

Pengaruh customer experience terhadap loyalitas word of mouth dan customer satisfaction pada pengguna internet banking = The impact of customer experience to loyalty to word of mouth and customer satisfaction of internet banking users

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Abstrak

ABSTRAK

Tesis ini memaparkan mengenai dimensi yang membentuk customer experience pada pengguna internet banking dan pengaruh dari customer experience terhadap customer satisfaction, loyalitas dan word-of-mouth pada pengguna internet banking. Dimensi dan pengukuran dari customer experience quality ini menggunakan pengukuran customer experience quality yang dikembangkan oleh Maklan & Klaus (2013). Berdasarkan penelitian terhadap 249 responden pengguna internet banking di Jabodetabek, diperoleh hasil bahwa dimensi moments-of-truth menjadi dimensi yang paling besar dalam membentuk customer experience pada pengguna internet banking. Dari hasil pengujian SEM juga diperoleh hasil bahwa customer experience memiliki pengaruh yang signifikan terhadap customer satisfaction, loyalitas dan word-of-mouth.

ABSTRACT

This thesis describes the dimensions that formed customer experience in internet banking users and the impact of customer experience to customer satisfaction, loyalty and word-of-mouth of Internet banking users. Dimensions and measurement of this customer experience quality uses customer experience quality measurement developed by Maklan & Klaus (2013). Based on a study of 249 respondents of internet banking users in Greater Jakarta, showed that moments-of-truth becomes the greatest dimension in shaping customer experience in internet banking users. SEM test results also showed that the customer experience has a significant impact on customer satisfaction, loyalty and word-of-mouth.