ABSTRACT

Analysis Of Satisfaction and Loyalty Priority Customer Central Asia Bank
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BCA is transactional bank, the priority services which have been founded in 2003. BCA’s status as the leading transactional bank in Indonesia is based on unparalleled delivery channel network and the high quality products and services the Bank offers. BCA’s service point outlets consist of more than 800 branches including BCABizz branches offering specialized services to business customers and BCA Prioritas for priority banking services. New weekend banking service introduced during 2007 enables customers to access selected branches during Saturdays, Sundays and holiday. BCA’s consumer focused transactional banking products and services enables us to maintain a strong and well diversified customer base of over 7 million accounts. As the ‘Bank of Choice’ that BCA remains attuned to meeting the expectations of customers. The purposes of this analysis were to examine satisfaction and loyalty priority customer BCA Bogor Branch. The data collected from 100 respondents in Priority Customer BCA Bogor Branch in 2009. The analysis was conducted by using descriptive statistics were used to analyze the single variable. Cross tabulations and chi squares were utilized to examine the relationships between two variables. SEM (Structural Equation Modeling) and CSI (Customer Satisfaction Index) were utilized to analyze customer satisfaction. CLI (Customer Loyalty Index) were utilized to analyze customer loyalty. The results of the analysis showed reliability variable for service potency from employee so very significant to influence customer satisfaction with coefficient construct value of 0.87 and contribution value of 1.088. The result of customer satisfaction analysis for service and product of BCA Priority are 88%. The analysis of two top box method for loyalty customer use firm of BCA Priority services are 88%, 51% for beeing customer priority of BCA, 70% for recomending BCA Priority service for other. High customer satisfaction leads to high customer loyalty. Recommendation from customers indicated that BCA should improve by adding more locations BCA Prioritas for the low number of locations available only in 3 branches for priority customer and increasing the not so competitive current interest rates into the level of rates guaranteed by government.