ABSTRACT

Customer Satisfaction And Loyalty Analysis Of Flazz Card BCA

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Payment methods changed time by time. There were prepaid cards that could help customers on micro payment. There were many banks that have prepaid cards, for example BCA, Mandiri, Bank DKI, BNI, and Bank Mega. BCA had multi-function card, which was called Flazz Card that could be used in many merchants. BCA Flazz Card helped customers in micro payment.

The objectives of this study were to analyze customers satisfaction of BCA Flazz Card, identify and analyze factors that influence customers satisfaction of BCA Flazz Card, analyze customers loyalty of BCA Flazz Card, formulate useful managerial implications for developing and improving customer satisfaction of BCA Flazz Card. The primary data were gathered on May 2010 using a descriptive and survey method approach through questionnaires and interviews. The sample were gathered using purposeful convenience sampling (non probability sampling). The amount of respondents that were used in this study followed the SEM rule of thumb and collected up to 125 respondents. Descriptive analysis, structural equation modeling, customer satisfaction index (CSI) and also customer loyalty index (CLI) were used to analyze the data.

The result of this study showed that tangible, reliability, responsiveness, empathy and assurance had significantly contributed in influencing customer satisfaction. Reliability was dimension that had the biggest effect in forming satisfaction. There was a significant relationship between satisfaction and loyalty. Satisfaction was the forming component of loyalty. Respondents who were satisfied were willing to keep using BCA Flazz Card.

Keywords : Flazz Card BCA, Structural Equation Modeling, Customer Satisfaction Index (CSI), Customer Loyalty Index (CLI).