

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Pelayanan *Customer relationship management*, dan Citra Perusahaan Terhadap Loyalitas Nasabah PT. Bank Muamalat Indonesia Tbk KCP Tulungagung” ditulis oleh Fatihatus Shofi Farrodiba, NIM.12401173032, pembimbing Hj. Amalia Nuril Hidayati, S.E., M.Sy.

Penelitian skripsi ini dilatarbelakangi oleh karena, beberapa kali diterpa isu negatif, nasabah PT. Bank Muamalat terbukti masih loyal dalam *survey satisfaction, Loyalty* dan *Engangement* (SLE). Adapun tujuan dari penelitian ini yaitu (1) untuk menguji pengaruh kualitas pelayanan terhadap loyalitas nasabah Bank Muamalat KCP Tulungagung, (2) Untuk menguji pengaruh *customer relationship management* terhadap loyalitas nasabah Bank Muamalat KCP Tulungagung, (3) untuk menguji pengaruh citra perusahaan terhadap loyalitas nasabah Bank Muamalat KCP Tulungagung, (4) untuk menguji secara simultan pengaruh kualitas pelayanan, *customer relationship management*, dan citra perusahaan terhadap loyalitas nasabah Bank Muamalat KCP Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif dimana teknik analisis data pada penelitian ini dengan menggunakan metode regresi linier berganda. Dengan menyebarkan kuesioner kepada 96 responden nasabah funding PT. Bank Muamalat Indonesia KCP Tulungagung. Metode pengambilan sampel dengan menggunakan *probability sampling* dengan Teknik pengambilan sampel *simple random sampling*.

Hasil pengujian menunjukkan (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas nasabah PT. Bank Muamalat Indonesia KCP Tulungagung, (2) *customer relationship management* tidak berpengaruh signifikan terhadap loyalitas nasabah PT. Bank Muamalat Indonesia KCP Tulungagung, (3) citra perusahaan berpengaruh positif dan signifikan terhadap loyalitas nasabah PT. Bank Muamalat Indonesia KCP Tulungagung, (4) kualitas pelayanan, *customer relationship management* dan citra perusahaan secara bersama-sama berpengaruh signifikan terhadap loyalitas nasabah PT. Bank Muamalat Indonesia KCP Tulungagung.

Kata Kunci: Citra Perusahaan, *Customer Relationship Management*, Kualitas Pelayanan, Loyalitas Nasabah

ABSTRACT

The undergraduate thesis with the title "The Influence of Service Quality, Customer Relationship Management, and the Corporate Image on Customer Loyalty at the PT. Bank Muamalat Indonesia Tbk KCP Tulungagung. Was written by Fatihatus Shofia Farrodiba, NIM. 12401173032, Was supervised by Hj. Amalia Nuril Hidayati, S.E., M.Sy.

This undergraduate research is in the background for several times is displayed negative issues, customer PT. Bank Muamalat proves to be still loyal in the survey satisfaction, loyalty, and engagement (SLE). The purpose of this study is (1) to examine the effect of the quality service on customer loyalty at Bank Muamalat KCP Tulungagung, (2) to examine the effect of the customer relationship management on customer loyalty at Bank Muamalat KCP Tulungagung, (3) to examine the effect of the corporate image on customer loyalty at Bank Muamalat KCP Tulungagung (4) to examine the effect of the quality service, customer relationship management, and corporate image on customer loyalty at Bank Muamalat KCP Tulungagung.

This study uses quantitative approaches with a type of descriptive research where data analysis techniques in this study use have a linear regression method by distributing questionnaires to 96 customer respondent funding. The sampling method using probability sampling and using simple random sampling.

The result of this study indicated that the (1) Service quality has a positive and significant effect on the customer loyalty of Bank Muamalat KCP Tulungagung, (2) Customer relationship management has no significant effect on the customer loyalty of Bank Muamalat KCP Tulungagung, (3) Corporate Image has a positive and significant effect on the customer loyalty of Bank Muamalat KCP Tulungagung, (4) simultaneously the variables service quality, customer relationship management, and corporate image have a significant effect on the customer loyalty of Bank Muamalat KCP Tulungagung

Keywords: Corporate Image, Customer Loyalty, Customer Relationship Management, Service Quality