

ABSTRACT

This study aimed to analyze the factors (product quality, service quality and corporate image) that affect customer satisfaction and the implications on customer loyalty. Bank CIMB Niaga particularly Corporate Banking Division was taken a case study. Both primary and secondary data were employed. Secondary data were taken from various sources such as journals, books and other related publication. Primary data were obtained from respondents using questionnaires which were distributed to the target respondents. Using a convenience sampling technique, a total sample of 100 respondents was obtained. The method of analysis used in this research is the two stages path analysis. The first step analyze the effect of product quality, service quality, corporate image on the customer satisfaction. The second step evaluate the influence of product quality, service quality, corporate image and customer satisfaction on the customer loyalty. The results showed that the product quality, service quality and corporate image partially had a positive effect on customer satisfaction. Product quality, service quality, and corporate image simultaneously had a positive effect on customer satisfaction. For product quality, service quality, corporate image and customer satisfaction partially had a positive effect on customer loyalty. Product quality, service quality, corporate image and customer satisfaction simultaneously had a positive effect on customer loyalty. Service quality was found dominant. It is suggested to increase the competence of employees through in house training and external training on the application of the principles of service excellence.

Keywords: Product quality, service quality, corporate image, customer satisfaction, customer loyalty



ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor (kualitas produk, kualitas layanan dan citra perusahaan) yang mempengaruhi kepuasan pelanggan dan implikasinya terhadap loyalitas pelanggan. Penelitian dilakukan di Bank CIMB Niaga khususnya Divisi Corporate Banking. Jenis data yang digunakan berupa data primer dan sekunder. Data sekunder diambil dari berbagai sumber seperti jurnal, buku dan publikasi terkait lainnya. Data primer diperoleh dari responden dengan menggunakan kuesioner yang dibagikan kepada responden sasaran. Menggunakan teknik convenience sampling dengan menggunakan jumlah sampel sebanyak 100 responden. Metode analisis data menggunakan analisis jalur dengan model persamaan dua jalur. Model jalur pertama menganalisis pengaruh kualitas produk, kualitas layanan, citra perusahaan terhadap kepuasan pelanggan. Jalur kedua mengevaluasi pengaruh kualitas produk, kualitas layanan, citra perusahaan dan kepuasan pelanggan terhadap loyalitas pelanggan. Hasil penelitian menunjukkan bahwa kualitas produk, kualitas layanan dan citra perusahaan secara parsial memiliki pengaruh positif pada kepuasan pelanggan. Kualitas produk, kualitas layanan, dan citra perusahaan secara simultan memiliki pengaruh positif pada kepuasan pelanggan. Untuk kualitas produk, kualitas layanan, citra perusahaan dan kepuasan pelanggan secara parsial memiliki pengaruh positif terhadap loyalitas pelanggan. Kualitas produk, kualitas layanan, citra perusahaan dan kepuasan pelanggan secara simultan memiliki pengaruh positif terhadap loyalitas pelanggan. Kualitas layanan terbukti memiliki pengaruh yang paling dominan. Disarankan untuk meningkatkan kompetensi karyawan melalui pelatihan secara internal dan pelatihan eksternal mengenai penerapan prinsip-prinsip layanan prima.

Kata Kunci: Kualitas produk, kualitas layanan, citra perusahaan, kepuasan pelanggan, loyalitas pelanggan