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ANALYSIS THE INFLUENCE OF CSR AND SERVICE QUALITY TOWARD CUSTOMER LOYALTY WITH CUSTOMER-COMPANY IDENTIFICATION AS INTERVENING IN BATAM CONVENTIONAL BANK

NPM: 1541231
Emily

Abstract

The purpose of this research is to find out the things that can effect customer loyalty in Batam conventional Bank. The variable use is this research are, corporate social responsibility and service quality as independent, customer loyalty as dependent and customer-company identification as intervening.

The sample used in this study is the client of BNI, BRI and BCA in Batam and aware of the CSR program that has been implemented in the bank. In this research, 300 questionnaires were being distributed and only 262 questionnaires were valid for further research using SMART PLS 3 program.

The result of the research find out that both service quality and corporate social responsibility have positive effect on customer-company identification, customer company identification have positive effect on customer loyalty and both service quality and corporate social responsibility have positive effect on customer loyalty with the intervening of customer-company identification.

Keywords: *corporate social responsibility, service quality, customer-company identification, customer loyalty.*