

ABSTRAK

Skripsi dengan judul “Pengaruh *Service Quality*, *Customer Relationship Management*, *Brand Image*, dan Kepercayaan Terhadap Loyalitas Nasabah Bank Muamalat Indonesia KCU Kediri” ini ditulis oleh Indah Nur Cahyani NIM 17401163238, pembimbing Elok Fitriani Rafikasari, M.Si.

Penelitian ini dilatarbelakangi oleh tingkat persaingan antar perbankan di Indonesia yang semakin ketat. Dimana perbankan diharapkan mampu bersaing secara sehat untuk tetap meningkatkan eksistensinya dengan cara mempertahankan loyalitas nasabah. Dengan menerapkan beberapa faktor-faktor yang dapat mempengaruhi loyalitas seperti *service quality*, *customer relationship management*, *brand image*, dan kepercayaan.

Penelitian ini bertujuan untuk mengetahui pengaruh *service quality*, *customer relationship management*, *brand image*, dan kepercayaan terhadap loyalitas nasabah Bank Muamalat Indonesia KCU Kediri secara parsial dan simultan. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan metode analisis regresi linier berganda. Jenis penelitian yang digunakan adalah penelitian asosiatif. Teknik sampling yang digunakan adalah *accidental sampling*. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 sampel. Sumber data yang digunakan adalah data primer dengan menyebarkan kuesioner.

Hasil penelitian ini menunjukkan bahwa secara parsial variabel yang mempengaruhi loyalitas nasabah adalah *service quality*, *customer relationship management*, *brand image*, dan kepercayaan. Penelitian yang dilakukan secara simultan memberikan hasil bahwa *service quality*, *customer relationship management*, *brand image*, dan kepercayaan berpengaruh terhadap loyalitas nasabah dengan total pengaruh sebesar 32,7%.

Kata kunci: *Service Quality*, *Customer Relationship Management*, *Brand Image*, Kepercayaan, dan Loyalitas.

ABSTRACT

A thesis with a title "The Effect of Service Quality, Customer Relationship Management, Brand Image, and Trust in Customer Loyalty of Bank Muamalat Indonesia KCU Kediri" was written by Indah Nur Cahyani NIM 17401163238, advisor by Elok Fitriani Rafikasari, M.Si.

This research is motivated by the level of competition between banks in Indonesia which is getting tighter. Where banks are expected to be able to compete in a healthy manner to continue to improve their existence by maintaining customer loyalty. By applying several factors that can affect loyalty such as service quality, customer relationship management, brand image, and trust.

This study aims to determine the effect of service quality, customer relationship management, brand image, and trust on customer loyalty at Bank Muamalat Indonesia KCU Kediri partially and simultaneously. The approach used in this research is a quantitative approach with multiple linear regression analysis method. The type of research used is associative research. The sampling technique used is accidental sampling. The number of samples used in this study were 100 samples. Source of data used is primary data by distributing questionnaires.

The results of this study indicate that partially the variables that affect customer loyalty are service quality, customer relationship management, brand image, and trust. Research conducted simultaneously gives the result that service quality, customer relationship management, brand image, and trust have an effect on customer loyalty with a total effect of 32.7%.

Keywords: *Service Quality, Customer Relationship Management, Brand Image, Trust, and Loyalty.*