

ABSTRAK

ANALISIS PENGARUH HUBUNGAN JANGKA PANJANG PERSEPSI ATAS CITRA PERUSAHAAN TERHADAP LOYALITAS NASABAH DALAM MENGGUNAKAN JASA PELAYANAN PERBANKAN

Studi Kasus pada Nasabah P.T. Bank BCA Cabang Yogyakarta
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Tujuan dari penelitian ini adalah untuk mengetahui tingkat hubungan jangka panjang, persepsi atas citra perusahaan terhadap loyalitas nasabah. Selain itu untuk mengetahui secara parsial dan simultan pengaruh hubungan jangka panjang, persepsi atas citra perusahaan terhadap loyalitas nasabah. Penelitian ini merupakan studi kasus pada nasabah Bank BCA Jln Sudirman No 49 Yogyakarta.

Data penelitian ini diperoleh melalui kuesioner yang diberikan kepada 100 responden yang ditentukan dengan teknik *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Asumsi Klasik, Analisis Regresi Linear Berganda, Uji F dan Uji t pada taraf signifikansi 5%.

Hasil analisis menunjukkan bahwa: 1). Hubungan jangka panjang, persepsi atas citra perusahaan berpengaruh secara parsial terhadap loyalitas nasabah. 2). Hubungan jangka panjang, persepsi atas citra berpengaruh secara simultan terhadap loyalitas nasabah. Hasil analisis koefisien determinasi menunjukkan bahwa hubungan jangka panjang, persepsi atas citra perusahaan berpengaruh sebesar 42,5% terhadap loyalitas nasabah sedangkan 57,5% dipengaruhi oleh variabel lain. Hasil analisis tingkat hubungan jangka panjang, persepsi atas citra perusahaan terhadap loyalitas nasabah dapat dikategorikan tinggi. Tingkat hubungan jangka panjang memperoleh skor 4,16, tingkat persepsi atas citra perusahaan memperoleh skor 3,97 dan tingkat loyalitas memperoleh skor 3,98.

ABSTRACT

**AN ANALYSIS ON THE IMPACT OF A LONG TERM RELATIONSHIP
AND PERCEPTION OF THE CORPORATE IMAGE TOWARDS
CUSTOMERS LOYALTY IN USING BANKING SERVICE**

A Case Study at the Customers of BCA.Bank Ltd, Yogyakarta
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The purpose of the research was to identify the level of a long term relationship and perception of the corporate image towards the customers' loyalty. Apart from that, the research also tried to identify the impact of a long term relationship and the perception of the corporate image towards the customers' loyalty partially and simultaneously. The research was a case study on the customers of Bank BCA, Branch of Yogyakarta, Jln. Sudirman No. 49 - Yogyakarta.

The research data was obtained using questionnaire distributed to 100 respondents which were determined by purposive sampling technique. The data analysis techniques which were used in the research were Classical Assumption Test, Compound Linear Regression Analysis, F test, and t Test at the significance level of 5%.

The result of the analysis showed that: 1) A long term relationship and the perception of the corporate image partially had an impact on the customers' loyalty 2). A long term relationship and the perception of the corporate image simultaneously had impact towards the customers' loyalty. The coefficient determination analysis result showed that long term relationship and the perception of the corporate image had an impact of 42.5 % towards the customers' loyalty whereas some 57.5% was influenced by other variables. The analysis of a long relationship and the perception of corporate image showed a considerable high impact towards the customers' loyalty. A long term relationship had a score of 4.16, whereas perception of the corporate image scored 3.97, and loyalty scored at 3.98