ABSTRACT

"The Effect of Corporate Image and Customer Value on Customer Loyalty on Service Delivery package in Bandung branch PT.Mega Cargo"

Service delivery at this time is needed by consumers, where service delivery is one of the media services that help to empower consumers in the delivery of goods or other things such as: delivering the goods, important documents, money, and so with less cost and time faster.The purpose of this study was to determine the customer response on customer value and corporate image on customer loyalty in the package delivery service at PT Mega Cargo Branch Bandung. In addition, research is also conducted to determine how much influence the customer value and corporate image on customer loyalty in the package delivery service at PT Mega Cargo Branch Bandung.

The method used in this research is descriptive method and verifikatif. The unit of analysis in this study is the customers who make deliveries in PT Mega Cargo Branch of Bandung, with a population of 500 with a sample of 90 respondents. Statistical test used is the calculation of Pearson correlation, regression analysis, correlation, coefficient of determination, hypothesis testing, and also use the help of application soft ware program SPSS13.00forwindows.

Based on the research results can be seen that respondents rate on Customer Value has been highly rated by the percentage of (78.7%). Respondents about the image of the Company was rated as good value with the percentage (82.8%) and respondents of 82.5% customer loyalty. Partial (individual) customer value have a significant influence with the influence of 43.9%. So is the company's image variables had a significant influence to the total impact of 19.4%. Simultaneous customer value and corporate image have a significant influence with the total impact of 63.3%. Thus, it can be said that customers of PT Mega Cargo London branch has a high level of loyalty, including customer or a loyal.

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Keywords: Customer Value, Corporate Image and Customer Loyalty