

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

Based on the result of the result of research and the discussion about the analysis the impact of service quality, corporate image, customer perceived value, and customer satisfaction toward customer loyalty at East Nusa Tenggara Regional Development Bank, Surabaya. Some conclusion can be taken as follows :

1. Service quality variable has positive effect on the customer loyalty but not significant effect on customer loyalty in bank NTT, Surabaya. When bank NTT use service as their first work consider it will give more value for customer to satisfaction. This result not support the first hypothesis stating that service quality has significant effect on customer satisfaction in bank NTT, Surabaya.
2. Corporate Image variable has significant effect on customer loyalty in bank NTT, Surabaya. When customer have a good perspective and knowledge about service and product give by the bank to the customer will increase the loyalty for the brand that use by the customer. This result supports the second hypothesis stating that corporate image effect on customer loyalty in bank NTT, Surabaya.

3. Customer perceived value has significant effect on customer satisfaction in bank NTT, Surabaya. It is bank NTT way to attract customer from experience customer when use service from bank NTT, Surabaya to increase customer satisfaction and to boost value that bank NTT have for customer to use the product offer by the bank. This result supports the third hypthothesis stating that customer perceived value on customer satisfaction effect on customer satisfaction in bank NTT, Surabaya.
4. Customer satisfaction value has significant effect on customer loyalty in bank NTT, Surabaya. When customer satisfaction with the service give by the organization in this case in bank intitution it will make a repeat purchase or using service for the same brand or product for any activity. This result supports the fourth hypothesis stating that customer staisfaction has significant effect on customer loyalty in bank NTT, Surabaya.

## **5.2 Suggestion**

Based on the conclusion, some suggestion can be conclude for bank NTT, Surabaya or other reseacher which can be taken into consideration

1. For futher research should expand the sample area also increase in amount of respondent to create a better reseach

accurately, and might be there is a probability of different result

For practical:

1. Based on the previous chapter explanation, bank NTT should more aware about the service on customer satisfaction with a well managed concept of service maybe it will raise the consumer to be more aware with the service and can be more satisfaction to the brand or product. That can be helpful for the bank to show the customer the different value with the other to attract more customer attention or interest.

2. For bank NTT, Surabaya must increase the facility in the bank to make a customer more comfortable when transaction or use the product in bank NTT, Surabaya.

### **5.3 Limitation of the Research**

The limitation in this research is only for bank NTT, Surabaya. This result might be different if respondents are from outside Surabaya city, or the respondents are people who not come from East Nusa Tenggara, because they might have no specific reason to use service or product in bank NTT, Surabaya. The last thing is about the variation answer from the respondents.

## References

- Adeniji, A. A. & Osibanjo, A. O. (2012). Human Resource Management: Theory & Practice. Lagos. Pumark Nigeria Limited.
- Ahmad, Rizal and Buttle, Francis. (2002). "Customer retention management : a reflection of theory and practice". *Marketing Intelligence & Planning*. 20 (3) : 149 – 161.
- Anderson, E. W. (1996). Customer Satisfaction and Prince Tolerance. *Marketing Letters*, 7(3), 265-74.
- Anderson, E.W. and Sullivan, M.W. (1993) The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12, 125-143.
- Andreassen, T.W. (2004). Satisfaction, Loyalty and Reputation as Indicators of Customer Orientation in the Public Sector. *Journal of Public Sector Management*, 7(2), 16–34.
- Asubonteng, P., McCleary, K.J., & Swan, J.E. (1996). SERVQUAL revisited: A critical review of service quality. *The Journal of Services Marketing*, 10(6), 66-81.
- Azwar, S., (2006), *Sikap Manusia Teori dan Pengukurannya*, adisi 2, Yogyakarta : Pustaka Pelajar
- Bagozzi RP, Fornell C, (1982) Theoretical concepts, measurements, and meaning. In: Fornell, C. (ed) *A second generation of multivariate analysis: measurement and evaluation*. Praeger, New York, pp 24-38
- Belas, J.Cipovova, E., &Demjan, V. (2014). Current trends in area of satisfactionof banks clientsin the Czech

- Republic and Slovakia. *Transformation in business & Economics*, 13.3(33).
- Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods, and Practices*. Textbooks Collection. Book 3.
- Bolton, R. N., & Drew, J. H. (1991a). A longitudinal analysis of the impact of service changes on customer attitudes. *Journal of Marketing*, 55 (1), 1-9.
- Bovee., and Thill., (2008). *Business in Action With Real Updates*. Fourth edition, Pearson Education, Inc. USA
- Bruning, S.D. and J.A. Ledingham, (2000). Perceptions of Relationships and Evaluations of Satisfaction: An Exploration of Interaction. *Public Relations Review*. 26(1): 85-95.
- Cadotte. E. R.. Woodruff, R. B., & Jenkins, R. L. (1987). Expectations and norms in models of consumer satisfaction. *Journal of Marketing Research*. 24. 305-314.
- Child, J., and A.P.Czegledy. 1996."Managerial Learning in the Transformation of Eastern Europe: Some Key Issue. *"International Small Business Journal* 1: 63-77.
- Clow, K, E. (1993). Building a competitive advantage for service firms. *International Journal of Service Marketing*, 7(1), 22-32.
- . (2007). An Integrated Model of Price, Satisfaction and Loyalty: an Empirical Analysis in Service Sector. *Journal of Product & Brand management*, 16(7), 459-468.
- Dowling, G.R. (1986), "Managing your corporate image", *Industrial Marketing Management*, Vol. 15, pp. 109-15.

- Ehigie, B. O. (2006). Correlates of customer loyalty to their bank: a case study in Nigeria. *International Journal of Bank Marketing*, 24(7), 494-508.
- Fandy Tjiptono, (1997), Prinsip-Prinsip Total Quality Service, ANDI Yogyakarta.
- Fombrun, C.J. (1996) *Reputation: Realizing Value from the Corporate Image*, Harvard Business School Press, Boston.
- Fornell, C. (1992). "A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*. Vol. 60, pp. 7-17.
- Gardener, E., Howcro , B., & Williams, J., (1999). e new retail banking revolution. *e Service Industry Journal*, 19 (2), 83–100.
- Ghozali, I dan Fuad. (2005). *Structural Equation Modeling: Teori, Konsep, dan Aplikasi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2009). "Aplikasi Analisis Multivariate dengan Program SPSS ". Semarang : UNDIP.
- Gremler, D.D. and Gwinner, K.P. (2000). Customer– Employee Rapport in Service Relationship. *Journal of Service Research*, 3(1), 82–104.
- Gronroos, C. (2000). *Service management and marketing*. John Wiley & sons Ltd.
- Herington, C., & Weaven, S. (2009). E-retailing by banks: E-service quality and its importance to customer satisfaction. *European Journal of Marketing*, 43(9), 1220-1231. doi:10.1108/03090560910976456
- Herington, C.W., L. Johnson and D. Scott, (2006). Internal Relationships Linking Practitioner Literature and

- Relationship Marketing Theory. *European Business Review*. 18(5): 364-381.
- Hoskisson, R.E., L. Eden, C.M. Lau and M. Wright (2000), 'Strategy in emerging economies', *Academy of Management Journal*, 43 (3), 249–67.
- Johnson, R. B. (Ed.). (2006). New directions in mixed methods research [Special issue]. *Research in the schools*, 13(1).
- Kandampully, J. (1998). Service Quality to service loyalty: a relationship which goes beyond customer services. *Total Quality Management & Business Excellence*, 9(6), 431-443.
- Kandampully, J. and Hu,h.-H. (2007), “ Do hoteliers need to manage image to retain loyal customers?”, *International Journal of Contemporary Hospital Management*, Vol.19 No. , pp.435-443
- Kotler, P. and Keller, K. L. (2009) Marketing management (13th end). New Jersey: Pearson Education Inc, Upper Saddle River,
- Kumar, V., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21 century. *Journals of Retailing*, 80, 317-330.
- LaBarbera, P., & Mazursky, D. (1983). A longitudinal assessment of consumer satisfaction/dissatisfaction: The dynamic aspect of the cognitive process. *Journal of Marketing Research*, 20, 393 – 404.
- Leuthesser, Lance & Kohli, Chiranjeev, (1997). "Corporate identity: The role of mission statements,"*Business Horizons, Elsevier*, vol. 40(3), pages 59-66.
- Liljander, V. and Strandvik, T. (1993) Estimating Zones of Tolerance in Perceived Service Quality and Perceived Service Value. *International Journal of Service*

*IndustryManagement*,4,6-27.

<http://dx.doi.org/10.1108/09564239310037909>

- Lovelock. C., and Wirtz, J., (2011). *Services Marketing: People, Technology, Strategy*. 7th ed. Pearson Prentice Hall. Inc: Upper Saddle River, New Jersey.
- Lupiyoadi, Rambat, (2013): *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- MarCSlus Insight and MarCSlus Consulting, 2014. *Banking Competition in 2013 in the Time of Regulatory Transition*, Jakarta. [www.marCSlusinsight.com](http://www.marCSlusinsight.com). Downloaded at April, 20, 2014.
- Martenson, R.: 2007, 'Corporate Brand Image, Satisfaction and Store Loyalty; A Study of the Store as a Brand, Store Brands and Manufacturer Brands', *International Journal of Retail & Distribution Management* 35(7), 544–555.
- McAlexander, J. H., Kaldenberg, D. O., & Koenig, H. F. (1994). Service quality measurement. *Journal of Health Care Marketing*, 14(3), 34-40.
- Milind M. Lele, (1997) "Keep your market definitions up to date - or risk losing your customers", *Managing Service Quality: An International Journal*, Vol. 7
- Naik, C. N. K., Gantasala, S. B., & Prabhakar, G. V. (2010). SERVQUAL, customer satisfaction and behavioural intentions in retailing. *European Journal of Social Sciences*, 17(2), 200-213.
- Ningsih, S.M. and Segoro, W., 2014. The influence of customer satisfaction, switching cost and trusts in a brand on customer loyalty-the survey on student as im3 user in Depok, Indonesia. *Procedia-Social and Behavioral science*, 143, pp. 1015-1019.



- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33. doi:10.2307/1252099
- Olivia, Terence A., Richard L. Oliver, and Ian C. MacMillan. (1992) "A Catastrophe Model For Developing Service Satisfaction Strategies." *Journal of Marketing* 56 (july) : 83-95.
- Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1994). Alternative scales for measuring service quality: a comparative assessment based on psychometric and diagnostic criteria. *Journal of Retailing*, 70(3), 201-230.
- Parasuraman, S., Zeithaml, V.A. and L.L. Berry. (1988). SERVQUAL : a multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing* 64 (1) : 12 - 40.
- Peeler, G. H. (1996). Selling in the quality era. *Blackwell Business, USA*.
- Portela, M.C.A.S., and Thanassoulis, E. (2005). Profitability of a sample of Portuguese bank branches and its decomposition into technical and allocative components. *European Journal of Operational Research*, 162(3), 850-866.
- (Proomrow, (2003)) "The important factors of the service quality form the word SERVICE". Online, from: <https://nccur.lib.nccu.edu.tw/bitstream/140.119/35446/6/93304406.pdf> in December 2017.
- Regenthal, G., (1992) Identitat und Image, Koln

- Richardson, J.T.E. (2005). Instruments for obtaining student feedback: a review of the literature. *Assessment & Evaluation in Higher Education* 30, no. 4: 387–415.
- Santoso, Singgih, (2011). Structural Equation Modeling (SEM) Konsep dan Aplikasi dengan AMOS 18. Jakarta : Penerbit PT Elex Media Komputindo *Schools*, 13(1). Available online at [http://www.msera.org/rits\\_131.htm](http://www.msera.org/rits_131.htm)
- Sergeant, A. and Frenkel, S. (2008). When Do Customer Contact Employees Satisfy Customers? *Journal of Service Research*, 3(1), 18–34.
- Sheth, Jagdish N., Banwari Mittal, and Bruce Newman. (1999). *Customer Behavior: Consumer Behavior and Beyond*. New York: Dryden.
- Szymanski, D.M. and Henard, D.H. (2001) Customer Satisfaction: A Meta-Analysis of the Empirical Evidence. *Journal of the Academy of Marketing Science*, 29, 16-35.
- Tjiptono, Fandy dan Gregorius Chandra, (2012), Pemasaran Strategik. Yogyakarta, ANDI.
- VAN HEERDEN, C.H.& PUTH, G. (1995). Factors that determine the corporate image of South African banking institutions: An exploratory investigation. *International Journal of Bank Marketing*, 13(3):12-17.
- Weigelt, K., & Camerer, C. (2008). Reputation and corporate strategy: A review of recent theory and applications. *Strategic Management Journal*, 9, 443–454. <http://dx.doi.org/10.1002/smj.4250090505>
- Wong, A. & Sohal,A.(2003). Assessing Customer- Salesperson Interactions in a Retail Chain: *Differences between City and Country Retail Districts, Marketing Intelligence and Planning*, 21, 5, 292-304

- Wong, A.; & Zhou, L. (2006). Determinants and Outcomes of Relationship Quality: a Conceptual Model and Empirical Investigation. *Journal of International Consumer Marketing*, 18(3), 81-96.
- Woodruff, R.B. (1997) Customer Value: The Next Source of Competitive Advantage. *Journal of the Academy of Marketing Science*, 25, 139-153.  
<http://dx.doi.org/10.1007/BF02894350>
- Woodruff, R.B. (1997) Customer Value: The Next Source of Competitive Advantage. *Journal of the Academy of Marketing Science*, 25, 139-153.
- Yamin, S dan Kurniawan, H, (2009). Structural Equation Modeling Belajar Lebih Mudah Teknik Analisis Data Kuesioner dengan Lisrel-PLS. Jakarta : Penerbit Salemba Infotek
- Yang, Z., & Peterson, R.T. (2004). Customer perceived value, satisfaction, and loyalty: *The role of switching costs. Psychology and Marketing*, 21(10), 799–822.  
<http://dx.doi.org/10.1002/mar.20030>
- Yang, Z., Peterson, R. T., & Cai, S. (2003). Service quality dimensions of Internet purchasing: An exploratory analysis. *Journal of Services Marketing*, 17, 685–698.
- Yap, B. W., Ramahyah, T., & Shahidan, W. N. W. (2012). Satisfaction and trust on customer loyalty: A PLS approach, *Business Strategy Series* , 13(4), 154-167.
- Yee, R. W. Y., Yeung, A. C. L., & Edwin Cheng, T. C. (2010). An empirical study of employee loyalty, service quality and firm performance in the service industry. *International Journal of Production Economics*, 124(1), 109-120. doi:10.1016/j.ijpe.2009.10.015

- Zeithaml, V.A. (1988), Consumer perceptions of price, quality, and value: a means end model and synthesis of evidence, *Journal of Marketing*, Vol. 52 No. 3, pp. 2-22.
- .Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), The Behavioural Consequences of Service Quality. *Journal of Marketing*. 60 : 31-46.
- Zethaml, V.A., and Bitner, M.J. (2003). *Service Marketing : Integrating Customer. Focus Across the Firm*, 3rd edition. Boston : McGraw Hill/Irwin.
- Zurawicki, L., & Braidot, N. (2005). Consumers during crisis: responses from the middle class in Argentina. *Journal of Business Research*, 58 (8), 1100–1109.