

SARI

Fitri Nur Handayani. 2020. Pengaruh Kualitas Pelayanan, Reputasi dan Kepercayaan pada Kesetiaan Nasabah Bank di Surakarta. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Dr. Waluyo Budi Atmoko, M.M Pembimbing II. Finisha Mahaestri Noor, B.Com., M.P.H.

Penelitian ini bertujuan menguji Kesetiaan Nasabah yang dipengaruhi oleh Kualitas Pelayanan, Reputasi dan Kepercayaan. Kesetiaan nasabah sangat penting bagi kelangsungan operasional bank dalam jangka waktu panjang. Namun adanya upaya upaya pemasaran yang dilakukan oleh pesaing bank membuat nasabah berpeluang pindah ke bank lain.

Data diperoleh melalui kuisioner online yang dibagikan kepada nasabah perbankan. Teknik penyempelan yang digunakan *Purposive sampling* dengan populasi nasabah sebanyak 200 responden. Uji hipotesis dilakukan dengan menggunakan SEM.

Hasil penelitian ini menunjukkan kepercayaan tidak berpengaruh signifikan terhadap kepuasan nasabah, Reputasi berpengaruh signifikan terhadap kepuasan nasabah, Kualitas Pelayanan berpengaruh signifikan terhadap kepuasan nasabah, Kepuasan Nasabah berpengaruh signifikan terhadap komitmen, dan Komitmen berpengaruh signifikan terhadap kesetiaan nasabah.

Kata kunci : Kesetiaan Nasabah, Komitmen, Kepuasan Nasabah, Kualitas Pelayanan, Reputasi, Kepercayaan.

ABSTRACT

Handayani Nur Fitri. 2020. The Effect of Service Quality, Reputation and Trust on Bank Customer Loyalty in Surakarta. S1 Management Study Program. Faculty of Economics. Setia Budi University, Surakarta. Advisor I. Dr. Waluyo Budi Atmoko, M.M Supervisor II. Finisha Mahaestri Noor, B.Com., M.P.H.

This study aims to examine the Customer Loyalty that is influenced by Service Quality, Reputation and Trust. Customer loyalty is very important for the long-term sustainability of bank operations. However, the marketing efforts made by the bank's competitors make customers have the opportunity to move to another bank.

Data obtained through online questionnaire which is distributed to banking customers. The sampling technique used was purposive sampling with a population of 200 respondents. Hypothesis testing is done by using SEM.

The results of this study indicate that trust has no significant effect on customer satisfaction, reputation has a significant effect on customer satisfaction, service quality has a significant effect on customer satisfaction, customer satisfaction has a significant effect on commitment, and commitment has a significant effect on customer loyalty.

Keywords: Customer Loyalty, Commitment, Customer Satisfaction, Service Quality, Reputation, Trust.