

## ABSTRAK

Skripsi dengan judul “**Pengaruh *Marketing Mix* dan *Self Service Technology* Terhadap Loyalitas Bank Muamalat Kantor Cabang Kediri**” ditulis oleh Bachriatul Haniful Ulumiyah, NIM. 17401163300, pembimbing: Dr. H. Mashudi, M.Pd.I.

Penelitian ini dilatar belakangi oleh *marketing mix* dan layanan mandiri bank untuk menarik loyalitas nasabah. Tujuan dalam penelitian ini adalah untuk mengetahui pengaruh *Marketing Mix* terhadap loyalitas nasabah Bank Muamalat Kantor Cabang Kediri, *Self Service Technology* terhadap loyalitas nasabah Bank Muamalat Kantor Cabang Kediri, pengaruh *Marketing Mix* dan *Self Service Technology* terhadap Loyalitas nasabah Bank Muamalat Kantor Cabang Kediri. Metode yang digunakan dalam penelitian ini adalah kuantitatif. Pengambilan sampel dengan metode random sampling. Data yang digunakan adalah data primer yang diperoleh dari hasil pengisian kuesioner. Alat pengukur data menggunakan skala likert dan diuji menggunakan aplikasi SPSS 16. Teknik analisa menggunakan metode analisis regresi linier berganda dengan memenuhi uji asumsi klasik, uji hipotesis dan uji determinasi.

Dari hasil penelitian menunjukkan: (1) *Marketing Mix* memberikan pengaruh terhadap loyalitas nasabah, dan diukur dengan indikator produk, lokasi, biaya dan promosi. Dimana indikator promosi memiliki pengaruh paling tinggi. Hal ini berarti, nasabah menganggap Bank Muamalat Kediri dapat dengan baik mempromosikan produk sehingga nasabah tertarik dan menggunakan layanan Bank Muamalat. 2) *Self service technology* memberikan pengaruh terhadap loyalitas nasabah dalam menggunakan layanan mandiri dan diukur dengan indikator *perceived control*, *performance*, *convenience*, dan *efficiency*. Dimana indikator *efficiency* memiliki pengaruh paling tinggi. Hal ini berarti, layanan mandiri yang disediakan Bank Muamalat Kediri merupakan teknologi yang tidak sulit dioperasikan meskipun baru pertama kali digunakan sehingga membuat nasabah loyal. (3) Secara simultan *marketing mix* dan *self service technology* memiliki pengaruh signifikan terhadap loyalitas nasabah dalam Bank Muamalat Kediri. Dimana indikator *referalls* memiliki pengaruh paling tinggi. Hal ini berarti, layanan mandiri Bank Muamalat merupakan teknologi memiliki kualitas yang baik sehingga nasabah merekomendasikan untuk orang lain menggunakannya.

**Kata Kunci** : Loyalitas Nasabah, *Marketing Mix*, *Self Service Technology*.

## **ABSTRACT**

*The thesis with the title "The Effect of Marketing Mix and Self Service Technology towards Customer Loyalty of Bank Muamalat Kediri" written by Bachriatul Haniful Ulumiyah, Register Number 17401163300, Advisor: Dr. H. Mashudi, M.Pd.I.*

*This research is motivated by the marketing mix and the bank's independent services to attract customer loyalty. The objectives of this research was to find out the effect of Marketing Mix towards the customer loyalty of Bank Muamalat in the Kediri Office, Self Service Technology towards the customer loyalty of the Bank Muamalat in the Kediri Office, the effect of Marketing Mix and Self Service Technology towards the customer loyalty of the Bank Muamalat in the Kediri Office. The method used in this research was quantitative. The sampling used a random sampling method. The data used were primary data obtained from the results of filling out the questionnaire. The data gauges used a Likert scale and are tested using the SPSS 16 application. The analysis technique used the method of multiple linear regression analysis by fulfilling the classical assumption test, hypothesis testing and determination test.*

*From the results of the research showed that: (1) The marketing mix influences customer loyalty, and is measured by indicators of product, location, cost and promotion. Where the promotion indicator has the highest influence. This means, the customer considers Bank Muamalat Kediri to be able to properly promote the product so that the customer is interested and uses Bank Muamalat's services. 2) The self service technology has an influence on customer loyalty in using independent services and is measured by indicators of perceived control, performance, convenience, and efficiency. Where the efficiency indicator has the highest influence. This means that the self-service provided by Bank Muamalat Kediri is a technology that is not difficult to operate even though it is being used for the first time so that it makes customers loyal. (3) The simultaneously marketing mix and self service technology have a significant influence on customer loyalty in Muamalat Kediri Bank. Where referalls indicator has the highest influence. This means, Bank Muamalat's self-service is a technology that has good quality so that customers recommend to others to use it.*

**Keywords:** *Marketing, Self Service Technology, and Customer Loyalty*