

ABSTRAK

Skripsi dengan judul “Pengaruh *Shariah Compliance, Service Quality, Customer Relationship Management, Brand Image* dan Implikasi Kepuasan Nasabah terhadap Loyalitas Nasabah di Bank Muamalat KCP Tulungagung Periode 2015-2021” yang ditulis oleh Fifi Kusnatun Khasanah, NIM. 17401163119, Pembimbing Refki Rusyadi, M.Pd.I

Penelitian ini dilatar belakangi dari keingintahuan penulis apakah dalam pelayanan di bank syariah kemajuan teknologi mempengaruhi loyalitas nasabah?, 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.

Tujuan dari penelitian ini adalah untuk mengetahui apakah *Shariah Compliance, Service Quality, Customer Relationship Management, Brand Image* dan Implikasi Kepuasan Nasabah Berpengaruh terhadap Loyalitas Nasabah di Bank Muamalat KCP Tulungagung.

Pendekatan dalam penelitian ini menggunakan pendekatan kuantitatif dan jenis penelitian asosiatif dengan teknik analisis jalur (*Path Analyze*). Jumlah sampel dalam penelitian sebanyak 100 responden yaitu nasabah Bank Muamalat Indonesia Tbk Cabang Pembantu Tulungagung. Teknik sampling yang digunakan adalah metode sampling accidental yang termasuk dalam non probability sampling.

Hasil Pengujian hipotetsis menggunakan analisis path diperoleh hasil *shariah compliance* berpengaruh positif dan signifikan terhadap Implikasi Kepuasan Nasabah, *service quality* berpengaruh positif dan signifikan terhadap Implikasi Kepuasan Nasabah, *Customer Relationship Management* berpengaruh positif dan signifikan terhadap Implikasi Kepuasan Nasabah, *Brand Image* berpengaruh positif dan signifikan terhadap Implikasi Kepuasan Nasabah, Implikasi Kepuasan Nasabah berpengaruh positif dan signifikan terhadap Loyalitas Nasabah, *shariah compliance* berpengaruh positif dan signifikan terhadap Loyalitas Nasabah, *service quality* berpengaruh positif dan signifikan terhadap Loyalitas Nasabah, *Customer Relationship Management* berpengaruh positif dan signifikan terhadap Loyalitas Nasabah, *Brand Image* berpengaruh positif dan signifikan terhadap loyalitas Nasabah, dan *Shariah Compliance, Service Quality, Customer Relationship Management, Brand Image* secara simultan mempengaruhi loyalitas nasabah melalui Implikasi kepuasan nasabah

Kata Kunci : *Shariah Compliance, Service Quality, Customer Relationship Management, Brand Image*, Implikasi Kepuasan, Loyalitas

ABSTRACT

Thesis entitled "The Influence of Shariah Compliance, Service Quality, Customer Relationship Management, Brand Image and Implications of Customer Satisfaction on Customer Loyalty at Bank Muamalat KCP Tulungagung Period 2015-2021" written by Fifi Kusnatun Khasanah, NIM. 17401163119, Advisor Refki Rusyadi, M.Pd.I

This research is motivated by the author's curiosity whether in service at Islamic banks technological advances affect customer loyalty? This is because people want total service from Islamic banks so that they can provide good returns to these Islamic banks. The existence of loyalty makes customers interested in investing and financing repeatedly.

The purpose of this research is to find out whether Shariah Compliance, Service Quality, Customer Relationship Management, Brand Image and Customer Satisfaction Implications Affect Customer Loyalty at Bank Muamalat KCP Tulungagung.

The approach in this study uses a quantitative approach and is a type of associative research with path analysis techniques (Path Analyze). The number of samples in the study was 100 respondents, namely customers of Bank Muamalat Indonesia Tbk Tulungagung Branch. The sampling technique used is accidental sampling method which is included in non-probability sampling.

The results of hypothesis testing using path analysis obtained the results of shariah compliance has a positive and significant effect on the Implications of Customer Satisfaction, service quality has a positive and significant effect on the Implications of Customer Satisfaction, Customer Relationship Management has a positive and significant effect on the Implications of Customer Satisfaction, Brand Image has a positive and significant effect on the Implications Customer Satisfaction, Implications of Customer Satisfaction have a positive and significant effect on Customer Loyalty, shariah compliance has a positive and significant effect on Customer Loyalty, service quality has a positive and significant effect on Customer Loyalty, Customer Relationship Management has a positive and significant effect on Customer Loyalty, Brand Image has a positive and significant effect on Customer Loyalty, Brand Image has a positive and significant effect on Customer Loyalty, and significant effect on customer loyalty, and Shariah Compliance, Service Quality, Customer Relationship Management, Brand Image simultaneously affect customer loyalty through Implications of customer satisfaction

Keywords : *Shariah Compliance, Service Quality, Customer Relationship Management, Brand Image, Implications of Satisfaction, Loyalty*