

ABSTRACT

This research aims to know the influence of brand image and brand trust to customer's satisfaction and effect of customer's loyalty. The object for this research is customer of PT Prudential Life Assurance in Grand vision agent Jakarta. This research was done 100 respondents by using quantitative-descriptive approach. Thus, data analysis which is used is statistic analysis in the form of double linear regression test.

The result of this research shows that either simultaneously or partially, the variable of brand image and brand trust to customer's satisfaction and effect of customer's loyalty of PT Prudential Life Assurance in Grand vision agent Jakarta. It has been proven from the result of simultaneous test and the result of partial shows significant point of two independent variables and intervening variable that supports the hypothesis. Therefore, the accepted assumption is, there is influence between brand image and brand trust to customer's satisfaction and effect of customer's loyalty of PT Prudential Life Assurance in Grand vision agent Jakarta.

Keywords: brand image, brand trust, customer's satisfaction, customer's loyalty

ABSTRAK

Penelitian ini untuk mengetahui pengaruh brand image dan brand trust terhadap kepuasan nasabah dan dampaknya terhadap loyalitas nasabah. Objek penelitian ini adalah nasabah Asuransi PT.Prudential Life Assurance di agen Grand Vision Jakarta. Penelitian ini dilakukan terhadap 100 nasabah dengan menggunakan pendekatan deskriptif kuantitatif. Karena itu, analisis data yang digunakan adalah analisis statistik dalam bentuk uji regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa secara parsial dan simultan, variabel brand trust, brand image dan kepuasan nasabah berpengaruh terhadap loyalitas nasabah di Grand Vision jakarta. Hal ini dibuktikan dari hasil uji simultan dan hasil uji parsial juga menunjukkan nilai signifikan dari dua variable bebas dan satu variable intervening yang mendukung hipotesa. Oleh karena itu, hasil uji dari penelitian ini menyatakan bahwa terdapat pengaruh secara simultan antara variable brand image dan brand trust terhadap kepuasan nasabah dan dampaknya terhadap loyalitas nasabah PT Prudential life Assurance di Agen Grand Vision Jakarta.

Kata Kunci: Brand Image, Brand Trust, Kepuasan Nasabah, Loyalitas Nasabah