

ABSTRACT

This research was conducted to determine whether there is an effect of selling skills on customer satisfaction, whether there is an influence of service quality on customer satisfaction, whether there is a customer intimacy influence on customer satisfaction, whether there is influence of selling skills, service quality and customer intimacy together on customer satisfaction, is there any influence of the effect of selling skills on customer loyalty, is there any influence of service quality on customer loyalty, is there any influence of customer intimacy on customer loyalty, is there any influence of customer satisfaction on customer loyalty and is there an influence on selling skills, service quality, customer intimacy and joint customer satisfaction on the customer loyalty of the Jakarta Thamrin Bank Mandiri-Trade Servicing Center (TSC) export transaction. As for the object of research in this study were customers of the Jakarta Thamrin Bank Mandiri-Trade Servicing Center (TSC) export transactions totaling 120 people. The variables used in this study are selling skills, service quality, customer intimacy, customer satisfaction and customer loyalty. The data obtained were analyzed using path analysis. The results showed that selling skills had a positive and significant influence on customer satisfaction, service quality had a positive and significant influence on customer satisfaction, customer intimacy had a positive and significant influence on customer satisfaction, selling skills, service quality and customer intimacy had a significant influence simultaneous to customer satisfaction, selling skills have a significant effect on customer loyalty, service quality has a significant effect on customer loyalty, customer intimacy has a significant effect on customer loyalty, customer satisfaction has a significant influence on customer loyalty and selling skills, quality of service, customer intimacy, and Customer satisfaction have a significant influence simultaneously on the customer loyalty of the Jakarta Thamrin export transaction of Bank Mandiri-Trade Servicing Center (TSC)

Key words : Selling Skill, Service Excellence, Customer Intimacy, Customer satisfaction, customer loyalty

ABSTRAK

Penelitian ini dilakukan untuk mengetahui apakah ada pengaruh ketrampilan menjual terhadap kepuasan nasabah, apakah ada pengaruh kualitas layanan terhadap kepuasan nasabah, apakah ada pengaruh *customer intimacy* terhadap kepuasan nasabah, apakah ada pengaruh ketrampilan menjual, kualitas layanan dan *customer intimacy* secara bersama – sama terhadap kepuasan nasabah, apakah ada pengaruh ketrampilan menjual terhadap loyalitas nasabah, apakah ada pengaruh kualitas layanan terhadap loyalitas nasabah, apakah ada pengaruh *customer intimacy* terhadap loyalitas nasabah, apakah ada pengaruh kepuasan nasabah terhadap loyalitas nasabah dan apakah ada pengaruh ketrampilan menjual, kualitas layanan, *customer intimacy* dan kepuasan nasabah secara bersama – sama terhadap loyalitas nasabah transaksi ekspor Bank Mandiri-Trade Servicing Centre (TSC) Jakarta Thamrin. Adapun yang menjadi objek penelitian pada penelitian ini adalah para nasabah transaksi ekspor Bank Mandiri-Trade Servicing Centre (TSC) Jakarta Thamrin yang berjumlah 120 orang. Variabel yang digunakan dalam penelitian ini adalah ketrampilan menjual, kualitas layanan, *customer intimacy*, kepuasan nasabah dan loyalitas nasabah. Data yang diperoleh dianalisis dengan menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa ketrampilan menjual memiliki pengaruh positif dan signifikan terhadap kepuasan nasabah, kualitas layanan memiliki pengaruh positif dan signifikan terhadap kepuasan nasabah, *customer intimacy* memiliki pengaruh positif dan signifikan terhadap kepuasan nasabah, ketrampilan menjual, kualitas layanan dan *customer intimacy* memiliki pengaruh yang signifikan secara bersama-sama terhadap kepuasan nasabah, ketrampilan menjual berpengaruh signifikan terhadap loyalitas nasabah, kualitas layanan berpengaruh signifikan terhadap loyalitas nasabah, *customer intimacy* berpengaruh signifikan terhadap loyalitas nasabah, kepuasan nasabah memiliki pengaruh yang signifikan terhadap loyalitas nasabah dan ketrampilan menjual, kualitas layanan, *customer intimacy*, dan kepuasan nasabah memiliki pengaruh yang signifikan secara bersama-sama terhadap loyalitas nasabah transaksi ekspor Bank Mandiri-Trade Servicing Centre (TSC) Jakarta Thamrin.

Kata Kunci : Ketrampilan Menjual, Kualitas Layanan, *Customer Intimacy*, Kepuasan Nasabah, Loyalitas Nasabah