

Analisis pengaruh physical service quality dan personnel service quality terhadap satisfaction dan commitment nasabah studi kasus bank bri unit pulo jahe = Influence of physical service quality and personnel service quality on satisfaction dan consumers commitment case study bank bri unit pulo jahe / Irnaldo Despar

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Abstrak

ABSTRAK

Dalam industri jasa, service delivery yang terdiri dari physical service dan personnel service merupakan bagian yang terlihat saat terjadi interaksi antara konsumen dan produsen jasa. Bagian ini sangat penting dalam mendorong respon dari konsumen, salah satunya satisfaction dan commitment konsumen. Satisfaction dan commitment konsumen sangat penting bagi kelangsungan usaha produsen. Tujuan dari penelitian ini untuk menganalisis pengaruh physical service dan personnel service terhadap satisfaction dan commitment konsumen. Penelitian ini menggunakan 155 responden nasabah Bank BRI Unit Pulo Jahe. Hasil penelitian menunjukkan bahwa physical service dan personnel service berpengaruh signifikan terhadap satisfaction, sedangkan physical dan personnel service berpengaruh signifikan terhadap commitment serta satisfaction berpengaruh signifikan terhadap commitment.

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ABSTRACT

In the service industry, service delivery consisting of physical service and personnel service are part visible when there is interaction between consumers and producers of service. This part is very important in encouraging response from consumers, such as satisfaction and consumer commitment. Consumer satisfaction and commitment are very important for business continuity producer. Purpose of this study was to analyze the effect of physical service and personnel service to consumer satisfaction and commitment. This research uses 155 respondent Bank BRI Unit Pulo Jahe customers. The result showed that the physical service and personnel service have significant effect on satisfaction, at the same time physical service and personnel service do not significant effect on commitment and satisfaction have significant effect on commitment.