

ABSTRAK

PERAN KEPUASAN DALAM MEMEDIASI PENGARUH PENGALAMAN NASABAH DAN KUALITAS LAYANAN TERHADAP LOYALITAS NASABAH

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Penelitian ini bertujuan untuk mengetahui: (1) kepuasan nasabah memediasi pengaruh pengalaman nasabah, (2) kepuasan nasabah memediasi pengaruh kualitas layanan terhadap loyalitas nasabah. Teknik pengambilan sampel menggunakan *accidental sampling*. Uji instrument menggunakan uji validitas dan uji reliabilitas, Teknik analisis data dalam penelitian ini menggunakan analisis jalur (*path analysis*), uji sobel dan *independent sample t-test*. Teknik olah data menggunakan bantuan aplikasi IBM SPSS *Statistic 25*, dan data diperoleh dengan membagikan kuesioner *online* kepada 100 responden. Dari penelitian ini dapat disimpulkan bahwa: (1) kepuasan nasabah tidak memediasi pengaruh pengalaman nasabah terhadap loyalitas nasabah, (2) kepuasan nasabah memediasi pengaruh kualitas layanan terhadap loyalitas nasabah.

Kata kunci: pengalaman nasabah, kualitas layanan, kepuasan nasabah, loyalitas nasabah

ABSTRACT

THE ROLE OF SATISFACTION IN MEDIATING THE EFFECT OF CUSTOMER EXPERIENCE AND SERVICE QUALITY ON CUSTOMER LOYALTY

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This study aims to determine: (1) customer satisfaction mediates the effect of customer experience on customer loyalty, (2) customer satisfaction mediates the effect of service quality on customer loyalty. The sampling technique using accidental sampling. The test instrument uses validity dan reliability test. Data analysis by using path analysis, sobel test and independent sample t-test. Data processing techniques by using IBM SPSS Statistics 25 application, and the data determined by distributing online questionnaires to 100 respondents. The result of this study show that: (1) customer satisfaction does not mediate the effect of customer experience on customer loyalty, (2) customer satisfaction mediates the effect of service quality on customer loyalty.

Keywords: customer experience, service quality, customer loyalty, customer satisfaction