

**“Analysis of The Impacts of Service Quality, Corporate Image,
Customer Perceived Value and Customer Satisfaction on
Customer Loyalty at East Nusa Tenggara Regional Development
Bank, Surabaya ”**



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SURABAYA
2018

TITLE PAGE

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AND CUSTOMER SATISFACTION ON CUSTOMER
LOYALTY AT EAST NUSA TENGGARA REGIONAL
DEVELOPMENT BANK, SURABAYA ”**

THESIS

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BUSINESS FACULTY WIDYA MANDALA
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for The Bachelor Degree of
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DEPARTMENT OF INTERNATIONAL BUSINESS
MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2018

APPROVAL

THESIS

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DEVELOPMENT BANK, SURABAYA**

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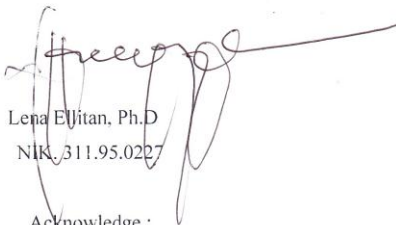
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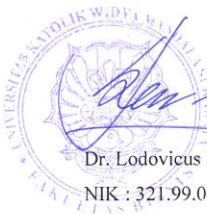



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FOREWORDS

First of all, let's thanks to the Mighty God, who has given us mercies and blessings, so, the writer can finish this study which is about "Analysis of The Impacts of Service Quality, Corporate Image , Customer Perceived Value, and Customer Satisfaction on Customer Loyalty at East Nusa Tenggara Regional Development Bank, Surabaya " The final report of this paper is organized as a graduation requirement that must be met to obtain a degree in International Business Management at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties.

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The author realizes that in this thesis are still many shortcomings, therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, August 2018

Researcher,

(Noverino Uly)

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Analysis of The Impacts of Service Quality, Customer Perceived Value, Corporate Image, and Customer Satisfaction on Customer Loyalty at East Nusa Tenggara Regional Development Bank, Surabaya ”

ABSTRAK

Penelitian ini dilakukan untuk menganalisis faktor faktor yang dapat mempengaruhi menjadi loyal terhadap sebuah produk atau jasa yang di ukur melalui kuisioner dan di sebarakan pada bank NTT, cabang Surabaya. Dimana peneilitian ini menguji dampak beberapa indikator seperti Service Quality, Corporate Image, Customer Perceived Value, and Customer Satisfaction terhadap Cusutomer Loyaty.

Populasi peneilitian ini adalah orang orang yang berasal dari NTT yang mana menggunakan produk bank NTT, cabang Surabaya dengan sampel untuk penelitian ini sebanyak 120 orang dengan karakteristik sebagai berikut, bertempat tinggal di surabaya, dengan rata rata umur 18 tahun sampai dengan 50 tahun, serta semua respondent adalah pemakai atau pengguna produk bank NTT, cabang Surabaya. Pengukuran pada penelitian ini menggunakan Structural Equation Modeling (SEM) sebagai teknik penghitungan dan analisis data.

Hasil dari penelitian ini dan pembahasan ini adalah corporate Image, Customer Perceived Value dan Customer satisfaction adalah peran penting keputusan pembelian atau penggunaan produk atau jasa. Sedangkan untuk Service Quality sendiri kurang memberikan dampak significant terhadap loyalitas pelanggan.

Kata kunci : Service Quality, Corporate Image, Customer Perceived Value, Customer Satisfaction, and Customer Loyalty

“Analysis of The Impacts of Service Quality, Customer Perceived Value, Corporate Image, and Customer Satisfaction on Customer Loyalty at East Nusa Tenggara Regional Development Bank, Surabaya ”

ABSTRACT

This research is conducted to analyze factors that can influence or affect to the loyalty to the product or service with measured by questionnaire and distributed in bank NTT, Surabaya. For this research examines the impact of some indicator such as Service Quality, Corporate Image, Customer Perceived Value, and Customer Satisfaction on Customer Loyalty

The population of this study are people who come from NTT and who use bank NTT products, in Surabaya branch. A sample for this research use 120 respondents with the characteristics like, live in Surabaya, with an average age 18 years old until 50 years old. All respondents are users of bank NTT products, in Surabaya branch. The measurement of this research using a Structural Equations Model (SEM) as a technique for calculating and analyzing data.

The results of this study and the discussion are Corporate Image, Customer Perceived Value, and customer Satisfaction are an important role of purchasing decision or use of products or services. While for the Service Quality itself less significant impact on Customer Loyalty

Key words : Service Quality, Corporate Image, Customer Perceived Value, Customer Satisfaction, and Customer Loyalty