

ABSTRACT

The Influence of Economic Content, Resource Content, and Social Content toward Trust, Satisfaction, Commitment and Relationship Intention of Bank Sumut Debtors in North Sumatera

Bank Sumut was facing rapidly competition. It had led to a situation in which Bank Sumut must be tried to be more effectively serving the business customers which is at present existing continuously much options. In addition, Bank Sumut should be created and maintained long-term relationship.

Relationship marketing should be relevant in industrial and service markets, based on long term relationship. It focuses on mutual exchange and fulfillment of promises that lead to customer relationship intentions as the successful relational exchange outcome.

The objective of the research was tested the effect of economic content, resource content, and social content toward trust, satisfaction and customer commitment as well as relationship intention of Bank Sumut in North Sumatera.

The population was debtors of Bank Sumut at the branch offices spread out all over North Sumatera who took its product for business activities. The respondents were the 180 debtor residing in 19 cities and towns in North Sumatera where the branch offices of Bank Sumut are operated. The technical analysis applied to test the research hypothesis was Structural Equation Modeling (SEM) with the support of Amos 5 Program.

The result of the research prevailed that there were positive and significant relationships among economic content and trust, economic content and satisfaction, resource content and trust, resource content and satisfaction, social content and trust, social content and satisfaction, trust and commitment, satisfaction and commitment, and commitment and relationship intention.

Benefit of this research can be used as scientific information regarding the variables of economic content, resource content, and social content, customer trust, satisfaction, commitment and relationship intention. Moreover, it can be used as a basis to motivate improvement of the customer satisfaction, trust and commitment at banking industry, particularly in North Sumatera.

Keywords: economic content, resource content, social content, trust, satisfaction, commitment, relationship intention