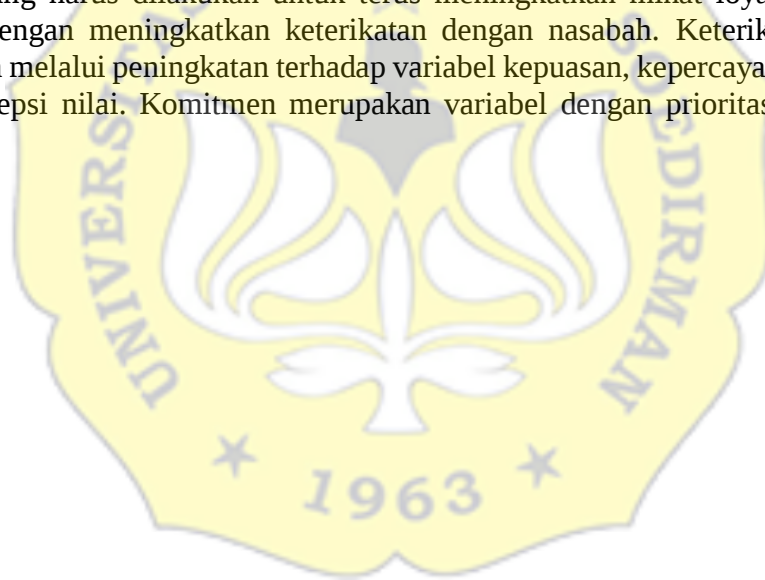


RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh kepuasan, kepercayaan, komitmen dan persepsi nilai terhadap keterikatan nasabah, penelitian ini juga menganalisis pengaruh keterikatan nasabah terhadap minat loyalitas serta menguji keterlibatan nasabah dalam memediasi hubungan antara kepuasan, kepercayaan, komitmen dan persepsi nilai terhadap minat loyalitas. Penelitian ini dilakukan dengan metode survei. Survei dilakukan secara online terhadap 180 nasabah produk pinjaman Bank BNI Cabang Purwokerto. Analisis data dan pengujian model menggunakan Structural Equation Modelling dengan bantuan software AMOS versi 22. Hasil analisis data memberikan temuan bahwa kepuasan, kepercayaan, komitmen dan persepsi nilai memberikan pengaruh positif terhadap keterikatan nasabah. Keterlibatan nasabah juga terbukti memberikan pengaruh positif terhadap minat loyalitas. Hasil analisis juga membuktikan bahwa keterlibatan nasabah berperan sebagai mediator dalam hubungan kepuasan, kepercayaan, komitmen dan persepsi nilai terhadap minat loyalitas. Hasil penelitian ini memberikan implikasi bagi manajemen Bank BNI Cabang Purwokerto bahwa upaya yang harus dilakukan untuk terus meningkatkan minat loyalitas nasabah adalah dengan meningkatkan keterikatan dengan nasabah. Keterikatan nasabah dibangun melalui peningkatan terhadap variabel kepuasan, kepercayaan, komitmen dan persepsi nilai. Komitmen merupakan variabel dengan prioritas yang paling tinggi.



SUMMARY

This study aims to analyze the effect of satisfaction, trust, commitment and perceived value on customer engagement, this study also analyzes the effect of customer engagement on loyalty intention and examines customer engagement in mediating the relationship between satisfaction, trust, commitment and perceived value on loyalty intention. This research was conducted by survey method. The survey was conducted online on 180 loan products customers of Bank BNI Purwokerto. Data analysis and model testing using Structural Equational Modeling with the help of AMOS software version 22. The results of data analysis provide findings that satisfaction, trust, commitment and perceived value have a positive influence on customer engagement. Customer engagement has also been shown to have a positive effect on loyalty intention. The results of the analysis also prove that customer engagement acts as a mediator in the relationship of satisfaction, trust, commitment and perceived value on loyalty intention. The results of this study have implications for the management of Bank BNI Purwokerto that the effort that must be made to continue to increase customer loyalty is to increase engagement with customers. Customer engagement is built through an increase in the variables of satisfaction, trust, commitment and perceived value. Commitment is the variable with the highest priority.

