

PENGARUH *ADVERTISING EFFECTIVENESS*, DAN *BRAND PREFERENCE*, TERHADAP *CUSTOMER LOYALTY*
BANK BCA DI SURABAYA

Dianara Liesmana

Jurusan Manajemen / Peminatan Manajemen Pemasaran

Dosen Pembimbing 1 : Silvia Margaretha S.E., M.M., CPM (ASIA)

Dosen Pembimbing 2 : Andhy Setyawan S.Si., M.Sc.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *advertising effectiveness*, dan *brand preference*, terhadap *customer loyalty* bank BCA di Surabaya.

Pengolahan data dilakukan dengan menggunakan SPSS 18 *for windows* dan *Amos Graphics 21 for windows*. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan jenis *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 150 responden yang memenuhi karakteristik populasi yang telah ditentukan dan diperoleh dari penyebaran kuesioner.

Hasil penelitian ini menunjukkan adanya pengaruh positif *advertising* terhadap *brand preference*, pengaruh positif *advertising* terhadap *customer loyalty*, dan pengaruh positif *brand preference* terhadap *customer loyalty*.

Kata kunci : *Advertising Effectiveness, Brand Preference, Customer Loyalty*

EFFECTIVENESS, AND BRAND ADVERTISING EFFECT
PREFERENCE, AGAINST CUSTOMER LOYALTY
BANK BCA IN SURABAYA

Dianara Liesmana

Department of Management / Specialization in Marketing Management

Supervisor 1: Silvia Margaretha S.E., M.M., CPM (ASIA)

Supervisor 2: Andhy Setyawan S.Si., M.Sc.

ABSTRACT

This study aims to determine and analyze the effect of advertising effectiveness, and brand preference, on BCA's customer loyalty in Surabaya.

Data processing was performed using SPSS 18 for windows and Amos Graphics 21 for windows. The sampling technique used is non probability sampling with the type of purposive sampling. The number of samples used in this study were 150 respondents who met the population characteristics that have been determined and obtained from questionnaires.

The results of this study indicate the positive influence of advertising on brand preference, the positive effect of advertising on customer loyalty, and the positive influence of brand preference on customer loyalty.

Keywords: Advertising Effectiveness, Brand Preference, Customer Loyalty