

INTISARI

Studi ini bertujuan pertama, untuk mempelajari variabel bebas Kualitas Pelayanan dan *Relational Benefit* yang secara signifikan mempengaruhi variabel Kepuasan Konsumen, dan melihat masing-masing dimensi dari Kualitas Pelayanan yaitu (*tangibles, reliability, responsiveness, assurance dan empathy*) serta dimensi *Relational Benefit (social benefit, special treatment benefit dan confidence benefit)* dimensi manakah yang mempengaruhi variabel Kepuasan Konsumen. Kedua mempelajari variabel bebas Kepuasan Konsumen yang secara signifikan mempengaruhi variabel Loyalitas Konsumen yang dijabarkan dalam dimensi *Word of Mouth* dan *Retention Intention*.

Pengujian dilakukan pada Bank KEB Indonesia dan ditemukan sebanyak 14 item pertanyaan yang tidak valid dan reliabel sehingga dihilangkan, untuk analisis selanjutnya sebanyak 100 kuesioner diedarkan untuk pengumpulan data penelitian, responden merupakan nasabah Bank KEB Indonesia.

Penelitian ini menggunakan perangkat SPSS Versi 13.0 dengan analisis regresi berganda dan regresi sederhana. Hasil yang didapat menunjukkan bahwa variabel kualitas pelayanan dan *relational benefit* berpengaruh pada kepuasan konsumen. Nilai kepuasan konsumen yang didapat juga memiliki pengaruh pada variabel *word of mouth dan retention intention*

Kata kunci: Kualitas Pelayanan, Relational Benefit, Kepuasan Konsumen dan Loyalitas Konsumen

ABSTRACT

The purpose of this study is, first of all, to learn about the independent variables of Service Quality and Relational Benefit that significantly affect Consumer Satisfaction variable and to see which dimensions of Service Quality (tangibles, reliability, responsiveness, assurance and empathy) and Relational Benefit (social benefit, special treatment benefit and confidence benefit) affect the Consumer Satisfaction Variable. The second purpose is to study consumer satisfaction as an independent variable that significantly affects Consumer Loyalty which defined in the dimension of Word of Mouth and Retention Intention.

The study was performed towards PT Bank KEB Indonesia with 14 questions found invalid and unreliable, which therefore, eliminated. For further analysis, 100 questionnaires were distributed to the customers of PT Bank KEBI Indonesia in order to obtain data for the research.

The research was conducted by using SPSS Statistic software version 13.0 for double and simple regression analysis. Results shown that Service Quality and Relational Benefit variable has a significant effect towards Consumer Satisfaction. Consumer Satisfaction value obtained is also significant towards word of mouth and retention intention variable

Keywords: Service Quality, Relational Benefit, Customer Satisfaction and Customer Loyalty