

ABSTRACT

Arifin, Muh. Husen. 2012. Thesis. Title: “Brand Loyalty Strategies On Savings Products Muamalat Share-E Regular at Muamalat Indonesia Bank Branch Malang.”

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The quantity and banking development increased rapidly lead to tough competition so as to encourage customers to easily for choosing the best bank. These conditions require the Bank's management to close for customers for the development needs of customer and needs continue to be monitored. By the large number of banks offering new saving products and attributes that will attract customers, Muamalat Indonesia Bank would make a change name of brand from products Muamalat saving Share-E to Muamalat saving Share-E Regular with a most of features that are renewable. This is done to show customers remain loyal to Muamalat Indonesia Bank branch Malang.

This research used a qualitative research approach. Data processing deviced were obtained through in-depth interviews, direct observation, documentation and triangulation techniques also terminated the analysis results in a narrative form of brand loyalty related strategy adopted Muamalat Indonesia Bank of branch Malang on the product Muamalat Savings Share-E Regular.

The results from this study indicates that the strategy of brand loyalty on the product Muamalat Savings Share-E Regular by Muamalat Bank branch Malang is done by adding advanced services through mobilebanking, internetbanking, look and renewable features. The strategy is based on the criteria applied to brand loyalty in Muamalat Bank branch of Malang they are: satisfaction, trust, perceived quality, and brand image. And also the implications of the strategy of brand loyalty is an increase in customer growth, technology more advanced services while keeping the accelerating growth in Islamic banking industry.