ABSTRACT

Global competition today is already a phenomenon that can not be avoided in the industrial world is characterized by changes in the fast-paced field of communication, information and technology. To achieve customer satisfaction the company must meet a number of factors including the quality of service, product quality, company reputation, and customer loyalty. Bank Mandiri was established on October 2, 1998, as part of bank restructuring program undertaken by the government of Indonesia. From the data in 2008 and 2009 Market Share RTM Semarang, can be seen that achievement in 2008 and 2009 has not achieved the expected market share target is reached only 10.63% of the target by 12% in 2009. While the volume of customer transactions in 2009 only reached 82.17% (USD 738 million) from the target set by the central office. In addition, according to a report the complaint is known that the cause of the complaint that occurred at most of the problems / damage to the device and information technology systems and others, where the majority of total complaints in December 2009 to reach a total of 238 complaints. The purpose of this study was to determine the effect of service quality, company reputation, product quality and customer satisfaction customer keouasan Bank Mandiri Regional Treasury Marketing Semarang.

The population in this study are all customers of Bank Madiri Regional Treasury Marketing Unit Semarang and samples in this study are customers of Bank Mandiri Regional Treasury Marketing Semarang, amounting to 100 people. Methods of data collection in this study using a questionnaire. Methods of data analysis using the Structural Equation Model (SEM) which had previously been tested feasibility test of construct validity and reliability of each question item.

The results showed that: (1) variable quality of service has positive influence on customer satisfaction with demonstrated Critical Ratio (CR) effects between the variables corporate reputation to customer satisfaction is at 3.551 with a value of Probability (P) 0.000 (2) variables affect the company's reputation positive impact on customer satisfaction with the value indicated by the Critical Ratio (CR) effects between the variables of service quality to customer satisfaction is at 2.933 with a value of Probability (P) 0.003 (3) variables that positively affect product quality to customer satisfaction is shown by the Critical Ratio (CR) effects between the variables of product quality to customer satisfaction is at 4.786 with a value of Probability (P) of 0 and (4) customer satisfaction variable has positive influence on customer loyalty shown by the Critical Ratio (CR) effects between the variables customer satisfaction to loyalty customers amounted to 6.277 with a value of Probability (P) of 0.000.

The conclusion of the study are as follows: (1) variable service quality positively affects customer satisfaction, (2) variable corporate reputation positively affect customer satisfaction, (3) variable product quality positively affects customer satisfaction, and (4) satisfaction variable customer positively affects customer loyalty. To increase customer loyalty the most important things a company needs to do is to plan an effective promotional strategy and a maximum.

Keywords: service quality, company reputation, product quality, customer satisfaction and customer loyalty.