adalah yang sudah menjadi nasabah BritAma, minimal satu tahun. Hasil penelitian menunjukkan bahwa secara parsial, variabel bauran promosi, kualitas layanan, dan citra merek berpengaruh positif signifikan terhadap loyalitas nasabah, b. Variabel yang paling kuat pengaruhnya adalah variabel citra merek, dan yang paling lemah pengaruhnya adalah variabel bauran promosi. Secara simultan, hasil uji F juga menunjukkan bahwa variabel bauran promosi, kualitas layanan, dan citra merek secara bersama-sama berpengaruh positif signifikan terhadap loyalitas nasabah.

Kata kunci: bauran promosi, kualitas layanan, citra merek, loyalitas nasabah.

