ABSTRACT

"The Influence Customer Value and Corporate Image Of Customer Loyalty"
(Survey At Indonesian Computer University Students)

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The research is conducted on Indonesian computer university customers Jl. Dipatiukur Number. 112 Bandung. Currently, the education in Indonesia has been developing very well, it is characterized by the growth rate of universities neither public or private. It indicates that education in Indonesia has developed into a better direction, and with the growth rate indicates that Indonesian people are aware of the education importance. A large number of private colleges in Bandung city appear levels of tight competition between universities, it creates struggle conditions of students candidate among colleges. On the other hand, a high level of competition now are competing to make students loyal on campus. The results of initial survey to 30 respondents indicated that there were students have not high enough level of loyalty, but the percentage of students who are passive tend to rise. Students perceived customer value is also considered less than optimal, so there is an indication that high levels of customer value yet. Moreover, according to the students that formed the company's image has been assessed well. This research proposes to determine the influence of customer value and corporate image of customer loyalty indonesian computer university.

The unit of analysis in this research are active Indonesian Computer University students, amount to 10399 people. Sampling method refers to the number of samples Slovin's approaches for 114 respondents. The method used in this research are descriptive and verifikatif methods. Descriptive method is used to determine the variable picture of customer value, corporate image and students loyalty. While verifikatif method is used to determine the effect of customer value with students loyalty. Moreover, statistical test is performed to determine the effect of corporate image with students loyalty. Statistical test used is the Pearson correlation, regression analysis, correlation, coefficient of determination, and hypotheses test using the software SPSS 18.0 for windows.

Based on the results showed that customer value have a positive and significant impact on customer loyalty. The Customer value contributed by 28.9% influence on customer loyalty. Similarly, corporate image and a significant positive influence on customer loyalty. The influence of corporate image contributed by 18.4% on customer loyalty while the rest is the influence of other variables are not investigated.

Keywords : customer value, corporate image, customer loyalty.