EFFECT OF PRODUCT QUALITY, SERVICE QUALITY, PRODUCT ATTRACTIVENESS AND CORPORATE IMAGE ON DECISIONS SAVING ON BIMA SAVINGS
(Study at Bank Jateng Main Branch of Semarang)

Septhani Rebeka Larosa, I Made Sukresna, H.Mudiantono

Master of Management Program
Faculty of Economics and Business, Diponegoro University, Semarang

ABSTRACT

This study aims to analyze the effect of Product Quality, Service Quality, Product Attractiveness and Corporate Image on Savings Decision on Bima Savings. Selection of the model is adjusted to the problem of research, namely not achieving the target of Bima Savings provided by the Company (Bank Jateng). The research was conducted at Central Java Bank Branch Office at Pemuda Street Semarang, with sampling technique to produce representative sample is purposive sampling. Analytical techniques used to test the relationship between variables is the path analysis with the help of AMOS software. The result of analysis shows that there is a positive and significant correlation between product quality of Bima Savings to product attractiveness, positive and significant correlation between service quality to company image, positive and significant relationship between product attractiveness and company image to decision of saving.

Keywords: product quality, service quality, product attractiveness, corporate image, savings decision, path analysis and AMOS.

Introduction

The occurrence of competition, making the emergence of a change strategy for promotions taken / conducted bank in order to maximize banking services. The Bank must have its own strategy to be able to attract and attract customers to the Bank. Customer trust is one of the keys to the success of a Bank. To create a good image in the eyes of the community, the Bank must create good services and establish good relationships with the community.

For the banking business, the difference of products in the banking industry becomes a mainstay and become an attraction to attract customers using existing services.

In 2013 and 2014 achievements are only up to 90.88% and 90.23% for 2014, while in the data shows that every year the number of customers continues to grow. But for the target savings in the bank is not in accordance with the target jateng given by the company and the trend of each year continues to decline for the achievement of targets.

With the decline in the percentage of achievement of Bima savings target, the Bank Jateng need to understand what factors that can support increased decision to save customers, especially on Savings Bima. The next discussion will focus on the issue of product attractiveness, service quality, product quality and corporate image that can influence the decision to save, especially on Savings Bima.

Literatur Review

Attraction Products

The appeal of a product is the interest of the customer to purchase the product, and also reveals that the appeal of the product is related to product specifications, features, functions or performance. The attractiveness of a product is a company opportunity that is expected to earn big or bigger profits than before.

Quality of Service

The quality of service explains the comparison of services that consumers get from the company compared to the expectations of the consumers and the quality of service can be demonstrated by meeting the needs and desires of the consumers and appropriate in the delivery can exceed customer expectations or compensate.

A quality service measurement called SERVQUAL which is a tool to measure consumer's perspective on the quality of services or services (Tjiptono, 2012), as follows:

1. **Tangibles** is a company's ability to show existence to society. Facilities and facilities owned by the company as well as the surrounding conditions is a proof of the services provided.
2. **Realiability** is the ability to provide fast, precise services and make consumers satisfied. Performance must match customer expectations (on time).
3. **Responsiveness** is a company's ability to help and provide quick and precise service to its customers by delivering information clearly.
4. **Assurance** is knowledge, courtesy and the ability of company employees to instill customer trust in the services provided by the company.

Product quality

Product quality is product capability including product durability, in easy product packaging and also product usage. Quality is defined as the value of more products when compared with other products viewed from the point of view of consumers. For some consumers, the beauty of the product is influential. Consumers will have a perception that the product display is less good if the quality of the product is bad as well.

Corporate Image

Corporate image is an important tool for any successful company to protect market share among competitors and to earn high returns through fixed customers, where

customers are directed to choose a company with a good image and buy products from the company to minimize the consequences of possible risks (Balla, 2012).

Corporate image is the way customers perceive products produced by the company. A company with a good image will be preferred by consumers.

Savings Decision

Purchasing or saving decisions are the decisions taken after a comparison. In addition, purchasing decisions can also be interpreted as consumer decisions on the brand to be selected (Kotler, 2008). Attitudes that influence the taking of alternatives are the influence of others or the experiences of others who are told or disseminated. Companies must be able to know what is needed by customers.

Influence between Product Quality to Product Attractiveness

Consumer demand for product quality is increasing. So the current quality becomes the main for the sustainability of the company's business. As English has been recognized as the language of instruction in the international world, presumably the quality can be a language for the smooth business of the world. High quality products are able to attract customers to buy (Mital et al., 1998). The pull of products that occur from the consumer's view of the product has more value. And the company makes an attractive product that consumers want. The attractiveness of the product can create the

expected and expected consumer (Archana and Khanna, 2012).

H1: Product Quality positively affects Product Attractiveness

Influence between Quality of Service to Corporate Image

According Irakli (2012) Quality of service as one of the important attributes of corporate image. He argues that the quality of service consists of three parts from which only one has directly affected the corporate image. Physical quality of services such as equipment, buildings and other similar attributes, interactive quality, which is all about the personal interaction between the company and the customer, and ultimately the quality of the company, affecting the company image.

H2: Service Quality Affects Positively To Corporate Image.

Influence between Product Quality to Corporate Image

Good product quality will always be the attention and consideration of consumers in choosing a product / buy products offered by the company. A product can be said to be quality is if the product is useful for consumers who wear it. If the consumer has benefited from the product, then the company has succeeded in creating a quality product. When consumers buy a product, consumers expect to get the mafaat according to what they expect, so it can meet the desires and needs. According to Kotler (2000: 347), "Product quality is the

ability of a product or service to be able to meet the needs / desires of consumers".

H3: Product Quality Affects Positively To Corporate Image.

The Influence between Product Attractiveness to Savings Decision

Products that have a strong appeal are able to provide a strong stimulus for customers to buy the product. Melodie and Kim (2012) showed the attractiveness of the products have a positive effect on the decision to save. The attractiveness of the product can be consumers and can assess more the Company's products create products attract consumers. The attractiveness of a product is a way to realize consumer desires through the product (Archana and Khanna, 2012).

H4: Product Attractiveness Positively Affects Saving Decisions

The Influence of Corporate Image on Savings Decision

Balla, et al (2012) mentions that a company has a good reputation when a company tesebut can meet the needs of consumers, because the process has a good contribution to the image of the company in shaping the perception and attitude of consumers to a company, where it may be Resulting in customer attitudes and perceptions of repurchase intentions through building a stronger corporate image. When making a purchase, the customer sees the characteristics of the purchased product, either the price type, quantity, and so forth.

H5: Corporate Image Positive Influence Against Savings Decision

Theoretical Thinking Framework

To increase interest in saving a bank then the bank must be able to create a product attraction. So in this study developed variable attractiveness of the product influenced by two independent variables are: product quality, service quality and corporate image that directly influence the decision to save. The theoretical thinking model as follows:
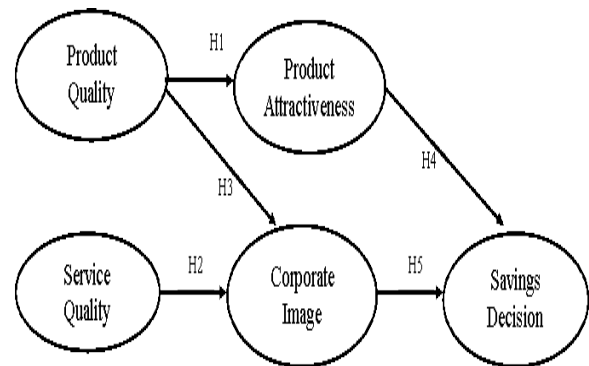
Research model

Sample

Total Respondents in this study is 115 respondents with respondents aged up to 26 s.d 35 years have the largest percentage of 37% This is because customers of Central Java Bank is mostly civil servants / young employees. Male respondents were more than women with a percentage of 55% of a total of 115 study respondents. Respondents with the last education S1 is the largest with a percentage of 68% of the total 115 respondents.

Data analysis

Data analysis is a process of simplifying data to be easily interpreted. The method is causality and analytical technique used is Structural Equation Model through AMOS program.

SEM analysis is used to perform the data because this analysis can identify the dimensions of the construct and also measure the influence or factor-factor relationship. In making SEM model that is:

1. Theoretical Model Development

Finding theory through scientific study based on literature review for the theory model to be used is to test the causality of a theory.

2. Flow Chart (Path Diagram)

Next is the theoretical model of the initial step described path diagram, so it is easy to see the causality relationship to be tested (Ferdinand, 2006).

Results

Full Model Feasibility Testing Result

Goodness of Fit Index	Cut-off Value	Hasil Model	Description
Chi-Square	106,394, X_2 dengan df=84 ≥0.05	102,912	Good
G F I	≥ 0,90	0,901	Good
A G F I	≥ 0,90	0,858	Marginal
T L I	≥ 0,90	0,959	Good
C F I	≥ 0,95	0,967	Good
R M S E A	0,05 ≥ R M S E A≤ 0,08	0,044	Good
C M I N/D F	≤ 2,00	1,225	Good

The results of the processing in the confirmatory factor analysis of the whole model show that all the indicators used to form the model of this study have met the criteria in the goodness of fit. All goodness of fit values shown in the data processing column have met most of the conditions under which the values fall within the range of the requirements indicated in the cut of value column. Thus, the constructs used to form a research model meet the feasibility criteria of a model.

Regression Weights Test Results on Full Model

			Estimate	S.E.	C.R.	P	Label
PA	<---	PQ	0.418	0.089	4.712	***	par_11
CI	<---	SQ	1.123	0.526	2.134	0.033	par_13
CI	<---	PQ	-0.118	0.465	-0.255	0.799	par_14
SD	<---	PA	0.662	0.297	2.232	0.026	par_12
SD	<---	CI	0.291	0.126	2.31	0.021	par_15

PA = PRODUCT_ATTRACTIVENESS
PQ = PRODUCT_QUALITY
SQ = SERVICE_QUALITY
CI = CORPORATE_IMAGE
SD = SAVING_DECISION

From the analysis result for the whole model in confirmatory test of this research, it can be seen that each dimension of the variable has significant loading factor or regression weight estimate value with critical ratio value of ≥ 1.96, but the dimension of product quality is not significant under ≥ 1.96 with value Critical ratio -0.255 with probability 0.799 (probable significance <0.05).

Normality Data

Variable	Min	Max	skew	c.r.	kurtosis	c.r.
X12	6	10	-0.726	-3.177	0.635	1.39
X11	6	10	-0.257	-1.125	0.357	0.78
X10	6	9	-0.399	-1.747	0.263	0.576
X3	5	9	-0.196	-0.856	-0.439	-0.96
X2	6	10	-0.395	-1.731	0.65	1.423
X1	6	10	-0.155	-0.678	0.477	1.045
X15	6	9	-0.385	-1.685	-0.174	-0.38
X14	5	9	-0.551	-2.413	0.102	0.222
X13	6	10	-0.269	-1.176	0.821	1.798
X9	6	9	-0.181	-0.794	-0.5	-1.095
X8	5	10	-0.511	-2.237	0.514	1.125
X7	5	9	-0.462	-2.024	0.205	0.449
X6	6	9	-0.135	-0.592	-0.361	-0.79
X5	5	9	-0.368	-1.61	-0.036	-0.08
X4	6	9	-0.58	-2.539	1.676	3.668
Multivariate					**8.728**	**2.072**

For the criterion of critical ratio skewness value ± 2.58 at the level of significance of 0.01. The critical ratio value skewness value of all indicators shows the normal distribution because the value is below 2.58.

Outliers Evaluation

Observation number	Mahalanobisd-squared	p1	p2
99	37.187	.001	.128
48	33.286	.004	.088
84	27.894	.022	.472
76	27.685	.024	.289
47	9.375	.857	.717
54	9.126	.871	.774
25	9.069	.874	.721
87	9.000	.877	.667

The criterion is based on Chi-squares degree of freedom / df 84 value of indicator variable at significance p <0.001. The value for Mahalanobis distance $\chi 2$ (84, 0001) = 117.056, then there are no outliers in the data.

Hypothesis testing
Hypothesis I

The estimation parameter between Product Quality and Product Attractiveness shows positive and significant result with CR value 4,712. Therefore CR value of 1.96 hence can be concluded that variable of Product Quality have positive and significant effect to variable of Attraction Product. Thus hypothesis 1 is acceptable, it means that Product Quality positively influence to Product Attractiveness.

Hypothesis 2

The estimated parameter between Quality of Service and Corporate Image shows a positive result with CR value of 2,134. Because the value of CR ≥ 1.96, it can be concluded that the variable Quality of Service has a positive and significant impact on corporate image variables. Hence hypothesis 2 is acceptable, it means Quality of Service have positive effect to Corporate image.

Hypothesis 3

The estimation parameter between Product Quality and Corporate Image shows insignificant results with CR value of -0.255. Because the value of CR ≥ 1.96, it can be concluded that the variable of Product Quality does not significantly affect the Corporate Image variable.

Hypothesis 4

The estimation parameter between Product Attractiveness and Savings Decision shows positive and significant result with CR value 2,232. Because CR value ≥ 1.96, it can be concluded that Product Pullness variable has a positive and significant effect to Saving Decision variable. Thus hypothesis 4 is acceptable, it means Product

Pull has a positive effect on Savings Decision.

Hypothesis 5

The estimation parameter between Corporate Image and Savings Decision shows positive and significant result with CR value of 2.31. Because CR value $\geq$ 1.96, it can be concluded that corporate image variable has a positive and significant effect on the variable of Decision Saving. Thus hypothesis 5 is also acceptable, meaning that Corporate Image has a positive effect on Savings Decision.

Discussion

The results of the study have addressed the problem of the research to improve the Decision of Saving, namely: Savings Decision can be influenced by Product Charm which is also influenced BIMA Savings Product Quality.

This study proves that BIMA's Savings Product Quality is the one that can influence the increase of Pulling Power Poduk from BIMA Savings, which in turn will directly increase the Saving Decision. It can be concluded the effect of product quality on product appeal is positive and significant. Similarly, the results of the analysis that has been done show the attractiveness of the product have a positive and significant impact on the decision to save.

Furthermore, increased saving decisions can be achieved with good service quality so as to create a good corporate image that will impact savings decisions.

Quality of service can affect the image of the company (Bank Jateng) with strong enough influence, which will affect the increase of decision to save. The effect of service quality on corporate image is positive and significant. Likewise Quality of service can affect the image of the company and ultimately increase the decision to save.

It can be concluded that the Central Java Bank should increase the Product Attractiveness and Corporate Image as an effort to improve the Decision of Saving. And to be able to achieve the Product Attractiveness can be done through the improvement of product quality, in addition to improve the image of the company can be done through improving the Quality of Service owned Bank Jateng.

Summary

The thing raised in this research is to analyze what factors can support the improvement of customer saving decision, especially on Savings Bima. The next discussion will focus on the issue of product attractiveness, service quality, product quality and corporate image that can influence savings decisions, especially on savings Bima.

The problem of this research is "How to improve the decision of saving Bima Savings customers?" Review of literature that has been done to obtain a research model formed by the relationship influence between four variables, namely: Product Pull, Service Quality, Product Quality, Corporate Image and Savings Decision.

With a questionnaire processed a number of 115 respondents who are customers of Savings Bima. In the descriptive analysis shows the Quality of Service variables get the highest value and Product Quality reaches the lowest value.

Full structural equation model produces Goodness of Fit index is Chi-Square = 102.912, degree of freedom = 84, Probability = 0.079, CMIN / DF = 1.225, GFI = 0.901, AGFI = 0.858, TLI = 0.959, CFI = 0.967, RMSEA = 0.044; Indicating that the overall model is eligible and accepted.

Conclusion

Hypothesis 1 shows that there is a positive and significant influence between the Quality of Bima Savings Products to the Interest of Bima Savings Products. In this study, obtained evidence that the better the Quality of Savings Bima, then the Product (Tabungan Bima) will be more attractive in the eyes of the community or have an attraction. Research shows the quality of the product has a positive and significant influence on the appeal of the product where in accordance with the opinion of experts who claim that a high quality product can be a customer attraction to buy (Mital et al., 1998). The conclusion that the hypothesis in this study have in common and strengthen the justification of previous research by Mital et al (1998) states the quality of products have a positive and significant influence on the attractiveness of the product.

Hypothesis 2 shows that there is a positive and significant influence between the Quality of Service in Bank Central Java on the image of Bank Jateng. In this study, obtained evidence that the better Quality of Service provided by Bank Jateng, it will be better also Citra Bank Central Java in the eyes of the public. The results showed that Service Quality has a positive effect on Corporate Image.

Hypothesis 3 shows that between the Quality of Bima Savings Products on Corporate Image has no significant effect. In this study, it is found that the better Quality of Savings Bima, does not affect significant Corporate Image (Bank Jateng). The results showed that the relationship between Product Quality to Corporate Image showed insignificant results.

Hypothesis 4 shows that there is a positive and significant influence between Bima Savings Product Attraction to Savings Decision. In this study, obtained evidence that the better Savings Bima has an appeal in the public eye, it will affect the decision to save the community.

Hypothesis 5 shows that there is a positive and significant influence between the image of Bank of Central Java on Savings Decision. In this study, obtained evidence that the better image of Bank Jateng in the eyes of society, then the decision to save the community will increase. The results showed that Corporate Image has a positive influence on Savings Decision.

References

Akbar, MM and N.Parvez, 2009, "Impact of Service Quality, Trust, and Customer Satisfaction on Customer Loyalty", ABAC Jurnal.

Alma, Buchari. 2000**. Marketing Management Services**. Bandung: Alfabeta.

Amstrong, Gary & Philip, Kotler. 2002**. Fundamentals of Marketing.** Volume 1, Interpretation of Alexander Sindoro and Benyamin Molan. Jakarta: Prenhalindo Publisher.

Archana; Raje dan Vandana Tandon Khanna, (2012), "Impact of e service quality on consumer purchase behaviour in an on line shopping," IJCSMS.

Assauri, Sofjan. 2011. **Marketing Management**. Jakarta: Rajawali.

Avanti Fontana and Vincent Gasperz. Edisi Revisi, Lean Six Sigma for Manufacturing and Service Industries. Vinchristo Publication: Bogor, 2011.

Balla, Badr Elgasim, 2012, **Impact of Corporate Brandon Customer's Attitude towards RepurchaseIntention.** International Journal of Science and Research, Volume 3 Issue 11, November 2014.

Ferdinand, A. T, 2013, **Research Methods Management: Research Guidelines for Thesis Writing, Thesis, and Dissertation. Issue 4,** Semarang: BP UNDIP.

Freddy, Kevin E Vogues. 2007. "The Effect of Provocation In The Form of Mild Erotica on Attitude to The Ad and Corporate Image", Journal of Advertising Vol.33 No.4.

Ghalandri, Kamal, 2012, "The Effect of E-Service Quality on E-Trust and E-Satisfaction as Key Factors Influencing Creation of E-Loyalty in E-Business Cotext: The Moderating Role of Situational Factors", Journal of Basic and Applied Scientific Research: Text Road Publication.

H. Harun, "Analysis of Factors Affecting Customer Satisfaction To Increase Customer Loyalty of Telkom Flexi Products ", Journal of Master of Graduate Management Diponegoro University, 2009.

Hurley,Robert. F and Hult, G, Tomas. M,1998, "Inovation, Market Orientation, and Organizational Learning: An Intergration and Empirical Examination", Journal of Marketing, July.

Ibrahim, 2012. Sensitivity of Consumer Response to Brand Extension. Economic Bulletin. ISSN 1410-2293.

Irviana, RR Kathrin, Rita Nurmalina, Arif Imam Suroso, 2008, "Analysis of Market Segment and Customer Behavior on Sharia Bank in DKI Jakarta Region ", Journal of Management & Agribusiness Vol.5 No.2 October 2008.

Istijanto, Practical Application of Marketing Research, Jakarta: PT Gramedia, 2005.

Kagan, Spencer. 1994. **Cooperative Learning.** San Clemente: Resource For Teachers, Inc.

Kasmir, (2004). Banks and Other Financial Institutions. Jakarta : PT. Raja Grafindo Persada.

Khvtisiashvili, Irakli, 2012, " How Does Corporate Image Affect The Competitive Advantage of Georgian Banking Segment", Journal of Business 1 (1):35-44,2012.ISSN:2233-369X.

Kinnear, Thomas C. and James R. Taylor. 1995. **Marketing Research: An Applied Approach**. McGraw Hill Text.

Komarrudin. 1999. **Ensiklopedia Management**. Jakarta: Bumi Aksara.

Kotler, Philip. 2005. **Marketing Management**. PT. Indeks Kelompuk Gramedia, Jakarta.

Kotler, Philip & Kevin Lane Keller. 2006. "*Marketing Management*" Twelfth Edition, Pearson Kotler, Philip. '2001. Manajemen Pemasaran di indonesia Edisi Bahasa Indonesia. Jakarta: PT. Salemba Empat.

Kusuma, Adhi Rah, 2009, **"Influence of Service Quality, Competence of Sales Force, And Corporate Image Of Buying Interest ".** Thesis Master of Management Diponegoro University, 2009.

Mayasari F, EP Kurniawati, dan PI Nugroho. 2011. Anteseden dan Consequent attitude of customers in using internet banking using technology acceptance model framework (TAM) (Survey on KlikBCA users). National Seminar on Applied Information & Communication Technology 2011

(Semantik 2011) ISBN 979-26-0255-0. Retrieved September 23, 2013.

Melodie; Ray Davis-Bundrage; dan So Young Kim, (2012), "Predicting purchase of eco beauty products: A qualitative meta analysis," Atlantic Marketing Association.

Methaq; Ahmed Abdulmajid Sallam, (2012), "Endorser credibility effects on Yemeni male consumers attitudes toward advertising," International Bussiness research

Mittal, V., W. T. Ross, et al. (1998). "The Asymmetric Impact of Negative and Positive Attribute-Level Performance on Overall Satisfaction and Repurchase Intentions." Journal of Marketing 62(1): 33-47.

Parasuraman, Valarie A dan Bitner, M.J. **Delivery Service Quality**. Mc Milan, New York.

Parasuraman, Zeithaml, dan Berry, 1988, "Servqual: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality", Journal of Retailing.

Rangkuti, Freddy, 2007. **Measuring Customer Satisfactinon**. Gramedia Pustaka Utama.

Rahman, Muhammad Sabbir, 2012. **Service quality, corporate image and customer's Satisfaction towards customers perception: an Exploratory study on telecom customers In Bangladesh.** Business Intelligence Journal - January, 2012 Vol.5 No.1.

Ruyter dan Bloemer, 1997, "Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Servis Quality and

Satisfaction", International Journal of Bank Marketing.

Selnes, Fred, 1993, "An Examination of The Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty", European Journal of Marketing.

Simorangkir, 2004. **Introduction to Bank and Non Bank Financial Institutions**. Jakarta: Ghalia Indonesia.

Soemirat, Soleh dan Ardianto, Elvinano. 2005. **Fundamentals of Public Relations**. Bandung: PT.Remaja Rosda Karya.

Tjiptono. F, 2012, **Marketing Strategy**. Andi. Yogyakarta

Wewei,Tang, 2012, **Impact Of Corporate Image And Corporate Reputation On Customer Loyalty: A Review.** Management Science and Engineering, Vol. 1, No. 2.