

ABSTRAK

Skripsi dengan judul “ Pengaruh *Brand Image*, *Performance* dan *Reliability* Terhadap Loyalitas Nasabah Bank Muamalat Indonesia Tbk Cabang Pembantu Tulungagung” ini ditulis oleh Violita Rohma Maulidya, Jurusan Perbankan Syariah, NIM 12401183198, Pembimbing Wahyu Dwi Warsitasari, M.Pd.

Penelitian ini dilatar belakangi oleh kemajuan teknologi sebagai sarana pelayanan harus dapat bersaing dalam ketatnya dunia industry perbankan syariah agar tidak tertinggal, hal ini dikarenakan masyarakat menginginkan pelayanan yang totalitas dari bank syariah agar mereka dapat memberikan imbal balik yang baik kepada bank syariah tersebut. adanya loyalitas menjadikan nasabah tertarik melakukan investasi maupun pembiayaan secara berulang kemudian memberikan testimoni produk atau jasa yang digunakan ehingga dengan adanya Bank Muamalat Indonesia Tbk Cabang Pembantu Tulungagung guna membuktikan dan diharapkan mampu menjaga kualitas layanannya dan mempertahankan loyalitas nasabahnya.

Pendekatan dalam penelitian ini menggunakan pendekatan kuantitatif dan jenis penelitian asosiatif. Jumlah sampel dalam penelitian sebanyak 100 responden yaitu nasabah Bank Muamalat Indonesia Tbk Cabang Pembantu Tulungagung. Teknik sampling yang digunakan adalah metode sampling incidental yang termasuk dalam non probability sampling.

Tujuan dari penelitian ini adalah untuk mengetahui apakah *Brand Image*, *Performance* dan *Reliability* berpengaruh terhadap loyalitas Nasabah Bank Muamalat Indonesia Tbk Cabang Pembantu Tulungagung.

Hasil penelitian menunjukkan bahwa variabel *Brand Image*, *Performance* dan *Reliability* berpengaruh positif dan signifikan terhadap Loyalitas Nasabah Bank Muamalat Indonesia Tbk Cabang Pembantu Tulungagung. Kemudian juga diketahui bahwa variabel *Brand Image*, *Performance* dan *Reliability* secara simultan berpengaruh positif dan signifikan terhadap Loyalitas Nasabah Bank Muamalat Indonesia Tbk Cabang Pembantu Tulungagung.

Kata Kunci : *Brand Image*, Loyalitas Nasabah, Performance, Reliability

ABSTRACT

Thesis with the title "The Effect of Brand Image, Performance and Reliability on Customer Loyalty of Bank Muamalat Indonesia Tbk Tulungagung Sub Branch" was written by Violita Rohma Maulidya, Islamic Banking Department, NIM 12401183198, Supervisor Wahyu Dwi Warsitasari, M.Pd.

This research is motivated by technological advances as a means of service that must be able to compete in the tight world of the Islamic banking industry so as not to be left behind, this is because people want the totality of services from Islamic banks so that they can provide good returns to these Islamic banks. the existence of loyalty makes customers interested in investing or financing repeatedly and then providing testimonials of products or services used so that with the existence of Bank Muamalat Indonesia Tbk Tulungagung Sub-Branch to prove and is expected to be able to maintain the quality of its services and maintain customer loyalty.

The approach in this study uses a quantitative approach and the type of associative research. The number of samples in the study were 100 respondents, namely customers of Bank Muamalat Indonesia Tbk Tulungagung Sub-Branch. The sampling technique used is the incidental sampling method which is included in non-probability sampling.

The purpose of this study was to determine whether Brand Image, Performance and Reliability affect customer loyalty at Bank Muamalat Indonesia Tbk Tulungagung Sub-Branch.

The results showed that the variables Brand Image, Performance and Reliability had a positive and significant effect on Customer Loyalty of Bank Muamalat Indonesia Tbk Tulungagung Sub-Branch. Then it is also known that the variables Brand Image, Performance and Reliability simultaneously have a positive and significant effect on Customer Loyalty of Bank Muamalat Indonesia Tbk Tulungagung Sub-Branch.

Keywords: Brand Image, Customer Loyalty, Performance, Reliability