ABSTRAK

Skripsi dengan judul Pengaruh *Service Quality, Brand Image,* Dan *Customer Relationship Management* Terhadap Loyalitas Nasabah Di Bank Muamalat KCP Blitar" yang ditulis oleh Mohamad Fikri Afrizal NIM. 17401163431, Pembimbing Dr. Syafrudin Arif Marah Manunggal, M.S.I.

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 sehingga dengan adanya Bank Muamalat Indonesia Tbk Cabang Pembantu Blitar 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 Blitar. Teknik sampling yang digunakan adalah metode sampling incidental yang termasuk dalam non probability sampling.

Tujuan dari penelitian ini adalah untuk mengetahui apakah *Service Quality, Brand Image,* Dan *Customer Relationship Management* Terhadap Loyalitas Nasabah Di Bank Muamalat KCP Blitar.

Hasil penelitian menunjukkan bahwa secara parsial variabel *Service Quality, Brand Image,* Dan *Customer Relationship Management* berpengaruh positif dan signifikan terhadap Loyalitas Nasabah Di Bank Muamalat KCP Blitar. Kemudian juga diketahui bahwa secara simultan variabel *Service Quality, Brand Image,* Dan *Customer Relationship Management* berpengaruh positif dan signifikan terhadap Loyalitas Nasabah Di Bank Muamalat KCP Blitar.

Kata Kunci: *Brand* **Image,** *Customer Relationship Management***, Loyalitas Nasabah,** *Service Quality.*

ABSTRACT

Thesis entitled The Influence of Service Quality, Brand Image, and Customer Relationship Management on Customer Loyalty at Bank Muamalat KCP Blitar" written by Mohamad Fikri Afrizal NIM. 17401163431, Advisor Dr. Syafrudin Arif Marah Manunggal, M.S.I.

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 for the products or services used so that with the existence of Bank Muamalat Indonesia Tbk Blitar Sub-Branches 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 Blitar 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 Service Quality, Brand Image, and Customer Relationship Management on Customer Loyalty at Bank Muamalat KCP Blitar.

The results showed that partially Service Quality, Brand Image, and Customer Relationship Management variables had a positive and significant effect on Customer Loyalty at Bank Muamalat KCP Blitar. Then it is also known that simultaneously the variables of Service Quality, Brand Image, and Customer Relationship Management have a positive and significant effect on Customer Loyalty at Bank Muamalat KCP Blitar.

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