

Pengaruh ethical sales behavior terhadap kepercayaan pelanggan komitmen pelanggan dan loyalitas pelanggan pada nasabah Bank Syariah = The influence of ethical sales behavior towards customer trust customer commitment and customer loyalty in Syariah Bank customer

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh antara ethical sales behavior, kepercayaan, komitmen, dan loyalitas nasabah bank syariah. Responden dalam penelitian ini adalah nasabah bank syariah yang berada di kawasan Jakarta, Depok, Tangerang, dan Bekasi. Sampel dipilih dengan menggunakan metode non-probability sampling dan diperoleh 150 responden. Pengujian hipotesis dilakukan menggunakan analisis Structural Equation Modelling (SEM).

Hasil penelitian menunjukkan bahwa ethical sales behavior berpengaruh terhadap kepercayaan nasabah dan komitmen nasabah bank syariah, kepercayaan nasabah serta komitmen nasabah juga memiliki pengaruh terhadap loyalitas nasabah. Dari hasil penelitian juga diketahui bahwa ethical sales behavior secara langsung mempengaruhi loyalitas nasabah bank syariah.

.....The aims of this research are empirically to find out the influence of ethical sales behavior towards customer trust, customer commitment, and customer loyalty. The respondents of this research are all customer of syariah bank in Jakarta, Depok, Tangerang, and Bekasi. Samples are selected using the non-probability sampling method and obtained 150 respondents. This research used the Structural Equation Modelling analysis.

The results showed that ethical sales behavior have influence on the customer trust and customer commitment. It also shows that customer trust and customer commitment have influence customer loyalty. From the result of the study also noted that ethical sales behavior have direct influence toward loyalty of syariah bank customer.