

ABSTRACT

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THE INFLUENCE OF MARKETING COMMUNICATION TOWARDS CUSTOMER SATISFACTION AT PT. BANK DANAMON TBK KCP SUDIRMAN, TEBING TINGGI

(xvii+103 pages; 4 figures; 40 tables; 9 appendixes)

This research was conducted at PT. Bank Danamon TBK KCP Sudirman Tebing Tinggi. In this Study, testing and analyzing the influence of marketing communication towards customer satisfaction. The customer satisfaction of PT. Bank Danamon TBK KCP Sudirman Tebing Tinggi experienced more accounts closing month by month significantly.

According to Kotler and Keller (2020), “Satisfied customers hardly has a chance to quit using the product or service from the company, satisfied customers tend to show less interest with another competitor which has the same business characteristic of the company.”

This research is considered as descriptive quantitative research, as the term implies, it means that this research uses data analysis to describe the result of the research. This research is also considered as causal research where there is cause and effect relationship.

Data analysis method is done by using instrumental test, classical assumption, linear regression test, determination test and t test. Based on test of determination test, the value of r square is 0.824. It shows that marketing communication has an influence of 82.4% to customer satisfaction.

In conclusion marketing communication has influence towards customer satisfaction at PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi.

Keywords, Marketing Communication, Customer Satisfaction, PT. Bank Danamon

References: 23 (2015-2020)

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Penelitian ini dilakukan di PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi. Dalam penelitian ini menguji dan menganalisa pengaruh komunikasi pemasaran terhadap kepuasan pelanggan pada PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi. Kepuasan pelanggan pada PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi mengalami penurunan yang mengakibatkan pelanggan untuk menutup tabungan.

Menurut Kotler dan Keller (2020), “konsumen yang puas akan cenderung untuk berhenti memakai produk atau jasa pada suatu perusahaan, konsumen yang puas tidak akan begitu mudah untuk tertarik menggunakan produk atau jasa perusahaan lain.”

Penelitian ini adalah penelitian kuantitatif deskriptif. Penelitian ini menggunakan analisis data untuk mencapai hasil penelitian. Penelitian ini juga dikategorikan sebagai penelitian kasual dimana ada hubungan sebab dan akibat dalam penelitian.

Analisis data dilakukan dengan uji instrumen, uji asumsi klasik, uji regresi linear, uji determinasi dan uji t. Hasil dari uji determinasi menyebutkan bahwa komunikasi pemasaran mempunyai pengaruh sebesar 82.4% terhadap kepuasan konsumen.

Kesimpulan tersebut menunjukkan bahwa komunikasi pemasaran mempunyai pengaruh terhadap kepuasan konsumen pada PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi.

Kata Kunci: Komunikasi Pemasaran, Kepuasan Konsumen, Pelanggan PT. Bank Danamon

Referensi: 23 (2015-2020)