

Abstrak

PENGARUH KOMUNIKASI MEREK DAN CITRA MEREK DIMEDIASI KEPERCAYAAN MEREK TERHADAP LOYALITAS NASABAH TABUNGAN BRITAMA BANK RAKYAT INDONESIA CABANG TANJUNG KARANG

APRIZAL MAHYUNIS

Penelitian ini bertujuan untuk mengetahui pengaruh variabel komunikasi merek, citra merek dan kepercayaan merek terhadap loyalitas nasabah pemilik Tabungan Britama Bank Rakyat Indonesia Cabang Tanjung Karang. Sampel penelitian ini berjumlah 100 dan analisis data menggunakan regresi linear berganda.

Hasil penelitian diperoleh Variabel komunikasi merek, citra merek dan kepercayaan merek merupakan variabel yang berpengaruh pada loyalitas nasabah Tabungan Britama. Terdapat perbedaan nilai pengaruh masing-masing variabel. Komunikasi merek merupakan variabel yang memiliki pengaruh terbesar terhadap loyalitas. Namun demikian nilai pengaruh variabel kepercayaan merek relative masih kecil karena pengaruhnya sebesar 32%. Variabel citra merek merupakan variabel dengan pengaruh terkecil pada loyalitas nasabah Tabungan Britama. Sebagian responden pernah merasa kecewa terhadap kinerja Tabungan Britama.

Berdasarkan hasil penelitian, BRI perlu melakukan komunikasi merek secara optimal dan berkelanjutan pada berbagai media massa dan juga pada media sosial, serta memperkuat citra merek Britama dengan meningkatkan keamanan dana nasabah atas kejahatan perbankan baru yaitu “skimming”. BRI perlu memberikan jaminan bahwa nasabah korban “skimming” akan dikembalikan utuh kepada nasabah (100%). Jaminan ini perlu agar konsumen merasa aman sehingga tetap percaya menggunakan fasilitas ATM dari tabungan Britama.

Kata Kunci : *komunikasi merek, citra merek, kepercayaan merek dan loyalitas*

Abstract

THE INFLUENCE OF BRAND COMMUNICATIONS AND BRAND IMAGE DESIGNED BRANDS TRUST IN CUSTOMER LOYALTY SAVINGS BRITAMA BANK RAKYAT INDONESIA BRANCH TANJUNG KARANG

APRIZAL MAHYUNIS

This study aims to determine the effect of brand communication variables, brand image and brand trust on customer loyalty owners of Savings Bank Britama Bank Rakyat Indonesia Tanjung Karang Branch. The sample of this study amounted to 100 and data analysis using multiple linear regression.

The results obtained Variable brand communication, brand image and brand trust is a variable that affects the loyalty of customers Savings Accounts. There is difference of influence value of each variable. Brand communication is the variable that has the greatest influence on loyalty. Nevertheless the value of the influence of brand trust variables is still relatively small because the influence 32%. Brand image variable is the variable with the smallest influence on customer loyalty of Savings Bank. Some respondents have been feeling disappointed with the performance of Tabungan Britama.

Based on the results of the study, BRI needs to communicate the brand image of Britama effectively and also continuously on mass media and social media. BRI also needs to improve the brand image of Britama by increasing the security of customer funds for new bank crime "skimming". BRI needs to provide assurance that customers of "skimming" victims will be returned intact to customers (100%). This guarantee is necessary for consumers to feel secure so that they can trust using ATM facilities from savings Britama.

Keywords: *brand communication, brand image, brand trust and loyalty*