UNIVERSITAS INTERNASIONAL BATAM

Faculty of Economy and Business
Management Undergraduate Program
Odd Semester 2019/2020

INFLUENCE ANALYSIS OF SOCIAL MEDIA USERS ON BANK PERKREDITAN RAKYAT CUSTOMER LOYALTY IN BATAM

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ABSTRACT

The purpose of this study was to analyze how customer engagement and interaction with BPR in Batam through social media would create online trust which would ultimately increase customer loyalty to the banks. Customer loyalty is a measure of customers to make repeat purchases with companies and brands. This is the result of customer satisfaction with the experience that the customer has received positively and the overall value of the goods or services received by the customer from the company. In this study, there were 3 BPR samples used, namely BPR Sejahtera Batam, BPR Dana Nusantara, and BPR Barelang Mandiri.

Data collection in this study was carried out by distributing questionnaires to respondents in Batam who were actively using social media and had been a BPR customer. There were several questions contained in the questionnaire, ranging from general questions such as gender, age, occupation, education and income per month. The main question to be asked of respondents was about how generous the respondents are to the BPR of their choice. In this study, IBM Statistics 23.0 software was used to analyze respondent demographic data and so does Smart PLS 3.0 as a tool in analyzing general data of respondents. It is believed that there are variables that have a significant influence on customer loyalty including engagement, interactivity and online trust variables.

Keywords: engagement, interactivity, online trust, customer loyalty.