

ABSTRACT

This research aimed to analyze the influence of service quality, product quality, and corporate image partially to customer satisfaction and implications on customer loyalty of Jakarta Menteng Branch Office PT Asuransi Jasa Indonesia particularly Jasindo OTO took as a case study. Both primary and secondary data were a customer. Primary data were obtained from respondents using questionnaires which were distributed to the target respondents as many as 103 respondents selected by random sampling. The method used in this research is the two stage path analysis. The First step, analyze the effect service quality, product quality, and corporate image partially on consumers satisfaction. The second step, evaluate the influence of service quality, product quality, and corporate image partially and customer satisfaction on the customer loyalty. The results showed that service quality, product quality, and corporate image partially had a positive and significant influence on customer satisfaction both partially and simultaneously. Service quality, product quality, corporate image and customer satisfaction partially had a positive and significant effect on customer loyalty both partially and simultaneously. It is suggested to improve the customer, product quality and company image in the form of increasing employee competency and designing service system which is simple and easy to understand.

Keyword : *Service Quality, Product Quality, Corporate Image, Customer Satisfaction, Customer Loyalty.*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, kualitas produk, citra perusahaan dan kepuasan nasabah terhadap loyalitas nasabah. Penelitian dilakukan di PT Asuransi Jasa Indonesia Kantor Cabang Jakarta Menteng khususnya produk Asuransi Jasindo OTO. Jenis data yang digunakan berupa data primer dan sekunder. Data primer diperoleh dari responden dengan menggunakan kuesioner yang dibagikan kepada responden sasaran sebanyak 103 responden yang dipilih secara random. Metode analisis data menggunakan analisis jalur dengan model persamaan dua jalur. Model jalur pertama menganalisis pengaruh kualitas pelayanan, kualitas produk dan citra perusahaan terhadap kepuasan nasabah. Jalur kedua mengevaluasi pengaruh kualitas pelayanan, kualitas produk, citra perusahaan dan kepuasan nasabah terhadap loyalitas nasabah. Hasil penelitian menunjukkan bahwa kualitas pelayanan, kualitas produk, dan citra perusahaan memiliki pengaruh positif dan signifikan terhadap kepuasan nasabah secara parsial dan simultan. Kualitas pelayanan, kualitas produk, citra perusahaan dan kepuasan nasabah secara parsial dan simultan memiliki pengaruh positif dan signifikan terhadap loyalitas nasabah. Disarankan untuk melakukan peningkatan kualitas pelayanan, kualitas produk dan citra perusahaan dalam bentuk peningkatan kompetensi pegawai dan merancang sistem pelayanan yang sederhana dan mudah dipahami.

Kata kunci : Kualitas pelayanan, kualitas produk, citra perusahaan, kepuasan nasabah, loyalitas nasabah.

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