

ABSTRACT

This study takes an object at BPR. Nusamba Cepiring Branch Ungaran as one of the banking company was known in town Ungaran. The phenomenon that occurs in BPR is the condition of the net profit obtained by BPR. Nusamba Cepiring fluctuated (up and down). The problem that occurs especially in 2008 when the bank decreased net income. This is certainly a problem to be solved the financial management of the bank to the bank to be stable and even increasing good. Therefore, this study aims to analyze the effect of customer satisfaction, value (value Attainment) and tastes of customers (positive mood) on customer loyalty in the BPR. Nusamba Cepiring Branch Ungaran.

The samples set at 74 respondents using the sampling technique used was purposive sampling is sampling that is based with the criteria set out.

Test results are partially contained significant and positive effect between Customer Satisfaction to Customer Loyalty, partially contained significantly and positively influence the value of Customer Loyalty and Service to be partially contained significantly and positively influence the taste of Customer Loyalty Customer. Other results obtained that the F test on Customer Satisfaction, Customer Value Services and taste have a significant and positive impact on Customer Loyalty simultaneously.

Keywords : Customer Satisfaction, Service Value, Customer tastes and Customer Loyalty