

ABSTRAK

Perbankan merupakan instrumen penting dalam memperlancar jalannya pembangunan suatu bangsa. Tidak mengherankan jika pemerintah terus menerus meningkatkan kinerja bank. Saat ini perbankan telah memasuki persaingan berskala global, maka loyalitas nasabah sangat berperan penting dalam bisnis perbankan. Banyak faktor yang dapat meningkatkan loyalitas nasabah.

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh *Continuity Marketing*, *One To One Marketing* dan *Co-Marketing* terhadap loyalitas nasabah.

Penelitian ini dilakukan di Bank Woori Saudara Cabang Bandung 2. Metode peneltiian yang dipakai adalah penelitian deskriptif survei melalui pengujian hipotesis dan analisis data memakai SEM (*Structural Equation Modeling*), dengan sampel penelitian sebanyak 200 orang .

Hasil penelitian menunjukkan bahwa *Continuity Marketing*, *One To One Marketing* dan *Co-Marketing* berpengaruh positif dan signifikan terhadap loyalitas nasabah, dengan nilai *critical ratio* (CR) *Continuity Marketing* sebesar (CR=3.210), *One To One Marketing* sebesar (CR=2.062) dan *Co-Marketing* sebesar (CR=3.646). Hal ini berarti semakin baik *Continuity Marketing*, *One To One Marketing* dan *Co-Marketing*, akan berakibat meningkatnya loyalitas nasabah dan *Co-Marketing* merupakan faktor yang paling kuat mempengaruhi loyalitas nasabah dengan nilai estimasi = 0.142

Kata kunci: Bank, *continuity marketing*, *one to one marketing*, *co-marketing*, loyalitas, SEM

ABSTRACT

Bank is an important instrument in expediting the course of a nation economic development. It becomes a rational reason for the government to keep improving bank performance constantly. At the current time, bank has entered a great scale of global competition, in instance the customer loyalty is very important in the banking business. There are many factors that can affect to the increasing customer loyalty.

This study aims to determine the impact of Continuity Marketing, One To One Marketing and Co-Marketing on customer loyalty. This research was conducted at Bank Woori Saudara branch office Bandung 2. The method used in this study is descriptive research surveys through hypothesis testing and data analysis, using SEM (Structural Equation Modeling), with 200 people as the sampl.

The results show that Continuity Marketing, One To One Marketing and Co-Marketing give positive and significant impact to customer loyalty, with the value of the critical ratio (CR) Continuity Marketing at (CR = 3.210), One To One Marketing at (CR = 2062) and Co-Marketing at (CR = 3,646). It means the better Continuity Marketing, One To One Marketing and Co-Marketing, then the customer loyalty will increase as well. Above of all, Co- Marketing is the strongest factor influencing customer loyalty with estimate value =0.142

Keywords: *Bank, continuity marketing, one to one marketing, co-marketing, loyalty, SEM*