"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 "

By:
NOVERINO ULY
3303014052

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018

TITLE PAGE

"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 "

THESIS

Addressed to
BUSINESS FACULTY WIDYA MANDALA
CHATOLIC UNIVERSITY SURABYA
To Fulfill the Requirements
for The Bachelor Degree of
International Business Management Program

BY:
NOVERINO ULY
3303014052

DEPARTMENT OF INTERNATIONAL BUSINESS
MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2018

i

APPROVAL

THESIS

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

BY :
Noverino Uly
3303014052

Approval and Accepted
to be Submitted to the Panel Team

Advisor I,

Advisor II,

Maria Mia Kristanti
Date :

Robertus Sigit H. L, SE,.M.Sc.
Date :

ii

ii

AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER
AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya :

I, the undersigned below :

Name : Noverino Uly

NRP : 3303014052

Title : 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.

Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published/showed in the internet or other medias (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

iii

iii

Thereby the authenticity statement and the publication approval that I made sincerely.

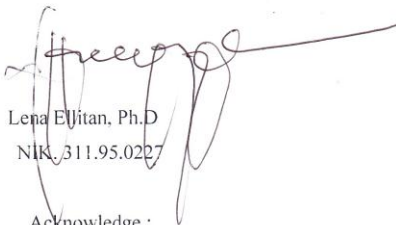Surabaya, 26 June 2018
Stated by,

(Noverino Uly)

VALIDATION PAGE

Thesis written by: Noverino Uly. NRP. 3303014052

Has been examined on August 9th, 2018 and is accepted to pass by Panel Team.
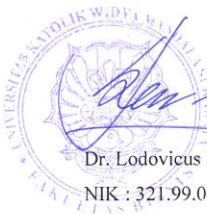
Panel Team Leader :

Lena Ellitan, Ph.D
NIK. 311.95.0227

Acknowledge :

Dean,

Dr. Lodovicus Lasdi, MM
NIK : 321.99.0370

Head of Department,

Robertus Sigit H.L, SE., MSC
NIK : 311.11.0678

v

V

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.

Therefore, the authors would like to thank :

1. Mr Dr. Lodovicus Lasdi, M.M., as Dean of the Faculty of Business Widya Mandala Catholic University Surabaya.

2. Mr. Robertus Sigit, SE., M.Sc., as Chairman of the Management Faculty of Business Widya Mandala Catholic University in Surabaya and my second Assistant Lecture who have been willing to spend time, energy, and mind to guide to completing this thesis .

3. Mr. Wahyudi Wibowo, as a Head of international Business Management Faculty of Business Widya Mandala Catholic University in Surabaya.

4. Ms. Maria Mia Kristanti, SE., MM as first advisor Lecture who have been willing to spend time, energy, and mind to guide to completing this thesis .

5. My family who participated that giving the spirit, either in the form of moral and material in completing this final task.

6. The leader of bank NTT that give me chance to do my internship and collect the data to finish my final task.

7. All the member of employee in East Nusa Tenggara Regional Development Bank for the support for fulfill my observation in there.

8. Brenda as assistant statistic laboratory who help me to processing data.

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)

TABLE OF CONTENTS

List of Table

List of Figure

List of Apendix

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

Penilitian ini di lakukan untuk menganalisis faktor faktor yang dapat mempengaruhi menjadi loyal terhadap sebuah produk atau jasa yang di ukur melalui kuisoner dan di sebarkan 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 penilitian 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 penilitian ini menggunakan Structural Equation Modeling (SEM) sebagai teknik penghitungan dan analisis data.

Hasil dari penilitian ini dan pembahasan ini adalah corporate Image, Customer Perceived Value dan Customer satisfaction adalah peran penting keputusan pembelian atau penggunaan produk atau jasa. Sedangakan 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 influeance or affect to the loyalty to the product or service with measured by questionare 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 reseearch use 120 respondents with the charcteristics like, live in Surabaya, with an avarage age 18 years old until 50 years old. All respondents are usersof bank NTT products, in surabaya branch. The measurement of this research using a Sturctural Equations Model (SEM) as a techniques for calculatuing 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 decission or use of products or services. While for the Service Quality itself less significant impact on Customer Loytalty

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