

ABSTRACT

Juliyani, Mika Giofani Eka. 2021. “Pengaruh *Reliability, Customer Satisfaction*, dan Citra Bank Terhadap Loyalitas Nasabah Bank Muamalat Kantor Cabang Kota Metro” Program Study Magister Manajemen Universitas Muhammadiyah Metro. Pembimbing: (1) Prof.Dr.H. Marzuki Noor,M.S dan pembimbing (2) Bapak Dr. Suharto, S.E., M.M., C.R.B.C

Penelitian ini dilatarbelakangi oleh loyalitas nasabah yang merupakan komitmen pelanggan yang merupakan kelanjutan dari kepuasan pelanggan terhadap barang atau jasa yang diberikan oleh konsumen, berupa pelanggan yang menyukai barang atau jasa dan terdorong untuk terus membeli atau menggunakan barang atau jasa tersebut sehingga terjadi pembelian ulang dan akan merekomendasikanya kepada orang lain.

Tujuan dari penelitian ini adalah untuk memperoleh data, serta mengetahui pengaruh *reliability, customer statisfactin*, citra bank terhadap loyalitas nasabah di Bank Muamalat kantor cabang Kota Metro. Teknik pengambilan sampel dalam penelitian ini adalah Accidental Sampling menggunakan rumus slovin dan di peroleh sampel sebanyak 285 responden nasabah Bank Muamat Kota Metro.

Pengujian persyaratan instrument yang digunakan meliputi uji validitas dan uji reliabilitas. Uji normalitas Liliefors, uji homogenitas, uji linieritas, dan signifikansi regresi sebagai persyaratan pengujian untuk analisis SEM (Structural Equation Modeling) dan teknik analisis data yang digunakan adalah SEM (Structural Equation Modeling). Berdasarkan hasil penelitian dengan menggunakan analisis SEM (Structural Equation Modeling), diperoleh *reliability* berpengaruh langsung positif terhadap citra bank, *reliability* berpengaruh langsung positif terhadap loyalitas nasabah, *customer statisfaction* berpengaruh langsung positif terhadap citra bank, *customer statisfaction* berpengaruh langsung positif terhadap loyalitas nasabah, dan citra bank tidak berpengaruh terhadap loyalitas nasabah.

Kata Kunci: *reliability, customer statisfaction*, citra bank, loyalitas nasabah

ABSTRACT

Juliyani, Mika Giofani Eka. 2021. "The Effect of Reliability, Customer Satisfaction, and Bank Image on Customer Loyalty at Bank Muamalat, Metro City Branch Office" Master of Management Study Program, Universitas Muhammadiyah Metro. Advisors: (1) Prof.Dr.H. Marzuki Noor, M.S and supervisor (2) Mr. Dr. Suharto, S.E., M.M., C.R.B.C

This research is motivated by customer loyalty which is customer commitment which is a continuation of customer satisfaction with the goods or services provided by consumers, in the form of customers who like goods or services and are motivated to continue to buy or use these goods or services so that re-purchases occur and will recommend them to others.

The purpose of this study was to obtain data, as well as to determine the effect of reliability, customer satisfaction, bank image on customer loyalty at Bank Muamalat, Metro City branch office. The sampling technique in this research is Accidental Sampling using the Slovin formula and obtained a sample of 285 respondents as customers of Bank Muamat Metro City office.

Testing the instrument requirements used includes validity and reliability tests. Liliefors normality test, homogeneity test, linearity test, and regression significance test requirements for SEM (Structural Equation Modeling) analysis and the data analysis technique used is SEM (Structural Equation Modeling). Based on the results of research using SEM (Structural Equation Modeling) analysis, it is found that reliability has a positive direct effect on bank image, reliability has a positive direct effect on customer loyalty, customer satisfaction has a positive direct effect on bank image, customer satisfaction has a positive direct effect on customer loyalty, and image. The bank has no effect on customer loyalty.

Keywords: reliability, customer satisfaction, bank image, customer loyalty