

SKRIPSI

***SERVICE QUALITY, PERCEIVED PRICE AND FAIRNESS, DAN SERVICE
CONVENIENCE UNTUK MEMPREDIKSI CUSTOMER LOYALTYBCA DI
JAKARTA: CUSTOMER SATISFACTION SEBAGAI VARIABEL
MEDIASI***



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ABSTRAK

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- (A) MYRA HALIM (115130275)
- (B) *SERVICE QUALITY, PERCEIVED PRICE AND FAIRNESS, DAN SERVICE CONVENIENCE UNTUK MEMPREDIKSI CUSTOMER LOYALTY BCA DI JAKARTA: CUSTOMER SATISFACTION SEBAGAI VARIABEL MEDIASI*
- (C) xvi + 210 hlm, 2017, tabel 29, gambar 19, lampiran 8
- (D) MANAJEMEN PEMASARAN
- (E) ***Abstract:** The purpose of this research are to examine whether 1) service quality, perceived price and fairness, and service convenience can predict customer loyalty of BCA in Jakarta, 2) service quality, perceived price and fairness, and service convenience can predict customer satisfaction of BCA in Jakarta, 3) customer satisfaction can predict customer loyalty of BCA in Jakarta and 4) customer satisfaction can mediate service quality, perceived price and fairness, and service convenience on customer loyalty of BCA in Jakarta. The populations of this research are BCA's customers in Jakarta. The samples are 200 respondents by online questionnaires with the nonprobability sampling technique with convenience sampling. Overall, the results of this study are 1) service quality and service convenience positively and significantly predict on customer loyalty, but perceived price and fairness are negatively and non significantly predicted on customer loyalty, 2) service quality and service convenience positively and significantly predicted on customer satisfaction, but perceived price and fairness are negatively and non significantly predicted on customer satisfaction, 3) customer satisfaction is positively and significantly predicted on customer loyalty of BCA customers in Jakarta and 4) customer satisfaction can mediate the predict of service quality, perceived price and fairness, and service convenience on customer loyalty of BCA's customers in Jakarta.*
- (F) Daftar Acuan (1983 - 2016)
- (G) (Dr. Keni, S.E., M.M.)