

SUMMARY

This research was entitled “THE EFFECT OF RELATIONSHIP MARKETING AND BRAND CREDIBILITY ON CUSTOMER LOYALTY AND WORD OF MOUTH: ROLE OF CUSTOMER SATISFACTION AS INTERVENING VARIABLE (Survey on Customers of Bank Mandiri in Purwokerto)”. The aims of research were to analyze the effect of relationship marketing and brand credibility on customer loyalty and word of mouth with customer satisfaction as intervening variable. Type of this research uses survey. Population of this research was all customers of Bank Mandiri in Purwokerto. Sampling technique of this study used interval estimate technique and the opinion by Hair et al., so it could be determined that sample size within study was 150 respondents. Furthermore, technique data analysis of this study used Structural Equation Model (SEM) analysis.

Based on the result of data analysis, it could be concluded that relationship marketing as well as brand credibility has a positive effect on customer satisfaction, relationship marketing has no effect on word of mouth, relationship marketing as well as brand credibility has a positive effect on customer loyalty, customer satisfaction has no effect on word of mouth, customer satisfaction has a positive effect on customer loyalty, customer satisfaction not mediates the effect of relationship marketing on word of mouth, customer satisfaction mediates the effect of relationship marketing on customer loyalty, customer satisfaction mediates the effect of brand credibility on customer loyalty, and customer loyalty has a positive effect on word of mouth. Refers to these conclusions, it could be implied that as an effort to increase the customer satisfaction and loyalty, management of Bank Mandiri in Purwokerto needs to make priority on the relationship marketing and brand credibility policies. Furthermore, in order to improve the word of mouth communication, management of Bank Mandiri in Purwokerto needs to pay more attention on the customer loyalty policy. The ways can be done by maintain and strengthen the relationship marketing quality and build two ways communication with the customer, always follow up the consumer complaints optimally, provide security and convenience to consumers associated with the services provided and a good personal relationship.

RINGKASAN

Penelitian ini berjudul “PENGARUH HUBUNGAN PEMASARAN DAN KREDIBILITAS MEREK TERHADAP LOYALITAS DAN WORD OF MOUTH: PERAN KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING (Survei Terhadap Nasabah Bank Mandiri Purwokerto)”. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh hubungan pemasaran dan kredibilitas merek terhadap loyalitas dan word of mouth melalui kepuasan konsumen sebagai variabel intervening. Jenis penelitian ini menggunakan metode survei. Populasi penelitian ini adalah keseluruhan jumlah nasabah Bank Mandiri Purwokerto. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik interval taksiran dan pendapat dari Hair et al., sehingga dapat ditentukan ukuran sampel dalam penelitian sebanyak 150 responden. Selanjutnya, teknik analisis data dalam penelitian ini menggunakan Structural Equation Model (SEM).

Berdasarkan hasil analisis data, dapat disimpulkan bahwa hubungan pemasaran maupun kredibilitas merek berpengaruh positif terhadap kepuasan dan loyalitas nasabah, kepuasan nasabah berpengaruh positif terhadap loyalitas nasabah, hubungan pemasaran maupun kepuasan nasabah tidak berpengaruh terhadap word of mouth, kepuasan tidak memediasi pengaruh hubungan pemasaran terhadap word of mouth, kepuasan memediasi pengaruh hubungan pemasaran maupun kredibilitas merek terhadap loyalitas nasabah, dan loyalitas nasabah berpengaruh positif terhadap word of mouth. Mengacu pada kesimpulan tersebut, maka dapat dimplikasikan bahwa sebagai upaya untuk meningkatkan kepuasan dan loyalitas para nasabahnya, pihak manajemen Bank Mandiri Purwokerto perlu memprioritaskan kebijakan tentang hubungan pemasaran dan kredibilitas merek. Selanjutnya, dalam rangka meningkatkan komunikasi dari mulut ke mulut (word of mouth), pihak manajemen Bank Mandiri Purwokerto perlu lebih memperhatikan kebijakan yang terkait dengan loyalitas nasabah. Cara dapat dilakukan diantaranya adalah dengan menjaga dan memperkuat kualitas hubungan pemasaran dan membangun komunikasi dengan para pelanggan, selalu menindaklanjuti keluhan nasabah secara optimal, memberikan keamanan dan kenyamanan kepada para nasabah terkait dengan layanan yang diberikan dan hubungan pribadi dengan para pelanggan.