

ABSTRACT

THE INFLUENCE OF BUNDLING, PERSONAL SELLING AND TRUST ON CUSTOMER LOYALTY (Survey of Savings Products at Woori Saudara Bank Tasikmalaya Branch Office)

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The research objectives were to know and to analyze a) product bundling, personal selling, trust and customer loyalty at Bank Woori Saudara Tasikmalaya Branch Office; b) The effect of product bundling, personal selling and trust on customer loyalty at Bank Woori Saudara The Tasikmalaya Branch Office, partially and simultaneously.

The research method used is survey method and data collection techniques through interviews, questionnaires and documentation studies. The population was taken from Taska savings customers with an accidental sampling technique of 100 respondents. Data analysis techniques in this study using multiple regression analysis.

Based on the results of the analysis shows that there is an effect of product bundling, personal selling and trust on customer loyalty at Bank Woori Saudara Tasikmalaya Branch Offices partially or simultaneously.

Keywords: Product bundling, personal selling, trust, loyalty

ABSTRAK

PENGARUH *PRODUCT BUNDLING*, *PERSONAL SELLING* DAN *TRUST* TERHADAP LOYALITAS NASABAH (Survey pada Produk Tabungan Berjangka di Bank Woori Saudara Kantor Cabang Tasikmalaya)

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Tujuan dilakukannya penelitian ini adalah untuk mengetahui dan menganalisis a) *product bundling*, *personal selling*, *trust* dan loyalitas nasabah pada Bank Woori Saudara Kantor Cabang Tasikmalaya; b) pengaruh *product bundling*, *personal selling* dan *trust* terhadap loyalitas nasabah pada Bank Woori Saudara Kantor Cabang Tasikmalaya, secara parsial maupun simultan.

Metode penelitian yang digunakan adalah metode survey dan teknik pengumpulan data melalui wawancara, kuesioner dan studi dokumentasi. Populasi diambil dari nasabah tabungan Taska dengan teknis pengambilan sampel secara aksidental sebanyak 100 responden. Teknik analisis data dalam penelitian ini menggunakan analisis regresi berganda.

Berdasarkan hasil analisis menunjukkan bahwa terdapat pengaruh *product bundling*, *personal selling* dan *trust* terhadap loyalitas nasabah pada Bank Woori Saudara Kantor Cabang Tasikmalaya secara parsial maupun simultan.

Kata kunci: *Product bundling*, *personal selling*, *trust*, loyalitas