

ABSTRACT

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THE EFFECT OF EXPERIENTIAL MARKETING, RELATIONSHIP MARKETING AND PERSONAL SELLING TOWARD CUSTOMER LOYALTY AT DBS BANK IMAM BONJOL BRANCH MEDAN

(xvi+80 pages; 6 figures; 33 tables; 6 appendices)

DBS is Asia's leading financial services group with a presence in 19 markets. Headquartered in Singapore, Its main growth focuses on Greater China, Southeast Asia and South Asia. With top-notch credit ratings of "AA-" and "Aa1". DBS Bank has many branches in Indonesia, one of which is Medan. Currently, due to the intense competition, customer loyalty from companies are decreasing. Decreasing customer loyalty is caused by several things, such as false advertisement, bad complimentary program, lack of knowledge and didn't explain the products fully to the customers. This thesis aims to investigate on how experiential marketing, relationship marketing, and personal selling can affect customer loyalty.

The study's research population consists of all customers who have made purchases from DBS Bank totaling up to 1.694 consumers. The population will be reduced using the slovin sampling technique with a 90% confidence level and a 10% error rate, or 94 respondents. This study makes use of both primary and secondary data. Customers of the DBS Bank Imam Bonjol Branch in Medan are given questionnaires, and the data is evaluated using validity and reliability tests. The data is analyzed using SPSS 26.00 is used to examine the data, and the study model passed tests for the validity, reliability, normality, multicollinearity, heteroscedasticity, linearity, and multiple linear regression test.

The study has indicated that Experiential Marketing has a positive and significant effect on Customer Loyalty at DBS Bank Imam Bonjol Branch Medan. Relationship Marketing has a positive and significant effect on Customer Loyalty at DBS Bank Imam Bonjol Branch Medan. Personal Selling does not have a positive and significant effect on Customer Loyalty at DBS Bank Imam Bonjol Branch Medan. Experiential Marketing, Relationship Marketing, and Personal Selling has a significant effect on Customer Loyalty at DBS Bank Imam Bonjol Branch Medan.

Keywords: Experiential Marketing, Relationship Marketing, Personal Selling, Customer Loyalty

ABSTRAK

PENGARUH EXPERIENTIAL MARKETING, RELATIONSHIP MARKETING DAN PERSONAL SELLING TERHADAP LOYALITAS NASABAH DI DBS BANK IMAM CABANG BONJOL MEDAN

(xvi+80 halaman; 6 gambar; 33 tabel; 6 lampiran)

DBS adalah grup jasa keuangan terkemuka di Asia yang hadir di 19 pasar. Berkantor pusat di Singapura, Pertumbuhan utamanya fokus di Asia: Tiongkok Raya, Asia Tenggara, dan Asia Selatan. Dengan Peringkat kredit terbaik yakni "AA-" dan "Aa1". Bank DBS memiliki banyak cabang di Indonesia, salah satunya Medan. Saat ini, karena ketatnya persaingan, loyalitas pelanggan dari perusahaan semakin berkurang. Menurunnya loyalitas pelanggan disebabkan oleh beberapa hal, seperti iklan palsu, program pelengkap yang buruk, kurangnya pengetahuan dan tidak menjelaskan produk secara lengkap kepada pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui apakah pemasaran berdasarkan pengalaman, pemasaran hubungan dan penjualan pribadi berpengaruh terhadap loyalitas pelanggan.

Populasi penelitian terdiri dari konsumen yang pernah melakukan pembelian di Bank DBS dengan total sebanyak 1.694. Populasinya akan di kurangi menggunakan teknik sampling slovin dengan tingkat kepercayaan 90% dan tingkat kesalahan 10% sebanyak 94 responden. Penelitian ini menggunakan data primer dan data sekunder. Nasabah di DBS Bank Imam Bonjol Cabang Medan di Medan di berikan kuesioner. Data dianalisis menggunakan SPSS 26.00, model penelitian ini juga lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedatisitas, linearitas menggunakan uji regresi linear berganda.

Penelitian ini menunjukkan bahwa Experiential Marketing berpengaruh positif dan signifikan terhadap Loyalitas Nasabah di Bank DBS Imam Bonjol Cabang Medan. Relationship Marketing berpengaruh positif dan signifikan terhadap Loyalitas Nasabah pada Bank DBS Imam Bonjol Cabang Medan. Personal Selling tidak berpengaruh positif dan signifikan terhadap Loyalitas Nasabah pada Bank DBS Imam Bonjol Cabang Medan. Experiential Marketing, Relationship Marketing, dan Personal Selling berpengaruh signifikan terhadap Loyalitas Nasabah pada Bank DBS Imam Bonjol Cabang Medan.

Kata Kunci: Experiential Marketing, Relationship Marketing, Personal Selling, Loyalitas Pelanggan