

ABSTRACT

This research aims to determine the effect of service quality, product quality, corporate image, on customer satisfaction and their impact of repurchase intention. Customers of PT. Bank Mandiri (Persero) Tbk-Trade Operations Jakarta were taken as the target respondents. Both primary and secondary data were employed. Secondary data were gathered from various sources such as journals, books and other related publications. Primary data were gathered using questionnaire which were distributed to the target respondents. Using an convenience sampling technique primary data from a total of 100 respondents were gathered. Various statistical tests such as validity tests, reliability and normality test were done. Using a path analysis, it was found that the service quality, product quality, corporate image, had a positive and significant effect on customer satisfaction and repurchase intention on the first path structure. The corporate image was found as the dominant variable. Further, it was found that service quality, product quality, corporate image, and customer satisfaction had a positive impact on repurchase intention on the second path structure. The corporate image was found as the dominant variable. It is suggested that the company should continue to improve the service quality, corporate image, product quality.

Keywords : service quality, corporate image, product quality, Customer Satisfaction, repurchase intention.

U N I V E R S I T A S
M E R C U B U A N A

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, kualitas produk, citra perusahaan terhadap kepuasan pelanggan dan dampaknya pada minat beli ulang. Pelanggan PT. Bank Mandiri (Persero) Tbk-Trade Operations Center Jakarta diambil sebagai responden. Data yang digunakan adalah data primer dan data sekunder. Data sekunder dikumpulkan dari berbagai sumber seperti jurnal, buku dan publikasi terkait lainnya. Data primer dikumpulkan dengan menggunakan kuesioner yang dibagikan kepada responden. Menggunakan teknik convenience sampling data prima dari total 100 responden dikumpulkan. Jenis alat uji statistik yang digunakan adalah uji validitas, reliabilitas dan uji normalitas. Menggunakan analisis jalur, ditemukan bahwa kualitas pelayanan, kualitas produk, citra perusahaan memiliki dampak positif dan signifikan pada kepuasan nasabah dan minat beli ulang pada struktur jalur pertama. Citra perusahaan ditemukan sebagai variabel yang paling dominan. Selanjutnya, ditemukan bahwa kualitas pelayanan, kualitas produk, citra perusahaan, dan kepuasan nasabah memiliki dampak positif pada minat beli ulang pada struktur jalur kedua. Citra perusahaan ditemukan sebagai variabel dominan. Disarankan bahwa perusahaan harus terus meningkatkan kualitas pelayanan, kualitas produk, citra perusahaan.

Kata kunci: kualitas pelayanan, kualitas produk, citra perusahaan, kepuasan nasabah, minat beli ulang

MERCU BUANA