

Pengaruh ekuitas merek terhadap kepuasan serta minat penggunaan kembali pembiayaan multiguna syariah Bank Muamalat di PT XYZ = The effects of brand equity towards customer satisfaction and repurchase intention multiguna financing of sharia Bank Muamalat in PT XYZ

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Abstrak

[ABSTRAK

Perkembangan perbankan syariah di Indonesia terus mengalami peningkatan. Dengan persaingan yang semakin kompetitif baik antar sesama bank syariah maupun dengan bank konvensional, maka diperlukan upaya untuk meningkatkan kepuasan serta mempertahankan pelanggan yang ada. Penelitian ini bertujuan untuk mengetahui pengaruh ekuitas merek (dengan dimensi loyalitas merek, kesadaran merek, persepsi kualitas dan asosiasi merek) terhadap kepuasan nasabah serta minat penggunaan kembali pembiayaan multiguna syariah Bank Muamalat di PT XYZ. Jumlah sampel yang digunakan sebanyak 150 responden nasabah Bank Muamalat. Alat analisis data menggunakan Structural Equation Model (SEM) dengan program AMOS.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif ekuitas merek terhadap kepuasan nasabah, dan terdapat pengaruh positif kepuasan nasabah terhadap minat penggunaan kembali pembiayaan multiguna syariah.

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ABSTRACT

The growth of Islamic banking in Indonesia continues to increase. With competition increasingly competitive, both among fellow Islamic banks and conventional banks, efforts are needed to improve customer satisfaction and retain existing. This research aims to determine the effect of brand equity (with dimensions of brand loyalty, brand awareness, perceived quality and brand association) on customer satisfaction and repurchase intention multiguna financing of sharia Bank Muamalat in XYZ. The samples used 150 respondents Bank Muamalat customers. Data analysis tools using Structural Equation Model (SEM) with AMOS program.

The results this research showed that there is positive effect of brand equity toward customer satisfaction, and the positif effect of customer satisfaction toward repurchase intention multiguna financing of sharia.,

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