ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh nilai pelanggan, kualitas pelayanan dan kedekatan emosional nasabah Bank terhadap loyalitas nasabah Bank CIMB Niaga cabang Universitas Sanata Dharma di Yogyakarta baik secara parsial maupun simultan. Populasi dalam penelitian ini adalah nasabah tabungan Bank CIMB Niaga Universitas Sanata Dharma Yogyakarta. Sampel yang diambil sebanyak 100 responden dengan menggunakan metode convenience sampling, merupakan teknik dalam memilih sampel, peneliti tidak mempunyai pertimbangan lain kecuali berdasarkan kemudahan saja. Seseorang diambil sebagai sampel karena kebetulan orang tadi ada disitu atau kebetulan dia mengenal orang tersebut. Berdasarkan analisis dan pembahasan di atas didapatkan hasil bahwa ada Pengaruh yang positif dan Signifikan secara bersama-sama antara nilai pelanggan, Kualitas layanan dan Kedekatan Emosional dengan loyalitas nasabah. Rincianya sebesar 81,5% secara bersama-sama variable nilai pelanggan, Kualitas layanan dan Kedekatan Emosional dengan loyalitas nasabah mempengaruhi loyalitas nasabah sedangkan 18,5% loyalitas nasabah dipengaruhi oleh variabel lain di luar penelitian ini. Ada Pengaruh yang positif dan signifikan antara Kualitas layanan dengan loyalitas nasabah. Rincianya jika variable kualitas layanan naik 1 satuan maka loyalitas nasabah akan naik sebesar 0,209 satuan. Ada Pengaruh yang positif dan signifikan antara Kedekatan Emosional dengan loyalitas nasabah. Rincianya jika variable kedekatan emosional naik 1 satuan maka loyalitas nasabah akan naik sebesar 0,735.

Kata-kata kunci: nilai pelanggan, kualitas pelayanan, kedekatan emosional, loyalitas.

ABSTRACT

The purpose of this research is to find out how the influence of customer's value, the service quality and the emotional closeness of bank's client toward the loyalty to CIMB Bank in Sanata Dharma University in Yogyakarta whether in partialy or simultaneously. The population of this research are the saving's customers of CIMB Bank in Sanata Dharma University in Yogyakarta. The sample are about one hundred respondents by using convenience sampling method which is a method where the researcher does not have consideration in choosing the sample but it more to the convenience only. One person is taken as the sample because they are in the bank or by chance the researcher known the person.

Based on the analysis and above discussion, the result can be summarized that the influences of customer's value, the service quality and the emotional closeness of bank's client toward the loyalty to CIMB Bank in Sanata Dharma University in Yogyakarta are positive and significant. The details of those variables towards the customer's loyalty are about 81, 5% while the loyalty of customers are influenced by other variable out of this research. There are positive and significant influence between the service quality and the customer's loyalty . The details are if the variable of service's quality is increasing 1 (unit) then the customer's loyalty will increase about 0,209 unit. There are positive and significant influence between emotional closeness and customer's loyalty. The details are if the variable of emotional closeness is increasing 1 (unit) then the customer's loyalty will increase about 0.735.

key words: customer's value, service quality, emotional closeness.

viii