

Dampak servqual corporate reputation dan perceived value terhadap customer satisfaction dan pengaruhnya terhadap positive WOM dan intention of continuance: studi kasus internet banking BNI = The impact of servqual corporate reputation and perceived value towards customer satisfaction and its implications to create positive WOM and intention of continuance: case study of internet banking BNI

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Abstrak

[Internet banking merupakan salah satu layanan yang diberikan oleh BNI untuk kemudahan dalam melakukan aktivitas perbankan. Terdapat tiga fitur utama dari layanan internet banking, yaitu : fitur administrasi, fitur finansial, dan fitur non finansial.

Penelitian ini bertujuan untuk mengetahui kinerja dan menganalisis pengaruh tiap variabel kualitas layanan internet banking BNI terhadap kepuasan nasabah. Faktor lain yang juga dianalisis untuk mengetahui kepuasan nasabah atas layanan internet banking adalah reputasi perusahaan (corporate reputation) dan nilai manfaat (perceived value).

Selain itu penelitian ini juga bertujuan untuk mengetahui pengaruh kepuasan nasabah terhadap terciptanya positif word of mouth dan keinginan nasabah untuk terus menggunakan layanan internet banking.

Instrumen penelitian menggunakan kuesioner dengan skala Likert terhadap 262 sampel, dan diolah dengan teknik analisa multivariat dengan metode Structural Equation Model (SEM) menggunakan Software LISREL 8.7.

Hasil penelitian menunjukkan bahwa semua variabel yang diujikan berpengaruh terhadap kepuasan nasabah. Sementara dimensi kualitas layanan yang paling berpengaruh terhadap kepuasan nasabah adalah reliability.

.....Internet banking is one of the services provided by BNI in order to make easiness of banking activities. There are three main features of internet banking services: administrative features, features financial and non-financial features.

This study aims to determine the performance and analyze the effect of each variable BNI Internet banking service quality towards customer satisfaction. Corporate reputation and perceived value are also considered as factors of customer satisfaction of internet banking service. In addition, this study also aimed to determine the effect of customer satisfaction for making positive word of mouth and customer's intention of continuance.

Research instrument use questionnaires with Likert scales to 262 samples, and processed with multivariate analysis techniques with methods Structural Equation Model (SEM) using LISREL 8.7.

The results showed that all tested variables affected and influenced on customer satisfaction. While the dimensions of service quality which has most relation on satisfaction is reliability.;Internet banking is one of the services provided by BNI in order to make easiness of banking activities. There are three main features of internet banking services: administrative features, features financial and non-financial features.

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