

ABSTRAK

Judul: Analisis Pengaruh Citra Merek, Kualitas Layanan terhadap Loyalitas Nasabah dan Kepuasan Nasabah Bank Mega Cabang Pasar Minggu.

Nama: Winda Rahmatia

Program Studi: S-1 Manajemen

Nama Pembimbing : Lia Amalia

Penelitian ini bertujuan untuk: meneliti, menguji dan mengkaji pengaruh citra merek, kualitas layanan dan kepuasan nasabah terhadap loyalitas nasabah. Penelitian ini dilakukan melalui PT Bank Mega cabang Pasar Minggu. Sampel penelitian ini sebesar 200 orang nasabah. Data dikumpulkan langsung dari responden dengan menggunakan instrument penelitian berupa kuesioner dan teknik analisis data menggunakan *analysis path*. Hasil penelitian ini membuktikan bahwa citra merek dan kualitas layanan berpengaruh terhadap kepuasan nasabah, citra merek berpengaruh terhadap loyalitas nasabah, kualitas layanan berpengaruh terhadap loyalitas nasabah, kepuasan berpengaruh terhadap loyalitas, kepuasan bukan merupakan variabel intervening antara citra merek terhadap loyalitas nasabah dan kualitas tidak mempengaruhi loyalitas melalui kepuasan nasabah.

Kata Kunci: citra merek, kualitas layanan, kepuasan nasabah dan loyalitas nasabah

ABSTRACT

Title: Analysis of the Influence of Brand Image, Service Quality on Customer Loyalty and Customer Satisfaction of Bank Mega, Pasar Minggu Branch.

Name: Winda Rahmatia

Study Program: S-1 Management

Supervised : Lia Amalia

This research aims to: examine, test and assess the influence of brand image, service quality and customer satisfaction towards customer loyalty. This research was conducted through PT Bank Mega Branch Sunday market. The sample of this research was 200 customers. Data is collected directly from respondents using research instruments in the form of questionnaires and data analysis techniques using the analysis path. The results of this research proved that the brand image and quality of service affects customer satisfaction, brand image affects customer loyalty, quality of service affects customer loyalty, satisfaction effect on loyalty, satisfaction is not an intervening variable between brand image to customer loyalty and quality of service has not influence on loyalty through customer satisfaction as intervening variable.

Kata Kunci: brand image, service quality, customer satisfaction and loyalty