

Pengaruh Differentiated Customer Service, Brand Trust, Brand Commitment, dan Brand Saliency terhadap Brand Advocacy (Studi Pada Pengguna Digital Banking Jenius di Jabodetabek) = The Effects of Differentiated Customer Service, Brand Trust, Brand Commitment, and Brand Saliency towards Brand Advocacy (Case Study of Jenius Digital Banking's Consumers in Jabodetabek)

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Abstrak

Digital Banking telah menjadi upaya bank konvensional untuk memiliki keunggulan kompetitif terhadap bank konvensional lainnya. Selaras dengan ini, ada berbagai faktor yang dapat mempengaruhi agar bank konvensional dapat bersaing termasuk brand advocacy. Jenius, sebuah aplikasi digital banking dari PT Bank BTPN, menggunakan brand advocacy dalam salah satu strategi pemasarannya untuk bersaing dengan bank konvensional lainnya. Demikian, kajian ini bertujuan untuk menganalisis pengaruh Differentiated Customer Service, Brand Trust, Brand Commitment, dan Brand Saliency terhadap Brand Advocacy Jenius. Penelitian ini menggunakan pendekatan kuantitatif dengan pengambilan data secara kuesioner online. Teknik analisis data yang digunakan adalah regresi linear sederhana dan diuji dengan menggunakan SPSS 23. Responden dalam penelitian ini adalah pengguna Jenius. Hasil dari penelitian ini adalah masing-masing Differentiated Customer Service, Brand Trust, Brand Commitment, dan Brand Saliency memiliki pengaruh positif terhadap Brand Advocacy. Dari hasil penelitian, Brand Commitment memiliki pengaruh terbesar terhadap Brand Advocacy.

.....Digital Banking has become an attempt by conventional banks to have a competitive advantage over other conventional banks. In line with this, there are various factors that can influence conventional banks to compete, including brand advocacy. Jenius, a digital banking application from PT Bank BTPN, uses brand advocacy in one of its marketing strategies to compete with other conventional banks. Thus, this study aims to analyze the effect of Differentiated Customer Service, Brand Trust, Brand Commitment, and Brand Saliency on Jenius Brand Advocacy. This study uses a quantitative approach with data collection using an online questionnaire. The data analysis technique used is simple linear regression and was tested using SPSS 23. Respondents in this study were Jenius users. The results of this study are each of Differentiated Customer Service, Brand Trust, Brand Commitment, and Brand Saliency has a positive influence on Brand Advocacy. From the results of the study, Brand Commitment has the greatest influence on Brand Advocacy.