

## ABSTRAK

Tesis dengan judul “Pengaruh *Marketing Mix*, *Sharia Compliance* dan *Corporate Image* Terhadap Loyalitas Nasabah Dengan Kepuasan Nasabah Sebagai Variabel Intervening (Studi Kasus Bank Syariah Indonesia KCP Tulungagung)” yang ditulis oleh Natasa Lailatul Pat Lina, dengan Pembimbing I Dr. Binti Nur Asiyah, M.Si dan Pembimbing II Dr. H. Dede Nurohman, M.Ag.

Kata Kunci : *Marketing Mix*, *Sharia Compliance*, *Corporate Image*, Kepuasan Nasabah, Loyalitas

Penelitian ini dilatar belakangi dari keingintahuan penulis apakah pelayanan di bank syariah 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 *Marketing Mix*, *Syariah Compliance*, *Corporate Image* Berpengaruh Terhadap Loyalitas Nasabah melalui kepuasan nasabah di Bank Syariah Indonesia 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 Syariah Indonesia KCP Tulungagung. Teknik sampling yang digunakan adalah metode sampling incidental yang termasuk dalam *non probability* sampling.

Hasil Pengujian hipotesis menggunakan analisis path diperoleh hasil *Marketing Mix* berpengaruh positif dan signifikan terhadap loyalitas Nasabah, *Syariah Compliance* berpengaruh positif dan signifikan terhadap loyalitas Nasabah, *Corporate Image* berpengaruh positif dan signifikan terhadap loyalitas Nasabah, *Marketing Mix* berpengaruh positif dan signifikan terhadap Kepuasan Nasabah, *Syariah Compliance* berpengaruh positif dan signifikan terhadap Kepuasan Nasabah, *Corporate Image* berpengaruh positif dan signifikan terhadap Kepuasan Nasabah, Kepuasan berpengaruh positif dan signifikan terhadap loyalitas Nasabah, dan *Marketing Mix*, *Syariah Compliance* dan *Corporate Image* secara simultan mempengaruhi loyalitas nasabah melalui kepuasan nasabah Bank Syariah Indonesia KCP Tulungagung.

## ABSTRACT

*Thesis entitled "The Influence of Marketing Mix, Sharia Compliance and Corporate Image on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Case Study of Indonesian Sharia Bank KCP Tulungagung)" written by Natasa Lailatul Pat Lina, with Advisor I Dr. Binti Nur Asiyah, M.Si and Supervisor II Dr. H. Dede Nurohman, M.Ag.*

*Keywords: Marketing Mix, Sharia Compliance, Corporate Image, Satisfaction Customers, Loyalty*

*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 Marketing Mix, Sharia Compliance, Corporate Image Affects Customer Loyalty through customer satisfaction at Bank Syariah Indonesia 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 the Indonesian Sharia Bank KCP Tulungagung. The sampling technique used is incidental sampling method which is included in non-probability sampling.*

*The results of hypothesis testing using path analysis obtained results Marketing Mix has a positive and significant effect on Customer loyalty, Sharia Compliance has a positive and significant effect on Customer loyalty, Corporate Image has a positive and significant effect on Customer loyalty, Marketing Mix has a positive and significant effect on Customer Satisfaction, Sharia Compliance has a positive and significant effect on customer satisfaction, corporate image has a positive and significant effect on customer satisfaction, satisfaction has a positive and significant effect on customer loyalty, and Marketing Mix, Sharia Compliance and Corporate Image simultaneously affect customer loyalty through customer satisfaction at Bank Syariah Indonesia KCP Tulungagung.*