PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN, LOYALITAS DAN *WORD OF MOUTH* PADA PUSAT TRAINING PERBANKAN YOGYAKARTA

ABSTRAK

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Sebagai salah satu perusahaan yang bergerak dibidang jasa sangatlah perlu memfokuskan pada kualitas layanan untuk meningkatkan posisi kompetitifnya agar pelanggan mencapai kepuasan, loyal dan akan merekomendasikan lembaga tersebut kepada rekan, keluarga maupun relasi lainnya. Minat Word of Mouth sebagai pendekatan strategik perusahaan, khususnya pada basis strategi mutu pelayanan dan nilai pelanggan sering kali bagi sebagian perusahaan dijadikan sebagai alat atau media yang berperan menentukan atas kepuasan konsumen.

Penelitian ini bertujuan untuk mengetahui pengaruh Kualitas Layanan terhadap Kepuasan, Kualitas Layanan terhadap Loyalitas, Kualitas Layanan terhadap Word of Mouth, Kepuasan terhadap Loyalitas, Kepuasan terhadap Word of Mouth, dan Loyalitas terhadap Word of Mouth pada Pusat Training Perbankan Yogyakarta.

Responden penelitian ini adalah praktisi perbankan yang pernah menggunakan jasa Pusat Training Perbankan Yogyakarta. Jumlah sampel dalam penelitian ini adalah 200 responden dengan teknik penentuan sampel *convinience sampling*. Teknik analisis penelitian ini menggunakan *Structural Equation Modelling* (SEM) dengan bantuan program Lisrel 8.80.

Hasil penelitian ini menunjukkan bahwa: 1) kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan, 2) kualitas layanan berpengaruh positif dan signifikan terhadap loyalitas, 3) kualitas layanan berpengaruh positif dan signifikan terhadap word of mouth, 4) kepuasan berpengaruh positif dan signifikan terhadap loyalitas, 5) kepuasan berpengaruh positif dan signifikan terhadap word of mouth, dan 6) loyalitas berpengaruh positif dan signifikan terhadap word of mouth.

Kata Kunci: Kualitas Layanan, Kepuasan, Loyalitas, Word of Mouth Pusat Training Perbankan Yogyakarta, Model Persamaan Struktural, SEM

INFLUENCE OF SERVICE QUALITY TO SATISFACTION, LOYALTY AND WORD OF MOUTH IN PUSAT TRAINING PERBANKAN YOGYAKARTA

ABSTRACT

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As one of the companies engaged in the service it is necessary to focus on the quality of service to improve its competitive position in order to achieve customer satisfaction, loyalty and would recommend the agency to colleagues, family and other relations. Word of Mouth intention as the company's strategic approach, especially on the basis of service quality strategies and customer value for most companies is often used as a tool or media that is played in determining the top customer satisfaction.

This study aims to determine the effect on the Service Quality to Satisfaction, Service Quality to Loyalty, Service Quality to Word of Mouth, Satisfaction to Loyalty, Satisfaction to Word of Mouth, and Loyalty to Word of Mouth on Pusat Training Perbankan Yogyakarta.

Respondents are banking practitioners who have used the services of Pusat Training Perbankan Yogyakarta. The number of samples in this study were 200 respondents with convinience sampling method. This research analysis techniques using Structural Equation Modelling (SEM) with lisrel program 8.80.

The results of this study show that: 1) the quality of service is positive and significant effect on satisfaction, 2) quality of service is positive and significant effect on loyalty, 3) quality of service is positive and significant effect on word of mouth, 4) satisfaction with the positive and significant effect on loyalty , 5) satisfaction is positive and significant effect on word of mouth, and 6) loyalty is positive and significant effect on word of mouth.

Keywords: Service Quality, Satisfaction, Loyalty, Word of Mouth, Pusat Training Perbankan Yogyakarta, Structural Equation Model, SEM