

THE EFFECT ANALYSIS OF SERVICE QUALITY AND CORPORATE IMAGE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLES

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Abstract: This research aims to examine the relation of service quality and customer satisfaction, corporate image and customer satisfaction, customer satisfaction and customer loyalty, service quality and customer loyalty corporate image and customer loyalty. The aims of this research also to examine customer satisfaction effects as the mediating variable on the customer loyalty establishment process. Survey method was chosen to collected data. The population used is customers who have the intention to be loyal to Bank Syariah Mandiri, Surakarta Branch. The sample was taken using convenience sampling, consisting of 200 respondents. The result of examination using Structural Equation Model (SEM) indicated that there was a positive significant between service quality and customer satisfaction, corporate image and customer satisfaction, customer satisfaction and customer loyalty, service quality and customer loyalty, and corporate image and customer loyalty. The result of examination also indicated that customer satisfaction mediated the relationship between service quality and corporate image on establishment customer loyalty. The result of examination is expected to explain the customer loyalty establishment process affected by service quality, corporate image and customer satisfaction as a mediating variable. Limitation and implication this research explain to gives understanding to practical aspect, theory and further study.

Keywords: service quality, corporate image, customer satisfaction, customer loyalty