

Analisis customer engagement dalam membangun consumer loyalty pada merek perbankan = Analysis of customer engagement in building consumer loyalty in bank brands

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Abstrak

ABSTRAK

Penelitian ini membahas tentang bagaimana customer engagement berkontribusi dalam membangun consumer loyalty pada merek perbankan di Indonesia melalui variabel Service Brand Evaluation, Brand Trust dan Brand Loyalty. Dalam penelitian ini, customer engagement dilihat dari identification, enthusiasm, attention, absorption, dan interaction. Sedangkan untuk service brand evaluation, dilihat dari service quality, perceived value dan customer satisfaction. Penelitian ini adalah penelitian kuantitatif yang melibatkan 265 responden. Hasil penelitian menunjukkan bahwa customer engagement memiliki pengaruh signifikan dalam membangun consumer loyalty.

ABSTRACT

This research discusses about the analysis of customer engagement in Building consumer loyalty in bank brands through Service Brand Evaluation, Brand Trust and Brand Loyalty variables. In this research, customer engagement is seen through identification, enthusiasm, attention, absorption and interaction. And for service brand evaluation is seen through Service quality, perceived value and customer satisfaction. This quantitative research involved 265 respondents. The Result shows that customer engagement have significant impact in building consumer loyalty.