INTISARI

Loyalitas pelanggan merupakan dorongan dan perilaku untuk melakukan pembelian secara berulang-ulang. Loyalitas pelanggan tercipta ketika konsumen merasakan kepuasan terhadap produk maupun jasa yang telah diberikan oleh perusahaan. Kepuasan pelanggan merupakan salah satu faktor utama dalam membangun loyalitas pelanggan. Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan pelanggan terhadap loyalitas pelanggan produk deposito Bank Mandiri cabang Basuki Rachmad Surabaya.

Rumusan masalah dalam penelitian ini adalah untuk mengetahui apakah terdapat pengaruh kepuasan pelanggan terhadap loyalitas pelanggan produk deposito Bank Mandiri cabang Basuki Rachmad Surabaya. Kepuasan pelanggan ditinjau dari *attribute related to the product, attribute related to the service, attribute related to the purchase.* Sedangkan loyalitas pelanggan ditinjau dari *makes regular repeat purchase, purchase across product and service lines, refers to other consumer, dan demonstrates an immunity to the pull of the competition.* Dengan bantuan program SPS 15.0 *for Windows* dilakukan analisis regresi linier untuk mengetahui seberapa besar pengaruh antar variabel.

Berdasarkan hasil pengujian hipotesis secara keseluruhan, dapat dibuktikan bahwa hipotesis kerja yang diajukan yakni "Diduga terdapat pengaruh kepuasan pelanggan terhadap loyalitas pelanggan produk deposito Bank Mandiri cabang Basuki Rachmad Surabaya" adalah benar.

Kata kunci : Kepuasan pelanggan, loyalitas pelanggan, regresi linier

ABSTRACT

Customer loyalty describes as interest and behaves to make purchase regularly. Customer become loyal when customer feels satisfied with the product and services that received from provider. Customer satisfaction is one key factor in building customer loyalty. The objective of the research is to examine effect of customer satisfaction to customer loyalty deposit product of Bank Mandiri Basuki Rachmad Branch Surabaya.

The formulation of complication in this research is to know whether there is effect of customer satisfaction on customer loyalty deposit product of Bank Mandiri Basuki Rachmad Branch Surabaya. Customer satisfaction reviewed from attribute related to the product, attribute related to the service, attribute related to the purchase. And customer loyalty reviewed from makes regular repeat purchase, purchase across product and service lines, refers to other consumer, and demonstrates an immunity to the pull of the competition. To know and measure how far those variables of satisfaction influence customer loyalty, it can be analyzed by linear regression with SPSS 15.0 program for windows.

Based on the result hypothesis, it's right that "There is effect of customer satisfaction on customer loyalty deposit product of Bank Mandiri Basuki Rachmad Branch Surabaya".

Keywords : customer satisfaction, customer loyalty, linear regression