ABSTRAK

Chilyatunnisa'. 2020. Skripsi. **Pengaruh Kualitas Pelayanan, Citra Perusahaan dan Kepuasan Nasabah Terhadap Loyalitas Nasabah Pada Bank Jatim Cabang Kota Probolinggo**. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan di Bank Jatim Cabang Kota Probolinggo dengan tujuan untuk mengetahui pengaruh kualitas pelayanan, citra perusahaan dan kepuasan nasabah secara simultan dan parsial terhadap loyalitas nasabah pada Bank Jatim Cabang Kota Probolinggo dan untuk mengetahui variabel yang berpengaruh dominan antara kualitas pelayanan, citra perusahaan dan kepuasan nasabah terhadap loyalitas nasabah pada Bank Jatim Cabang Kota Probolinggo.

Jenis penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan analisis asosiatif. Metode pengumpulan data dengan kuesioner, observasi, dokumentasi, dan studi kepustakaan. Populasi dalam penelitian ini sebanyak 563 nasabah Simpeda Bank Jatim Cabang Kota Probolinggo.Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* dan diperoleh jumlah sampel sebanyak 85 nasabah. Metode analisis data berupa analisis regresi linear berganda dan koefisien determinasi (R^2) dengan menggunakan bantuan program SPSS 22 *for Windows*.

Hasil penelitian menunjukkan bahwa terdapat pengaruh secara simultan (bersama-sama) antara variabel Kualitas Pelayanan, Citra Perusahaan dan Kepuasan Nasabah berpengaruh secara signifikan terhadap Loyalitas Nasabah Pada Bank Jatim Cabang Kota Probolinggo dimana diperoleh nilai F_{hitung} = **43,191**. Lalu secara parsial (terpisah) menunjukan bahwa variabel Kualitas Pelayanan (X_1) berpengaruh signifikan terhadap Loyalitas Nasabah (Y) dengan nilai t_{hitung} = **3,160**. Sedangkan variabel Citra Perusahaan (X_2) secara parsial, berpengaruh signifikan terhadap variabel Loyalitas Nasabah (Y) dengan nilai t_{hitung} = **4,113** dan untuk variabel Kepuasan Nasabah (X_3) secara parsial berpengaruh signifikan terhadap variabel Loyalitas Nasabah (Y) dengan nilai t_{hitung} = **4,273**. Berdasarkan hasil analisis mengenai variabel-variabel yang mempengaruhi Loyalitas Nasabah, terlihat bahwa diantara ketiga variabel bebas Kualitas Pelayanan, Citra Perusahaan dan Kepuasan Nasabah, yang paling dominan mempengaruhi variabel terikat Loyalitas Nasabah yaitu varaibel Kepuasan Nasabah dengan nilai t_{hitung} paling besar yaitu **4,273**.

Kata Kunci : Kualitas Pelayanan, Citra Perusahaan, Kepuasan Nasabah, Loyalitas Nasabah.

ABSTRACT

Chilyatunnisa '. 2020. Thesis. The Influence of Service Quality, Company Image and Customer Satisfaction Against Customer Loyalty at Bank Jatim, Probolinggo City Branch. Management Study Program, Faculty of Economics, University of Panca Marga Probolinggo.

The research was conducted at Bank Jatim Branch of the City of Probolinggo with the aim to determine the effect of service quality, corporate image and customer satisfaction simultaneously and partially on customer loyalty at Bank Jatim Branch of the City of Probolinggo and to determine the dominant influencing variables between service quality, company image and customer satisfaction. towards customer loyalty at Bank Jatim, Probolinggo City Branch.

This type of research is quantitative with a descriptive approach and associative analysis. Methods of data collection using questionnaires, observation, documentation, and literature study. The population in this study were 563 customers of Simpeda Bank Jatim, Probolinggo City Branch. The sampling technique used was nonprobability sampling and obtained a total sample of 85 customers. The data analysis method is multiple linear regression analysis and the coefficient of determination (R2) using the help of the SPSS 22 for Windows program.

The results showed that there was a simultaneous (joint) influence between the variables of Service Quality, Company Image and Customer Satisfaction significantly affected Customer Loyalty at Bank Jatim, Branch of the City of Probolinggo where the Fcount = 43.191 was obtained. Then partially (separately) shows that the Service Quality variable (X1) has a significant effect on Customer Loyalty (Y) with tcount = 3.160. While the Corporate Image variable (X2) partially has a significant effect on the Customer Loyalty variable (Y) with tcount = 4.113 and for the Customer Satisfaction variable (X3) partially has a significant effect on the Customer Loyalty variable (Y) with tcount = 4.273. Based on the analysis of the variables that affect Customer Loyalty, it can be seen that among the three independent variables, Service Quality, Company Image and Customer Satisfaction, the most dominant influencing the dependent variable is Customer Loyalty, namely the Customer Satisfaction variable with the highest t-count value of 4.273.

Keywords: Service Quality, Company Image, Customer Satisfaction, Customer Loyalty.