

## INTISARI

Penelitian ini berjudul Kinerja citra, sikap merek, ekuitas merek dan kepuasan Terhadap loyalitas nasabah PT. Bank Rakyat Indonesia (Persero) Tbk. Kantor Cabang Cik Ditiro.

Hasil penelitian ini menunjukkan bahwa 1) Variabel kinerja citra berpengaruh positif terhadap kepuasan, artinya ketika semakin tinggi kinerja citra akan berpengaruh langsung terhadap semakin meningkat kepuasan. 2) Variabel sikap merek berpengaruh positif terhadap kepuasan artinya ketika semakin tinggi sikap merek akan berpengaruh langsung terhadap semakin meningkat kepuasan. 3) Variabel ekuitas merek berpengaruh positif terhadap kepuasan artinya ketika semakin tinggi ekuitas merek akan berpengaruh langsung terhadap semakin meningkat kepuasan. 4) Variabel kepuasan berpengaruh positif terhadap loyalitas artinya ketika semakin tinggi kepuasan akan berpengaruh langsung terhadap semakin meningkat loyalitas. 5) Variabel kinerja citra berpengaruh terhadap loyalitas nasabah PT. Bank Rakyat Indonesia (Persero) Tbk. kantor cabang Cik Ditiro di Yogyakarta melalui kepuasan. 6) Variabel pengaruh sikap merek berpengaruh terhadap loyalitas nasabah PT. Bank Rakyat Indonesia (Persero) Tbk. kantor cabang Cik Ditiro di Yogyakarta melalui kepuasa. 7) Variabel pengaruh ekuitas merek berpengaruh terhadap loyalitas nasabah PT. Bank Rakyat Indonesia (Persero) Tbk. kantor cabang Cik Ditiro di Yogyakarta melalui kepuasan.

*Kata Kunci: Kinerja citra, sikap merek, ekuitas merek, kepuasan dan loyalitas*

## ABSTRACT

*This research is Performance Image, brand attitude, brand ekuity and satisfaction to loyalty customer at PT. Bank Rakyat Indonesia (Persero) Tbk, office of branch of Cik Ditiro at Yogyakarta*

*Result of this research indicate that 1) Performance image variable have an effect on positive to satisfaction, its meaning when image performance excelsior will have an effect on direct to progressively mount satisfaction 2) Attitude brand variable have an effect on positive to satisfaction of meaning when brand attitude excelsior will have an effect on direct to progressively mount satisfaction 3) variable of Ekuitas brand have an effect on positive to satisfaction of meaning when excelsior of ekuitas brand will have an effect on direct to progressively mount satisfaction 4) Satisfaction variable have an effect on positive to its meaning loyalty when satisfaction excelsior will have an effect on direct to progressively mount loyalty 5) Performance image variable have an effect on to client loyalty of PT. Bank Rakyat Indonesia (Persero) Tbk. office of branch of Cik Ditiro at Yogyakarta through satisfaction 6) Variable influence of brand attitude have an effect on to client loyalty of PT. Bank Rakyat Indonesia (Persero) Tbk. office of branch of Cik Ditiro at Yogyakarta through kepuasa 7) Variable influence of brand ekuitas have an effect on to client loyalty of PT. Bank Rakyat Indonesia (Persero) Tbk. office of branch of Cik Ditiro at Yogyakarta through satisfaction.*

*Keywords: Performance Image, brand attitude, brand ekuity, and satisfaction of*