

ABSTRACT

***THE EFFECT OF COMMUNITY-BASED MARKETING, SERVICE
QUALITY, AND CORPORATE IMAGE ON CUSTOMER COMMITMENT
MODERATED BY SWITCHING COSTS
(Survey of Customers The Tasikmalaya Regency Community Empowerment
Trust Fund Management Unit)***

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This study was motivated by the declining customer commitment to UPK DAPM in Tasikmalaya Regency. The purpose of this study was to determine the effect of community-based marketing, service quality, and corporate image on customer commitment, moderated by switching costs among UPK DAPM customers in Tasikmalaya Regency. This study uses the Partial Least Square – Structural Equation Model (PLS-SEM) analysis technique. The results of this study conclude that community-based marketing, service quality, and corporate image have a positive and significant effect on customer commitment. The results of switching cost moderation on the variables of community-based marketing and service quality moderate by strengthening, while corporate image moderates by weakening. The implication of these findings is that building strong customer loyalty requires more than focusing on a single aspect. A combination of building a strong community, providing high-quality services, and maintaining a positive image is key to fostering customer commitment.

Keyword: Community Based Marketing, Service Quality, Corporate Image, Switching Cost dan Customer Commitment.