

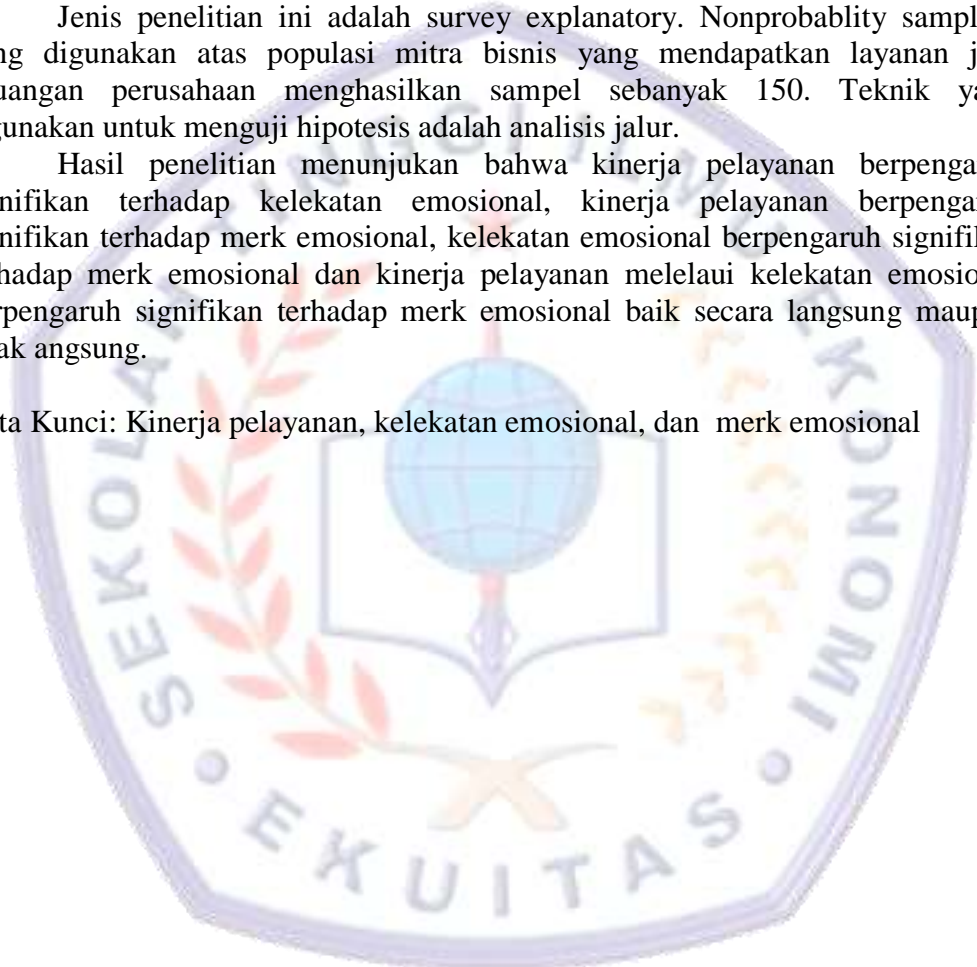
ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh kinerja pelayanan terhadap kelekatan emosional, pengaruh kinerja pelayanan terhadap merk emosional, pengaruh kelekatan emosional terhadap merk emosional dan pengaruh kinerja pelayanan terhadap merk emosional melalui kelekatan emosional pada PT. Jamkrida Jabar.

Jenis penelitian ini adalah survey explanatory. Nonprobability sampling yang digunakan atas populasi mitra bisnis yang mendapatkan layanan jasa keuangan perusahaan menghasilkan sampel sebanyak 150. Teknik yang digunakan untuk menguji hipotesis adalah analisis jalur.

Hasil penelitian menunjukkan bahwa kinerja pelayanan berpengaruh signifikan terhadap kelekatan emosional, kinerja pelayanan berpengaruh signifikan terhadap merk emosional, kelekatan emosional berpengaruh signifikan terhadap merk emosional dan kinerja pelayanan melalui kelekatan emosional berpengaruh signifikan terhadap merk emosional baik secara langsung maupun tidak langsung.

Kata Kunci: Kinerja pelayanan, kelekatan emosional, dan merk emosional



ABSTRACT

The purpose of this study was to analyze the effect of service performance against emotional attachment, the effect of service performance against emotional brands, the influence of emotional attachment to the brand and the emotional effect of service performance to the brand emotionally through emotional attachment to the PT. Jamkrida Jabar.

This type of research is explanatory survey. Nonprobability sampling on the population of business partners who receive company financial service generate a sample of 150. The technique used to test the hypothesis is path analysis.

The results showed that the performance of services significantly influence emotional attachment, the service performance significantly influence emotional brand, emotional attachment significantly influence the emotional brand and services performance significantly influence emotional brand through emotional attachment either directly or indirectly. Therefore, companies should use emotional brand and emotional attachment to could improve service performance.

Keywords: service performance, emotional attachment, and emotional brand

