

THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER VALUE ON CUSTOMER SATISFACTION OF SERVICES AND ITS IMPACT ON CUSTOMER LOYALTY IN PT. BPR RANGKIANG AUR

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Abstract

This research aims to reveal, know and analyze the effect of customer relationship management and customer value on customer satisfaction of services and its impact on customer loyalty in PT. BPR Rangkiang Aur. The technique of sampling Propotional Cluster Random Sampling. The sample of this study is 280 people. The results of the research are: 1) Customer Relationship management has a significant and positive impact on customer satisfaction of BPR Rangkiang Aur customers. 2) Costumer Value has a significant and positive effect on customer satisfaction of BPR Rangkiang Aur customers. 3) Satisfaction has a significant and positive impact on customer loyalty of BPR Rangkiang Aur customers. 4) Customer satisfaction to mediate on Influence of Customer Relationship Management to Loyalty of BPR Rangkiang Aur Customer. 5) Customer satisfaction to mediate on the influence of Customer Value on Customer Loyalty BPR Rangkiang Aur.

Keywords: Customer Relationship Management, Costumer Value, Customer Satisfaction and Customer Loyalty.

Introduction

The Industrial Rural Bank (BPR) is an important part of the financial industry in this country. The role of BPRs in serving such a large microeconomic sector is no less important than commercial banks. As an institution that sells banking trust, it becomes an industry that has high regulation in order to maintain public trust and also to keep the economic wheel of rotation uninterrupted. People's Credit Banks (BPR) are at the edge of the dynamic changes in the banking industry. Competition fights for the micro market, which has been a BPR land, which is increasingly crowded along with the increasing number of commercial banks working on the segment.

The increasing competition in the business world today, it is also increasingly difficult for a bank to be able to maintain the loyalty of its customers so they do not move to other banks. Customers are very difficult to maintain, considering that there are many customers who are more thorough, more demanding, smarter to choose the highest quality products or services, and the desire of the company is difficult to satisfy. Customers do not only act as buyers of a product or service offered by a company, but customers also act as a source of permanent income if they do recurring and routine transactions. To achieve this, service companies such as banking to improve services (services), where customers will feel comfortable and satisfied, so that the bank's financial targets will be achieved every year.

This condition causes the need for satisfying services to customers and is absolutely carried out by banks so that customers are more impressed and the loyalty grows. Loyalty is defined as the response of the buying agent, especially those who buy regularly and repeatedly where the person repeatedly and repeatedly comes to the same place to satisfy his desire to own a product or get a service and pay for the product or service (Hasan, 2008: 81). In the banking world, customer loyalty is defined as the behavior of customers to conduct transactions on a regular basis (Ndubisi, Nelson Oly. 2006) stating that the cost of acquiring new customers is five times greater than retaining customers. This is the main consideration of the bank in

maintaining its customers, namely because of the increasingly high cost of acquiring new customers in an increasingly competitive situation.

According to Fornell (1992, in Tjiptono, 2005) customer satisfaction is a factor that raises customer loyalty. Customer satisfaction is defined as the level of consumer feelings after comparing what he received (product) and his expectations (Umar, 2005: 50), besides satisfaction, loyalty is also formed by customer relations (Customer Relationship Management) and Customer Value (customer value) (Hasan, 2008: 88).

Various businesses have been carried out by banks, ranging from physical facilities made as attractive as possible to hospitality. Customer service, tellers, and bank reliability in terms of timeliness, accuracy in recording / financial processing of customers and fulfillment of promises by banks. Quality service practices are integrated with attractive banking products so that they can generate strength to meet customer needs and bind them to remain loyal to the bank. However, because most banks offer banking products that are not significantly different from each other, then in an effort to win competition, banks should pay more attention to service quality.

Basically, customer value is defined as the buyer's perception of value which represents an exchange between the quality or profit they feel in a product / service and the sacrifice they feel by paying the price. Customer value is now the most successful factor because customer value has an impact that has a significant effect on the behavior intention of the customer. Because it has an important role in achieving the performance of Customer Relationship Management.

The problem of customer loyalty occurs in the Rangkiang Aur Rural Bank. BPR Rangkiang Aur is a People's Credit Bank which was established in 2001 which focuses its efforts on Micro Economy with its vision of being a strong and reliable BPR for MSMEs. Based on data from the number of BPR customers in the Aur from 2011 to 2015 presented in table 1, there are problems with customer loyalty, where the number of customers is always volatile every year.

Table 1. PT. BPR Rangkiang Aur Savings Customer

Year	total The customer	%	The customer Active	%	The customer Passive	%
2010	6756					
2011	7306	8,14	6217	5.4	1089	36,20
2012	7968	9.60	6517	4.8	1451	33.24
2013	8709	9.30	7071	8.5	1638	12.89
2014	9180	5.41	7300	3.2	1880	14.77
2015	7038	-23.33	4161	-43.00	2877	53.03

Source: PT. BPR Rangkiang Aur, 2015

Table 1, it can be seen that customer growth increased from 2011 to 2014. In 2012, the number of customers also increased by 9.60% from 2011 and the number of customers in 2013 was 9.30% from 2012. Based on customer data Active above shows the level of satisfaction and loyalty of PT. BPR customers The Aur Aur declined from 2014 to 2015 by 23.33%. In addition, passive customer data increased in 2012, where the number of passive customers was 33.24% compared to 2013, this was due to the priority of PT. Rangkiang Aur, which focused more on adding new customers. In 2015 there was an increase in passive customers by 53.03% compared to 2014, which indicates a decrease in customer loyalty to PT. BPR Rangkiang Aur.

The phenomena that occur at BPR The Aur Aur can be said to be the level of BPR customer loyalty Rangkur Aur looks low because customers are said to be loyal if they have a strong commitment to use or repeat transactions on a product and there is an intention to always use the product in the future . Hasan (2008: 79). If customer loyalty is low, it is necessary to know the factors that influence the low loyalty of BPR Rangkiang Aur customers.

Furthermore, based on the initial observations that the author did at BPR Rangkiang Aur, it was found that Customer Relationship Management and Customer Value were still relatively poor. This can be seen from several customer complaints including; The problem is often the mobile banking system, the temperature of the room sometimes is not cold because the air conditioner has not been rejuvenated, the service is too long, often the difference in transaction value caused by the lack of accuracy of the teller. Customer Value In addition to displaying the value of the product as well as the value of personnel both the attitudes and behavior of the bank officers are also followed by supporting facilities and facilities that are an important part of customer value. Therefore, the purpose of the research is how the influence of Customer Relationship Management and Customer Value on customer satisfaction on service and its impact on customer loyalty at the Bank Perkreditan Rakyat Rangkiang Aur.

Literature Review

Turban Theory (2004: 148) states Customer Relationship Management is an approach to customer service that focuses on long-term development and sustainable consumer relations that can provide added value to customers and companies. Meanwhile, Woodruff (1997), states that customer value is perceptual preference and customer evaluation of product attributes, performance and consequences obtained from product usage that facilitates the achievement of customer goals and objectives in usage situations. Customers will give a positive value if the performance of the product / service offered is above expectations. This positive value will tend to cause pleasure, there will be emotional attachment to the brand, and also rational preference so that the result is high customer loyalty.

The Research of Budiman, et al (2010: 152) Customer Relationship Management has a positive and significant effect on customer value on customer satisfaction and has an impact on customer loyalty (Choi Sang Lang, et al, 2013: 7) Customer relationship management has a positive effect on customer satisfaction and customer loyalty. The above discourse illustrates that Customer Relationship Management and Customer Value are very influential in shaping customer satisfaction which ultimately customers become loyal. In other words, it can be said that Customer Relationship Management and Customer value have a strong relationship with each other. When associated with research, it can be interpreted that customer loyalty of BPR Rangkiang Aur can be realized when there is satisfaction obtained by the customer towards the delivery of services provided by the bank. Good Customer Relationship Management and Customer Value will give birth to customer satisfaction that will ultimately create loyalty.

The research conducted by Weirner Reinartz, et al (2004), about Customer Relationship Management, produces good Customer Relationship Management which has a positive and significant influence on the increase in company performance. Budiman's research, et al (2010), examined Customer Relationship Management, customer value. The results of their study say that Customer Relationship Management has a positive and significant influence on customer value and customer value has a positive influence on customer loyalty.

Furthermore The research, Faizan's, Mohsan, et al. (2011), examined Customer Satisfaction, Customer Intention. The results of his research say consumer satisfaction and attention from consumers have a significant effect on consumer loyalty. Kocoglu's research, Duygu, et al (2012), examined Banking Service, Customer Relationship Management. The results of his research say Quality service indicates that the value obtained by customers directly or indirectly affects customer loyalty.

Research Choi Sang Lang, et al (2013), examined Customer Relationship Management, Relationship development, Customer Satisfaction, Interaction Management. The results of the study found that CRM is the most efficient approach in maintaining and creating relationships with customers. Whereas Tinik Sugianti's research, et al (2013), examined Customer Value, Customer Satisfaction. The results of the study found that Customer Value and customer satisfaction had a significant effect on customer loyalty. While Zakaria's research, Ahmad, et al. (2014), which examines Customer Relationship Management, Customer Satisfaction, results

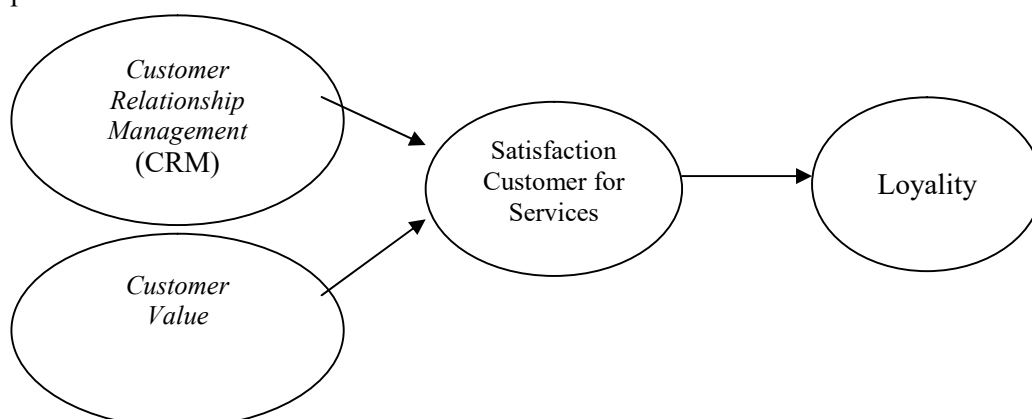
that relationships with customers have a positive effect on customer satisfaction and customer loyalty.

The research conducted by Yenny Logiawan and Hartono Subagio (2014), about Customer Value, customer satisfaction, results that Customer value and satisfaction have a positive effect on loyalty. But the research conducted by Kaur, N. and R. Kiran. 2015, researching Service Quality, E-Banking. The results of the study found that service quality has a significant effect on customer loyalty. Whereas Margarita Isoraite's research, et al (2015), examines satisfaction, Sales Promotion. Produce research that customer satisfaction, customer trust in sales directly have a positive effect on customer loyalty.

The results of research conducted by Raman Ismaili (2015), examined Customer Relationship management, Satisfaction, and customer retention. The results showed that CRM and customer satisfaction had a significant effect on customer loyalty. Whereas research Ernest Yaw, et al (2016). Researching Customer Relationship Management, Customer Satisfaction. The results of the study found that establishing relationships with customers and paying attention to customer satisfaction had a positive and significant effect on customer loyalty. When research conducted by Suhidayat, Tatang. et al (2016), who researched Service Quality, Customer Value, also produced that service quality and customer value had a positive effect on customer loyalty.

Conceptual Research Framework

Based on the problems of research and research conducted by previous researchers, the conceptual framework built is as follows:



Methodology

This research was conducted at PT. BPR Rangkiang Aur is headquartered in the Bukuringgi aur kuning market with a research period of February to June 2017. The research variables carried out were variables Customer Relationship Management, Customer Value, customer satisfaction and customer loyalty. The research population is the total number of savings customers of PT. BPR Rangkiang Aur with details on Table 2 as follows:

Table 2. Data on the Number of Customers of PT. BPR Rangkiang Aur Based on the type of savings

No	Type of Savings	Number of people)
1	TAN savings	5.580
2	BPR savings	637
3	Tamora savings	821
	Total population	7.038

Source: PT. BPR Rangkiang Aur, 2015

Further sampling technique is taken by using the Propotional Cluster Random Sampling technique. To take the proportion of each population, 1. a sample for saving TAN 222 people, 2. a sample for BPR savings: 25 people, and 3. a sample for 33 people Tamora savings.

Empirical Results and Discussion

a. Descriptive Analysis

Based on the results of the research by distributing questionnaires to 280 respondents, the results of the answers were obtained, which were then processed and tabulated which showed the frequency-frequency distribution and percentage of BPR Rangkiang Aur customer responses. In the description of this research variable conclusions were made based on TCR (Respondent Achievement Level).

1. Customer loyalty

The results of descriptive analysis of customer loyalty data at BPR Aur are presented in Table 3:

Table 3. Frequency Distribution of Customer Loyalty at BPR Rangkiang Aur

No	Indicator	Mean	TCR	category
1	Routine Transactions	4,17	83,39	good
2	Recommendation	3,77	75,43	enough
3	Endure being a customer	3,98	79,54	enough
4	File a complaint	4,21	84,11	good
5	Defense	4,21	84,25	good
Average Variable		4,07	81,34	good

Source: Primary Data Processing, 2017

From Table 3, it is obtained information that the average score of the BPR Customer Aurum Loyalty variable is 4.07, with the level of achievement of the respondent's answer being 81.34%. This shows that the loyalty of BPR customers in Rangkiang Aur is in the good category.

2. Customer satisfaction for service

The results of the descriptive analysis of Customer Satisfaction data at BPR Aur Aur are presented in Table 4:

Table 4. Distribution of Frequency of Customer Satisfaction for services at BPR Rangkiang Aur

No	Indicator	Mean	TCR	category
1	tangible	3,90	77,95	enough
2	Reliability	4,21	84,23	good
3	Responsiveness	2,95	58,94	Less
4	assurance	3,85	76,98	enough
5	Empaty	3,86	77,26	enough
Average Variable		3,75	75,07	enough

Source: Primary Data Processing, 2017

From Table 4, it is obtained information that the average score of the BPR Customer Satisfaction Customer Satisfaction variable is 3.75, with the level of achievement of the respondent's answer of 75.07%. This shows that Customer Satisfaction of BPR customers in Aur is included in the Enough category.

3. Customer Relationship Management

The results of descriptive analysis of data on customer Customer Relationship Management at BPR The Aur Aur are presented in Table 5:

Table 5. Frequency Distribution of Customer Relationship management for BPR Customers in Rangkiang Aur

No	Indicator	Mean	TCR	category
1	Relationship initiation	3,89	77,89	enough
2	Maintaining relationships	4,04	80,76	good
3	Stop of relationship	3,88	77,62	enough

	Average Variable	3,94	78,75	Cukup
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Source: Primary Data Processing, 2017

From Table 5, information is obtained that the average variable customer relationship management score on BPR Aur Aur is 3.94 with the level of achievement of respondents' answers of 78.75%. This shows that customer relationship management in BPR Aur Aur is in a sufficient category, meaning that customer relationship management in BPR Aur Aur needs to be improved.

4. Customer Value

The results of descriptive analysis of Customer Value data on customers at BPR The Aur Aur are presented in Table 6:

Tabel 6. Distribusi Frekuensi Customer Value Nasabah Di BPR

Rangkiang Aur

No	Indicator	Mean	TCR	category
1	Emotional value	4,17	83,40	good
2	Value of price	4,28	85,62	good
3	Social value	4,01	80,10	Baik
	Average Variable	4,15	83,04	Baik

Source: Primary Data Processing, 2017

From Table 6, information is obtained that the average score of the Customer Value variable in the BPR Aur Aur is 4.15 with the level of achievement of the respondent's answer being 83.04%. This shows that Customer Value at BPR Rangkiang Aur is in a good category, meaning that BPR Rangkiang Aur customers already have a good Customer Value.

b. Data analysis

The data that has been collected is then processed using SmartPLS software. The results of the study are as follows:

1. Inner Model test (Structural Model)

Analysis of the structural model test carried out only the coefficient of determination (R^2), Predictive relevance (Q^2) and path coefficients and t-statistics. The results of processing data for testing structural models are explained as follows:

a. Coefficient of determination (R^2)

R-Square is used to assess the influence of certain independent latent variables on dependent latent variables whether they have substantive effects. The model is considered to have an effect of $R^2 \geq 0,1$. Values R^2 0,67, 0,33 and 0.19 can be concluded that the model is strong, moderate, and weak. The results of the coefficient of determination R^2 from the model can be seen in table 7.

Table 7. Determination Coefficient Test Results R^2

Variable	R^2
Customer loyalty	0.581
Customer Satisfaction	0.348

Source: Primary Data Processing, 2017

The coefficient of determination R^2 in table 7 is 0.581 indicating that it has an influence with a moderate category, meaning that the variability of customer loyalty can be explained by Customer relationship management, Customer Value and loyalty by 58.10%,

while the remaining 41.90% is explained by other variables not examined in the model. While the value of R^2 for the variable customer satisfaction of 0.348 means that the variation of loyalty explained by Customer relationship management and Customer Value is 34.80% while the remaining 65.20% influenced by other factors outside the model.

b. Predictive relevance (Q^2)

Q^2 measures how well the observation value is generated by the model and also its parameter estimates. A model is considered to have a predictive value of relevance if $Q^2 > 0$.

The magnitude of Q^2 has a value with a range of $0 \leq Q^2 \leq 1$ with a value category of 0.02 (small), 0.15 (medium), 0.35 (large) (Chin in Ghozali, 2014: 81).

The results of Q^2 calculations in this study amounted to 0.417, which means that the model has predictive relevance in a large category.

2. Direct Effect Test

The independent variable at the 5% significance level with a significant two-sided test on the dependent variable the results of the t statistic are greater than t table 1.96. The significance of the variable can also be seen from P Value smaller than alpha ($\alpha = 0.05$). The test results directly influence each variable can be seen in Table 8.

Table 8. Direct Effects of Latent Variables (Results of Inner Model Analysis)

Variabel	Original Sample (O)	Standard Deviation (STDEV)	Standard Error (STERR)	t-statistic (O/STDEV)	P Values
Customer Relationship management ->Customer Satisfaction	0.177	0.053	0.053	3.366	0.001
Customer Value ->Customer Satisfaction	0.165	0.055	0.055	2.975	0.003
Customer Satisfaction->Customer loyalty	0.281	0.075	0.075	3.372	0.001
Customer Relationship management ->Customer loyalty	0.310	0.067	0.067	4.599	0.000
Customer Value ->Customer loyalty	0.213	0.065	0.065	3.249	0.001

Source: Primary Data Processing, 2017

3. Indirect Influence Test

a. Indirect Effects of Customer Relationship Management on Customer Loyalty Through Customer Satisfaction for services

The variable coefficient of indirect Customer Relationship Management influence on Customer Loyalty Through Customer Satisfaction can be seen in Table 9:

Table 9. Indirect Variables of Latent Variables

Variable	Symbol	Coefficient	Standard Error
Customer Relationship management ->Customer Satisfaction	A	0,310	0,067
Customer Satisfaction->Customer loyalty	B	0,281	0,075

Source: Primary Data Processing, 2017

By using the Sobel Formula the t-statistic value of 94.66 is greater than the 1.96 t-table means that there is a significant effect of Customer Relationship Management on Customer Loyalty Through customer satisfaction with service so that this indirect influence model is accepted.

b. Indirect Customer Value Influence on Customer Loyalty Through Customer Satisfaction for service

The variable Customer Indirect influence coefficient on Customer Loyalty Through Customer Satisfaction for services can be seen in Table 10:

Table 10. Indirect Variables of Latent Variables

<i>Variable</i>	Symbol	Coefficient	Standard Error
<i>Costumer Value->Customer satisfaction on service</i>	A	0,213	0,065
<i>Customer satisfaction on service->Customer loyalty</i>	B	0,281	0,075

Source: Primary Data Processing, 2017

By using the Sobel Formula the t-statistic value of 97.71 is greater than the 1.96 t-table, meaning there is a significant effect of Costumer Value on Customer Loyalty Through customer satisfaction with service so that this indirect influence model is accepted.

Discussion

Effect of Customer Relationship Management on customer satisfaction with service

Based on the analysis conducted that customer relationship management has a significant and positive effect on customer satisfaction on the services of BPR Rangkiang Aur. This is evidenced from the results of calculations using the structural equation modeling model that is obtained, the coefficient value is 1.777, the t-statistic value is 3.366 > t-table 1.96 and p-value 0.001 < alpha 0.05. This means that the higher the level of customer relationship management, the more customer satisfaction with service will increase.

Descriptive processed results show that the average score on the customer relationship management variable is 3.94 with the level of achievement of the respondent's answer of 78.75%. This shows that Customer Relationship management in BPR Aur Aur is in the sufficient category, meaning that customer relationship management in BPR Aur Aur needs to be improved. If itemized by item, customer relationship management questions range from 3.56 to 4.17. This shows that customer relationship management as measured by indicators: initiating relationships in sufficient categories, maintaining relationships in good category, terminating relationships in the adequate category, From the three indicators in the variable customer relationship management, two indicators which enter into enough categories, and one indicator entered into a good category. For that future indicators of relationship initiation, maintaining relationships, termination of relations need to be improved.

These results are in accordance with the opinion of Kotler and Keller (2009: 148), customer relationship management is the process of managing detailed information about individual customers and all customer "points of contact" to maximize customer loyalty. Customer Contact Points are all events where customers face brands and products from actual experience to private or mass communication to ordinary observation.

According to Kotler and Keller (2009) states that: satisfied and loyal customers are opportunities to get new customers. Maintaining all existing customers will generally be more profitable than customer changes because the cost of attracting new customers can be five times the cost of retaining an existing customer. " This finding is in line with the research conducted by Choi sang Lang (2013: 8) entitled "Impact of Customer Relationship Management factors on Customer Satisfaction and Loyalty" from the results of this study stating that Customer Relationship Management has a significant effect on customer satisfaction. Management in banks in general has similarities.

Customer Value has a significant effect on customer satisfaction with services at BPR Rangkiang Aur

Based on the analysis conducted at the customer value, it has a significant and positive effect on the satisfaction of BPR Rangkiang Aur customers. This is evidenced by the results of calculations with the equation modeling structural model that is carried out obtained by the value of the coefficient of 0.165, the t-statistic value of 2.975 > t-table 1.96 and p-value of 0.003 < alpha 0.05. this explains that there is a significant and positive effect of customer value on

customer satisfaction with service. This means that the higher the level of customer customer value, the greater customer satisfaction with service.

While the indirect effect of customer value on the loyalty of BPR customers is that Aur has a coefficient of 0.060. t-statistic value of $3,356 > t$ table 1.96 and p-value 0.030 $< \alpha$ 0.05. meaning that there is an indirect influence between customer value on customer loyalty.

Descriptive processed results show that the average score on the customer value variable is 4.15 with the respondent's achievement level of 80.04%. this shows that customer value in BPR Aur Aur is in a good category, meaning that customer value in BPR Aur ranks needs to be improved. If itemized by item, customer value questions range from 3.61 - 4.23. This shows that customer value is measured by indicators: emotional value is in the good category. Price values are in good categories, social values are in good categories, of the three indicators in the customer value variable, two indicators are included in the adequate category, and one indicator is in the good category. For that future indicators of emotional value and social value and price values need to be improved.

This research is in line with the theory put forward by Woodruff (1997), which states customer value is perceptual preference and customer evaluation of the attributes, performance and consequences obtained from product usage that facilitates the achievement of customer goals and objectives in usage situations. In addition, this study is in accordance with the research conducted by Suhidayat, Tatang et. Al (2016: 70) which states that customer satisfaction has a positive effect on the customer value provided by the company. The same thing was conveyed by Tinik Sugiati et al. (2013: 65) which states that customer value has a significant effect on customer satisfaction in shaping customer loyalty.

Effect of satisfaction with service on customer loyalty

The analysis performed on service satisfaction has a significant and positive effect on customer loyalty in BPR Rangkiang Aur customers. This is evidenced from the results of calculations using the structural equation modeling model that is obtained, the value has a coefficient of 0.281, the t-statistic value is $3.372 > t$ -table 1.96 and p-value 0.001 $< \alpha$ 0.05. This means that the higher the level of customer satisfaction, the more customer loyalty will increase.

Descriptive processed results show that the average score on the satisfaction variable is 3.75 with the level of achievement of the respondent's answer of 75.07%. This shows that Loyalty in BPR Aur Aur is included in the sufficient category, meaning that customer satisfaction at BPR Rangkiang Aur needs to be improved. If detailed per satisfaction question ranges from 3.66 - 3.97. This shows that satisfaction with service is measured by indicators: Physical Being, Reliability, responsiveness, assurance and empathy all fall into the adequate category. For the future, all these indicators need to be improved.

This is in accordance with Kotler's opinion (2008: 140) the relationship between satisfaction and loyalty is a time when consumers reach the highest level of satisfaction that creates strong emotional bonds and long-term commitment with the company. Loyal customers are customers who make purchases or transactions again in banking activities, and when they are satisfied with the products offered by the company, the possibility of customers returning to use the product is quite large.

Bloemer et al. In Ladhari et al. (2011: 111) states that in the retail banking sector the quality of service has both direct and indirect influence (through satisfaction) on loyalty. Customer satisfaction is a factor that directly determines customer loyalty, which in turn is the main determinant for maintaining customers. Therefore, companies must always strive to ensure that customers will be very satisfied.

Customer satisfaction contributes to a number of aspects such as the creation of customer loyalty, increased company reputation, reduced price elasticity, reduced future transaction costs and increased employee efficiency and productivity. (Tjiptono 2012: 348).

Fornell in Lupiyoadi and Hamdani (2009: 192) states that a high level of satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to

prices and reduce costs of marketing failure and improve business reputation. From some of the opinions above, it can be seen that customer satisfaction will affect customer loyalty. Where satisfaction is feeling happy or disappointed someone who appears after comparing the performance (results) of products that are thought of the expected performance (or results).

This research is in accordance with the research conducted by Mohsan et al (2011: 268) in his research which stated that customer satisfaction is very important, even though customer satisfaction does not guarantee customers will return to buy products but customer satisfaction still has a very important role in ensuring loyalty from nasaabah. Or in other words, customers who feel satisfied will be loyal to the company.

Customer satisfaction with service is a mediator on the effect of Customer Relationship management on customer loyalty

The analysis carried out on customer satisfaction for service is a mediator on the Effect of Customer Relationship Management on BPR Customer Rangkiang Aur Loyalty. This is evidenced from the results of calculations with the sobel formula which is obtained value has a coefficient of 0.310, and the coefficient value of b is 0.281 t-statistic value of 94.66 > t-table 1.96. This means that the customer satisfaction variable can be a mediator between Customer Relationship Management to BPR Rangkiang Aur Customer Loyalty.

Descriptive processed results show that the average score on the variable customer satisfaction for service is 3.75, with the level of achievement of the respondent's answer of 75.07%. This shows that BPR Customer Aur Satisfaction is included in the Enough category, meaning that customer satisfaction at BPR Aur Aur needs to be improved. If detailed per item, customer relationship management questions range from 2.95 - 4.21. This shows that customer satisfaction is measured by indicators: Reliability is in the good category, responsiveness is in the less category, Guarantee is included in the adequate category, empathy is in the adequate category, and physical form is in the sufficient category. Of the five indicators in the variable customer satisfaction, one indicator entered into the good category, one indicator entered into the less category, and three indicators entered into enough categories. For this reason, the future indicators of responsiveness, assurance, empathy, and physical form need to be improved.

Next descriptive processed results show that the average score on the Customer Relationship Management variable is 3.94 with the level of achievement of the respondent's answer of 78.75%. This shows that Customer Relationship Management at BPR Aur Aur is included in the sufficient category, meaning that Customer Relationship Management in BPR Aur Aur needs to be improved. If itemized per question Customer Relationship Management ranges from 3.56 - 4.17. This shows that Customer Relationship Management as measured by indicators: initiation of relationships in good categories, maintaining relationships in sufficient categories, termination of relationships fall into sufficient categories,

While descriptive processed results show that the average score on the loyalty variable is 4.07 with the level of achievement of respondents' answers of 81.34%. This shows that Loyalty on BPR Aur Aur is in the good category, meaning that loyalty to BPR Rangkiang Aur needs to be improved. If detailed per item loyalty questions range from 3.66 - 3.97. This shows that loyalty measured by indicators: Routine transactions, recommendations, surviving as a customer, submitting complaints and pleading all fall into the adequate category. For the future, all these indicators need to be improved.

These results are in accordance with Zakaria's research, Ahmad (2014: 8) Effect of Customer Relationship Management, Customer Satisfaction, and Interaction Management on Customer Loyalty. The results of this study indicate that CRM is the most efficient approach in maintaining and creating relationships with customers. Customer satisfaction contributes to a number of aspects such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs and increasing employee efficiency and productivity. (Tjiptono 2012: 348).

Fornell in Lupiyoadi and Hamdani (2009: 192) states that a high level of satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to prices and reduce costs of marketing failure and improve business reputation. It can be concluded that the more customers are satisfied with the Customer Relationship Management provided by BPR Rangkiang Aur, then it can indirectly affect the loyalty of BPR Rangkiang Aur customers.

Customer satisfaction with service becomes a mediator on the influence of Customer Value on customer loyalty

Based on the analysis conducted on customer satisfaction, it becomes a mediator on the influence of Customer Value on BPR Rangkiang Aur Customer Loyalty. This is evidenced from the results of calculations with the Sobel formula which is obtained obtained value has a coefficient of 0.213, and b coefficient value of 0.281 t-statistic value of 97.71 > t-table 1.96. This means that the customer satisfaction variable can be a mediator between Customer Value to BPR Rangkiang Aur Customer Loyalty. Descriptive processed results show that the average score on the customer variable is 3.75, with the level of achievement of the respondent's answer being 75.07%. This shows that Customer Satisfaction with BPR customers in the Rangkiang Aur is included in the Enough category, meaning that customer satisfaction at BPR Rangkiang Aur needs to be improved. If detailed per question, customer satisfaction ranges from 2.95 - 4.21. This shows that customer satisfaction is measured by indicators: Reliability is in the good category, responsiveness is in the less category, Guarantee is included in the adequate category, empathy is in the adequate category, and physical form is in the sufficient category. Of the five indicators in the customer satisfaction variable, one indicator entered into the less category, one indicator entered into the good category and three indicators entered into the adequate category. For this reason, the future indicators of responsiveness, assurance, empathy, and physical form need to be improved.

Furthermore, the descriptive results show that the average score on the Customer Value variable is 4.15 with the respondent's answer level being 83.04%. This shows that the Customer Value at BPR Aur Aur is in the good category, meaning that the Customer Value at the BPR Aur Aur needs to be improved. If detailed per question the Customer Value ranges from 3.61 - 4.23. This shows that Customer Value is measured by indicators: Emotional value is in good category, Price value is in good category, Social value is in good category

While descriptive processed results show that the average score on the loyalty variable is 4.07 with the level of achievement of the respondent's answer of 81.34%. This shows that Loyalty on BPR Aur Aur is in the good category, meaning that loyalty to BPR Rangkiang Aur needs to be improved. If detailed per item loyalty questions range from 3.66 - 3.97. This shows that loyalty measured by indicators: Routine transactions, recommendations, persevering as a customer, submitting complaints and defense all fall into the good category. For the future, all these indicators need to be improved.

This result is in accordance with Kotler's opinion (2008: 140) the relationship between satisfaction and loyalty is a time when consumers reach the highest level of satisfaction that creates strong emotional bonds and long-term commitment with the company. Loyal customers are customers who make purchases or transactions again in banking activities, and when they are satisfied with the products offered by the company, the possibility of customers returning to use the product is quite large.

Customer Value can be defined as all the benefits or quality obtained by the customer relative to the sacrifice both from the price value, emotions and the social value received by the customer. In addition, this study is in accordance with the research conducted by Suhidayat, Tatang et al (2016: 70) which states that customer satisfaction has a positive effect on Customer Value provided by the company. The same thing is also stated by Tinik Sugianti (2013: 65) which states that the Customer Value has a significant effect on customer satisfaction in shaping customer loyalty. It can be concluded that the more customers are satisfied with the Customer

Value provided by BPR Rangkiang Aur, then it can indirectly affect the loyalty of BPR Rangkiang Aur customers.

Conclusion and Recommendation

Conclusion

Based on the results of the analysis relating to the purpose of this study, then some conclusions can be drawn from the results of the study as follows:

1. Customer Value has a significant and positive effect on customer loyalty at BPR Rangkiang Aur. This shows that to increase customer loyalty it can be done by increasing Customer Value.
2. Customer Relationship management has a significant and positive effect on customer loyalty in BPR Rangkiang Aur customers. This shows that to increase customer loyalty it can be done by increasing Customer relationship management.
3. Customer satisfaction with service has a significant and positive effect on the loyalty of BPR Rangkiang Aur customers. This shows that to increase customer loyalty it can be done by increasing customer satisfaction with services.
4. There is an indirect influence between Customer Relationship Management on customer loyalty through the satisfaction of BPR Rangkiang Aur customers. This means that through customer satisfaction, Customer Relationship Management can influence customer loyalty.
5. Customer Value has a significant and positive effect on customer loyalty through the satisfaction of BPR Rangkiang Aur customers. This shows that customer value through customer satisfaction can influence customer loyalty.

Recommendation

Based on the results of this study, it is recommended to increase the loyalty of BPR Rangkiang Aur customers, as follows;

1. Increasing understanding of the importance of maintaining customer satisfaction with service and staying focused on providing comfort and convenience through a variety of quality banking products and features.
2. Increasing customer value to customers, especially improving customer experience with the company.
3. Increase customer relationship management. especially in the process of customer recognition, maintaining and establishing relationships with customers both in the process of terminating and terminating relationships.
4. Maintain and increase customer loyalty by taking a humanist approach and building emotional closeness with customers, then fostering existing customers so as not to turn to other banks. BPR Rangkiang Aur in order to be able to provide the best service both from speed, accuracy and convenience in service which can become BPR Rangkiang Aur's main weapon in facing increasingly fierce competition in the banking world.

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