

EFFECT OF SERVICESCAPE AND EMPLOYEE COMMUNICATION QUALITY ON CUSTOMER LOYALTY OF MANDIRI BANK IN SURABAYA

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ABSTRACT

The purpose of this study was to examine direct and indirect effects of an integrated model of servicescape and personal communication quality upon customer loyalty, and considered customer satisfaction as intervening variable. This study used a causal design. The main data used in this study were primary data collected through the distribution of questionnaires to the respondents of Mandiri bank customers in Surabaya. The sampling was done using purposive sampling method to determine the sample based on the consideration of researcher. Data were analyzed using SEM (Structural Equation Modeling) technique by program package AMOS 16. Based on the analytical results, it can be concluded that the results of this study supported the effect of servicescape on customer satisfaction, the influence of servicescape on customer loyalty, the influence of personal communication quality on customer satisfaction, the influence of personal communication quality on customer loyalty, the influence of customer satisfaction on customer loyalty, the influence of servicescape and personal communication quality on customer loyalty through customer satisfaction.

Keywords: Servicescape, Personal Communication Quality, Customer Satisfaction, Customer Loyalty