

ABSTRACT

Increased complexity of the customers needs affected by diverse economic social environment, lifestyle factors which can lead to varieties of customer need and new challenges for providers of banking services by providing a wide range of banking products according to customer desires. So, how a bank's strategy respond to these challenges is interesting, covering a wide range of inter-related factors between the customer service, human resources, to the advancement of information technology and strategy applied to create customer loyalty, these become a necessity. Therefore, this study aimed to analyze how to improve customer satisfaction affecting loyalty improvement.

To achieve the objectives of this study, we developed a research model using five research variables involving service quality, customer relationship management, customer satisfaction, trust, and loyalty to the four research hypotheses. The data required in this study were obtained through interview with customers of Bank BRI Branch Office of Purwodadi and then analyzed by using analysis of Structural Equation Modeling (SEM).

The test results showed that service quality is statistically proven to have a positive and significant impact on customer satisfaction, customer relationship management is statistically proven to have a positive and significant impact on customer satisfaction, customer satisfaction is statistically proven to have a positive and significant impact on customer loyalty, and trust is statistically proven to have a positive and significant impact on customer loyalty.

Keywords : service quality, customer relationship management, customer satisfaction, trust, customer loyalty