

ABSTRAK

Skripsi dengan judul “Pengaruh Persepsi Nilai Nasabah, *Corporate Social Responsibility*, dan Pemasaran Relasional terhadap Loyalitas Nasabah dalam Menggunakan Aplikasi BYOND by BSI pada Generasi Z di Kabupaten Tulungagung” ini ditulis oleh Linda Dwi Lestari, NIM. 126401213119, dengan pembimbing Prof. Dr. Dede Nurohman, M.Ag.

Kata Kunci: Persepsi Nilai Nasabah, *Corporate Social Responsibility*, Pemasaran Relasional, Loyalitas Nasabah, BYOND by BSI.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital mengakibatkan persaingan layanan *mobile banking* semakin ketat, sehingga menuntut BSI untuk memahami faktor-faktor yang dapat mempengaruhi loyalitas nasabah dalam menggunakan aplikasi BYOND by BSI, terutama nasabah generasi Z. Sebagai pengguna terbanyak dan mahir teknologi, generasi Z tidak hanya memperhatikan aspek fungsional, tetapi juga memperhatikan aspek sosial dan pelayanan personal yang ditawarkan BSI melalui aplikasi BYOND by BSI.

Tujuan penelitian ini adalah untuk menganalisis pengaruh secara parsial dan simultan persepsi nilai nasabah, *corporate social responsibility*, serta pemasaran relasional terhadap loyalitas nasabah dalam menggunakan aplikasi BYOND by BSI.

Penelitian ini menggunakan metode kuantitatif jenis asosiatif. Data yang digunakan adalah data primer yang diperoleh dari hasil kuesioner yang telah disebarkan kepada responden. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Metode analisis data menggunakan analisis regresi linear berganda yang diolah dengan SPSS 23.

Hasil penelitian ini menunjukkan bahwa persepsi nilai nasabah berpengaruh positif dan signifikan terhadap loyalitas nasabah dalam menggunakan aplikasi BYOND by BSI. *Corporate social responsibility* berpengaruh positif dan signifikan terhadap loyalitas nasabah dalam menggunakan aplikasi BYOND by BSI. Pemasaran relasional berpengaruh positif dan signifikan terhadap loyalitas nasabah dalam menggunakan aplikasi BYOND by BSI. Serta secara simultan, persepsi nilai nasabah, *corporate social responsibility*, dan pemasaran relasional berpengaruh positif dan signifikan terhadap loyalitas nasabah dalam menggunakan aplikasi BYOND by BSI.

ABSTRACT

The thesis entitled “The Influence of Customer Perceived Value, Corporate Social Responsibility, and Relationship Marketing on Customer Loyalty in Using the BYOND by BSI Application on Generation Z in Tulungagung Regency” was written by Linda Dwi Lestari, NIM. 126401213119, with the supervisor Prof. Dr. Dede Nurohman, M.Ag.

Keywords: Customer Perceived Value, Corporate Social Responsibility, Relationship Marketing, Customer Loyalty, BYOND by BSI.

This research is motivated by the development of digital technology resulting in increasingly tight competition for mobile banking services, thus requiring BSI to understand the factors that can influence customer loyalty in using the BYOND by BSI application, especially generation Z customers. As the most users and technology savvy, generation Z not only pays attention to functional aspects, but also pays attention to social aspects and personal services offered by BSI through the BYOND by BSI application.

The purpose of this study was to analyze the partial and the simultaneous influence of customer perceived value, corporate social responsibility, and relationship marketing on customer loyalty in using the BYOND by BSI application.

This study uses an associative quantitative method. The data used are primary data obtained from the results of questionnaires that have been distributed to respondents. The sampling technique used the purposive sampling method with a sample size of 100 respondents. The data analysis method used multiple linear regression analysis processed with SPSS 23.

The results of this study indicate that customer perceived value has a positive and significant effect on customer loyalty in using the BYOND by BSI application. Corporate social responsibility has a positive and significant effect on customer loyalty in using the BYOND by BSI application. Relationship marketing has a positive and significant effect on customer loyalty in using the BYOND by BSI application. And simultaneously, customer perceived value, corporate social responsibility, and relationship marketing have a positive and significant effect on customer loyalty in using the BYOND by BSI application.