

Influence Service Quality and Customer Relationship Marketing to Customer Value and it's implications for Customer Satisfaction in Branch Office BRI Bandung

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Abstract

This study aims to determine the effect Service Quality and Customer Relationship Marketing to Customer Value and it's implications for Customer Satisfaction in Branch Office BRI Soekarno Hatta Bandung. The population in this study were customer who have used banking service in BRI, while the sample in this study was 100 respondents using purposive sampling technique. Data analysis technique used is the technique Correlation Analysis (Path Analysis) to determine the degree of closeness of the relationship between variables. The results showed that effect direct Service Quality for 0379. Service Quality indirect effect through the CRM of 0.149. CRM direct influence on Customer Value of 0.092 and indirectly influence the CRM through Service Quality of 0.149 so that the total effect of 0771. The direct effect of Customer Value on Customer Satisfaction of 0,816. The results show determination coefficient of 77.1% and 22.9% Pye, and partial variable Service Quality more dominant effect of the variable CRM. Obtained the conclusion that the effect of Service Quality have the greatest influence. Customer Value showing determination coefficient of 81.6% and 18.4% Pye, from satisfaction to Customer Satisfaction variable.

Key words : Service Quality, Customer Relationship Marketing, Customer Value and Customer Satisfaction.

INTRODUCTION

Companies that want to thrive and gain a competitive advantage should be able to provide products in the form of quality goods or services. The Era of such strong and rigorous business competition as it now demands all companies to more aggressively and boldly make decisions and implement their corporate strategy so that they can become superior to competitors.

In this case the bank is a state-owned company that has a very important role in economic development. As a development agent (agent of development), especially for government-owned banks, it is hoped that banks are able to maintain monetary stability. Maintaining monetary stability one of them can be done by regulating the turnover of money in the community through the role of the bank as a financial broker (financial intermediary).

Therefore, considering the importance of quality of service, customer relationship marketing in influencing customer value to customer satisfaction, it needs to be examined more in depth how the three elements are able to improve the company to excel in competing. Because the increasing value of customers and customers will have an impact on improving the success of the company anyway.

Based on the problem that there needs to be done research of service quality and customer relationship marketing to customer value in order to contribute to the company in enhancing and customer satisfaction at Bank Rakyat Indonesia (BRI) Branch office of Soekarno Hatta Bandung.

RESULTS AND DISCUSSION

Based on the results of the processing of the descriptive data can be concluded that the quality of service in the primarily category is good enough to good but there are still some aspects of the Bank BRI staff listened to complaints of customers with Indeed, this is in accordance with the fact in the field where the customer still feel that the empathy of the service quality of the Bank BRI staff is still sufficient relatively cheap not enough and not able to meet the needs of customers. In the dimension of Customer Relationship Marketing is generally in the category good enough to good but there are still some weak aspects regarding the standard Bank BRI to the staff of BRI Bank in conducting surveys for personal research to customers For information needs for the Bank BRI can more synergize with the maximum service to know the needs of customers continuously. In the dimension of customer satisfaction in the age is in the category good to better but there are still some weak aspects regarding the recording system. For the dimension of customer satisfaction in its primarily is in the category good enough to good but there are still some weak aspects regarding the availability of supporting facilities of Bank BRI transactions.

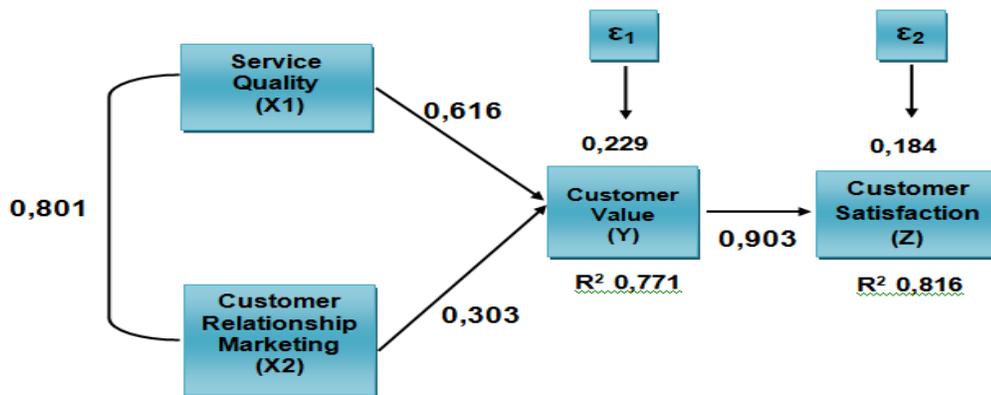
Table 1
Variable Intercorrelation Coefficient

		Correlations			
		Service Quality	Customer Relationship Marketing	Customer Value	Customer Satisfaction
Service Quality	Pearson Correlation	1	,801**	,859**	,950**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Customer Relationship Marketing	Pearson Correlation	,801**	1	,797**	,814**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Customer Value	Pearson Correlation	,859**	,797**	1	,903**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Customer Satisfaction	Pearson Correlation	,950**	,814**	,903**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed 2016

Figure 1
Influence All Variables In The Analysis Path



Source: Data Processed SPSS 22

In the picture above it is explained that the relationship between service quality variables (X1) with Customer Relationship Marketing (X2) obtained a value of 0.801, has a strong relationship level due to its positive and unidirectional value. In the service quality variable (X1) has a line coefficient of 0.616, the Customer Relationship Marketing (X2) variable has a coefficient of 0.303. The result of the calculation of the track, that the customer value Intervening (Y) variable has a line coefficient of 0.903. Effect of service quality to customer value is direct influence of 0.379%. Indirect effect of service quality of 0.149% and the total effect of 0.529%. The effect of Customer Relationship Marketing on customer value is a direct influence of 0.092%. Customer Relationship Marketing is indirect influence exceeded the price by 0.149%, the total effect was 0.242%. Then the Total direct and indirect impact of the X1 variable, X2, against Y amounted to 0.771% and the remaining 0.229. Customer's value to Customer satisfaction $R = 0.816\%$, while the remaining 0.184 is the contribution of other variables that are not through.

CONCLUSION

Based on the results of the discussion in the previous chapter on the above description can be concluded in the hypothesized test is as follows:

1. Prove that there is a direct influence between the quality of service and the value of customers and expressed a positive and significant influence between the quality of service to customer relationship marketing.
2. Explaining that the higher customer relationship marketing will increase the value of the customer. The hypothesis testing proved that there is a direct influence between the customer relationship marketing and the value of the customer.
3. Testing conducted proved that there is a direct influence between the value of customers with customer satisfaction. It is stated that the concept of the customer's value indicates a strong relationship to customer satisfaction, where the concept illustrates the consideration that the customer evaluates about the product offered.
4. Customer satisfaction is formed by four indicators, namely, customer trust, customer's proximity, satisfaction of service activities, and satisfaction of the overall quality of service, giving strong influence.

Simultaneously the quality of service and Customer Relationship Marketing affect the customer's value. While other factors that are not researched and also affects customer satisfaction is demonstrated by the factor of the quality of banking services, approach made, promotion and so forth. The influence is the quality of service and customer relationship marketing to the satisfaction is very significant.

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