

ABSTRACT

Effectiveness of Loyalty Program on Loyalty through Customer Satisfaction in bjb Precious Cirebon

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One of the application of customer care strategies (customer retention) is through the Loyalty Program (loyalty program). This loyalty program will help companies maintain customers, increase satisfaction, and keep customers from being tempted by various offers offered by other competitors. The loyalty program is now implemented by the company so that buyers make a return purchase and become customers for the company.

*The purpose of the research is to find out and analyze the influence of the Loyalty Program on customer satisfaction, the influence of the Loyalty Program on customer loyalty, the effect of customer satisfaction on customer loyalty and the influence of the Loyalty Program through customer satisfaction towards the customer loyalty of **bjb** Precious Cirebon. This research method uses descriptive verification. Data were obtained by distributing questionnaires to 200 customers, which were then analyzed and tested hypotheses using path analysis.*

*The results of the calculation are known to have a significant effect between the Effectiveness of the Loyalty Program on customer satisfaction. The amount of direct influence of the Loyalty Program Effectiveness variable on customer loyalty is 21.25%. There is a significant influence of the Loyalty Program on customer satisfaction. The magnitude of the effect of the Loyalty Program Effectiveness variable on satisfaction is 14.14%. There is a significant influence between customer satisfaction to customer loyalty. The amount of direct influence of customer satisfaction variables on customer loyalty is 48.03%. The Influence of the Loyalty Program through customer satisfaction with **bjb** Precious customer loyalty of 16.77%*

*Suggested for the **bjb** Precious Cirebon in increasing customer satisfaction and loyalty by providing optimal services to customers so that they can get other benefits of obtaining membership **bjb** Precious, providing Precious services that can benefit customers in terms of financial*

Keywords: *Loyalty Program, Customer Satisfaction & Loyalty Customer*

ABSTRAK
Efektivitas *Loyalty Program* Terhadap Loyalitas Melalui Kepuasan Pelanggan bjb *Precious* Cirebon

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Salah satu penerapan strategi perawatan pelanggan (*customer retention*) adalah melalui *Loyalty Program* (program loyalitas). Program loyalitas ini akan membantu perusahaan dalam mempertahankan pelanggan, meningkatkan kepuasan, dan menjaga agar pelanggan tidak tergiur oleh berbagai tawaran yang diberikan oleh kompetitor lain. Program loyalitas kini diterapkan perusahaan agar pembeli melakukan pembelian kembali dan menjadi pelanggan bagi perusahaan.

Tujuan diadakan penelitian adalah untuk mengetahui dan menganalisis pengaruh *Loyalty Program* terhadap kepuasan pelanggan, pengaruh *Loyalty Program* terhadap loyalitas pelanggan, pengaruh kepuasan nasabah terhadap loyalitas pelanggan dan pengaruh *Loyalty Program* melalui kepuasan nasabah terhadap loyalitas pelanggan **bjb *Precious* Cirebon**. Metode penelitian ini menggunakan deskriptif verifikatif. Data diperoleh dengan menyebarkan kuesioner kepada 200 orang nasabah, yang selanjutnya dilakukan analisis dan uji hipotesis menggunakan analisis jalur (*Path Analysis*).

Hasil perhitungan diketahui terdapat pengaruh yang signifikan antara *Loyalty Program* terhadap kepuasan nasabah. Besarnya pengaruh langsung variabel *Loyalty Program* terhadap loyalitas pelanggan sebesar 21.25%. Terdapat pengaruh yang signifikan *Loyalty Program* terhadap Kepuasan pelanggan. Besarnya pengaruh *Efektivitas Loyalty Program* terhadap kepuasan sebesar 14.14%. Terdapat pengaruh yang signifikan antara kepuasan nasabah terhadap loyalitas pelanggan. Besarnya pengaruh langsung variabel kepuasan nasabah terhadap loyalitas pelanggan sebesar 48.03%. Pengaruh *Loyalty Program* melalui kepuasan nasabah terhadap loyalitas pelanggan **bjb *Precious* Cirebon** sebesar 16.77%

Disarankan bagi **bjb *Precious* Cirebon** dalam meningkatkan kepuasan dan loyalitas pelanggan dengan cara memberikan layanan yang optimal kepada nasabah agar mereka mendapatkan keuntungan lain memperoleh *membership bjb *Precious**, memberikan layanan kemudahan yang ditawarkan **bjb *Precious*** yang dapat menguntungkan nasabah dari segi finansial.

Kata Kunci: *Loyalty Program*, Kepuasan & Loyalitas Pelanggan