

Pengaruh brand personality congruence dan customer employee congruence terhadap customer satisfaction melalui media personal interaction relationship satisfaction dan loyalty to employee = Influence of brand personality congruence and customer employee congruence against customer satisfaction through personal media interaction relationship satisfaction and loyalty to employee

Suci Defina Sari, author

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Abstrak

Tesis ini membahas pengaruh brand personality congruence dan customer employee congruence terhadap customer satisfaction melalui media personal interaction, relationship satisfaction dan loyalty to employee. Penelitian ini adalah penelitian kuantitatif dengan menggunakan analisa SEM. Responden nasabah adalah salah satu perbankan syariah di Indonesia. Adapun hasil dari penelitian yang dilakukan bahwa brand personality congruence dan customer-employee congruence mempunyai pengaruh terhadap customer satisfaction. Media yang paling mempengaruhi customer satisfaction adalah relationship satisfaction dan loyalty to employee. Sehingga bagi perusahaan jasa, karyawan menjadi faktor penting karena representatif dari perusahaan dan menjadi kunci terjadinya kepuasan konsumen. Perusahaan harus memberikan sarana untuk menunjang kompetensi karyawan saat berhadapan dengan konsumen.

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This thesis explores the influence of brand personality congruence and customer-employee congruence on customer satisfaction through personalized media interaction, relationship satisfaction and loyalty to the employee. This research is a quantitative study using SEM analysis. Respondents are customers of one of Islamic banking in Indonesia. The results of the research showed that brand personality congruence and customer-employee congruence have an influence on customer satisfaction. Media most affect customer satisfaction and loyalty is the relationship to employee satisfaction. So for a service company, the employee becomes an important factor because they representative of the company and a key to the customer's satisfaction. Service Company should provide this gracious employee competence when dealing with consumers.